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United Way of Greater
Richmond & Petersburg



United Way Awards

\$4.1 Million in Community Impact Program Grants

RICHMOND, VA [June 1, 2015] – United Way of Greater Richmond & Petersburg (United Way) is pleased to announce that its Board of Directors has approved an award of \$4.1 million for 63 Community Impact Program grants after a year-long, grant process.

United Way undertook a rigorous decision-making process to determine the grant allocations. Nearly 17,000 donors entrust their contributions to the United Way Community Impact Fund with the confidence that the United Way's Board and staff will work with community organizations and leaders to invest in the most impactful programs.

"The value donors receive when they give to our Community Impact Fund is having community volunteers spend countless hours reviewing grant applications in depth before our funding decisions are made. When we stand before our donors, we're able to say that we've done the due diligence necessary to ensure their contributions are being invested to bring about meaningful, community change," said Channing J. Martin, United Way's board chair.

Ninety community volunteers devoted more than 2,300 hours to determine the best programs and services our region has to offer. They read proposals, analyzed financial statements, visited agencies, and deliberated for many hours. The 63 program grants for 48 different agencies that were announced today have been thoroughly vetted and evaluated on factors including alignment with United Way's strategies; ability to make positive, lasting impact; transformative approach to working collaboratively; and capacity to achieve program goals.

"Obviously, being funded by United Way is tremendously helpful to an organization as the money is very much needed and is put to good use, but beyond the money are the relationships that are made and that lead to community-wide collaborations and partnerships. When we successfully work our way through the rigorous United Way grant process, others know we have proven our capacity and ability to do good work in the community, and they are then more interested in championing our programs as well," said Amy Strite, President of Family Lifeline and one of the organizations whose programs are supported by United Way funding. "A vote of confidence from the United Way builds confidence throughout the community," she added.

The grants being awarded in this funding cycle range from \$25,000 to \$289,000. More than 141 applicants were part of the grant process – all worthy organizations that are providing needed services in our community. For a complete list of the grant awards, visit our website at www.yourunitedway.org.

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About United Way: United Way of Greater Richmond & Petersburg serves 11 localities: the cities of Colonial Heights, Petersburg and Richmond, and the counties of Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, and Powhatan. By focusing on the building blocks of a good life – a quality education, stable income and good health – United Way exists to mobilize people, multiply investments and maximize opportunities so people learn more, earn more and lead safe and healthy lives. Visit www.yourunitedway.org, join us on [Facebook](#), and follow us on Twitter [@UnitedWayGRP](#).

MORE INFORMATION

Background:

- In April 2013 the United Way of Greater Richmond & Petersburg's Board of Directors developed a three-year strategic plan.
- The Strategic Plan calls for United Way to:
 - sharpen performance on grant allocations,
 - align grants and strategies to create the most impactful mix to achieve results,
 - commit to achieving impact through a data-driven process incorporating proven strategies, and
 - be innovative by soliciting new ways and partners to achieve results.
- A framework for a new Community Impact Plan and open funding model for that plan was developed then announced in August 2014.
- We received 141 very impressive program Letters of Intent totaling more than \$13 million in requests. We asked for full proposals from 58 different agencies with 78 eligible programs totaling requests for \$7,608,648.
- More than **2,300** volunteer hours were spent on this process by **90** volunteers who reviewed and made recommendations on proposals, examined agency financial statements, and visited programs.

Key Findings:

Child Care: Affordable, quality childcare programs are scarce for low-income families with children.

Home Visitation: Home visiting, as a model, is a proven and effective intervention for combating poverty and preventing child abuse, yet maintaining public investment in home visiting programs has been an uphill battle.

Program Quality: High quality programs drive youth engagement and outcomes in out-of-school time settings – a time when school-aged children are most at risk in the hours after school.

Homelessness: There is an emerging trend of young adults who are homeless, but do not meet the federal definition of homelessness.

Rapid Re-housing: Rapid re-housing works to help individuals find and maintain stable, affordable housing and when families can learn and practice financial skills, they are better able to maintain a household-sustaining income.

