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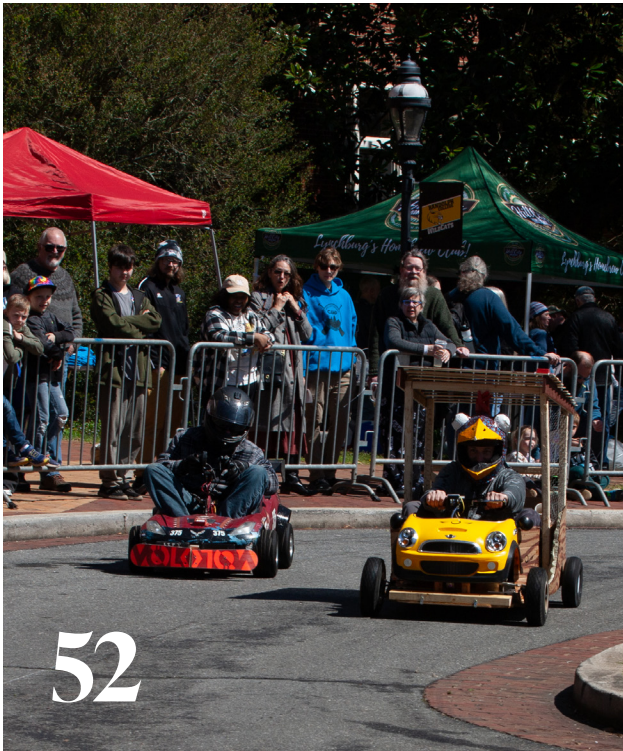
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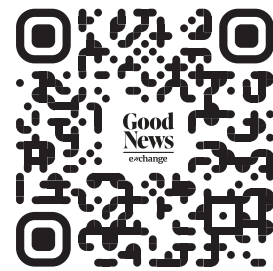
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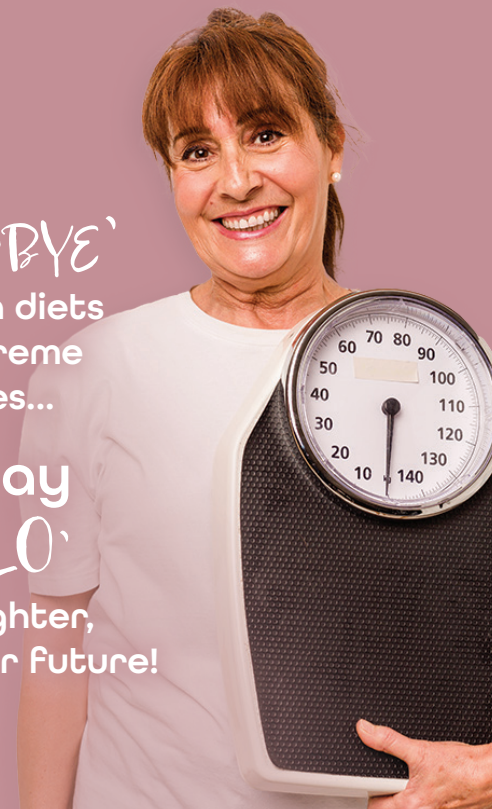
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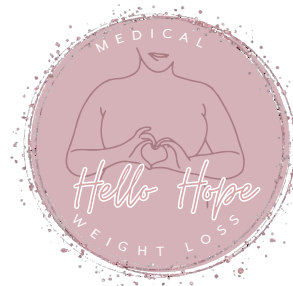
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LETTER FROM THE EDITOR

The impact of ‘shop local’

Together we can ensure that their legacies continue, our economy is kept stable, and our community continues to thrive.

THE ECONOMIC Policy Institute reports that for every dollar spent at a locally owned business, 68 cents of it stays in the local economy. Compare this to 32 cents staying in a local community when spending money at a chain store. The University of Florida conducted an analysis that showed how local businesses help fight high unemployment rates. When large companies lay off workers, local businesses are able to provide employment opportunities and maintain a consistent workforce. This is critical in sustaining our community and keeping money flowing within it.

Our locally owned businesses have helped our community become what it

is today. The long-standing staples in our community have created bridges between the generations. People who were once shoppers at a young age are now the mature employees who always greet you with a smile. And as new decades come and go, their smiles never fade. And the young shoppers they smile to will one day be in their shoes.

We should all continue to make an effort to support our local businesses. Not only does it help create a stronger economy for our town, but it also helps preserve the memories and traditions of generations before us. Together we can ensure that their legacies continue, our economy is kept stable, and our community continues to thrive. **GN**

Wesley Bryant,
EDITOR-IN-CHIEF

From our
publishing
partner



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CHAPTER 1 OF 3

This section of the magazine covers local positive stories you may have missed.

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Submit a positive story on our website:



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Photography by Sarah Bussard

◀ Jannett Spearman

“

**I just want
these kids to
know they're**

loved.

The Duffle Bag
Project shoulders
a burden for
children in foster
care and people
without housing.

*By Dave Lenehan
Photos submitted by Karinna Hall*



▲ Cedric, Amelia, Karinna, Sam, and Oliver Hall

WHAT IF you were moving out of your home and had to pack all of your belongings — your most important possessions — into one giant trash bag? You would probably feel embarrassed at the least and maybe a little less “human” at the most.

That scenario of packing up every possession into a trash bag is all too real for many children in our nation’s foster care system. In fact, an alarming amount of foster children travel from one home to the next with their belongings stuffed in trash bags. It’s not a dignified way to live or move. This is why Karinna Hall, her family, and volunteers stepped in and started The Duffle Bag Project.

