



United Way of Greater
Richmond & Petersburg

LEARNING.
LEADING.
UNITING.

IMPACT REPORT 2016





United Way of Greater Richmond & Petersburg builds a more prosperous and resilient community by uniting citizens to meet our greatest human challenges. As an organization dedicated to community change, we take a systems approach to building a great region by addressing the issues that imperil life-long well-being throughout our diverse region. In 2015, more than 96,000 people in our community found the help, information and guidance to improve their lives and more than 23,000 people Gave, Advocated or Volunteered through United Way to make this possible.



CEO LETTER

I am pleased to share with you the impact that your commitment to United Way of Greater Richmond & Petersburg are having in our region. By joining with us, your gifts of time, talent and treasure have made the work you will read about in this report possible.

Together, we have empowered people across the region and built a stronger, more prosperous and resilient community. Our research into the persistent challenges of our region is informing new insights into lasting solutions. Our leadership is helping improve education and lift children, families and seniors out of poverty. And our unique capacity to build bridges throughout our community has improved the lives of thousands of our neighbors and friends. Thanks to you, we are learning, leading and uniting every day.

Take some time to consider the accomplishments of the past year. You will meet people whose lives have been immeasurably changed by the work of your United Way as well as people who, like you, have chosen to be part of our movement. In reading their stories, you will share our excitement for what we have collectively achieved. Just as importantly, I hope you will recognize that there is still much to do.

Your support is fueling a great sense of momentum. Moving forward, we are realigning our resources, adopting best practices and leveraging new tools so that we can continue to ensure that your support is making the greatest difference in people's lives and in the quality of life for our whole community.

On behalf of the thousands of families and individuals who have experienced the life-changing support you have made possible, thank you for Living United.

James L. M. Taylor
President & CEO
United Way of Greater Richmond & Petersburg

 **LEARNING**

 **LEADING**

 **UNITING**

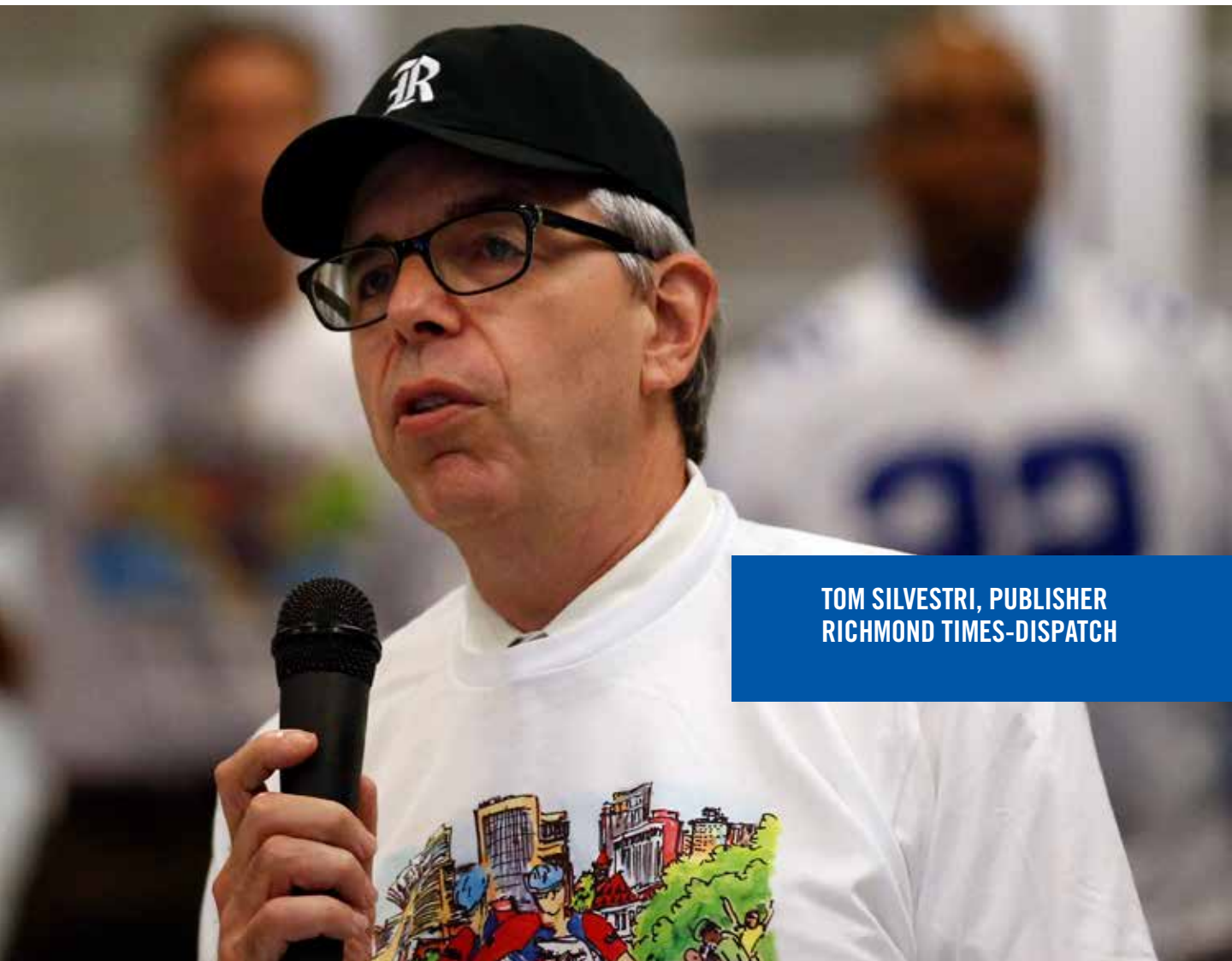
As our region's leader in community change, United Way identified many years ago the essential building blocks of lifelong well-being: Education, Income, and Health. Throughout the years, creating more robust systems to address root causes to human difficulties and establish pathways to long-term solutions using research-informed practices and methodologies has allowed United Way of Greater Richmond & Petersburg to make lasting change for individuals and for the region. The distinctive United Way approach that brings the talents, time and treasure of all people – businesses, community leaders, community members, non-profits, governments – ensures our regional resources are put to their highest use to benefit us all.