Social Isolation: Health, social services, and long-term care providers recognize that low-income older adults are at risk of social isolation and that the health and human services system can do more to recognize and respond earlier. Volunteerism works to reduce social isolation for volunteers, as well as for those receiving services from volunteer-based programs.

Grants:

- Based on the findings and our analysis of them, we awarded **63 programs** from **48 different agencies \$4.1 million** to allocate across the focus areas of Education, Income, and Health in 2015/2016 program year.
- Grant recipients will receive between **\$25,000 and \$289,000** for one year, and may be offered contract renewals for up to two consecutive years. Total three year funding is projected to be \$12.3 million.
- United Way is investing:
 - \$2,226,000 to address school readiness, social/emotional development and engagement, and the academic success of youth.
 - \$972,000 to address stable/affordable housing and household-sustaining employment.
 - \$902,000 to address lifelong wellness and healthy aging, quality care and personal supports, and caregiver supports for older adults and people with disabilities.
- As part of the \$4.1 million allocation, 25% or \$1,036,000 will be invested in helping residents in our community live violence free lives by preventing child abuse, and providing counseling and domestic violence services.

Investment Prospectus - EDUCATION

July 1, 2015

helping children and youth succeed in school, work, and life

United Way invests in solutions that help the most at-risk youth in our region, by providing a pipeline of support for children and their parents from birth through high school graduation. During early childhood, when social, emotional, and 90% of brain development occurs, it's imperative that every child receives high-quality care that leads to school readiness. During school-age years, what happens when a child is out of school can be just as important as their reading and math classes. United Way is here to support high-quality programs that help children develop positively with good decision-making, self confidence, and communication, which are essential competencies needed for our workforce of the future.

COMMUNITY INDICATORS

- **1 out of 6 children in the region (that's 42,184 children) lived in poverty in 2013.** Without additional support, they are less likely to be ready for school or graduate on time, and are more likely to experience poor health, abuse, or neglect. □
- More than **14,500** more children are living in poverty in our region since 2000.
- In 2014, **1,808** kindergartners in our region were identified for additional instruction in literacy. They needed extra help developing skills that most children have mastered before starting school. However, more children are entering kindergarten with those skills (from 79.6% in 2002 up to 85.8% in 2014) .
- **3,729** third graders in the region did not pass the English SOL in 2014, up from 3,521 in 2013. However, four localities increased the percent of third graders passing the English SOL.
- **354** teens under age 18 became pregnant in 2012, compared to 858 teens in 2000. Children and adolescents, especially those growing up in neighborhoods of concentrated poverty, can be surrounded by risk factors like drug and alcohol use, risky sexual behaviors, and violence. Juvenile violence peaks in the after-school hours on school days. □

INVESTMENT

By combining your donation with others in the Community Impact Fund, you helped United Way invest **\$2,226,000** in **32** programs that provide the following services:

- Academic engagement
- Case management
- Early intervention and screening
- Home visiting programs
- Mentoring
- Non-traditional graduation programs
- Out-of-school time programs
- Parent education and family engagement
- Quality improvement for early childhood programs
- Quality improvement for mentoring programs
- Quality pre-school and child care programs

IMPACT 2020 TARGET

Increase our region's on-time high school graduation rate from 87.1%* to 92.5% by 2020.