Just prior to the COVID pandemic in 2020, Hall said God impressed her with the idea of providing new 22-inch duffle bags for foster kids and homeless people, in which they could carry their belongings. Hall had never been involved in the foster care system and really didn’t know anything about foster care at all.



▲ Sherry Venters, Dayna Morgan, Karinna Hall, Paula Dykstra, Cherie Norris, and Cheryl Boyd

“

Our desire is to plant seeds and let God take it from there.

- Karinna Hall

“The idea and its urgency just wouldn’t go away,” Hall said, and God’s prompting kept the project moving forward.

There was a significant addition to providing the duffel bags. Hall points out that not only did she know she had to give out bags, but they had to have a connection to the Bible. She wanted to give foster kids more than the dignity of a proper way to carry their belongings. One of the many people God used to help The Duffel Bag Project move forward suggested the Bible verse Joshua 1:9, which reads, “Have I not commanded you? Be strong and of good courage; do not be dismayed, for the Lord your God is with you wherever you go.”

That verse is embroidered on every bag that Hall and The Duffel Bag Project volunteers give out. Hall notes that she wanted the verse to be a permanent part of the bag, not just a card put inside, adding that a Bible is also included with each bag, too. In fact, The Duffel Bag Project volunteers take the time to add tabs to each Bible, marking off the beginning of each of the Bible’s 66 books for easier access.



“Our desire is to plant seeds and let God take it from there,” Hall explains.

She’s quick to add that the project is not just a nonprofit organization; it’s a ministry.

When the nonprofit was founded, Hall noted it was getting 24 bags out per month. Fast forward to today, and The Duffle Bag Project just acquired an industrial embroidering machine. That, combined with the project’s embroidery team, will produce about 160-240 bags monthly.

As the years went by, Hall was continually amazed with the connections she was able to make, getting the duffle bags into the hands of more foster kids — not only in Lynchburg but around the country and even the world. She contacted a local branch of Isaiah 1:17 House, a transition home for foster kids while they await their next foster family placement, and began providing duffle bags to its clients.

Hall talked with the staff at Thomas Road Baptist Church’s (TRBC) foster and adoption program to see how they might work together. TRBC offered The Duffle Bag Project an office space, which became another locale for duffle bag distribution. Hall added that the space came with a loading dock.

With over 2,700 bags and 1,500 Bibles given out already, The Duffle Bag Project is now serving foster kids and homeless people with 30 locations in eight states and other countries such as Pakistan and Uganda. The project now has additional ties to Lynchburg with Patrick Henry Family Services and the Miller Home for Girls.

“God — He keeps opening the doors,” Hall points out. “I feel like ‘awesome’ is used too often, but this is awesome.”

While Hall doesn’t necessarily have any numerical goals for the next five years, she emphasizes that she wants to stay focused on the initial “marching orders” she believes God gave her: to make and provide bags and Bibles.

Hall said her work has not come without some personal changes.

God’s been refining my heart, making me more open to what He puts in front of me,” she said.

The project has two key needs: funds and volunteers. Hall knows more can be done, and more people are waiting to get involved.

“I just want these kids to know they’re loved.” GN

What our readers say

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“I am exposed to more advertisers in Good News than in any other publication that I have seen in this area.”

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“This magazine allows owners to share what is closest to their hearts while showcasing their products. Plus the customer service Good News offers is outstanding. The magazine is very well put together, well polished, neat, and very inviting. I look forward to each one!”

“The content of the magazine is wholesome and seems to support a good cause. It is much preferable to other advertising sources because it seems to build up the community, rather than solely profit from it.”

“Good News is a great magazine, and it is delivered to many people, probably more than the local newspaper. I look all the way through and read most of it. It is the best place to advertise.”





Making An Impact On The Community

"I'm so thankful to see Good News Magazine in my mailbox each month because it's the positive news I've been wanting to spur thoughtful conversations with my two teens about deeper issues, current events, and news. We've been reading the articles together as a way to expand their understanding of the world outside of themselves. Any chance to understand different perspectives and those who are different from us, helps them grow into more understanding people. Thank you for bringing this to Lynchburg, and selfishly, these stories and conversations into my home! What you and your staff are doing is making a difference in our community."

- Keeley C. Tuggle

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Latia "Tia" Hancock

Surrounded by Plants

A passion for indoor greenery spawns a new Lynchburg business.

By Dave Lenehan // Photos submitted by Latia Hancock



WHAT IS it like when a family legacy causes an accounting major to open an indoor plant shop? Just ask Latia “Tia” Hancock. Tia, as her family and friends call her, opened her store, P.R.E.A.M (Plants Rule Everything Around Me), on Fifth Street in Lynchburg just last year. The story behind her new business begins with some deep family roots.

Tia spent many of her summers as a child with her great-grandmother, Ruby, in Rocky Mount, Virginia. Grandma Ruby was an avid gardener and provid-

ed Tia with a wealth of knowledge about plants and shrubs. As Tia grew up, she had some plants around her home, but instead of pursuing a horticultural degree as some might guess, she chose accounting. Little did she know that she would rely on both her degree and Grandma Ruby’s gardening legacy as an adult.

Tia said that indoor gardening became something she was passionate about in her home in Lynchburg. During the COVID-19 pandemic, Tia noticed that people were posting pictures and ideas

on social media about indoor plants. One problem was that the “big box” retail stores didn’t carry many indoor plants, and their selection of small trees and shrubs was very limited. After some research, Tia found two stores — one in Richmond and another in Charlotte, North Carolina — that focused on indoor plants. She also found similar shops in the smaller nearby communities of Staunton and Charlottesville.