BRINGING KNOWLEDGE TO NEED

UNITING TO ACHIEVE PROGRESS

Grounded in the regional knowledge supplied by the Indicators Report and informed by leading research and practices, United Way puts these two sets of understanding into action on behalf of our greater community good. Systems-level change and meeting broad based needs takes an informed, equipped and coordinated village. To this end, United Way takes a holistic services approach, strengthening the capacities of nonprofits across the region as a funder, an expert resource, and as a partner.

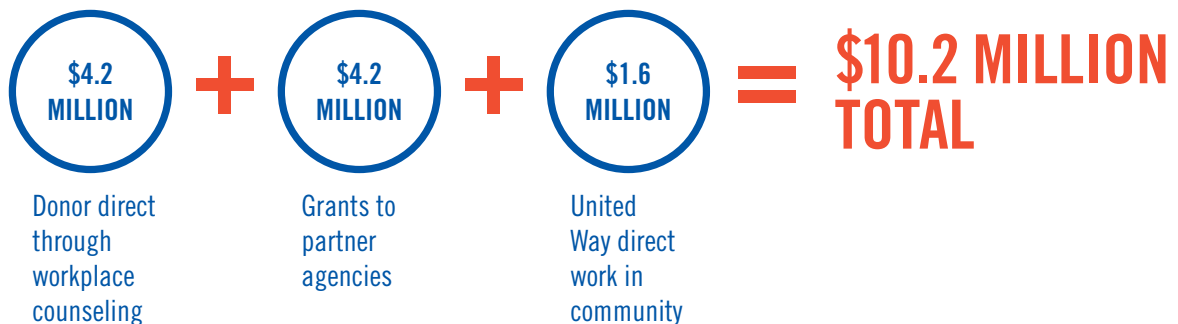


**TOM SILVESTRI, PUBLISHER
RICHMOND TIMES-DISPATCH**

CELEBRATING COMMUNITY SUCCESSES

In 2015, United Way invested more than \$6 million to directly create better lives, stronger families and build sustainable community well-being. Beginning with identifying a data and best practice-informed regional strategy for community well-being, United Way leverages our region's human service areas of excellence through establishing community partnerships for strategic change and providing United Way expertise to ensure the best outcomes for our highest needs and exponentially increasing the outcomes of our individual efforts.

