



**United Way of Greater
Richmond & Petersburg**

How We Work

EMPOWERMENT

United Way connects individuals with knowledge, resources and volunteer opportunities to help them positively impact their lives as well as the lives of their family members, friends and neighbors.

CONVENING

United Way serves as the central convener of our region's nonprofits and local governments, businesses, schools and volunteers. We identify key areas of need and bring together leaders from all sectors to drive positive change in communities across the region.

FUNDING

United Way is one of the largest nonprofit funding organizations in the region. We invest in dozens of fantastic nonprofit agencies doing critical work in communities throughout our service area. We use our *Steps to Success* framework to guide funding decisions and ensure dollars go to organizations and programs working in each of our nine key areas.

RESEARCH

As a major regional funding organization, United Way is uniquely qualified to provide critical information to community leaders and organizations. We have a dedicated research team that studies local data to track problems in our communities and works with partner organizations to develop solutions that actually move the needle.

YourUnitedWay.org