She figured, “If Staunton and Charlottesville can have indoor plant stores, we can in Lynchburg, too.”



Several of her friends urged Tia to take some business classes through the CO.STARTERS program. According to FINSYNC, CO.STARTERS empowers entrepreneurs with the essential knowledge and resources to go from business idea to action.

Tia's big break came in 2023 when, after a number of friends notified her of the program, she applied for and won a grant through Launch LYH, a program that supports entrepreneurs. Tia remodeled a store on Fifth Street and opened P.R.E.A.M. The name pretty much sums up Tia's love for indoor plants.

Since opening her shop, Tia has seen a steady stream of customers who want to bring more green into their homes. She revealed that her customers are looking not only for new plant ideas but for the accessories that go with them.

For those who say, "Oh, I don't have a green thumb," Tia suggests, "Once you get into it and maybe have a little more information, you'll feel confident to at least try your hand" at indoor planting.

Tia offers classes on how to design terrariums and on what types of soil to use with which plant. She also hosts "paint and sip" nights, where clients can paint planting pots while enjoying a variety of wines. Her workshop also hosts birthday parties focused on indoor plants. More recently, she began "House Plant 101" classes for those just beginning to pursue indoor planting. Tia notes that learning about indoor plant care is a perfect pursuit for those who rent an apartment or townhouse and don't own land.

Tia also brings in plant experts who, much like her Grandma Ruby, share their



Once you get into it and maybe have a little more information, you'll feel confident to at least try your hand at **indoor planting**.

expertise for those interested. At the same time, Tia said she's constantly educating herself through reading and watching videos about new plant varieties and how to care for them. She is also a member of the Lynchburg Garden Club, which often meets in her store.

Tia is quick to point out that her Grandma Ruby, who passed away last year at 103 years old, was very well known in Franklin County — not only for her gardening but for her service in her church and the community. One of the major takeaways Tia has from her years learn-

ing gardening from Grandma Ruby is the idea of what she calls "generational wealth."

The concept is not necessarily focused on passing down monetary wealth from one generation to the next but on handing down skills, interests, and knowledge that the next generation can keep passing along. It's this "generational knowledge" that Tia hopes she's passing on to her family as well as those who come to her store.

In addition to P.R.E.A.M., Tia continues with her accounting business. She admits that the transition from running an accounting business during COVID-19

to running a brick-and-mortar store was challenging, but she loves it.

"I get excited still about seeing a new leaf pop up," Tia shares enthusiastically. **GN**

To visit P.R.E.A.M., go to www.pream-lyb.com or stop by 409 Fifth St., Suite A, just up the hill from downtown.





LYNCHBURG'S *artisan advocate*

SPEARMAN ARTISANRY BRINGS
THE GLOBAL VILLAGE TO LYNCHBURG

BY RICHARD KLIN // PHOTOGRAPHY BY SARAH BUSSARD

*J*ANNETT SPEARMAN came to Lynchburg from a great distance — a literal distance, as well as a figurative one. Originally from Nicaragua and trained as an electronics engineer, Spearman discovered that she had a very different path to follow: the path of an artisan. Her training in artisanry was undertaken at an art school in Lima and was something she pursued almost immediately when she moved to Lynchburg over 11 years ago.

The first year she was in Lynchburg, she rented a small booth at the Lynchburg Community Market.

“It was amazing,” she relates. People really liked the merchandise, and then she “decided to give entrepreneurship a shot.”



Jannett
Spearman

The venture into entrepreneurship has worked out quite well. Spearman has a small boutique located inside the Lynchburg Community Market and two locations in the Crafter's Gallery. Her primary boutique is now located at 919 Main St. and was opened six years ago.

The wares she offers are eclectic and international, covering a broad range of artisan work, with pieces drawn from South America, Africa, Turkey, India, and more — a total of 32 countries. She features her own distinctive wire crochet jewelry. Big pieces, which are heavy and expensive to ship, are not something she usually carries.

“The pottery pieces that I do bring is from Puebla, Mexico — which is called Talavera — are beautiful and one-of-a-kind, but not big pieces.”

Like any good businessperson, she keeps her clientele in mind with different target audiences. Her main boutique location is bigger and more upscale. The boutique at the market is more family-oriented. The two booths in the Crafter's Gallery are more targeted toward college students.

“It’s a college town, and I cater to them quite a bit,” she expressed.



She learned to adjust her offerings to the tastes of her customer base. The same item that might sell somewhere else won't sell in Lynchburg, which is a stylistically conservative audience.

“I have learned,” she said, “that the ladies here don't like big, bulky, huge jewelry. They like smaller pieces. Those are things that I have learned with time. In the beginning, I was just buying whatever and doing what I could do to help the artisans.”

The key component of her business is the principle of “fair trade.” Working overseas, she was able to meet a lot of artisans, especially having gone to an artisan school. She could see that, a lot of the time, those people would sell their wares for nearly nothing. It was like giving away their work to the markets.



“You go to the markets overseas and say, ‘Oh, it’s so inexpensive.’ But it’s because the poor artisans are being exploited,” she explained.

“Fair trade,” Spearman said, “Is being fair to the artisans, paying them the right amount of money — what they ask for,



without haggling or going back and forth. If that's what they want, I will compare their prices to other artisans' work and come to a fair and equitable agreement on pricing."

In the end, her goal is to ensure that they are paid a living wage for their work.