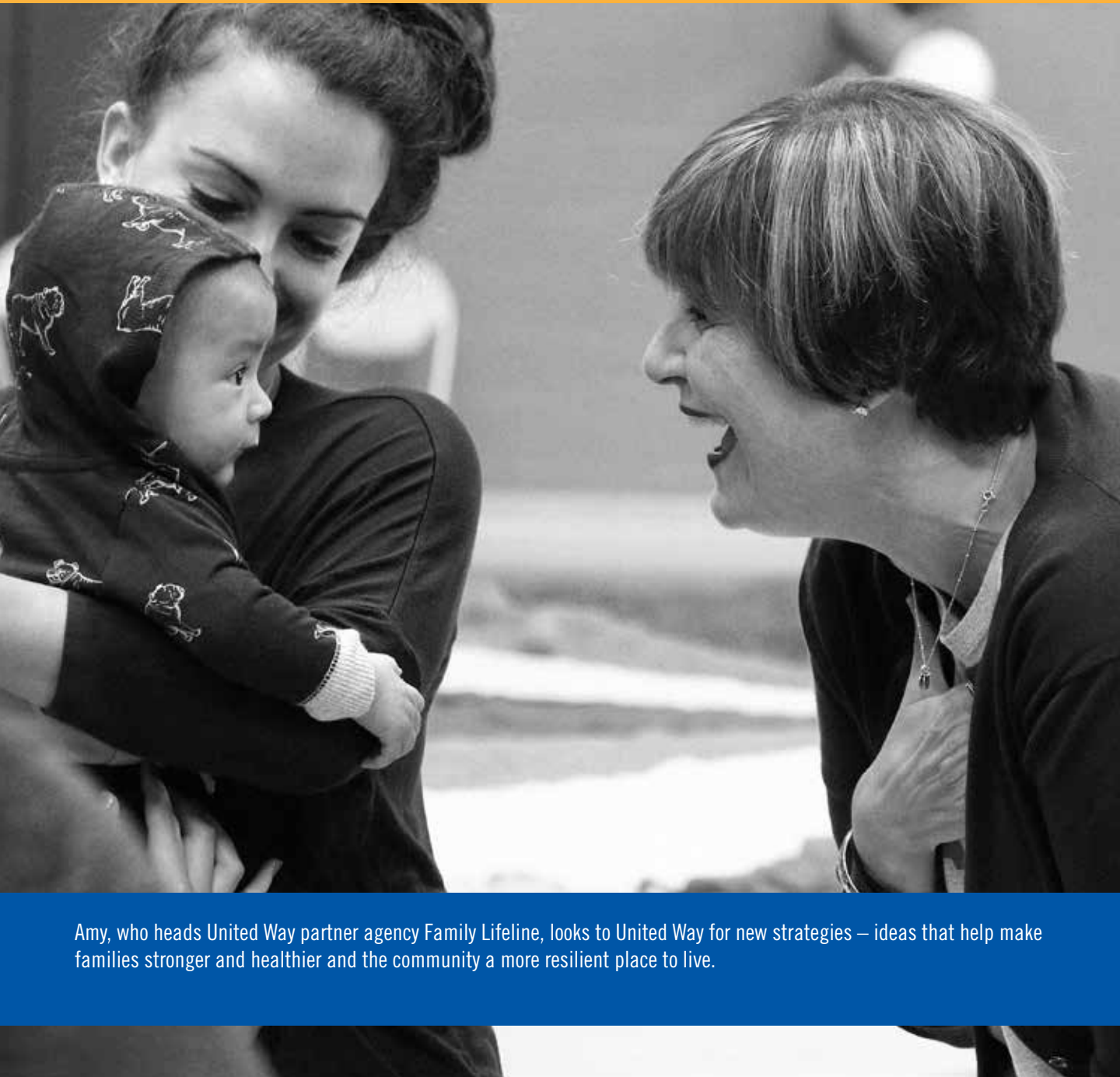
The \$4.2 million in United Way direct funding to non-profits with track records in achieving best outcomes or innovating to meet changing human and social needs establishes a stable foundation for the life-changing work happening every day throughout our region. This funded group of United Way Partner Agencies are the core of strengthening the community.



Tom sees the paper's mission as perfectly aligned with the United Way's own goals – meeting the needs of our community, and as Tom says so well, to help “nourish and improve the vitality of everyone in the community.”



