

2023 Annual Report

Mission Statement

Palmetto Works CDC is a faith-based, “rubber meets the road” non-profit ministry, and is an outreach of the Palmetto Missionary Baptist Church. Meeting the needs of young people in the greater Conway, S.C. area, Palmetto Works believes in age and developmentally appropriate work so that:

- Kids can play and learn safely;
- Adolescents can learn about who they are and what careers to consider;
- Adults can build family, while furthering career goals and community involvement;
- All who are called may better assist in the work of the church to be the presence of Christ in the world.

Inside this issue:

Palmetto Kids!	2
Palmetto Youth Leadership Academy	3
CHOPS	4
Financials	5
Donors	5
Spring Fling: Community in Bloom Fundraiser	6
Board of Directors	8

Overview

Where ministry meets people with their strengths as well as their needs, Palmetto Works Community Development Corporation (Palmetto Works) offers a partnering hand through Asset Based Community Development. Palmetto Works is a not for profit, faith-based ministry headquartered in Conway, SC. Palmetto Works launched in 2012 as an outreach of the Palmetto Baptist Missionary Church under the continued leadership of Rev. Cheryl Moore Adamson. The goal of the ministry is to come together with people of all ages, with a special heart for African-American children, adolescents and young adults, to show them a path forward. Through partnerships with local and state institutions and generous donations from the community, ministry partners and various foundations, Palmetto Works operates and manages Palmetto Kids! Music & Arts Academy, Palmetto Youth Leadership Academy, and CHOPS Produce, a small produce market and healthy juice bar. Funding is paramount for the ministry and all who are willing to give are asked to search their hearts for ways to



Reverend D. Katrina Reaves receives the Brenda Kneece Christian Action Award



At the Cooperative Baptist Fellowship South Carolina General Assembly, Reverend Katrina Reaves was presented with the Brenda Kneece Christian Action Award, recognizing her tireless efforts as the Program Director with Palmetto Works and the Associate Minister of Palmetto Missionary Baptist Church in Conway. She also does advocacy with Horry County’s *Moms Demand Action* to reduce gun violence, supervises interns and coordinates volunteers. Katrina works tirelessly as the Director of Palmetto Works’ after school program, helping children with homework, organizing music and art lessons, and teaching etiquette and leadership skills. Katrina inspires so many people in Conway and in the Cooperative Baptist Fellowship (CBF) South Carolina. Rev. Beth McConnell, who nominated Katrina, says that her “life and work are a testimony that encourages me and bolsters me in my faith.” Congratulations to Reverend Katrina Reaves!



Regarding the interaction of Coastal Carolina University students with **Palmetto Kids!**, Professor Christina Selby says, “The relationships that blossom between the students and the children are mutually beneficial, enriching the lives and experiences of all parties involved.”



“We’ve been sending our kids to the summer enrichment camp at PK for a few years now, and it has been a wonderful experience for them. We love how they teach our kids about art, music, and other educational activities. We especially love the fact that they are a Christian based camp. It was such a joy to hear the kids singing the songs that they learned while there. Everyone is so nice and helpful. We look forward to sending our kids there again this year!”

**Raydeenya Morrison,
Mother of Symphani and Valor**

Palmetto Kids! is an after school and summer program for elementary aged school children. The purpose of the program is at least five-fold:

- **To provide music lessons** for children whose parents are financially unable to afford extra-curricular activities for their families;
- **To provide a safe environment** for children who would otherwise be at home with no parental supervision;
- **To improve the academic, social, and life skills** of children in our community;

- **To serve as the primary resource to equip parents** to raise morally fit and ethically sound children of good character;
- **To develop a performance troupe** to enhance the artistic and performance skills of the children



“Having faculty involved in Palmetto Works allows for PK! students to be engaged with the University, providing them motivation to consider higher education as an option...”

**Dr. Fredanna D. McGough, Chair,
Palmetto Works Board**

2023 Statistics for Palmetto Kids!

- 14-20 children per week, 11 weeks per semester for a total of 396 children for 22 weeks
- 3-10 volunteers from Coastal Carolina University (CCU)
 - Public Health majors;
 - Communications majors;
 - CCU Men’s basketball team
- Summer Camp—35 students
- 12 staff, including 7 students hired through Palmetto Youth Leadership Academy

Palmetto Youth Leadership Academy

With the Academy's many goals, keeping middle school and high school aged kids in school may be at the top of the list. Palmetto Youth Leadership Academy gives these kids the reasons, motivations and tools they need to stay in school. "We are a church without walls,"

Reverend Cheryl Moore Adamson likes to say, about the programs under the Palmetto Works umbrella, serving the community through after school tutoring, partnerships with other churches offering camps, mentoring and other enrichment programs.