It's her firm belief that fair trade can be a fundamental driver of poverty reduction and greater sustainable development.

The Lynchburg community has proven to be a catalyst in connecting to a global network of artisans. A lot of the groups she works with are missionaries. Being here in Lynchburg, there are a lot of people who come to Liberty University to visit. It also offers events like Global Focus Week, which is an opportunity for Spearman to connect with missionaries from around the world who run collectives, through which she gets to support their work

Spearman has her own collective in Nicaragua.

"I go every year and teach them how to make different kinds of crochet merchandise. This collective is composed of high schoolers and college students. They are then able to use the proceeds to complete their education."

Time permitting, Spearman has also done extensive volunteering in Lynchburg, including teaching students and children how to crochet in events like the Maker Faire and at the Lynchburg Community Market.

Spearman is passionate about being a part of this movement and loves being able to help other artisans from around the world.

The artisanal work she sells allows easy access to an international world of colors, fabrics, and materials — all of which can be experienced without leaving Lynchburg. And her stores also strike a blow for a more equitable pay scale.

"It truly has been," she concludes, "a dream come true for me."GN

For more information, visit www.spearmanartisanry.com.

Make time for

Memories





SAVOR SPRING AND ALL IT BRINGS WITH THESE EASY, DELICIOUS RECIPES.

THE FIRST dogwood blooms unfurl while other trees wake up from their long winter nap. Images of spring break and picnics flood our feeds and keep us daydreaming of the warmer days ahead. Whether planning brunch, lunch, or lighter meals to make time for spring's delights, these recipes will give you a head start on getting out of the kitchen. They're as warm and welcoming as a porch swing on a spring afternoon. **GN**



Crunchy Lettuce Salad

Submitted by Lillian Burton

- 1 head lettuce
- 1/2 head cauliflower, sliced
- 1 medium red onion, sliced thin
- 1/2 lb. bacon, cooked or real bacon bits
- 1 1/2 c. mayonnaise
- 3 T. sugar
- Parmesan cheese

Break lettuce into small pieces and place in bottom of 13x9x2 pan. Place cauliflower on top of lettuce. Layer onion on the cauliflower and top with bacon bits. In a small bowl, whisk together mayonnaise and sugar. Spread mixture over contents of salad. Top with Parmesan cheese. Prepare recipe and refrigerate several hours or overnight before serving.

Spicy Deviled Eggs

Submitted by Betty Ingram

- 1 envelope ranch salad dressing mix
- 1/2 t. cayenne pepper
- 2 T. sweet pickle relish
- 1/4 c. mayonnaise
- 1/4 c. ranch dressing, pourable
- 1 t. yellow mustard
- 12 eggs, hard boiled, shells removed, sliced lengthwise
- paprika, for dusting

Carefully scoop yolks into bowl; mash with fork until they have a grainy consistency. Stir in salad dressing mix, cayenne pepper and pickle relish; mix well. Add mayonnaise, ranch dressing and mustard. Pipe yolk mixture into egg white halves using pastry bag. Dust with paprika.

Farm Fresh Spinach Quiche

Submitted by Peggy Dunivan

- 8 slices bacon, crisply cooked, crumbled
- 1 pie crust, 9 inches, unbaked
- 2 c. Monterey Jack cheese, shredded
- 1 pkg. frozen chopped spinach, thawed and drained
- 1 1/2 c. milk
- 3 eggs, beaten

Sprinkle half of the bacon into the pie crust. In a medium mixing bowl, combine cheese, spinach, milk, eggs, and flour. Pour over crust. Sprinkle remaining bacon on top. Bake at 350° for 1 hour or until center is set.

Submit your recipes to be included in Good News Magazine and the Exchange Cookbook: www.southernaprons.com





No salt needed



Lynchburg’s intersection between tradition and innovation

PAPÁ GALLO Cocina Mexicana is located inside River Ridge Mall but should not be mistaken for an aspect of the food court. This restaurant is well-designed, has a classic and vibrant aesthetic, and has a friendly staff. The atmosphere is lively, with the staff celebrating birthdays with sparkling cake candles and music. When we arrived, we were led to a cozy booth with a view of the entire restaurant.

For an appetizer, we chose the chips and salsa platter that includes four of the eight salsas on the menu. We decided to order mango habanero, “Rango,” avocado salsa, and Molcajete salsa. Though they were all delicious, the Molcajete was a favorite and very reminiscent of our dining experiences in Puerto Rico. I am not exaggerating when I write that Papá

Gallo has the best tortilla chips of any restaurant I have tried — they are thin, crispy, and incredibly seasoned.

For the entrees, I went with a waitress’s recommendation — the “Birria Quesa Tacos” with consommé, and my husband ordered the bacon-wrapped “BTO Momia.” The tacos were incredible alone, but the consommé was the star of the show. It added depth and richness to the tacos that differentiate it from similar dishes.