FAMILY HEALTH AND WELL-BEING



Amy, who heads United Way partner agency Family Lifeline, looks to United Way for new strategies – ideas that help make families stronger and healthier and the community a more resilient place to live.

Creating environments in which children are safe, thrive and all members live happier, more connected lives.



99%

OF FAMILIES ENROLLED IN HOME VISITING FOR 6 MONTHS OR MORE WERE FREE OF CHILD ABUSE AND NEGLECT

85%

OF CHILDREN WERE KINDERGARTEN-READY AFTER PARTICIPATING IN UNITED WAY-FUNDED PREPARATORY PROGRAMS.

MORE THAN

600

PARENTS TOOK PART IN EDUCATION PROGRAMS TO CREATE SAFER, HEALTHIER, HAPPIER LIVES AND HOMES.

94%

OF PARENTS IN INTERVENTION PROGRAMS DEMONSTRATED IMPROVED CONFIDENCE KEY TO SOUND, HEALTHY HOME ENVIRONMENTS

**AMY STRITE, PRESIDENT & CEO,
FAMILY LIFELINE**

“United Way’s thought leadership and strategy of finding the hardest hit areas in the region and uncovering the greatest challenges is their true value. With their approach,

United Way makes individuals stronger and healthier and our entire community is better because of it.”

SUSTAINABLE HOUSEHOLD FINANCIAL STABILITY



Phillip Avant, SunTrust Banks' central Virginia market president, works closely with United Way to help individuals, families and the region as a whole overcome the community's biggest challenges, including the nearly 300,000 of our neighbors who live below 200% of the poverty threshold.

More than 25% of the Richmond-Petersburg region's households struggle financially. 21.8% of children under 5 live in poverty. We believe stronger communities happen when people are financially secure. Safe, affordable housing – a home – and savings and bank accounts are two important, and at risk, elements of this equation. Our approach: empower families and individuals with simple ways to immediately build financial strength with access to affordable housing and banking and opportunities to grow their financial competency.



IN 2015, UNITED WAY'S METROCASH PROGRAM LEVERAGED THE POWER OF VOLUNTEERS TO HELP MORE THAN 3,200 HOUSEHOLDS FILE THEIR TAXES FOR FREE. THIS RESULTED IN OVER \$3,000,000 IN FEDERAL REFUNDS AND \$898,971 IN EARNED INCOME TAX CREDIT REFUNDS RETURNING TO WORKERS AND OUR COMMUNITY.

2,343

INDIVIDUALS RECEIVED JOB TRAINING AND SEARCHING ASSISTANCE, MAKING LONG-TERM ECONOMIC STABILITY A MORE VIABLE OUTCOME.

3,096

FAMILIES WERE HELPED WITH RAPID-REHOUSING, PERMANENT AND OTHER HOUSING SUPPORTS.

100%

OF INDIVIDUALS ACCESSING UNITED WAY-FUNDED PERMANENT SUPPORTIVE HOUSING MAINTAINED THAT HOUSING FOR AT LEAST ONE YEAR.

UNITED WAY LEVERAGED
\$191,000

THAT PROVIDED EMERGENCY HOUSING AND UTILITY ASSISTANCE TO 1,557 HOUSEHOLDS.

