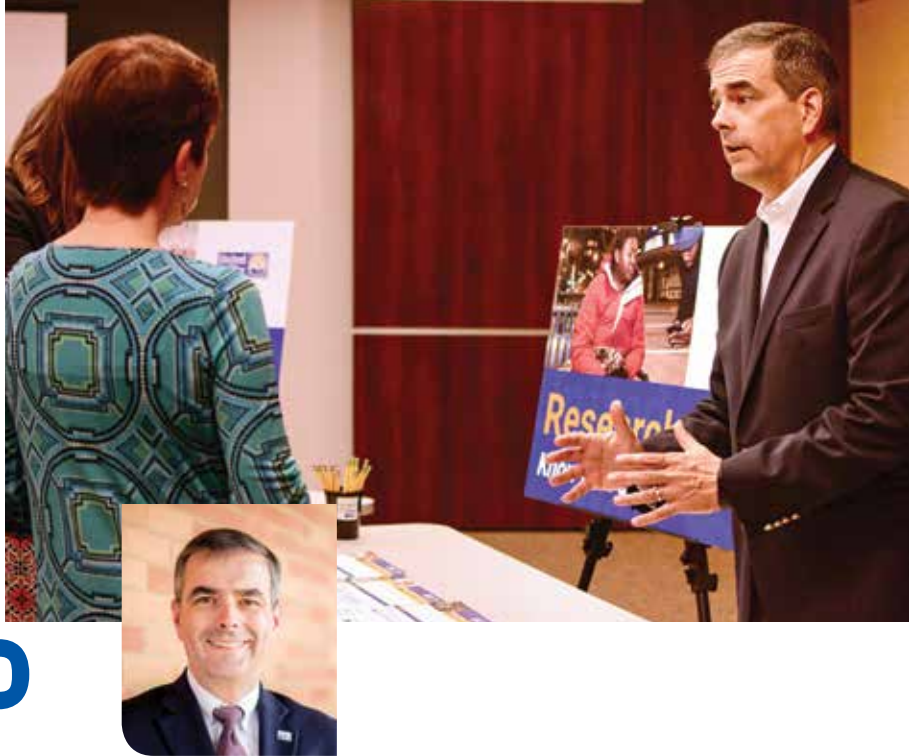




United Way of Greater  
Richmond & Petersburg

# IMPACT REPORT 2019

# FROM OUR LEADERSHIP



October 2019

Hello,

I am pleased to share United Way of Greater Richmond & Petersburg's 2019 Impact Report with you.

This year has been a particularly active year for this organization. In 2019, we began to see our new strategic framework, *Steps to Success*, reflected in all of our work. Whether it's the launch of a new online data hub, multi-million dollar community investments or large-scale regional partnerships -- all of our work is now aligned with our *Steps to Success* framework.

I hope this report gives you a deeper understanding of that work, its impact and United Way's commitment to this region.

Having served in executive-level roles at local United Ways for more than 20 years, I know that a high-functioning United Way requires the entire community -- individuals, nonprofits, government agencies, schools and businesses alike -- to work together to collectively solve problems. I have been proud to see those partnerships begin, grow and evolve across our region this year.

Thank you for all of your support in 2019 and for your continued commitment in 2020 and beyond.

Sincerely,

A handwritten signature in black ink, appearing to read "James".

James L.M. Taylor

President & CEO  
United Way of Greater Richmond & Petersburg



October 2019

Greetings,

I feel very fortunate to have been given many opportunities in life, starting with my wonderful family. I received a solid education and am in good health. But I know that there are many in our community who are not as fortunate as I am, which is why I volunteer with United Way of Greater Richmond & Petersburg.

United Way matters to me because they are committed to tackling our region's challenges together – not just one at a time. I have tremendous respect for United Way's mission and I think the organization's *Steps to Success* framework is a clear and effective way to think about the interconnectedness of the problems we face.

Today, I invite you to join me in looking back on United Way's work in 2019. I hope that this window into the organization's impact will inspire you to continue working alongside United Way to make a real difference in our communities.

On behalf of my fellow Board members, thank you for your generous support of United Way of Greater Richmond & Petersburg.

Sincerely,

Daniel Hudgens

*Dan Hudgens was Chair of United Way of Greater Richmond & Petersburg's 2018-2019 Board of Directors. He is a partner with Deloitte & Touche LLP and currently serves as the managing partner of Deloitte's Central Virginia practice. He joined United Way's Board of Directors in 2015 and served as their 2015-16 Campaign Chair.*



MEET OUR LOCAL BOARD  
OF DIRECTORS ON PAGE 49



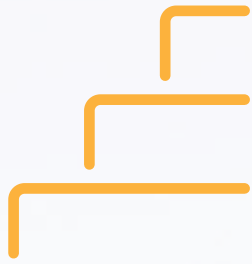
United Way of Greater  
Richmond & Petersburg



# OUR SERVICE AREA

We serve the region's neighborhoods  
and rural areas alike – 11 different  
localities in all.





# STEPS TO SUCCESS

Our *Steps to Success* model illustrates key milestones on the path to prosperity and serves as the guiding framework for everything we do.



**LEARN MORE ABOUT OUR WORK IN EACH OF THESE AREAS.** [YourUnitedWay.org/steps](https://YourUnitedWay.org/steps)



**BASIC NEEDS MET:  
FOOD, SAFETY & HOUSING**



**BORN HEALTHY**



**PREPARED FOR KINDERGARTEN**



**GRADE-LEVEL READING BY 3RD GRADE**



**MIDDLE SCHOOL ENGAGEMENT**



**HIGH SCHOOL GRADUATION**



**COLLEGE- OR CAREER-READY**



**FINANCIAL WELL-BEING**



**CONNECTED & HEALTHY OLDER ADULTS**



# OUR WORK

We invest in dozens of fantastic local nonprofits, but we are much more than a funder.

We conduct **research and data analysis** to study problems that affect real people - all in an effort to understand trends and meet our region's needs as they evolve over time. Using this foundation, we **fund programs** in our community that provide help where it is needed the most. Then, we **convene leaders** at government agencies, community organizations, businesses, nonprofits, religious organizations and schools in order to bring the region together in a truly united way and eliminate the root causes of these problems. Finally, we **empower people** by connecting them with knowledge and volunteer opportunities that positively impact their lives as well as the lives of their family, friends and neighbors.

Learn more about our work in each of these areas:

**RESEARCH** **PAGE 8**

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**FUNDING** **PAGE 10**

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**CONVENING** **PAGE 16**

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**EMPOWERMENT** **PAGE 22**

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# 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.





# ‘INDICATORS OF COMMUNITY STRENGTH’ REPORT GOES DIGITAL


In November 2018, United Way launched a new Indicators of Community Strength section of its website to track data related to poverty, homelessness, teen pregnancy and other key measures in the region.

In prior years, United Way released an annual Indicators of Community Strength printed report to highlight this information. The new online hub ensures the Indicators data will be updated throughout the year, making the information as current and accurate as possible.

The new section of our website contains data for indicators for all nine *Steps to Success*. Each *Step* has an accompanying set of key and related indicators, all of which will be tracked through United Way’s new online data tool.

The data on the website come from a variety of highly credible sources, including the U.S. Census Bureau, Homeward, the Virginia State Police, the Virginia Department of Social Services, the Virginia Department of Health, the Virginia Employment Commission and the Virginia Department of Education.



