

ANNUAL REPORT 2014-2015



United Way of Greater
Richmond & Petersburg

ABOUT US

At United Way of Greater Richmond & Petersburg, we invest strategically in human service programs that have measurable impact and build partnerships that address the root problems facing our community. To respond to the changing needs in our community, this year United Way conducted an open grant process that offered the opportunity to fund new and existing programs that are closely aligned with our impact goals. United Way's Board of Directors approved an award of \$4.1 million for 63 Community Impact Program grants for 48 different agencies effective July 1, 2015. 25% of this new portfolio will be invested in helping residents in our community live violence free lives by preventing child abuse, and providing counseling and domestic violence services.

ACCOMPLISHMENTS

UNITED WAY COMMUNITY IMPACT FUND

FY 2014-2015 INVESTMENT **\$ 4,344,343**

United Way provided technical assistance and outcome-focused funding to **73** high-priority, effective non-profit programs, serving more than **86,000** people in the Greater Richmond and Petersburg region. Through the United Way Community Impact Fund, support provided opportunities for a better life to at-risk children, individuals, and families.

HIGHLIGHTS:

- ◆ More than **38,000** young children, school age youth, and families benefited from services including preschool, high-quality after school programs, and parent mentoring.
- ◆ More than **14,000** students earned better grades and spent more time in school thanks to United Way-supported youth programs.
- ◆ More than **32,000** people received services helping them to become more financially stable such as job training and placement services, housing assistance and emergency shelter, and case management services.
- ◆ More than **7,900** older adults maintained their health and independence through supportive programs such as home health and adult day care, home modifications, home delivered meals, and transportation.

UNITED WAY COMMUNITY BUILDING INITIATIVES

FY 2014-2015 INVESTMENT **\$2,357,663**

In addition to supporting a network of effective programs, United Way partners with other nonprofits, government, companies, and individuals to improve community-level systems and conditions. To do this, United Way leads and supports a variety of community-level planning and change initiatives. These initiatives focus on preparing children to be ready for and stay successful in school, helping youth develop positive behaviors, aiding families who are struggling, and supporting older adults to age with dignity and independence.

HIGHLIGHTS:

- ◆ The **Smart Beginnings Greater Richmond** initiative continued to help improve State measures of kindergartners who meet language and literacy benchmarks from 80% in 2002 to **86%** in 2014. Fiscal sponsorship of this initiative will transition to the Greater Richmond Chamber Foundation on July 1, 2015. United Way's commitment to early childhood education and development will not change as it is a centerpiece of our Education focus area.
- ◆ The **Youth Program Quality Intervention (YPQI)** program served 27 afterschool programs. YPQI is a nationally recognized best practice training and improvement program that helps local youth programs improve their quality.
- ◆ **Metrocash** completed 3,177 tax returns that resulted in refunds of more than \$2.7 million in the Greater Richmond area.
- ◆ **2-1-1 Virginia**, a statewide Information and Referral system in which United Way is a partner, responded to 42,127 calls from the Greater Richmond region.

DESIGNATED GIFTS

FY 2014-2015 INVESTMENT **\$5,025,066**

In addition to directing contributions to programs and initiatives that make impact, United Way fosters local philanthropy by providing an option for donors to designate their giving to specified eligible organizations. This service provides thousands of donors an efficient and cost-effective means to give back to their charities of choice.

AFFINITY GROUP ENGAGEMENT

Young Leaders Society Launched

To harness the power and potential of young philanthropists in our region, United Way launched the Young Leaders Society (YLS) this year. YLS is a network of passionate, early to mid-career professionals who want to create lasting impact in their communities. They share a desire to actively improve their communities through connecting, serving, giving, and leading. In addition to an annual gift, members connect to their local communities and each other through professional development, educational opportunities, volunteerism, and networking events. They are also connected nationally to United Way Worldwide's network of more than 50,000 YLS members. We thank our founding YLS chair, Preston Lloyd with Williams Mullen, for leading the creation of this impactful group.