92%

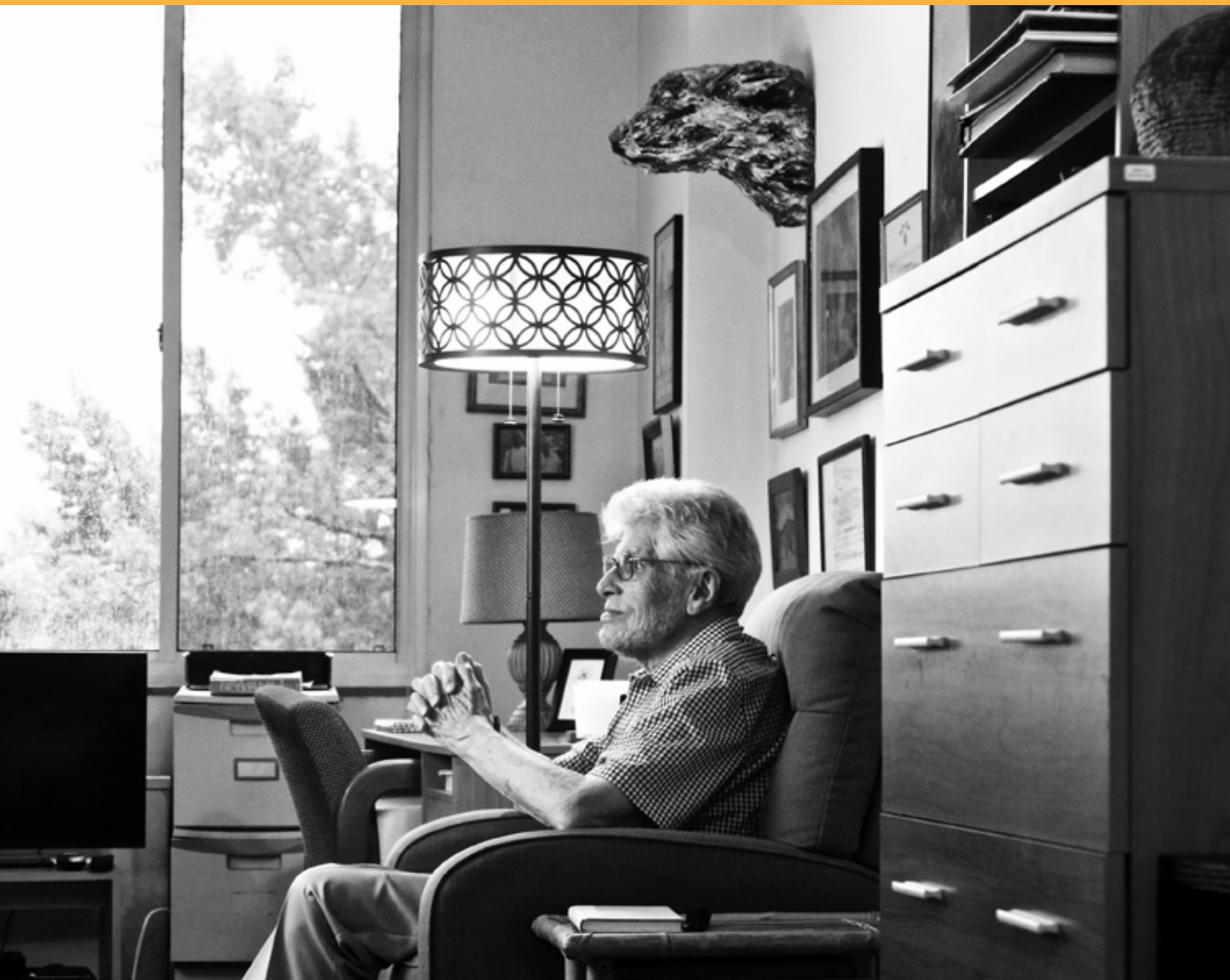
OF CLIENTS PARTICIPATED IN MONTHLY BUDGETING

SunTrust teammates in Central Virginia came together with United Way partners to raise over \$1 million to light the way to financial well-being for our communities.

PHILLIP AVANT, CENTRAL VIRGINIA MARKET PRESIDENT, SUNTRUST

“When it came to giving, donating to the United Way and trusting them to give my funds to the areas of greatest impact was the best decision I could make.”

HEALTHY PRESENT GROWING TO LIFELONG WELL-BEING



Guy Kinman, senior advocate at Senior Connections, a United Way agency working to help seniors make the most of their lives, has been working with the United Way for 70 of his 98 years. The former minister reminds us that supporting United Way is not just supporting organizations, but people.

Access to health care and strong community and personal ties are essential to physical health and lifelong well-being. Older adults, people with disabilities, and individuals and families that have no or little insurance suffer greater consequences to everyday and serious illnesses or injuries. Valuing the life and well-being of all our community's members, United Way is committed to a connected and healthy region, which can be achieved with access to affordable and regular health care and strong lifelong relationships.



IN 2015, UNITED WAY-FUNDED PROGRAMS ENSURED:

7,036

INDIVIDUALS WERE GRANTED ACCESS TO AFFORDABLE, QUALITY HEALTH CARE.

2,442

OLDER ADULTS AND PEOPLE WITH DISABILITIES UTILIZED COMMUNITY-BASED SERVICES TO REMAIN LIVING INDEPENDENTLY.

4,458

OLDER ADULTS AND PEOPLE WITH DISABILITIES DEEPENED THEIR SOCIAL CONNECTIONS.