 **LEARN MORE.** [YourUnitedWay.org/data](https://YourUnitedWay.org/data)

## SPOTLIGHT

### HOMEWARD POINT-IN-TIME COUNT

United Way supports Homeward, one of our 51 funded partner agencies, with its annual Point-in-Time Count, an event that collects data related to homelessness in the region. Homeward is the planning and coordinating organization for homeless services in the Greater Richmond region. Every year, Homeward coordinates the Point-in-Time Count to track the number of people experiencing homelessness. Thanks to the work of compassionate volunteers from United Way and other places, Homeward compiles data to inform planning, programs and funding.



Source: Homeward ([homewardva.org](https://homewardva.org))

#### WHAT WE FOUND:

**559**  
TOTAL PEOPLE  
EXPERIENCING  
HOMELESSNESS  
IN THE REGION

**68**  
CHILDREN  
**152**  
UNSHELTERED

**407**  
SHELTERED  
**82**  
VETERANS





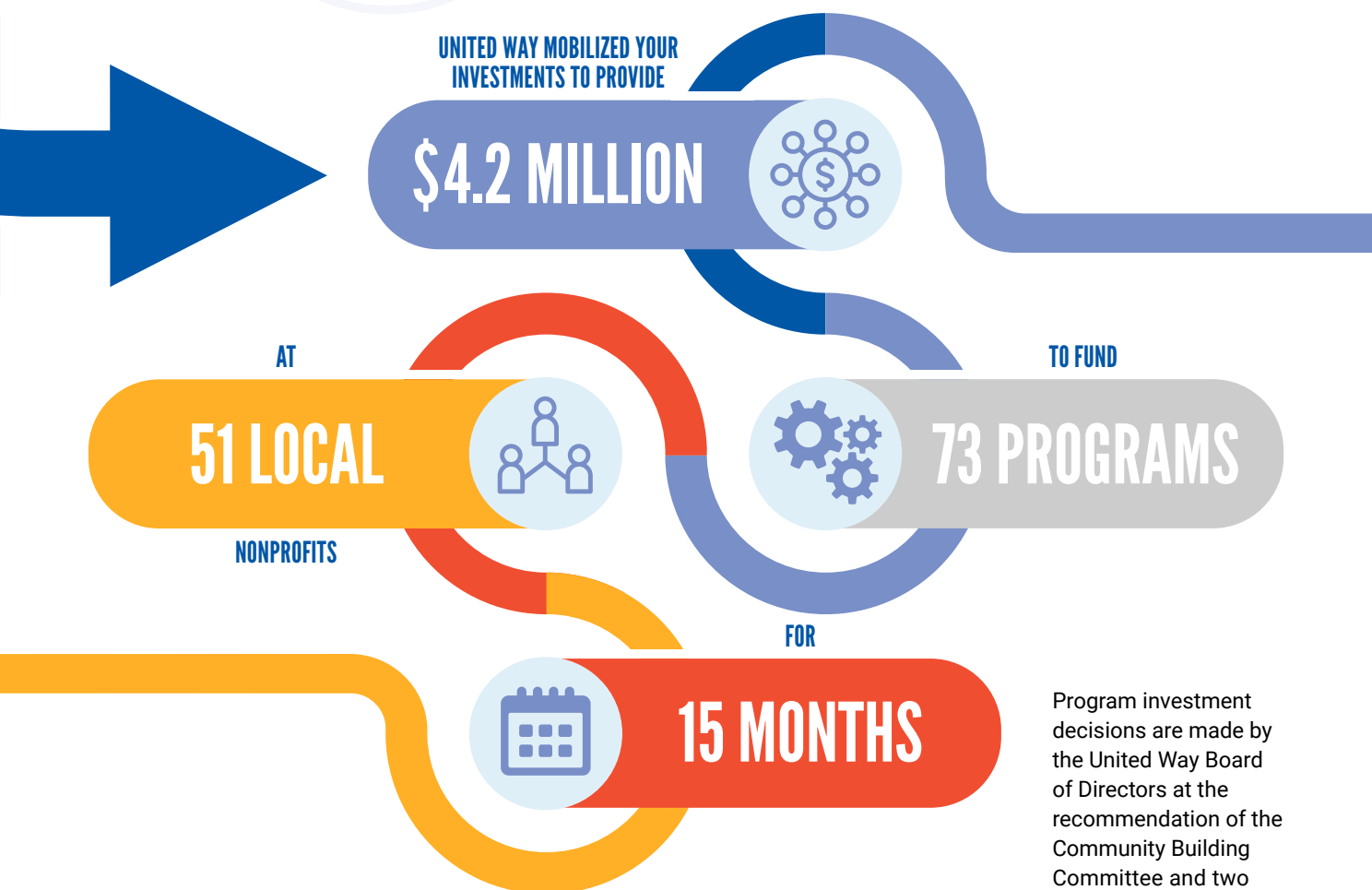
# FUNDING



United Way is one of the largest nonprofit funding organizations in the region. We invest in dozens of impactful 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.



	NUMBER OF PROGRAMS	\$	% OF GRANTS
BASIC NEEDS	14	\$953,000	23%
BORN HEALTHY	3	\$495,000	12%
PREPARED FOR KINDERGARTEN	8	\$445,000	11%
GRADE-LEVEL READING BY 3RD GRADE	6	\$344,000	8%
MIDDLE SCHOOL ENGAGEMENT	9	\$419,000	10%
HIGH SCHOOL GRADUATION	7	\$280,000	7%
COLLEGE/CAREER-READY	4	\$144,000	3%
FINANCIAL WELL-BEING	6	\$320,000	8%
CONNECTED/HEALTHY OLDER ADULTS	16	\$800,000	19%
<b>TOTAL</b>	<b>73</b>	<b>\$4,200,000</b>	<b>100%</b>



Program investment decisions are made by the United Way Board of Directors at the recommendation of the Community Building Committee and two Action Councils. [Learn more on page 14.](#)



## FUNDED PARTNERS

The following funded partners are committed to creating lasting change in communities throughout our region:

Access Now	Goochland Cares	Peter Paul Development Center
ART 180	Goodwill of Central Virginia	Petersburg Health Department
Better Housing Coalition	SOAR365 (formerly Greater Richmond ARC)	Progressive Adult Rehabilitation Center (PARC)
Big Brothers Big Sisters	Greater Richmond SCAN - Stop Child Abuse Now	project:HOMES
Boys and Girls Clubs of Metro Richmond	Hanover Safe Place	Quin Rivers
CARITAS	Health Brigade	READ Center
Central Virginia Health Services Inc.	Higher Achievement Program	Sacred Heart Center
Children's Home Society of Virginia	HomeAgain	Salvation Army Central Virginia Area Command
ChildSavers	Homeward	Senior Connections
Circle Center Adult Day Services	Housing Families First	Side by Side
Commonwealth Catholic Charities	Jewish Family Services	South Richmond Adult Day Care Center
Communities in Schools of Chesterfield	Literacy Lab	St. Joseph's Villa
Communities in Schools of Richmond	Local Initiatives Support Corporation (LISC)	Virginia Mentoring Partnership
Cross-Over Ministry	Neighborhood Resource Center	Virginia Supportive Housing
Daily Planet	NEXTUP RVA	YMCA of Greater Richmond
Family Lifeline	OAR of Richmond	YWCA of Richmond
FeedMore	Pathways - VA	
Friends Association for Children		



# BUILDING CAPACITY FOR FINANCIAL STABILITY

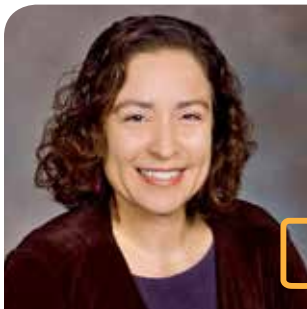
The following funded partners are committed to creating lasting change in communities throughout our region:

Two one-time grants were awarded to help new programs or the expansion of existing programs that assist residents in achieving financial stability:

- Commonwealth Catholic Charities
- Jewish Family Services

Five grants of \$5,000 each were made available with support from Capital One. The goal of these grants was to fund small capacity-building improvements for organizations that help local residents to achieve financial stability:

- CancerLINC
- Hanover Safe Place
- Sacred Heart
- Peter Paul Development Center
- St. Joseph's Villa



**"United Way's financial stability grant helped expand our reach and secure the resources needed to fully support expansion of our evening adult education programs, to include transportation and a children's program for children of our adult students. This grant has removed transportation and child care barriers, thus impacting hundreds of lives by making our services available to as many people as possible. You have truly helped us positively impact local families!"**

**TANYA GONZALEZ**  
EXECUTIVE DIRECTOR  
SACRED HEART CENTER



# COMMUNITY VOLUNTEERS

Community volunteers are an essential part of United Way's impact strategy. United Way brings together more than 40 local volunteers with diverse backgrounds in community planning, human service systems, research, needs and asset assessments, local government and more.