Using STEM-based systems, here older kids and qualified volunteers serve as role models to tutor and mentor younger kids, and like everything else Palmetto Works stands for, to be agents of positive change.

"This program has led to grand opportunities for me and other volunteers. PW has opened my eyes and shown me just how blessed I am, for which I am forever grateful."
Elisha Stewart,
Coastal Carolina University Junior and 3-year volunteer



SOAR to Career Awareness

PALMETTO WORKS
COMMUNITY DEVELOPMENT CORPORATION

SOAR Now!

Don't wait 'til high school to start.
Do you want to live with your family forever?

S Search for interesting careers	O Observe people in those fields
A Ask questions to learn more	R Report what you learn to others

SOAR Now!
 Increase your chances of getting a great job in the future.
 Visit www.palmettoworks.com for more information.

SOAR to Career Awareness

Developed as a communication campaign and career education program serving lower-income, underrepresented youth in Conway, SC, the *SOAR to Career Awareness* program can be applied in all educational settings on campuses, off campuses, and in all content areas. Students who learn to search for jobs of interest, observe professionals in fields of interest, ask questions to learn more, and report what they learn to others will *SOAR to Career Awareness*. This ideal model program design involves college students teaching the model to youth and internships, service learning and volunteer requirements are integrated into the program.



In 2017, Culinary and Hospitality Operatives Prepared to Serve (CHOPS) initially began as a collaborative jobs training program between A Father's Place, Palmetto Works and Palmetto Missionary Baptist Church. The program was designed to enable participants to competently enter the hospitality & tourism workforce or start a business. Over the years, CHOPS served as a hub for fresh vegetables and fruit within this USDA certified food desert, offering nutrition education and cooking demonstrations from Chef DeWayne Beaty, who is now a board member.

At the height of the COVID 19 pandemic, with the support of a \$30,000 grant from the SC Community Loan Fund and Clemson University, CHOPS was instrumental in providing space for two African American women-owned veteran-

owned small businesses, The Bling Tee Boutique and Juice Crush. As 2023 closes, Juice Crush will be taking on the function of providing produce to the community as PW narrows its focus to its children and youth programming.

CHOPS



“Two Old Ladies and a Bus”

That will be the title of Reverend D. Katrina Reaves' first children's book describing the adventures that she and Reverend Adamson have had with the kids after purchasing a vehicle to transport the students to special activities in the Conway and Horry County communities. With the help of an anonymous benefactor, Palmetto Works was able procure this

13-passenger handicap accessible 2017 E-450 Ford Van in January 2023. Additional funding came from CBFSC, Palmetto Missionary Baptist Church members, as well as fundraising by PW board of directors. “Oh, the places we will go!”



McCall Exploratory Process (MEP) for the Narrow Road

In Spring 2023, Palmetto Missionary Baptist Church and Palmetto Works CDC participated in the McCall Exploratory Process for the Narrow Road (MEP) along with 6 other congregations around the country. The purpose of the MEP was to enable local black churches to engage in

racial repair work through “an intentionally relational, data driven, strength-based approach.” Using asset mapping of our church and the surrounding community, we were able to craft “a culturally relevant program” which would give us the “capacity to convene, resource and advo-

cate for the larger black community.” We were awarded a grant of \$8,000 to devise a plan to implement the CDF Freedom School in Conway and Horry County. We will be training staff and our scholars in intergenerational servant leadership

Financials

Revenue

Non Profit Income \$73,708.23

Rental Income 1,300.00

Total Revenue \$75,008.23

Expenditures

Advertising/Promotional \$1,297.56

Automotive 685.45

Salaries and Wages 8,030.75

Taxes - Payroll 5,142.93

Equipment Lease 1,027.62

Insurance 4,022.00

Bank Charges 804.00

Contract Labor 18,095.00

Dues & Subscriptions 90.00

Books and Publications 271.40

Telephone 815.10

Rent Expense 2,478.00

Repair and Maintenance 186.00

Licenses 45.00

Miscellaneous Expenses 158.76

Supplies Operating 1,025.00

Office Supplies/Expenses 464.40

Fundraising 3,500.00

Travel, Entertainment and Meals 735.75

Taxes and Licenses 1,025.16

Utilities 1,385.55

Total Expenditures \$51,285.43

Net Revenue \$23,722.80



Donors

Palmetto Missionary Baptist

Church

Cooperative Baptist Fellowship

South Carolina

McCall Grant Funds

Mary Moore

Richard and Debbie Dantzer

United Way of Horry County, Inc.