GUY J. KINMAN, JR., SENIOR ADVOCATE, SENIOR CONNECTIONS

“I realized that United Way was one organization that was supporting so many causes that you, individually, could never help on your own. And yet you can with United Way.”

RESILIENT YOUTH



Preparing our youngest community members to recover from trauma, build stronger relationships, and thrive now and throughout life.



NEARLY
3,900
YOUNG PEOPLE RECEIVED
CRITICAL MENTAL HEALTH
COUNSELING AND CASE
MANAGEMENT.

NEARLY
4,000
YOUTH PARTICIPATED IN OUT-
OF-SCHOOL TIME PROGRAMS
THAT DEVELOPED THEIR SOCIAL
AND EMOTIONAL SKILLS.

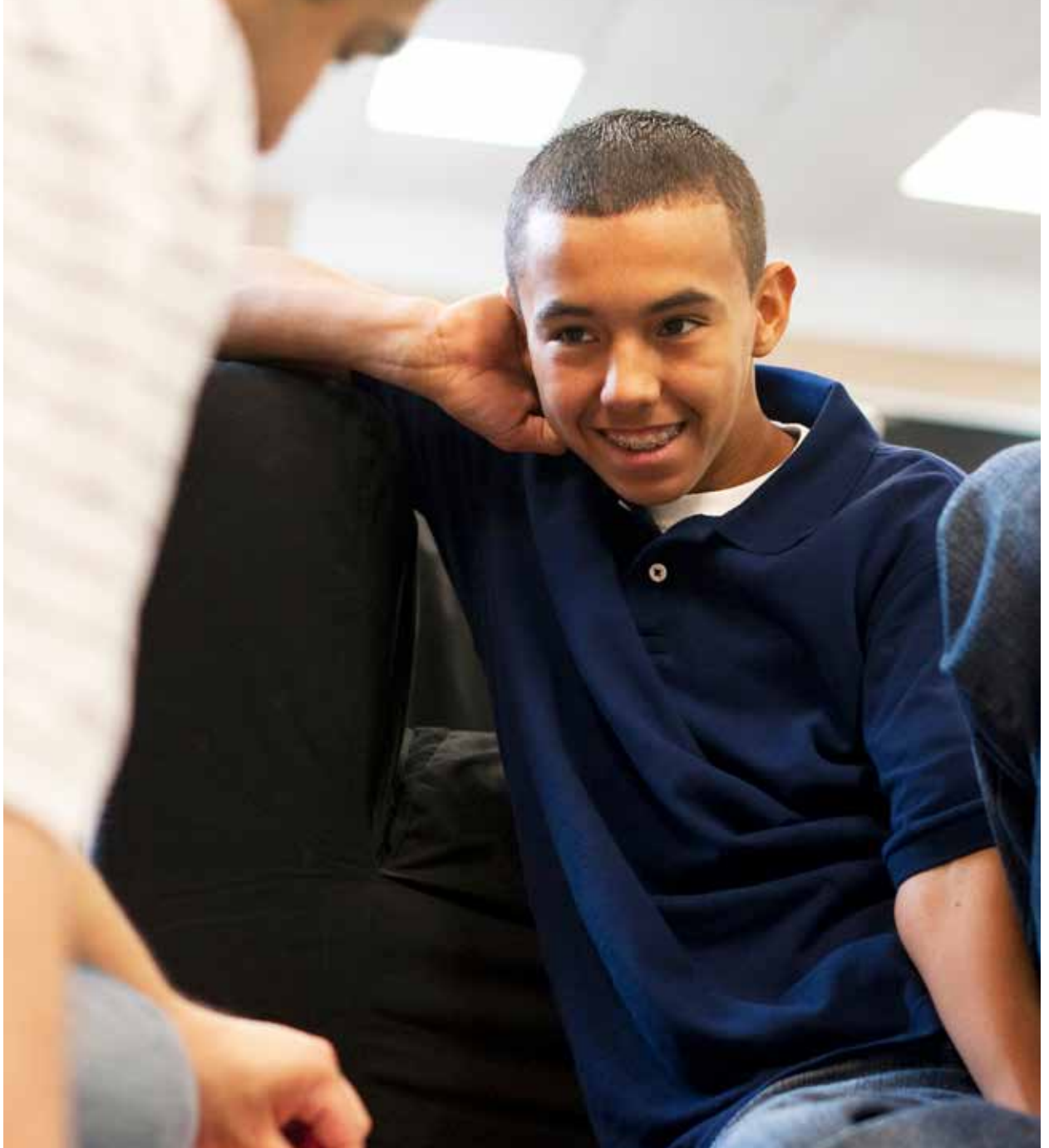


IN PARTNERSHIP WITH
VCU, UNITED WAY ENGAGED
55
PROGRAMMATIC PARTNERS
TO BETTER RESPOND TO THE
CHALLENGES AND NEEDS OF
4,000 YOUNG PEOPLE
EVERY DAY.