The Community Building Committee understands both United Way's strategic framework and the ever-changing needs of the region. This group meets monthly to monitor and assess community and human service needs and make recommendations that enable United Way's team to effectively allocate resources, dispatch volunteers and build out a suite of initiatives and programs.

The CBC works with two Action Councils, both of which are staffed by a group of dedicated community volunteers. These groups review data, research and best practices and maintain periodic contact with funded programs and agencies. Each Action Council is focused on specific issue areas:

**The Education Action Council** focuses on the following components of United Way's *Steps to Success* framework: Prepared for Kindergarten, Grade-level Reading by Third Grade, Middle School Engagement, High School Graduation and College-or Career-ready.

**The Financial Well-being & Health Action Council** focuses on the following components of United Way's *Steps to Success* framework: Basic Needs Met, Born Healthy, Financial Well-being and Connected & Healthy Older Adults.

## Community Building Committee

**Chair: Susan Triggs**  
Community Volunteer  
**Lyndsi Austin**  
Department of Housing and  
Community Development  
**Frank R. Baskind**  
VCU School of Social Work  
**Jana Carter**  
County of Chesterfield  
**Robert Cowgill**  
South State Bank  
**Rhea George**  
Virginia Society AIA  
**Mark Goodwin**  
Community Volunteer  
**Catherine W. Howard**  
Virginia Commonwealth University  
**Amy Hudgens**  
Community Volunteer  
**William Liepis**  
Community Volunteer  
**Peter L. Perkins**  
Community Volunteer  
**Reggie E. Roland**  
Global Achievement Partnership  
**Robert M. Rolfe**  
Hunton Andrews Kurth  
**Stephen Willoughby**  
City of Richmond Dept. of Emergency

## Education Action Council

**Chair: Rhea George**  
AIA Virginia  
**Horace Branch**  
UPS  
**Mollie Brooks**  
Genworth  
**Patricia M. Cullen**  
Community Volunteer  
**Lauren Gospodnetić**  
Department of Juvenile Justice  
**Timothy Grimes**  
Virginia Community Capital, Inc.  
**Jacqueline Hecker**  
Owens & Minor  
**Patsy King**  
Community Volunteer  
**Jacqueline Larkin**  
Community Volunteer  
**D. Keith Larkin**  
Federal Reserve Bank of Richmond  
**Jeanetta Lee**  
Henrico County Human Resources  
**Karen Reilly-Jones**  
Chesterfield County  
**Cache Steinberg**  
Community Volunteer

## Financial Well-being and Health Action Council

**Chair: Lyndsi Austin**  
Virginia Department of Housing and  
Community Development  
**Ron Alpern**  
Alpern Consulting  
**Cordell Brown**  
Bank of America  
**George Calvert**  
Middleburg Trust Company  
**Deborah Dugger**  
Chesterfield County  
**Phyllis Grooms-Gordon**  
City of Richmond Department of Social Services  
**Amy Hudgens**  
Community Volunteer  
**Natima Jones**  
Owens and Minor  
**Erika Jones-Haskins**  
Virginia Department of Behavioral Health &  
Development Services  
**William Liepis**  
Community Volunteer  
**Beth Ludden**  
Genworth Financial  
**Roxanne Marr-Shears**  
Crater Health District  
(Virginia Department of Health)  
**Dierdre Pearson**  
Richmond Behavioral Health Authority  
**Peter L. Perkins**  
Community Volunteer  
**Regina Pittman**  
Community Volunteer  
**Gloria Taylor**  
Community Volunteer  
**Stephen Willoughby**  
City of Richmond Department of Emergency



## COMMITMENT TO COMMUNITY



**MOLLIE BROOKS**  
**COMMUNITY**  
**RELATIONS MANAGER**  
**GENWORTH FINANCIAL**

Mollie Brooks has both a personal passion for service and a professional role as Community Relations Manager at Genworth Financial, which means she spends a lot of time with a lot of different nonprofit organizations in the Richmond area. But she has a special place in her heart for United Way.

Her first exposure to United Way came when she was an undergrad at James Madison University, where she served as an intern for United Way of Harrisonburg and Rockingham County. In that role, Mollie participated in the grant making process, joined the team on site visits and sharpened her interest in nonprofit management.

**"I really liked how United Way identified organizations to fund," Mollie said. "They do a great job of understanding needs in a community and ensuring funding is going to programs that are really driving systemic changes."**

After college, Mollie moved to D.C. where she participated in a Board Leadership Training Program at United Way of the National Capital Area. In 2016, Mollie moved to Richmond to pursue a master's degree in nonprofit management at the University of Richmond. Of course, she immediately connected with her local United Way.

Mollie dove head-first into a volunteer role with United Way of Greater Richmond & Petersburg, beginning with her service on United Way's Education Action Council, a group of volunteers that reviews data and provides grant recommendations to United Way's Community Building Committee.

**"In the beginning, I wanted to learn about the ecosystem of nonprofits in Richmond and build relationships," Mollie said. "United Way seemed like the best place to do that given their support of so many nonprofits in the area."**

Her volunteer work with United Way continued to expand as she settled into the Richmond area. Just last year, Mollie became a member of United Way's Young Leaders Society, a group that brings together young professionals committed to giving, advocating and volunteering in the Richmond region.

Mollie's education and personal passion intersected when she joined Genworth's Corporate Social Responsibility team in 2016. During her first two years at Genworth, she managed the employee giving and volunteer programs. She currently manages foundation grants and community sponsorships in Richmond, a role that keeps her connected to United Way.

It's particularly rewarding for her to educate her colleagues about United Way and encourage them to support the organization throughout the year.

**"It is challenging these days to choose where to give your money," Mollie said. "There are so many great organizations addressing issues like early childhood education and healthy aging. But United Way – particularly with their new Steps to Success framework – covers multiple focus areas at the same time. That is why I love volunteering with United Way and supporting the organization in both my personal and professional roles."**



# 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.



# YOUTH HOUSING STABILITY COALITION

In the United Way service area, many young people have experienced homelessness at some point in the past twelve months. Even more have experienced housing instability, which includes “couch surfing” and trading sex for shelter. Certain sub-populations, including LGBTQ+ youth, youth of color, refugee/immigrant youth, youth aging out of foster care and parenting youth, are particularly affected by housing instability.

The Youth Housing Stability Coalition works to address this issue and strives to do so by inviting young people who have personally struggled with homelessness and housing instability to the decision-making table. In addition to the youth voice, the Coalition consists of more than 30 nonprofits and other organizations that serve youth. These providers are consistently confronted with the issue of youth housing instability and understand its effects on young people’s ability to succeed in school, at work and in other areas of their lives.