My impression of Papá Gallo was that the atmosphere was the perfect balance. The music is lively but not loud. The restaurant was busy, but our wait wasn’t long. From the environment to the food, it was a great dining experience. There is one thing that I can guarantee — they have made a repeat customer out of me. **GN**

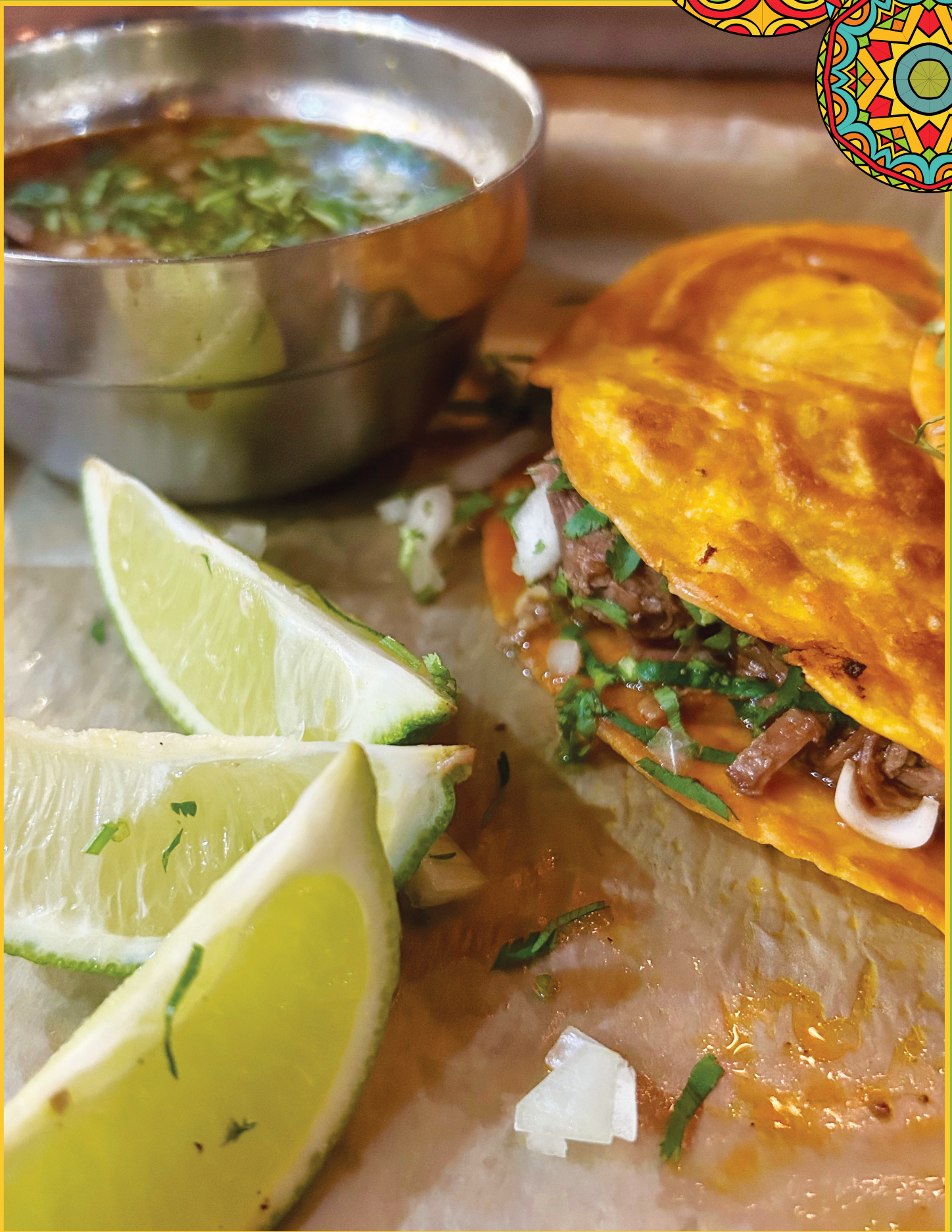
GOOD NEWS IS COMING TO DINNER!

We will feature a local food critic’s thoughts as they dine in Lynchburg. This month Grace Mallory Hayes visited Papá Gallo Cocina Mexicana.

Papá Gallo Cocina Mexicana

3405 Candler’s Mountain Rd., Suite A-33
Lynchburg
(434) 219-5820
IG: papagallo.va
Facebook: Papa Gallo
www.papagalova.com/menu









CHAPTER 2 OF 3

This section of the magazine covers local people or businesses you need to know about.

- 34** Shop Local
- 36** Love for people, conversations, and life
- 40** Where you can find anything... and more
- 44** Empowering patients and providers

Our stories are based on submissions from local people.

Submit yours here:



goodnewsmags.com

Photography by Sarah Bussard

◀ Andrew Anderson



Shop Local

You can make Lynchburg prosper by
supporting local businesses

WHEN YOU shop locally, you're making a statement – and not the kind that causes controversy or makes people pick sides. You're taking a stand for your neighbors. You're spending your time and money on people who are just like you. Our local stores probably don't have billionaire investors, but they can have the most important investment of all. It means more. It has a greater impact on lives. And it lasts much longer than the ink on a printed contract. You have the opportunity to be that investor. And no, we're not talking about

getting into a pricey business deal. We're talking about just showing up.

When you walk into a store, and the owner hears the *ding* from the bell above the door, you're giving the gift of love. It's a simple affirmation of a smile and burst of joy that someone walked into this local store, but it's good enough to make someone's day.

That's the statement and investment that can change a life. So visit your local businesses. Your support changes not only you and the owner but the community as a whole. **GN**



Lynchburg



Shay's Unique Gifts

Love for people, conversations, and life

Shay Borel brings unique gifts and joy to Lynchburg.

By Gabriel Grant Huff // Photography by Sarah Bussard

DRIVING DOWN Commerce Street, one will see plenty of businesses — restaurants, an investment service, an attorney's office, a coffee house, a massage place, and more. However, if one is fortunate enough, a set of bright red double doors might catch their eye, causing the person to look up and see the shop's title.

