



Financial Well-Being

In addition to covering basic expenses, families and individuals need financial stability to avoid debt, build savings and prepare for unanticipated expenses.

When people can find decent jobs, provide for their families and absorb the financial bumps in the road we all face, they and their children are more likely to enjoy healthy lives and succeed in school. Everyone benefits, because financially stable individuals and families lead to a more competitive workforce and a stronger community.

However, financial stability can be thrown off by sudden job loss, health crisis or other unanticipated expenses. That's why it's important for everyone to continue making smart financial decisions – things like building savings and managing credit responsibly – throughout their lives.

By the Numbers

KEY INDICATOR

LABOR MARKET PARTICIPATION AMONG ADULTS AGES 25-64 (2014-2018)



106,429 (24.5%)

HOUSEHOLDS IN THE REGION LACK SUFFICIENT NET WORTH TO SUBSIST AT THE POVERTY LEVEL FOR THREE MONTHS IN THE ABSENCE OF INCOME

Source: Asset Poverty, Prosperity Now Scorecard (Washington, DC: Prosperity Now, 2019).

Source: Survey of Income and Program Participation, 2014 Panel, Wave 1. Washington, DC: U.S. Department of Commerce, Census Bureau, 2019.

RELATED INDICATOR

UNBANKED OR UNDERBANKED HOUSEHOLDS (2018)

28,992 (6.7%)

UNBANKED
(NO CHECKING OR SAVINGS ACCOUNT)

79,887 (18.4%)

UNDERBANKED
(USED NON-BANKED SERVICES LIKE PAYDAY LOANS, ETC)

Source: Prosperity Now Scorecard (2019)

RELATED INDICATOR

UNEMPLOYMENT RATE (2019)



18,204 (2.9%)

Source: Virginia Employment Commission, Local Area Unemployment Statistics: 2019

RELATED INDICATOR

POPULATION LIVING BELOW 200% OF POVERTY THRESHOLDS (2014-2018)



296,167 (26.0%)

Source: U.S. Census Bureau, American Community Survey (ACS) 5-year estimates, 2014-2018

RELATED INDICATOR

HOUSEHOLDS SPENDING MORE THAN 30% OF INCOME ON HOUSING (2014-2018)

72,842 (47.5%)
RENTERS

61,767 (21.7%)
OWNERS

Source: U.S. Census Bureau, American Community Survey (ACS) 5-year estimates, 2014-2018

What We Do

At United Way of Greater Richmond & Petersburg, we outline key steps on the journey to financial well-being and provide needed supports along the way.

- **Financial Crisis.** We help households address immediate needs in times of crisis by providing short term assistance on essential items like food, rent, utilities and prescriptions.
- **Financial Capability.** We provide education that enables individuals and families to make informed financial choices and manage their money and credit wisely.
- **Financial Resilience.** We ensure households are knowledgeable and equipped to handle life transitions and financial stress by building savings, managing credit responsibly and developing healthy relationships with financial institutions.

Supported Programs

United Way of Greater Richmond & Petersburg is proud to support the following programs:

- **Better Housing Coalition:** Tech Savvy*
- **Hanover Safe Place:** Financial Education
- **HumanKind:** Ways to Work
- **OAR of Richmond:** START! Reentry
- **Progressive Adult Rehabilitation Center (PARC):** Supported Employment
- **Sacred Heart Center:** Supporting the Sacred Heart Center Satellite Center*
- **SOAR365:** SOAR365 Academy*
- **Southside Community Development Housing Corporation:** Latino Community Engagement
- **The READ Center:** Adult Literacy Programs
- **Thrive Virginia:** Financial/Housing Counseling Program
- **Virginia LISC:** Fostering Financial Stability
- **YWCA Richmond:** Building Resilience in Survivors of Intimate Partner Violence

Spotlight

United Way's Volunteer Income Tax Assistance Program provides free income tax preparation for households with income below \$56,000. Since 2002, we've worked with local social service, nonprofit, faith-based, business and government organizations to strengthen the financial independence of local working families. Since 2015, United Way's Tax Assistance Program has served 16,877 families in the region, returning over \$15 million in federal refunds to them and our local economy.

VITA

** THRIVE Grant Partners receive funding dependent on funds available and currently supported by CapitalOne.*

How to Help



DONATE Make a gift designated to United Way of Greater Richmond & Petersburg. Let us know that you want your gift to help increase the financial well-being of everyone in our region.



VOLUNTEER Give your time to an initiative that supports these efforts. Email Volunteer@YourUnitedWay.org and we will help match you with the right opportunity.



CONNECT Visit YourUnitedWay.org to learn more about our work and how we're addressing the community's most pressing needs.



YourUnitedWay.org

**THANK YOU FOR SUPPORTING
YOUR UNITED WAY**