**The Youth Housing Stability Coalition hosted a three day planning summit** in April 2018. More than 20 youth representing the sub-populations most at risk for housing instability attended the summit, joining leaders from youth-serving organizations, homeless service providers, schools, hospitals and local government agencies.

**Following the planning summit, the Youth Housing Stability Coalition** developed a comprehensive, coordinated Community Response Plan for our region. The plan outlines important steps needed to reduce homelessness and housing instability among Richmond’s young people.

**A Youth Housing Stability Coalition Manager, housed at United Way,** supports community efforts to achieve goals set in the Community Response Plan.



**“Empowering individuals in our community is a core component of United Way’s mission. By working directly with young people who have experienced housing instability, we have been able to create a real, informed coalition of organizations committed to solving the problem of youth homelessness.”**

**JAMES L.M. TAYLOR**  
**PRESIDENT & CEO**  
**UNITED WAY OF GREATER**  
**RICHMOND & PETERSBURG**

## ABOUT THE YOUTH HOUSING STABILITY COALITION

The Youth Housing Stability Coalition launched in 2017 with the goal of reducing homelessness and housing instability among youth ages 14-24 in the region.

United Way manages this program together with the Advocates for Richmond Youth (ARY), a participatory action research team of directly-affected youth, and Dr. Alex Wagaman, an assistant professor in the VCU School of Social Work. In 2018, the program was supported by the Richmond Memorial Health Foundation and the Bob and Anna Lou Schaberg Fund.







## PETERSBURG CITY & SCHOOLS PARTNERSHIP

The Petersburg City and Schools Partnership, backed by United Way of Greater Richmond & Petersburg, is a coalition of local and state government agencies, service providers and community groups that are committed to creating the climate and conditions necessary for students in Petersburg to reach educational milestones that are critical *Steps to Success*.

Since the Petersburg City and Schools Partnership formed in September 2015, the coalition has experienced a wealth of success through the work group's actions:

Petersburg instituted a food service program in 2016 and has served more than 88,000 meals to students during the summer months when school is not in session.

300 community members and 70 students participated in the Beyond ACEs (Adverse Childhood Experiences): Building Community Resiliency summit, which provided training on trauma and resiliency for Petersburg staff, citizens and youth. A follow-up summit occurred in August 2019.

The Magic Card program was created to combat summer learning loss and provide positive opportunities for Petersburg youth. Last year, the Magic Card program was expanded to serve youth traveling to summer jobs, including young people employed by the City of Petersburg's workforce development program.

The Summer 2018 Opportunities for Petersburg Area Youth website was created to provide a central online place for

families to explore positive summer programming. The team created print materials to promote the website.

A pilot program is in place at Petersburg High School to provide housing stability support for high school seniors that are experiencing homelessness and attendance challenges.

Virginia's first school-based health center is scheduled to open at Petersburg High School during the 2019-20 school year. The partnership received \$156,000 in funding from Virginia Premier Health Plan and The Cameron Foundation to support the technical assistance and planning phase currently underway. Learn more on page 32.

Through the Petersburg City and Schools Partnership, United Way is ensuring that all students in Petersburg have the support that they need to come to school ready to learn and achieve.



**LEARN MORE.** [YourUnitedWay.org/petersburg/city-schools-partnership](https://YourUnitedWay.org/petersburg/city-schools-partnership)



## PETERSBURG CITY+SCHOOLS PARTNERSHIP

### WHY PETERSBURG?

34.5 percent of children in Petersburg live below the poverty threshold, more than double the state rate of 14.0 percent. Children living in families with income below poverty thresholds are less likely to have adequate and healthy food, regular medical and dental care or attend a quality preschool. This puts them at greater risk of not being ready for kindergarten, not reading at grade-level or not graduating high school on time.

### REAL PARTNERSHIP, REAL RESULTS

For the first time in many years, all of Petersburg City Public Schools are accredited for the 2018-19 school year.



**25%**

decrease in the out-of-school suspension rate in 2018 as compared to 2017.

**83%**

high school graduation rate in 2018, an increase from 2017.





## A LIFE-SAVING PHONE CALL

Linda Adams still remembers how she felt when she learned A Grace Place Adult Care Center was closing unexpectedly in 2018.

"We were heartbroken," she said.

Linda's son, Justin, had been attending A Grace Place since he graduated from Monacan High School in 2017. Justin has Autism Spectrum Disorder, is non-verbal and operates at a 5-year-old level. While Justin is able to do many basic things, he still requires 24-hour care, which he received through A Grace Place.

"There are not too many options for quality care with trust-worthy individuals for someone like Justin," Linda said. "It took us a long time to find A Grace Place. When I learned they were closing, I just thought, 'Now I have to start all over.'"

Linda, a Quality Assurance Auditor at PPD Laboratories in Richmond, even considered quitting her job to provide care for Justin.

"I looked for over a month, calling and visiting other

programs," Linda said. "But none stood up to the level of care I would expect for my son."

During that time, Linda and Justin's family – including Justin's brother (Brandon, 25) and grandmother – juggled Justin's care while Linda desperately tried to find a solution.

Linda and her family were not alone in their stress and anxiety over the sudden closing. A Grace Place served more than 120 adults with disabilities and their family members, many of whom were scrambling to find a new care program.

Behind the scenes, United Way of Greater Richmond & Petersburg was also scrambling to find a way to help families like Linda's.

"We supported A Grace Place for a long time, and we were as disappointed as anybody to learn that they were closing," said James Taylor, President & CEO of United Way of Greater Richmond & Petersburg. "I knew we needed to find a way to help these families and we needed to find it fast."



The day after the closing was announced, United Way connected with SOAR365 (then known as Greater Richmond ARC), a United Way partner agency that works with individuals and families with disabilities. United Way also reached out to other community partners to gauge support for potential solutions.

After learning that SOAR365 shared the desire to find a solution, United Way leadership called an emergency meeting of its Board of Directors, which immediately stepped up to the plate and voted unanimously to extend United Way's funding to SOAR365 to give the organization the financial stability needed to support A Grace Place's former clients.

Of course, Linda did not know about this until she heard that SOAR365 planned to open a new location at the former site of A Grace Place. When she spoke with the SOAR365 team on the phone, they offered to schedule an immediate interview.

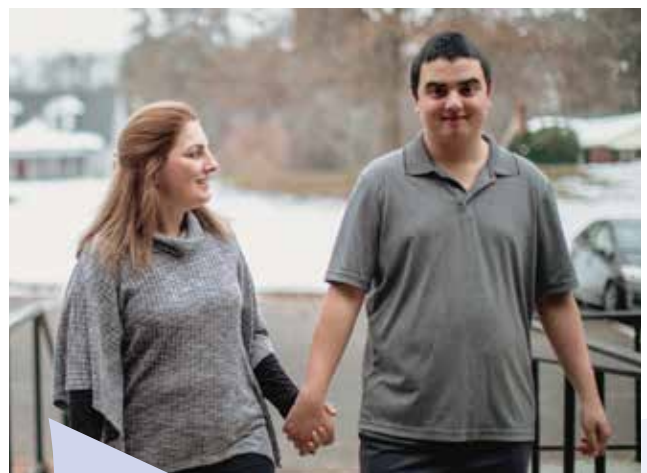
"That was truly a life-saving call for me," said Linda, holding back tears. "I am not sure what we would have done if that had not happened."

Today, Justin is doing great at SOAR365's new location. Linda says the staff is engaging and friendly and Justin comes home happy, which is a clear sign that he has been in a wonderful environment. He has even happily reunited with a few of his old friends from A Grace Place.