"Who is Shay?" The person may wonder, particularly if they're new to the city. At this point, they may enter the shop. Inside, an array of trinkets, clothes, boots imported from Turkey and Mexico, cute ornaments, and other accessories are on display. Greeting customers is a woman with a brilliant smile and an aura that just promises wonderful conversations. Visitors to the shop will not only leave with a special gift but a new friendship as well.

This experience describes what Shay Borel has brought to Greater Lynchburg for almost 20 years through her shop, Shay's Unique Gifts.

Borel believes God blessed her with talents including making jewelry, painting, and repurposing furniture.

These creations include hand-painted furniture, glassware, stemware, and Christmas ornaments. Borel fashions leather bags, wallets, wristlets, and handbags. Lamps made out of used wine and liquor bottles catch attention as well. Even the clothes are unlike those one would find at a typical U.S. business. Although the shop is more tailored toward women, men like visiting to enjoy fruitful discussions and receive the wisdom, knowledge, and advice the shop owner has to offer.

Borel came to Lynchburg in the '80s as a United Parcel Service (UPS) driver. With the physical stress of delivering packages and the long hours required from the position, Borel realized her health was heading in a poor direction, so she decided to put her talents to work. That's when she left UPS and opened her store.



Shay Borel



“My biggest thing was that downtown had nowhere to shop. So we had new restaurants coming in, we had the hotels coming, but there was really nothing to do to bring you to stay other than shopping,” Borel said.

So, she gave people a reason to stay. Borel said places downtown did not offer the items she wanted to sell when she launched her business. She and her husband, Mark — who works in the building industry, developing commercial and residential homes and performing other developmental work — bought the property currently housing Shay’s Unique Gifts.

“I’m always into something,” Borel said. “I mean, I make jewelry from all my travels. I save all my coins, and I make coin jewelry from each trip, and then I sell them in the store also.”

Her expeditions largely involve winter trips to Mexico, where she participates in mission work with a group. They help feed the hungry, provide activities for children, and work with a school for deaf students.

Borel’s shop previously opened from 10 a.m. to 4 p.m., Wednesday through Saturday. With her mother experiencing health issues and the COVID-19 pan-



democratic striking the nation, situations changed and forced her to reduce days and hours since her business was not considered “essential.” Owning a store requires payment for rent, utilities, and insurance. COVID-19 had only made that aspect of life more difficult, as the pandemic basically shut her store down. So she prayed and, fortunately, she had saved enough money to push through.

“The challenge is, owning your own business as a small business owner is very expensive, and you don’t always get a paycheck,” she said. “You might always look good because you’re wearing

“

I’m always into something. I mean, I make jewelry from all my travels. I save all my coins, and I make coin jewelry from each trip, and then I sell them in the store also.

– Shay Borel

something new and pretty, but it’s challenging to keep the doors open.”

It’s even tougher in a world where online purchasing from large corporations is popular.

“If the world continues to go that way, small businesses will never make it,” Borel said.

However, her passion for people, conversations, and life keeps her motivated and inspired. She plans to adjust her store hours to run Thursday through Saturday from 10 a.m. to 4 p.m., beginning sometime in April after returning from a trip abroad.

Stationed right next to a hotel, Borel said her shop has become a stop for tourists over the years rather than her regular customers, who have grown older.

“So it’s more catering to more of people visiting, wanting something new [or], wanting something handmade,” Borel said.

Because four universities are nearby — Liberty University, University of Lynchburg, Randolph College, and Sweet Briar College — the shop owner receives opportunities to meet those visitors, which aligns perfectly with her passion for meeting various personalities.

The next time you’re on Commerce Street and see those double red doors, step inside. You will find a unique gift and a friend. **GN**



Kristyn Goodman

Where you can find anything... and more

Kristyn Goodman uses her business to support nonprofits.

By Sara Hook // Photography by Sarah Bussard and obtained from Facebook

ENTREPRENEURS MAY start their own businesses for many reasons, such as to be their own boss, to make more money, or to have a more flexible career. When Kristyn Goodman decided to start her business, she thought not of making money but of sharing it. The Anything & More Store is a liquidation and closeout store that offers affordable prices on household items and decor. The store also offers a chance to give back, as Goodman gives a portion of her profits to a different charitable organization nearly every month.

“I know Lynchburg loves a good deal. I think there’s many people around the area that need a good deal,” Goodman said. “I also thought, ‘This is my way of giving back to the community — not just with cheap prices on really nice merchandise.’”

Inspired by another business owner moving out of town, Goodman opened The Anything & More Store

in March 2023. As a thrift store shopper, Goodman knew this business was right up her alley. Much of her stock comes from stores like Target and Dollar General, allowing her to have a wide variety of houseware, paper goods, over-the-counter medicine, and cleaning supplies. Goodman said she has enjoyed the variety of people that come into her shop, and she hopes each person feels like their experience was a breath of fresh air.

“It’s been amazing,” Goodman expressed. “We have a huge clientele. We have some people that are home stagers. We have some that are just looking to buy diapers at a discount. So there’s a wide variety of people that come shop, and I just love interacting with every one of them.”

Not long after the store found its feet, Goodman started looking for nonprofits to partner with. The first candidate, Love Heals, was chosen because one of Goodman’s employees was a partner in the organization.



"I figured that would be a good one to get started with and figure out how to do paperwork with," Goodman said.

It may not seem complicated to outsiders, but Goodman does more than just drop off money at the end of every month. She creates a contract with each organization so it can advertise the partnership and maximize its profits. The community will have a vote in who she supports as well, as Goodman said she hopes her shoppers will eventually give her ideas for nonprofits to support or causes to help with.