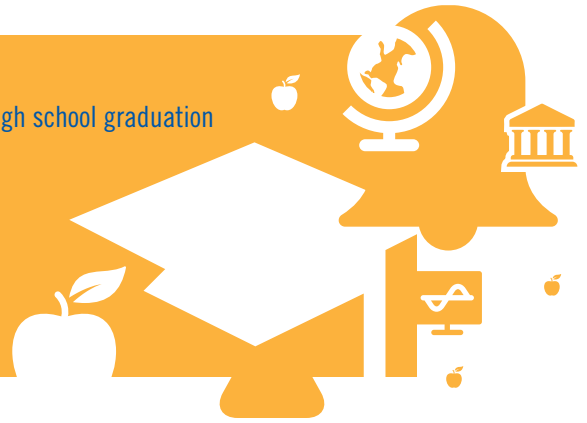
“I love knowing that through a singular grant from the United Way, we are actually being supported by many, many people and companies. That “collective impact” concept means a lot to us as an organization rooted in community.”

**MARLENE PAUL,
EXECUTIVE DIRECTOR, ART 180**

SUCCESSFUL STARTS



Ensuring one of the best predictors of life-long financial well-being – high school graduation – is in the reach and achieved by every child in our region.



MORE THAN
940
ADULTS RECEIVED TRAINING TO
BECOME EFFECTIVE MENTORS
TO YOUTH

NEARLY
12,000
PETERSBURG STUDENTS TOOK
PART IN THE PETERSBURG
TEEN PREGNANCY PREVENTION
PROGRAM. TEEN PREGNANCIES
HAVE DROPPED MORE
THAN 50%

OVER
2,000
STUDENTS RECEIVED ACADEMIC
SKILLS DEVELOPMENT AND
EDUCATIONAL SERVICES TO
BOLSTER HIGH SCHOOL
GRADUATION.



“United Way helps us partner with high quality service providers to reach common goals for kids in our communities - increasing academic achievement, building social skills, and creating healthy lifestyles.”

**ANN PAYES, CEO,
BIG BROTHERS BIG SISTERS OF
GREATER RICHMOND & TRI-CITIES**



JANIEL YOUNGBLOOD

AN EMERGING AND GROWING LEADER ON THE IMPORTANCE OF GIVING BACK

“When I give, I know it’s going to come back to me in some way. It may not come in the same way that I gave, but in order for all of us to have a better place to live, we have to do our part. When we help those in our community that may be less fortunate than us, that’s one way.”

Like many others who give to United Way, Janiel Youngblood became involved through the simple employee contribution option available through her employer – in her case, the Federal Reserve Bank of Richmond.

But that was only the start of her involvement with United Way of Greater Richmond and Petersburg.

The CPA joined its Emerging Leaders Program, teaming up with other young leaders from regional companies for United Way’s three-month initiative that places local leaders as full-time fundraisers for the annual campaign. Leaders also receive leadership development from the United Way.

“It was a huge commitment on the part of the Federal Reserve, but part of our mission is to make the communities we serve a better place to live,” she says. “Employee giving through United Way is one way we do that.”

Youngblood also serves as chair of the Richmond Fed’s United Way employee giving campaign; this year, its motto is “The Million Dollar Milestone.” The goal is to hit the one million-dollar mark in employee contributions raised over three years.

During her time in United Way’s Emerging Leaders program, where other philanthropic young professionals work to

create a better community for the region, she came to better understand United Way’s place in the region. Her synopsis: what sets the organization apart is not only its giving to impact areas, but its deep research to uncover the areas of greatest need.

“United Way is able to vet out local programs and nonprofit organizations to make sure that when we give to these organizations, you have assurance that your dollars are being used wisely and efficiently in those impact areas,” she says.