"We are very grateful to the United Way of Greater Richmond & Petersburg in how they provided help and support so quickly when it was most needed," said SOAR365 President & CEO John Walker. "Today our SOAR365 Staples Mill location is flourishing, and through our partnership with the United Way, we are able to meet the needs of a greater number of people with disabilities throughout the community."

Back at United Way, President & CEO James Taylor is pleased to have played a role in supporting SOAR365 and filling a sudden hole in the community.

"As a key, respected convener of our region's nonprofits and community organizations, United Way was well-positioned to step in and bring people together to solve this problem," James said. **"That's what United Way is all about."**





# 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.



# BACK-TO-SCHOOL CAMPAIGN

In 2018, as families and students prepared for the start of another school year, United Way launched a region-wide awareness and empowerment campaign to help people understand the importance of specific education milestones.

## THE CAMPAIGN CONSISTED OF:

- Informational articles and tips on **YourUnitedWay.org**;
- An advertising campaign highlighting specific aspects of the education equation including attendance, literacy and middle school engagement;
- Q&As with local education leaders;
- Guest articles from teachers and other educators to help parents prepare their children for a new school year;
- And more!

 **LEARN MORE.** [YourUnitedWay.org/news/back-to-school](https://YourUnitedWay.org/news/back-to-school)



**PREPARED FOR KINDERGARTEN**



**GRADE-LEVEL READING BY 3RD GRADE**



**MIDDLE SCHOOL ENGAGEMENT**



**HIGH SCHOOL GRADUATION**





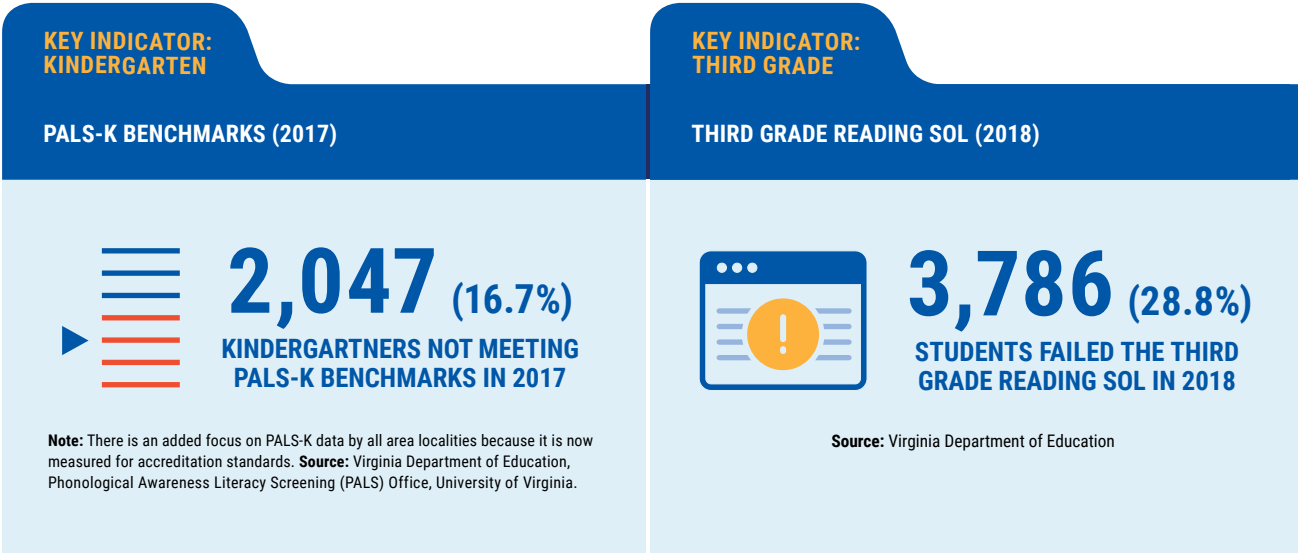
# LITERACY

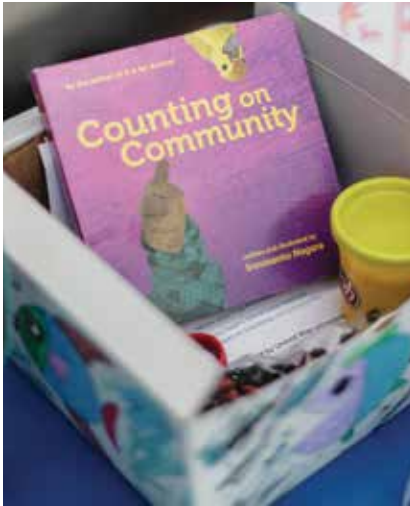
United Way is committed to helping young children prepare for school and learn to read at grade-level by third grade. We bring together volunteers to help children build critical literacy skills and inspire a love of learning.

## THE NEED

Up to third grade, kids learn to read. After third grade, they read to learn. When it comes to literacy, third grade is where the rubber meets the road. A student who is reading at grade level by third grade is significantly more likely to succeed in later grades and graduate high school on time.

The path to grade-level reading begins during early education. A young child is much more likely to learn to read if she has the tools needed to be ready for kindergarten.





## LITERACY KITS

Our year-round school supply collection and distribution efforts ensure students have access to materials they need to begin their educational journey on a positive, successful note.

### LITERACY KIT TIMELINE

<b>SUMMER</b>	<b>KICKOFF.</b> United Way volunteers spend a weekend at sites across the region collecting supplies for our literacy kits.
<b>FALL</b>	<b>DRIVES.</b> United Way volunteers are hosting drives and collecting school supplies that will be assembled into literacy kits.
<b>SPRING</b>	<b>ASSEMBLY.</b> United Way welcomes large groups of volunteers to our office to assemble donated supplies into more than 1,000 literacy kits for students.
<b>APRIL</b>	<b>DELIVERY.</b> Volunteers load up their vehicles with literacy kits and deliver kits to schools in areas of need across the region.
<b>APRIL 11</b>	<b>KINDERGARTEN REGISTRATION DAY.</b> Students at select schools across the region receive literacy kits at Kindergarten Registration day.

### THE IMPACT (2018-2019)





#### SPOTLIGHT

#### READING FOR RESILIENCE

In the 2018-2019 school year, United Way connected with 434 young children to help build early literacy skills. United Way volunteers read books and led activities to help students identify the resilient behaviors shown by the diverse and empowered characters in the story. In addition to boosting literacy, these events inspired a love of learning and reinforced the resilient behaviors needed to succeed in school.







## SPOTLIGHT

### STEPS TO SUCCESS EARLY LEARNING TRAILS

In Fall 2018, United Way and ALDI partnered to launch two *Steps to Success* Early Learning Trails in the United Way service region. These trails help parents, caregivers and communities use everyday moments outdoors to boost school readiness of preschool-age children. Each interactive trail contains 10 signs with expert-approved language games and fun and easy activities for children and adults to do together.





# PROGRAMS & INITIATIVES

United Way is always thinking about new and better ways to solve the problems facing communities in our region. We run a variety of programs that drive systemic change while simultaneously empowering people to be more successful in their day-to-day lives.

Learn about some of our work in 2019:

<b>VOLUNTEER INCOME TAX ASSISTANCE</b>	<b>PAGE 30</b>
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<b>PETERSBURG SCHOOL-BASED HEALTH CENTER</b>	<b>PAGE 32</b>
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<b>211 VIRGINIA</b>	<b>PAGE 34</b>
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<b>ENERGY SHARE</b>	<b>PAGE 35</b>
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# VOLUNTEER INCOME TAX ASSISTANCE

Financial hardships can be severe and sudden. Just ask Debra, a 63 year-old Chesterfield County resident who has been unable to work since a major car accident left her on permanent disability in 2000.