Aside from Love Heals, Goodman has worked with the Agape Center and CASA, as well as organizations like the Lynchburg Business Alliance and the Fellowship of Christian Athletes. Goodman has also worked with nonprofits on getting more affordable prices, as she did for Solid Rock Redemption Church's toy drive. She has planned to partner with HumanKind for the month of May.

For a store that has been open barely a year, The Anything & More Store has already made a large impact in Lynchburg. In January, Goodman had already donated approximately \$1,300 in monetary donations and around \$3,500 in products like food and clothing.

"I don't do this for the money. I do this because I'm having fun, and I'm enjoying it, and it's a challenge," Goodman said. "I feel like I've been blessed with everything that I have, and I know there's so many people in our local community or nationwide that need not just a handout, but just help. And hopefully, the little bit of help that I can give them makes somebody's Christmas a happier Christmas, or helps an underprivileged child go to preschool, or whatever their niche is in the community."

The ability to give back is a big benefit of supporting small businesses, and Goodman said she appreciates everyone who comes in to visit her store, helping her continue supporting the community. GN





“

I feel like I've been blessed with everything that I have, and I know there's so many people in our local community or nationwide that need not just a handout, but just help.

- Kristyn Goodman



Empowering patients and providers

KAYA HEALTH's innovative health care model

By Amanda E. West // Photography by Sarah Bussard



ADOBESTOCK

WE ALL know the routine. You have an appointment at 10 a.m. to see your doctor for a six-month checkup, so you arrive 15 minutes early to update paperwork, and then you wait. An hour later, a nurse calls your name and then leads you into a room where they check your weight and blood pressure. They ask a ton of questions as they busily scrawl your answers on your chart before they rush off to call the name of the next patient. Another hour or so passes while you read and reread the posters hanging on the walls of the tiny examination room.

When you hear the doctor slide your clipboard from the bin on the outside of the door, you're suddenly filled with anxiety. The doctor quickly skims your chart as they enter the room. The clock is ticking, and every question you plan to ask slips from your mind. As you book your next appointment with the receptionist, your head is spinning. What was it that the doctor prescribed for you? Which specialists are you going to be referred to this time?



Dr. Andrew Anderson

As a board-certified doctor with a degree in family medicine, Dr. Andrew Anderson wanted to change the status quo. Nine minutes is the average time allotted for each patient to spend with their doctor at larger clinics, but at KAYA HEALTH (KH), Anderson spends an average of 37 minutes, and patients have his cell number and email address in case a need arises after hours. This open communication allows medical needs to be assessed and identified quickly, which prevents further complications and specialty referrals, and reduces the cost to patients by curbing visits to the emergency room. At KH, there are no insurance companies to haggle with, as patients pay a monthly subscription fee.

Anderson said, “KAYA HEALTH has been a labor of love! It is a practice that started out of desperation and hope for something better. There was a time in my career where I had 20 minutes per patient, and that worked. But, as insurance payments flagged, the physicians were asked to see more patients in the same amount of time.

“It wasn’t good for the patients or the doctors. And, hoping to be the change I wanted to see in the world, I started a new type of practice that allowed both the patient and the health care provider to thrive. Because of this, we have been recognized as the highest-rated family medicine office in the state of Virginia.”

The monthly fee is \$90 for one person, \$155 per couple, and \$195 for a family of up to 5 people, with an additional fee of \$15 for each additional child. This fee covers the cost of nearly unlimited office visits, annual wellness exams, well-child exams, sports physicals, basic office procedures, and treatment of acute illness or minor injuries. Subscribers have the guarantee of seeing their chosen provider, and they can book appointments with zero wait times for the same day or the next.

“Our monthly subscription covers everything a really good family doctor’s office typically provides, and then a little bit more. We do nearly all in-office procedures under the monthly fee and have worked very hard to decrease the cost of other needed services. For example, our labs are, on average, over 85% cheaper than other local offices. Ultrasounds through our office are between

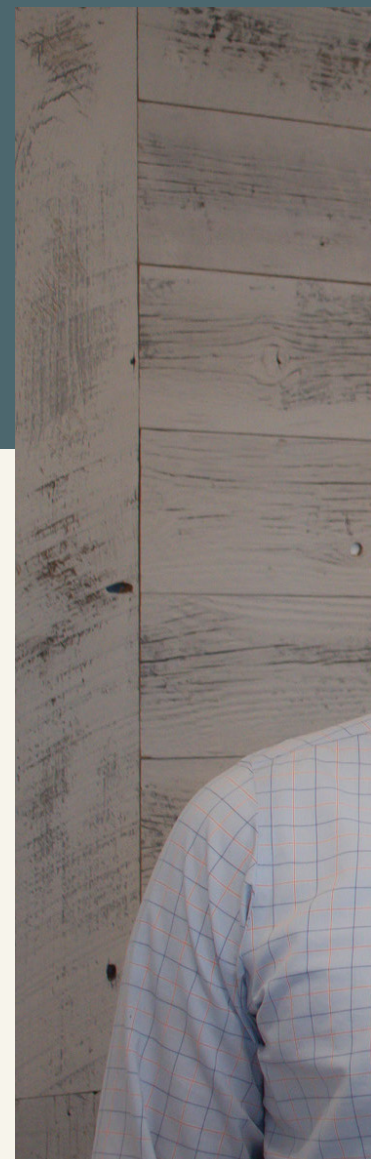
50% to 80% cheaper than doing them elsewhere in town.