BOARD OF DIRECTORS 2014-2015

(Chair) **Channing J. Martin***-Williams Mullen, **Heidi W. Abbott**-Hunton & Williams, **Kevin W. Barr**-Bon Secours HealthSource, **Maggi Beckstoffer***-MBM Marketing, **Robert Blake**-Community Volunteer, **Jason Chapman**-MWV, (Chair Elect) **Anthony Conte***-Wells Fargo, **Jeffrey Carr Edwards***-Ernst & Young LLP, **Danielle Fitz-Hugh**-Petersburg Chamber of Commerce, **G. Slaughter Fitz-Hugh, III**-CapTech Consulting, **Candace C. Formacek**-Universal Corporation, **Judith Lundie Gill**-Community Volunteer, **Mark B. Goodwin***-LeClairRyan, **Richard T. Hatch**-Central Virginia Labor Federation, **Michael N. Herring***-Richmond Commonwealth's Attorney, **Jack A. Holmes**-UPS Freight, **Mark A. Householder**-Principal Financial Group, **Cathy W. Howard**-Virginia Commonwealth University, **Lori Elliott Jarvis**-Hunton & Williams, **Jonathan A. Leon***-The Brink's Company, **Gail Letts**-C&F Bank, **Robert MacPherson**-Community Volunteer, **Cynthia K. Morgan**-Progress-Index, **Cheryl Reever Moore**-The Federal Reserve Bank of Richmond. **Amy P. Nisenon***-The Mary Morton Parsons Foundation, **Peter Perkins***-Community Volunteer, **James L. Phillips**-KPMG LLP, **Michael Rosser***-Bank of America, **Brenda L. Skidmore**-SunTrust Bank, **James J.L. Stegmaier**-Chesterfield County, **Gregg R. Sutfin**-McGuireWoods LLP, **John B. Syer, Jr.**-Anthem Blue Cross and Blue Shield, **Barry M. Taylor***-Community Volunteer (interim CEO for United Way), **Nancy C. Thomas**-Retail Merchants Association, **Shannon L. Venable**-Dominion Resources, Inc., **William F. Weber**-DuPont deNemours & Company, **Julie Hosun Yoo**-Federal Reserve Bank of Richmond. **Executive Committee Members*

United Way of Greater Richmond & Petersburg received an unqualified opinion on its 2014-2015 financial audit from the accounting firm of Keiter, Stephens, Hurst, Gary & Shreaves, PC. To view or download a copy of our audited financial statements, go to our website at www.yourunitedway.org. To request a copy of our audited financial statements, call (804) 771-5820 or email customerservice@yourunitedway.org.

STATEMENT OF FINANCIAL POSITION

UNITED WAY OF GREATER RICHMOND & PETERSBURG

As of June 30, 2015

ASSETS

Cash	\$4,283,509
Investments	5,235,633
Pledge Receivables	3,481,791
Leasehold Improvements and Equipment	105,611
Other Assets	306,125
Total Assets	\$ 13,412,669

LIABILITIES

Grants and Designations Payable	\$3,327,571
Funds Held for Others	1,523,750
Other Payables and Accrued Expenses	434,864
Total Liabilities	\$5,286,185

NET ASSETS

Unrestricted	\$7,707,114
Temporarily Restricted	419,370
Total Net Assets	\$8,126,484
Total Liabilities and Net Assets	\$13,412,669

STATEMENT OF ACTIVITIES

REVENUE

Campaign Revenue

Individuals	\$10,197,478
Corporations	2,238,471
Less Allowance for Uncollectibles	-500,000
Net Campaign Revenue	\$11,935,949

Grants and Contributions	\$933,797
Net Investment and Other	1,100,234
Total Revenue	\$13,969,980

EXPENSES

Grants and Allocations	\$4,344,343
Program Services	2,357,663
Donor-Directed Gifts	5,025,066
Fundraising & Marketing	1,413,175
Management & General	1,325,188
Total Expenses	\$14,465,435

Change in Net Assets	-\$495,455
Net assets beginning of year	\$8,621,939
Net assets end of year	\$8,126,484

United Way of Greater
Richmond & Petersburg



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