*as of 2012

**EDUCATION
FOCUS AREA
2015-2016
GRANT AWARDS**



**United Way of Greater
Richmond & Petersburg**

Agency	Program	Total Grant Amount
Art 180	Art Will Make Me Stronger	\$25,000
Big Brothers Big Sisters Services	Mentoring	\$85,000
Boys and Girls Clubs Metro Richmond	Capital One Club	\$45,000
	Fairfield Court Club	\$25,000
	MLK, Jr. Middle School Club	\$60,000
	*Southside Richmond Club	\$45,000
	Petersburg Club	\$30,000
Children's Home Society	Partnership for Adoptions	\$49,000
ChildSavers	Outpatient Mental Health Services for Children	\$200,000
	*Virginia Star Quality Initiative	\$25,000
Communities in Schools of Chesterfield	In-School Services	\$50,000
Communities in Schools of Richmond	In-School Services	\$75,000
	Performance Learning Centers	\$25,000
Family Lifeline	Greater Richmond Early Childhood Development Initiative – Home Visiting	\$289,000
	*Southside Early Childhood Development Initiative – Home Visiting	\$125,000
Friends Association for Children	Pre-School Child Day Care	\$175,000
	School-Age Child Care	\$25,000
Goodwill of Central Virginia	*Youth Career Education Center — Petersburg	\$60,000
Greater Richmond ARC	Infant Child Development Services	\$25,000
Greater Richmond SCAN — Stop Child Abuse Now	Family Support Program	\$25,000
Higher Achievement	Closing the Middle School Opportunity Gap	\$40,000
Peter-Paul Development Center	Youth Program	\$91,000
Petersburg Health Department	*Teen Pregnancy Prevention	\$45,000
Quin Rivers Agency for Action	Healthy Families - Charles City/New Kent	\$62,000
ROSMY	A Safe Place to Be Me	\$25,000
Sacred Heart Center	Family Literacy Project	\$25,000
Salvation Army: Richmond	Boys and Girls Club	\$100,000
Southside Child Development Center	Pre-School Child Care	\$100,000
Virginia Mentoring Partnership	Training and Quality Assurance for Mentoring Programs	\$25,000
YMCA of Greater Richmond	School-Age Child Care	\$100,000
	*School-Age Child Care Petersburg	\$55,000
YWCA of Richmond	Child Development Center	\$95,000

*Serving the areas of Petersburg/Dinwiddie/Colonial Heights.

www.YourUnitedWay.org

Investment Prospectus - INCOME

July 1, 2015

helping more households achieve and maintain financial stability

United Way invests with a focus on solutions that helps low-income individuals and families have more opportunities to increase their incomes, attain stable housing, and manage their money wisely. United Way has long been a leading funder of local programs that move people off the streets and on to permanent housing. We are increasingly focused on supporting new and innovative strategies to equip people with the skills they need to secure gainful employment, build assets, and improve their financial liberty - thereby breaking the cycle of poverty.

COMMUNITY INDICATORS

- Since 2000, the percent of the total population in poverty increased from 8.5% up to 12.8% in 2013, an increase of 59,594 people. In 2013, 138,852 people lived in poverty in our region.
- From 2000 to 2013, the number of people living in poverty in the cities of Richmond and Petersburg combined grew by **51%** (more than 20,000 people), while in the counties of Chesterfield, Hanover, and Henrico combined it grew by **107%** (more than 34,000 people).
- Adequate savings and assets can help a family cope with an emergency, plan for the future, and maintain financial stability. Unfortunately, while a quarter of Virginia households are considered to be income inadequate, nearly 30% are asset inadequate.
- A January 2015 survey by Homeward counted a total of 730 homeless adults and 88 homeless children in our region on one given night. While those numbers have been decreasing in recent years, homelessness remains a significant challenge in our region.
- The unemployment rate decreased over the past three years from a high of 7.6% in 2010 down to 5.4% in 2014. However, in 2000 the unemployment rate for the region was only 2%.
- The median household income for Virginia in 2013 was \$62,745. More than half of the localities in our region were below that amount.

INVESTMENT

By combining your donation with others in the Community Impact Fund, you helped United Way invest **\$972,000** in **14** programs that provide the following services:

- Access to work supports
- Credit counseling
- Debt management
- Emergency Shelter
- Homelessness prevention
- Job-finding assistance
- Permanent supportive housing
- Rapid re-housing
- Rent and utility assistance

IMPACT 2020 TARGET

Help 25,000 Richmond-area households achieve greater financial stability by 2020.