“Having a subscription model allows us to answer to our own consciences and not to insurance companies. We genuinely care about our community and have painstakingly created a practice from the ground up to take the best care of each of our neighbors.”

This subscription model has been so well received that Anderson placed a cap on the number of patients he could effec-



ADOBESTOCK





tively manage and hired two more providers, Certified Nurse Practitioner Dianne White and Board-Certified Family Nurse Practitioner Sierra Sanford, who were both listed in the top 10th percentile. White's patient list filled quickly, but Sanford is currently accepting new patients. The team offers primary care, sports medicine, psychiatric care, hormone therapy, and will soon offer pediatrics.

Anderson emphasized, "We also focus on creating a practice where health care

professionals can escape the crumbling health care system, of which they have become collateral damage. By providing a place where doctors and nurses can actually take care of their patients the way they want to, our patients receive the best care — not just what is paid for by insurance companies — and our providers live their best life serving them." **GN**

For more information or to enroll, visit www.kayahealthclinic.com.

“

We genuinely care about our community and have painstakingly created a practice from the ground up to take the best care of each of our neighbors.

- Dr. Andrew Anderson

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CHAPTER 3 OF 3

This section of the magazine covers local events, charities, and nonprofits.

52 Community Events

56 Charity Listings

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Photo submitted by Kevin Maples

◀ Ariana Lefferts, Alyssa Tait, and Aaron Skeen

Makers Faire - March 24



Photos submitted by Kevin Maples

Maker Faire is a gathering of fascinating, curious people who enjoy learning and who love sharing what they can do. From engineers to artists to scientists to crafters, Maker Faire is a venue for these “makers” to show hobbies, experiments, and projects.



1. Camden Young 2. Gerry and Angela Anderson
3. Chuck Morrison and Barb Lafleur 4. Adam Spont



3. Members of Power Racing compete in front of a packed crowd

education that comes from celebrating Dairy Day. Steve and his wife Kara started dairy farming in Tennessee. It's a way to be behind the scenes, in agriculture. For many people, it's energy, high-productivity. Farmers do a lot of work in terms of raising and caring for cattle, being outdoors, and wearing work clothes. The Nash family has been in dairy farming since 1920. "We'd al-



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www.lcsedu.net/community/education-foundation

Lynchburg Parks and Recreation

Provides recreational programs and facilities.

(434) 455-5858
www.lynchburgparksandrec.com

Friends of Lynchburg Community Market

Supports and assists the Lynchburg Community Market by helping at events at the market, funding market events, and advocating for the market in the community.

www.lynchburgcommunitymarket.com/friends/

HumanKind

Offers programs and services that instill hope and equip people with the tools to build a strong foundation for life, with programs covering everything from financial education to mental health counseling, from early childhood resources to services for adults with developmental disabilities.

(434) 384-3131
www.humankind.org

Lynchburg Daily Bread

Offers meals and support to those experiencing homelessness.

(434) 845-5703
www.lynchburgdailybread.com

Urban Mountain Adventures

Encourages teens to turn off their cellphones and computers, step out of their comfort zones, and set off on a real adventure by leading them on wilderness experiences, imparting a deeper understanding and respect for the world around them.

(434) 515-0221
www.urbanmountainadventures.org

The Arc of Central Virginia

Supports individuals with developmental and intellectual disabilities and their families. The organization is dedicated to providing advocacy, resources, skills, activities, and opportunities.

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Nationally Known and Locally Operated Senior Home Care



The Norfield family and their adoptive grandparents. Mike Norfield, Visiting Angels Lynchburg Director pictured bottom right, alongside parents and office owners Derek and Marilyn Norfield and sister Claire Stapleton.

When I was only a year old my family moved to Dayton, Ohio, and just 6 weeks after settling into our new home, all four of us contracted Chicken Pox. Here my parents were, extremely sick, with two small children under the age of 5, unable to care for themselves, much less the rest of their new family. Our saving grace?

A couple that we barely knew took my sister and I into their home to care for us while we recovered. This formed a life-long bond that gave us an unexpected set of grandparents. Our families stayed close and connected for the following years to come, even after our move to Virginia 5 years later.

The Realities of Aging Loved Ones

Things took a turn after my adoptive grandfather suffered a stroke and my grandmother put all her attention into caring for him. When we would go visit, every time she would stop and rest in a chair, she would doze off right away.

We always assumed she was worn out waiting up for us to arrive from the journey when it was really from her around the clock care for him. While managing his doctor's visits, tracking his medicines, comfort and more, all her attention and energy went into caring for her husband.

For 18 years she cared for him mostly by herself with little time for her own needs. The entire time we were unaware of the strain that this put on her both mentally and physically.

When he passed away, she was left with a void beyond the loss of her husband. She tried to fill her day with activities, but with all her previous efforts being focused on his care, it made his passing all the harder.

Finding Compassion in Senior Home Care

Our family opened Visiting Angels Lynchburg in 2017 to give families a chance to stay families longer, without having to move a loved one into a nursing facility.

Our desire is to see individuals in our community have the opportunity to spend

more of their years making memories in the comfort of their own home. We understand the families struggling to do what is right for their family members and want to provide support for families through home care.

A Family Legacy that Will Last

We have seen the impact of our work across the community. Not only have we provided senior home care, but we've expanded our adopted family through the clients and employees we've connected with through the years.

It has been inspiring to help families through their situations with family members and help them provide care that offers dignity and independence in their own home.



Marilyn and Mike Norfield at the ribbon cutting of their new Langhorne Road office in 2024.



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