Debra also suffers from a medical condition that requires intense treatment two or three times a week. Her challenging situation got even tougher last year, when her husband lost his job of 25 years. He found new positions, but none in his field and none that matched his old salary. After depleting their savings, Debra and her husband were left with no choice but to file for bankruptcy.

"We were in a really dire financial situation," Debra said. "We had to file bankruptcy and that was really hard. We're not 30 years old anymore. It's not like we could just start over."

Debra said the stress of their financial situation weighed heavily on her mind every day.

"It is a stressful situation to be in," said Debra. "My husband and I have always been very independent and productive. I had a good paying job. My husband was very successful and made six figures for many years. To suddenly have all of that taken from you when you are used to being self-sufficient is a major, major stress. It can cause a lot of depression, a high degree of worry and it takes a lot of strength to get through it."

Tax season was always a particularly difficult time for Debra because her complex medical bills required professional tax help, which cost hundreds of dollars Debra and her husband could not afford. After learning about United Way's Volunteer Income Tax Assistance program through her social worker, Debra was able to have her taxes prepared for free by United Way's team of IRS-certified volunteers.

United Way's Volunteer Income Tax Assistance program offers free tax preparation for families and individuals with income of \$55,000 or less. The average household income of filers that use this program is \$22,003.

A team of IRS-certified volunteers works with filers to prepare accurate tax returns and deliver the highest possible refund. This program helps people avoid unclaimed tax credits and save money on fees for tax preparation services and refund anticipation loans.

"The volunteer who prepared my taxes went out of his way to find as many deductions as possible," Debra said. "He spent a lot of time asking questions and making sure everything was accurate. I actually felt more secure about that process than I did with professional accountants."



**LEARN MORE.** [YourUnitedWay.org/tax/vita](https://www.YourUnitedWay.org/tax/vita)

## SAVING MONEY FOR WORKING FAMILIES

United Way's Volunteer Income Tax Assistance program helps eligible taxpayers take advantage of the Earned Income Tax Credit (EITC), a tax-saving benefit for working families with low to moderate income.

An estimated 20% of eligible households do not claim this benefit. United Way makes sure eligible families receive this important tax credit and maximize their refund.

**3,321**  
**ACCEPTED TAX**  
**RETURNS**

**\$2.5 MILLION**  
**IN TAX**  
**REFUNDS**

**\$812,084 FOR THE**  
**EARNED INCOME TAX**  
**CREDIT REFUNDS**

**\$830,250 SAVED**  
**IN TAX**  
**PREPARATION FEES**



## MEET OUR 2018-2019 TAX ASSISTANCE VOLUNTEERS



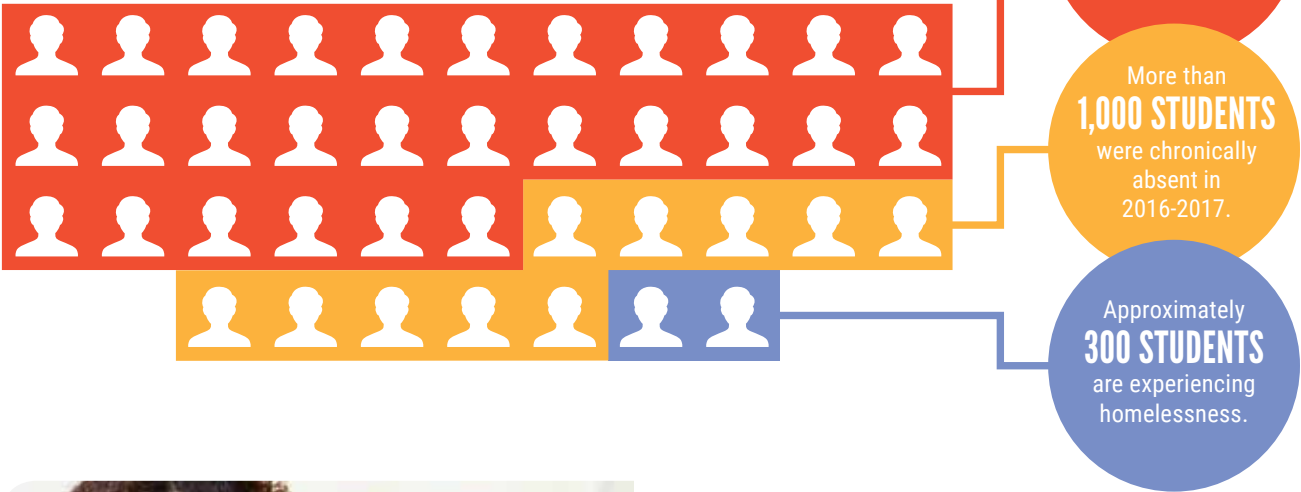
# PETERSBURG SCHOOL-BASED HEALTH CENTER

In 2019, United Way worked with local organizations through the Petersburg City and Schools Partnership (pages 18-19) to open a school-based health center at Petersburg High School. The new center is scheduled to open in late 2019.

Research shows that health is a critical factor in students attending school every day, engaging meaningfully and thriving in school and in life. Poor health creates a greater risk of students not being ready for kindergarten, not reading at grade-level by third grade or not graduating high school on time, leaving them without certain credentials and skills necessary to participate in today's workforce. In short: A student's health is a major component of his or her ability to move along the *Steps to Success*.

Health and education can have a powerful impact when they intersect on behalf of our youth.

Of the approximately 4,000 students in the Petersburg City Public Schools district:



**PETERSBURG  
CITY+SCHOOLS**  
PARTNERSHIP





## WHAT IS A SCHOOL-BASED HEALTH CENTER?

A school-based health center (SBHC) is a shared commitment between a community's schools and healthcare organizations to support students' health, well-being and academic success by providing preventative, early intervention, and treatment services where students are: in school.

SBHCs are gaining recognition across the country because they offer critical services like medical, behavioral, dental and vision care directly in schools. This ensures that all young people, no matter their zip code, have equal opportunity to receive care, learn and grow. SBHCs provide immediate help for students with acute and chronic conditions.

In Petersburg, the SBHC is a partnership between Petersburg City Public Schools, service providers and community organizations. Together, partners will provide integrated, culturally-sensitive, patient-centered care focused on improving physical and behavioral health to promote positive academic outcomes and build resilience.