Reverend Cheryl Moore Adamson

Waccamaw CF - Elliott Realty

Charitable

Network for Good

Carlos and Linetria Johnson

James Adamson, MD

Anonymous Donor

Cooper and Jaskot, CPA's and LLC

Truist Bank

F & J Associates

Gene Floyd

Friends to Re-Elect Larry A. White

Sylvia Hickman

Francis Humphries

Donna Moore

Lindy Smith

Water Tower Properties LLC

Michelle Walden

Nelson Adamson

Camilla Gill

Julia L. Riley

Caren Stewart-White

Fredanna D. McGough

Carolyn Hickman-Williams

Kirk and Kyle Kinsale

Olukayado Adeogun

Michael and Catharine Battle

Jacquelyn Comeaux

Avery Jones

Leah Turner

Adewole Adamson

Mary Adeogun

Darlene Booth-Bell

Kerry Dozier

Vivian and Alfred Linen, Jr.

Glynis T. McCray

Angela Mclver

Muriel Ward O'Tuel

Christina Selby

April Wagner

Colisha Frazier

Sadina Lewis

William Stephens

Daisy Weaver

Cassandra C. Campbell

Sammyette W. Jones

Dr. James Lee and

Mrs. Patricia Lee

Amanda B. Masterpaul

Joyce B. Winkler

Jacinda Wright

Racquel Gill

Brenda Cobb

Patricia A. Hughes

Martha Vereen

Jacqueline Brown

GeFranya Graham

Spring Fling: Community in Bloom Fundraiser



Spring Fling: Community in Bloom Fundraiser

On the evening of May 19, 2023, Palmetto Works returned to Freewoods Farm in the Burgess community of Myrtle Beach, its Annual Spring Fling fundraising event. This annual event provides support for the Palmetto Youth Leadership Academy and Palmetto Kids Music and Arts Academy which enables us to impact the lives of many children, youth and adults in Conway and surrounding communities. Freewoods Farm is a living African American Farm Museum telling the story of the agricultural lifestyle of newly freed enslaved persons in our county. We greeted friends, family, volunteers, board members as well as new community members just becoming acquainted with our mission. The big open barn was festooned with beautiful spring flower arrangements on welcoming tables. A delectable spread prepared by incoming board member, Chef DeWayne Beaty, had plenty of healthy fare featuring his famous 21 ingredient salad, watermelon, tomato & onion salad, bean salad and an artistic fruit display. No worries, the required BBQ was there for the traditionalists! The soulful sounds of DJ 4K, an 18-year-old from Columbia, SC produced sounds that appealed to the multigenerational dancers. Our now famous “Two Old Ladies & A Bus” van served as a fundraising photo booth. For \$5.00 folk could pretend to drive! Our newest board member, Roderick Mishoe, loved the event, especially meeting diverse new people in such an invigoratingly positive setting.





505 Church Street
Conway, South Carolina
29526
Phone: 843-331-9577
Email:

Check us out!
www.palmettoworks.com

Board of Directors

Dr. Fredanna McGough, **Chairperson**

Dept. Chair, Health Sciences, CCU

Katrina Reaves, **Secretary/Treasurer**

Associate Pastor, Palmetto M.B. Church

Lane Riley, SC Cooperative Baptist Fellowship

J. V. Mott,

A Father's Place, Job Developer

Ty Grissett

Director of Community Development & Outreach

Muriel Otuel

Retired Educator, Author

Alan Todd

Philosophy Professor CCU

Christina Selby

Communications Professor, CCU

Rodrick Mishoe

E-Sports Business Owner

Executive Director

Cheryl Moore Adamson

Accountant

Arlene Jaskot

Legal Counsel

Fran Humphries