Since she began giving in 2010, she’s also become a mother to two young girls, so United Way’s focus on promoting early childhood education “struck a chord with me” – in particular, its Star Quality Rating, which provides scoring to schools and daycare centers in the region that volunteer to be rated.

Reaching \$350,000 this year from employees will put the three-year total amount raised to just north of seven figures.

Her children and passion for better education options are a driving force for her continued involvement. But her continued giving of time and money is also a personal, emotional, and spiritual quest.

JEANETTE LEE AND CHELSEA JACKSON

GIVING BACK RUNS IN THE FAMILY

For Jeanette Lee and Chelsea Jackson, giving to United Way of Greater Richmond and Petersburg – through both time and financial giving – is a family affair.

It's also a personal one for Lee, who raised two daughters in a single parent household. United Way's education focus and Community Impact Fund provided to college at Virginia State University.

“Having that extra money to help go to school, to help fund my tuition, and to help keep me grounded and not stressing about where the money was coming from and focusing on my studies was a big pillar,” says Jackson. “United Way allowed that to happen.”

She graduated from VSU with honors in 2014, and today, holds an IT job with the state and recently bought her first home in Hanover County. She gives to United Way, she says, because she knows that the organization researches

and finds the areas of greatest need in the communities it serves. “I don't have the funds to give \$250 each to several different organizations, but I know that if I give my \$250 to United Way, they will find a way to reach those organizations that give to the areas of greatest need in the community.”

For her mother, Jeanette, giving to United Way began in the late 1990s as a payroll deduction from her employer. That support, both financial and in volunteer time, has evolved to include Chelsea, who serves on the United Way's Young Leaders Society.

“The premise for why we give back started in my home,” Jeanette says. “My parents taught me that you don't keep what you have, you're always looking for an opportunity to bless or help somebody else. The foundation of who we are is you use what God has given you to be better, but you also share, pay forward and give back.”

“My parents taught me that you don't keep what you have, you're always looking for an opportunity to bless or help somebody else.”





COTESWORTH PINCKNEY

A LIFETIME OF GIVING: DECADES OF VOLUNTEERING WITH UNITED WAY

“The United Way insists on measuring success and verifying how dollars are spent”

Cotesworth Pinckney knows United Way of Greater Richmond & Petersburg’s impact on the community firsthand. For more than 40 years, he has served as a committed volunteer on behalf of the organization.

Pinckney began working with the United Way in the 1970s. An attorney by day, he chose United Way as an effective way to give back.

“If you’re blessed with some assets of your own and have something to spare, there’s a duty to give it up,” said Pinckney. “There’s an awful lot of needs in this community.”

Years ago, as a member of the research and community planning committee, Pinckney focused on identifying pressing community needs. It’s an area in which he believes United Way excels.

“United Way has been very successful in identifying problems and getting people to work effectively towards solving them,” explained Pinckney. Pinckney’s fundraising role began slowly, but grew quickly. He joined a volunteer-driven speaker’s bureau that visited area businesses to kick-off United Way workplace campaigns. He eventually served as campaign chair in 1998.

He remembers a particular meeting when a nonprofit volunteer pleaded with a United Way grants committee. The person spoke with such fervor and persuasion, the room

was in tears. It was a reminder of United Way’s ability to bring in diverse perspectives and accept key challenges.

Pinckney would go on to serve for 12 years on United Way’s board of directors. Even after his extended board tenure, Pinckney stuck around and continued serving on committees within United Way. The organization recognized Pinckney and his wife Helen with the Alexis de Tocqueville Society Award in 2008 for their outstanding contributions and support.

Now retired after a successful law career, Pinckney is able to give more time to a cause he deeply cares about: education. He serves as a mentor at United Way-partner agency Peter Paul Development Center in the East End.

For years, Pinckney tutored a young man in the East End who won a scholarship to be a boarding student at Christchurch School in Saluda. He now tutors a third grader once a week at Peter Paul and serves as a classroom assistant there in the summer. He also tutors two seventh graders weekly at the Anna Julia Cooper Episcopal School in Church Hill.

Pinckney continues his support of United Way because of its strong commitment to community change. The United Way’s focus on addressing life-long well-being in our region is only made stronger because of the life-long support of leaders like Pinckney.

Thank you for supporting the United Way.
Explore more at yourunitedway.org



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