## IMPROVING HEALTH OUTCOMES, ADVANCING STUDENT SUCCESS

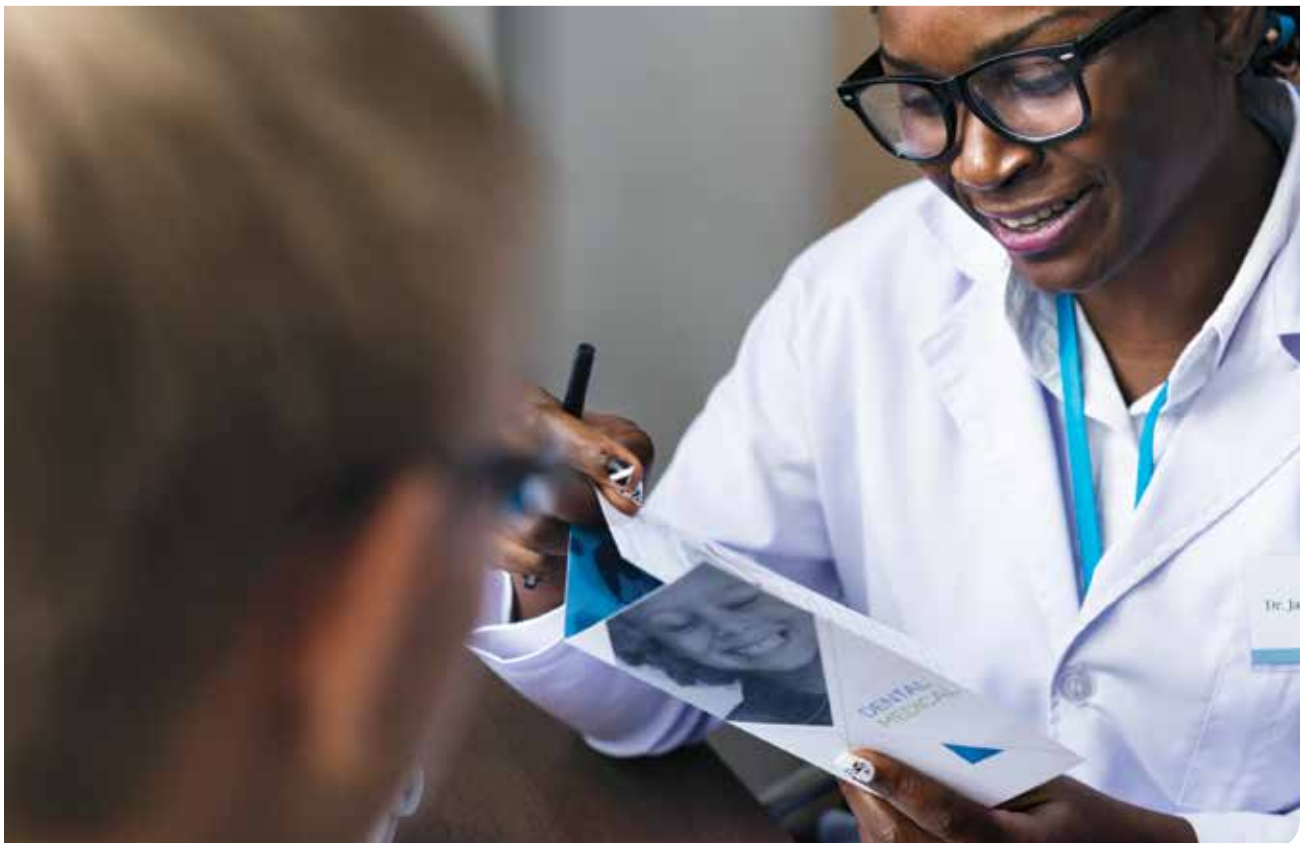
School-based health centers are uniquely positioned to integrate prevention into their clinical care to effectively address a full range of health determinants. They can serve as a resource for group and classroom health education, school-wide wellness programs and support a positive school climate.

### Positive outcomes include:

- Students stay in school and learn to advocate for their own health
- Schools have higher academic expectations, increased attendance and GPAs
- Students are more engaged and enjoy an enhanced school climate, and
- Communities are healthier with decreased inappropriate emergency room use and hospitalizations

### But what about the school nurse?

The nurse continues to manage the student population's health. School-based health care complements the nurse's work by providing an accessible referral site for students who are without a medical home or in need of more comprehensive services. The SBHC will provide the school nurse with instant access to a healthcare provider who can immediately address students' acute healthcare issues.



211 is a free, confidential referral and information helpline and website that connects people of all ages and from all communities to the essential health and human services they need, 24 hours a day, seven days a week.

A trained professional speaks to callers, learns about their situation and suggests sources of help -- all using one of the largest databases of health and human services in Virginia.

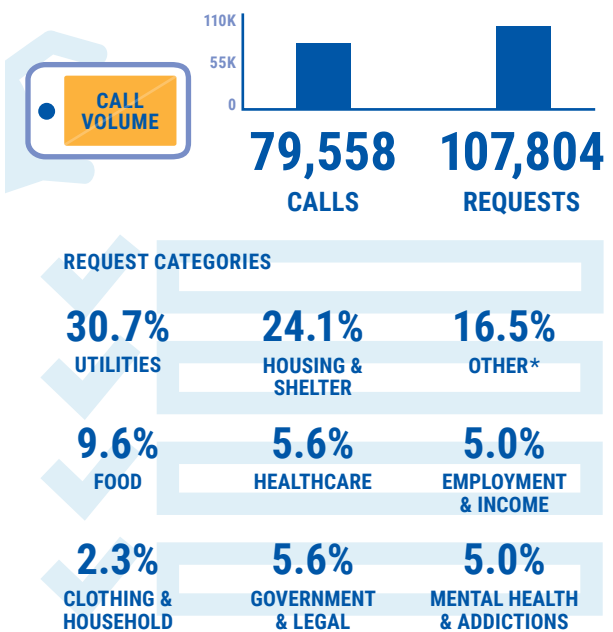
United Way of Greater Richmond & Petersburg supports 211 Virginia and employs a 211 Regional Outreach Specialist at our headquarters in Richmond.

Through 211 Virginia, United Way connects people with many different services, including:

- Basic human needs: Food banks, shelters, rent or utility assistance
- Physical and mental health resources: Medicaid, Medicare, prenatal care, children’s health insurance programs, crisis intervention, support groups, counseling, alcohol and drug rehabilitation
- Work initiatives: Educational and vocational training programs, English as a second language classes, job training, GED preparation, financial and transportation assistance
- Support for seniors and those with disabilities: Area agencies on aging, independent living centers, adult day care, meals at home, respite care, home health care, transportation and recreation
- Support for children, youth and families: After-school programs, tutoring, mentorship programs, family resource centers, protective services, counseling, child care centers and recreation
- Volunteering in your community: Volunteer centers, mentorship opportunities, locations to donate food, clothing, furniture, computers or other items



2.1.1 IN 2019 (UNITED WAY SERVICE AREA):



\*This category includes requests for agency and community organization referrals, special needs populations (i.e. veterans and older adults) and volunteer opportunities.

United Way has partnered with Dominion Energy through financial management of their non-profit, EnergyShare, since the program's inception in 1982. EnergyShare is a crisis-based utility assistance program for anyone facing financial hardships.

## UNITED WAY SUPPORTS ENERGYSHARE IN TWO WAYS:

- United Way manages nearly \$6M in utility bill assistance annually by processing approved customer authorizations from nearly 100 health and human service agencies. United Way is also responsible for managing program donations, ensuring financial accuracy and public promotion of the program.
- EnergyShare referrals come through 211 Virginia, which is also supported by United Way of Greater Richmond & Petersburg. United Way's 211 Virginia Resource Outreach Specialists speak directly to people seeking utility assistance to connect them with local agencies for further assistance.

## ENERGYSHARE IMPACT (JUNE 2018-JUNE 2019):

United Way processed more than 22,400 payments for Virginia and North Carolina customers in need. This includes payments for more than 1,450 military veterans and 1,160 persons living with disabilities.

## ENERGYSHARE IN ACTION:

Chanel lives in Petersburg and is the mother of two children, the youngest of which is disabled. Last December, Chanel found herself struggling to make ends meet and was faced with the prospect of losing her electric service just as the holidays were approaching and the weather was turning colder.

Fortunately, Chanel called 211 Virginia for help. United Way's 211 Virginia Resource Outreach Specialist referred her to the EnergyShare program at the Salvation Army of the Tri-Cities. Agency staff reviewed Chanel's situation and her electric bill was paid through EnergyShare, avoiding service disconnection.







# **GIVING COMMUNITIES**

United Way of Greater Richmond & Petersburg leads three important giving communities.

## ALEXIS DE TOCQUEVILLE SOCIETY (\$10,000+)

United Way's Alexis de Tocqueville Society is an elite group of local leaders dedicated to creating positive change and fueling high-impact work in the Greater Richmond and Petersburg region for years to come. Members of this group understand how generosity today impacts the generations of tomorrow.