**INCOME
FOCUS AREA
2015-2016
GRANT AWARDS**



**United Way of Greater
Richmond & Petersburg**

Agency	Program	Total Grant Amount
CARITAS	Family Focus	\$25,000
	Single Adult Program	\$50,000
Commonwealth Catholic Charities	Homeless Point of Entry	\$80,000
Hanover Domestic Violence Task Force	Hanover Safe Place	\$85,000
Housing Families First (formerly Hilliard House)	Building Neighbors	\$75,000
HomeAgain	Espigh Family Shelter	\$50,000
Homeward	Utilizing Data to Facilitate Systems Change in Homeless Services	\$35,000
Local Initiatives Support Corporation (LISC)	*Petersburg Financial Opportunity Center	\$45,000
Offender Aid and Restoration (OAR)	START! Reentry	\$111,000
Progressive Adult Rehabilitation Center (PARC)	*Supported Employment	\$25,000
St. Joseph's Villa	Housing Services for Unaccompanied Homeless Youth	\$76,000
Salvation Army, Central Virginia Area Command	Emergency Homeless Shelter	\$65,000
Virginia Supportive Housing	Permanent Supportive Housing	\$100,000
YWCA of Richmond	Domestic Violence Shelter	\$150,000

*Serving the areas of Petersburg/Dinwiddie/Colonial Heights.

Investment Prospectus - HEALTH

July 1, 2015

improving health and eliminating isolation

United Way invests in what works. A measure of aging well is also an indicator of living well for everyone in our region. Isolation may occur for a variety of reasons including depression, grief, lack of transportation, a medical crisis, or lack of mobility. United Way supports older adults and people with disabilities, their families, and the broader community.

COMMUNITY INDICATORS

- The 65+ population in our region is projected to more than double and the 85+ population in our region is projected to more than quadruple from 2000 to 2040.
- **1 out of every 4** older adults in our region live in households at or near the poverty level (that's more than 33,000 older adults), which threatens their access to the services we all need and use to stay healthy. Since 2000, the number of older adults at or near poverty has increased by 30%.
- In our community, more than 35,000 (29%) older adults live alone, placing them at risk of becoming isolated. Isolation increases the risk of chronic conditions and can significantly shorten a person's lifespan. Social isolation presents a greater health risk than smoking 15 cigarettes daily and a negative consequence equal to obesity.
- Unpaid family caregivers are the largest source of long-term care services. Research shows that providing care for a chronically ill person can negatively impact a caregiver's physical and mental health.

INVESTMENT

By combining your donation with others in the Community Impact Fund, you helped United Way invest **\$902,000** in **17** programs that provide the following services:

- Access to health services
- Adult day services
- Caregiver support
- Healthy eating
- Home adaptations
- Outreach, education, and assistance programs that promote health and personal safety
- Personal care
- Respite care

IMPACT 2020 TARGET

Eliminate social isolation for 25,000 at-risk older adults or people with disabilities by 2020.

**HEALTH
FOCUS AREA
2015-2016
GRANT AWARDS**



**United Way of Greater
Richmond & Petersburg**

Agency	Program	Total Grant Amount
A Grace Place Adult Care Center	Adult Day Care	\$90,000
Access Now	Patient Care Coordination	\$25,000
Better Housing Coalition	Senior Health and Wellness Initiative	\$50,000
Circle Center Adult Day Services	Adult Day Care	\$60,000
Cross-Over Ministry	Chronic Disease Management Program	\$25,000
Daily Planet	Access, Collaboration, and Coordination of Integrated Care	\$50,000
Family Lifeline	Programming for Older Adults, People with Disabilities, and their Caregivers	\$125,000
Fan Free Clinic	Integrated Care for Older Adults	\$50,000
FeedMore, Inc.	Meals on Wheels	\$75,000
Goochland Free Clinic	Access to Health Care	\$25,000
Greater Richmond Arc	Camp Baker	\$25,000
Hanover Arc	Community Integration and Independence	\$25,000
Jewish Family Services	Personal Care	\$75,000
project:HOMES	Renew Crew	\$35,000
Senior Connections	Greater Richmond Age Wave Readiness Initiative	\$62,000
South Richmond Adult Day Care Center	Adult Day Care	\$30,000
YWCA of Richmond	Support for Victims of Sexual Assault	\$75,000