## LEADERSHIP CIRCLE (\$1,000+)

United Way's Leadership Circle provides the foundation for all of the work we do. Leadership Circle members go above and beyond to transform communities by supporting United Way.

## YOUNG LEADERS SOCIETY (\$250+)

United Way's Young Leaders Society brings together the next generation of community leaders and focuses on giving, volunteering and advocating to create a better Richmond and Petersburg region for us all. Members learn about our community's challenges and develop fresh, smart solutions while simultaneously making connections with community leaders and expanding their skill set.

# STAYING CONNECTED

Members of our leadership giving communities receive exclusive communications with timely updates on United Way's work and impactful stories on how their gift is being used to improve the lives of our friends and neighbors. In 2019, we launched the quarterly *Tocqueville Telegraph* and *Leadership Ledger* newsletters, which provide exclusive and timely information for giving community members.

## THE ROLE OF A UNIFYING ENTITY IN A NATION DIVIDED

Last fall, Alexis de Tocqueville members attended an intimate lunchtime conversation with one of Virginia's most well-known and respected historians, Dr. Edward L. Ayers. Dr. Ayers explored parallels related to divisiveness in our country between the 1860s and today and the importance of a unifying entity like United Way.

## 2018-19 FUNDING ANNOUNCEMENT & RECEPTION

United Way leadership donors were invited to a special reception to celebrate the announcement of United Way's 2018-19 funded partners. The reception was held at Triple Crossing Brewing Company. Attendees were able to sample award-winning local beers, enjoy refreshments and hear about the impact of their gifts through United Way's newest round of funding.

## LEADING THE WAY HOME: A CONVERSATION ON HOUSING

In February, United Way hosted an exclusive discussion on housing for members of our Leadership Circle and Alexis de Tocqueville Society. The event featured speakers from United Way, Housing Families First, Homeward and Advocates for Richmond

Youth, all talking about housing instability in our region and how our region's nonprofit organizations can work together to help everyone in our region find a home.

## APRIL TRAILS EVENT

In April we ventured outside to explore and celebrate the *Steps to Success* early learning trail at Pine Camp Cultural Arts & Community Center in Richmond. These trails help parents, caregivers and communities use everyday moments outdoors to boost school readiness of children in their preschool years. These interactive trails contain 10 signs with expert-approved learning games, each with fun and easy activities for children and adults to do together.

## THINK + A DRINK

United Way Young Leaders Society members attend a series of Think + a Drink receptions to network and learn more about United Way and how they can help their community.

## WOMEN UNITED

Women United is a giving community exclusively for female members of United Way's Leadership Circle and Alexis de Tocqueville Society. In 2019, this group hosted a series of *Steps to Success* socials, which brought friends and colleagues together to share ideas and discuss issues in our community in a fun, relaxed setting.









ALEXIS DE TOCQUEVILLE SOCIETY MEMBERS CONTRIBUTE \$10,000 OR MORE ANNUALLY TO UNITED WAY.

#### LA SOCIÉTÉ NATIONALE

Sharon Merwin

The Bob & Anna Lou Schaberg Fund  
at VNHC

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Nancy & Bruce Gottwald, Sr.

Thomas E. & Ann Parker Gottwald

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Herndon Foundation

Mr. & Mrs. Linwood A. Lacy, Jr.

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Jayne & Bobby Ukrop

Betty & Hays Watkins

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Edward & Abby Ayers

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Mary & Willis Blackwood

Bowles RVA Fund

Brockenbrough Family Fund

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Greater Richmond

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David C. Wright

Mr. & Mrs. Wesley Wright, Jr.

Ronald Young

*\*\*Director-Initiated Grant for Early Childhood*



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LEADERSHIP CIRCLE MEMBERS CONTRIBUTE \$1,000 - \$9,999 ANNUALLY TO UNITED WAY.

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**YOUNG LEADERS**  
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# First Annual



In June, we hosted the first annual United Way *Steps to Success* Awards Ceremony. This event celebrated a year of United Way's success and impact and recognized outstanding individuals and partner organizations that have supported our work this year.

The event was a terrific opportunity to showcase the breadth of United Way's work and our impact in communities across the region. We highlighted successful programs and recognized committed volunteers and the organizations that share our goal of driving real change and solving our region's toughest challenges.



**LEARN MORE.** [YourUnitedWay.org/steps-awards](https://YourUnitedWay.org/steps-awards)

# THE AWARDS

CORPORATE PARTNER  
OF THE YEAR AWARD

**Publix.**



COMMUNITY CHAMPION AWARD

**DANIELLE SHORES**



LEADERSHIP CIRCLE AWARD

**STEPHANIE KARFIAS**



ALEXIS DE TOCQUEVILLE  
SOCIETY AWARD

**ED AYERS**



YOUNG LEADERS SOCIETY AWARD

**KAREN SPEARS**



COMMUNITY IMPACT:  
GROUP AWARD

Genworth 



COMMUNITY IMPACT:  
INDIVIDUAL AWARD

**SUSAN TRIGGS**



STEPS TO SUCCESS AWARD

**PETERSBURG CITY & SCHOOLS PARTNERSHIP**

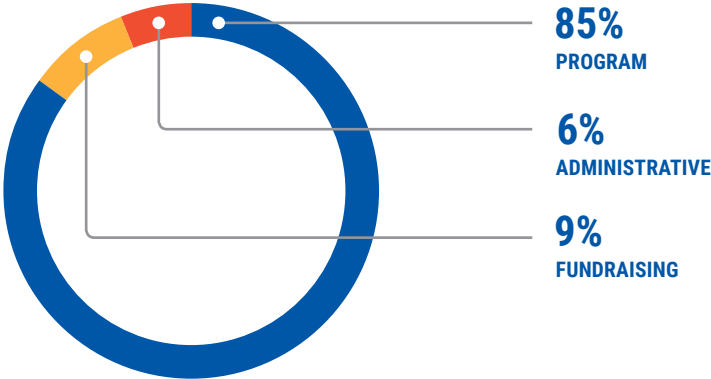




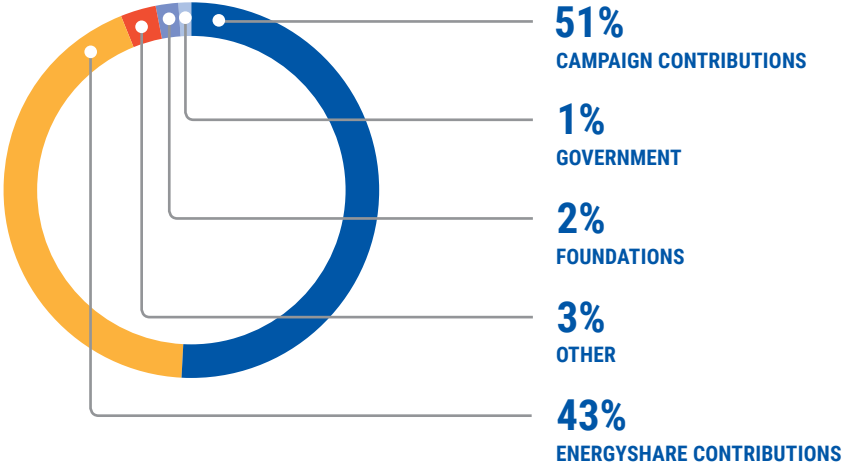
# FINANCIALS



## EXPENSE SOURCES



## REVENUE SOURCES



The information above is based on unaudited FY19 financial statements. Audited FY19 financial statements may be found online beginning December 15, 2019.



**LEARN MORE.** [YourUnitedWay.org/who-we-are/financials](https://YourUnitedWay.org/who-we-are/financials)

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