

IMPACT REPORT 2020



United Way of Greater
Richmond & Petersburg

ABOUT THIS REPORT

This report covers United Way's 2020 fiscal year (July 1, 2019 through June 30, 2020).

For the latest information about our work, visit YourUnitedWay.org.



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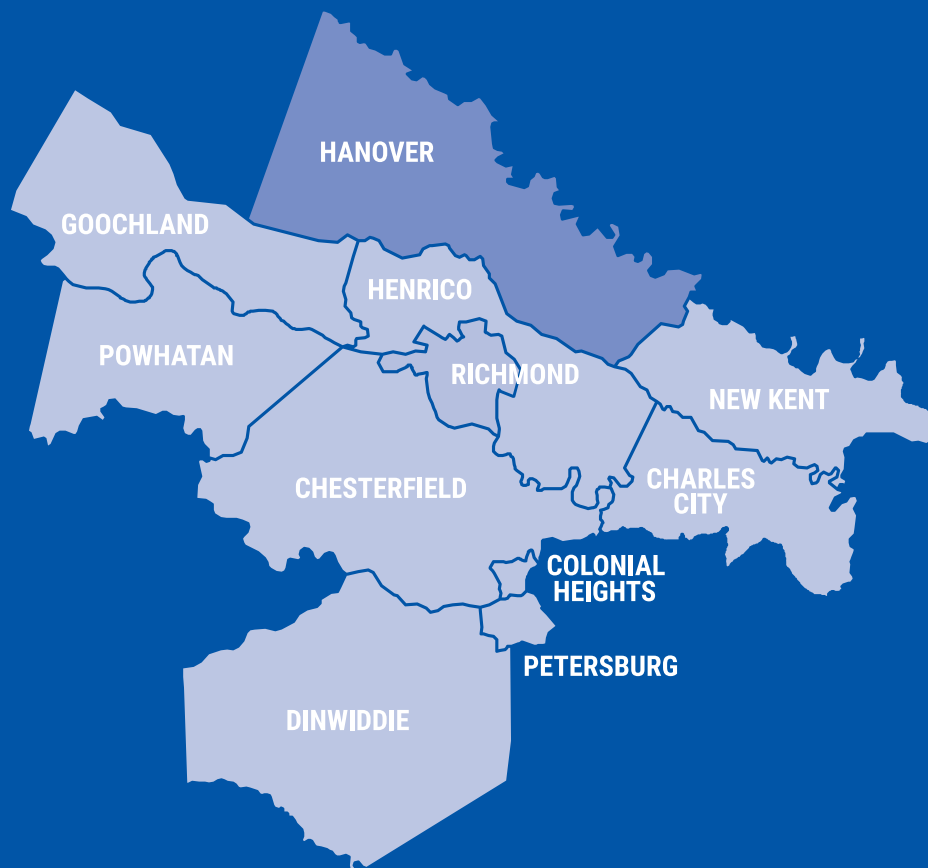
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INTRODUCTION



OUR SERVICE AREA

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



STEPS TO SUCCESS

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



CONNECTED & HEALTHY OLDER ADULTS



FINANCIAL WELL-BEING



COLLEGE- OR CAREER-READY



HIGH SCHOOL GRADUATION



MIDDLE SCHOOL ENGAGEMENT



THIRD GRADE READING



KINDERGARTEN READINESS



BORN HEALTHY



BASIC NEEDS: FOOD, SAFETY & HOUSING

FROM OUR LEADERSHIP



September 2020

Thank you for reading United Way of Greater Richmond & Petersburg's 2020 Impact Report. I am glad to be able to share this moment of reflection with you.

2020 has been a challenging and tumultuous year for everyone in our region. Like many organizations in the country, our local United Way adjusted its operations to allow for remote work while still ensuring our essential office operations proceeded smoothly for more than 25% of the year. We also shifted many of our programs to function virtually during the COVID-19 pandemic and launched new campaigns to respond to the sudden and unpredictable needs coming out of the crisis.

As I look back on an unprecedented year, I am struck by the level of support we received from our donors, our volunteers and the community. I believe periods of struggle also represent opportunities for growth and progress. In 2020, our organization was able to seize these opportunities because of the many dedicated partners who stand with us and believe in our mission. Together, we have made a real difference in the lives of thousands of individuals and families in our area.

On behalf of the entire Richmond & Petersburg region, thank you for making this work possible in 2020.

JAMES L. M. TAYLOR

PRESIDENT & CEO

UNITED WAY OF GREATER RICHMOND & PETERSBURG



September 2020

Our region is changing rapidly, and the needs of our communities are changing just as quickly. That has never been truer than it is right now in 2020.

Now more than ever, United Way of Greater Richmond & Petersburg stands ready to meet community needs. I wholeheartedly believe in the work of this organization, which is why I am honored to share our 2020 Impact Report with you as the United Way 2019-2020 Board Chair.

Through its research, funding, local leadership and community programs, United Way is one of Richmond's most valuable and important nonprofits. This report highlights United Way's work from a uniquely challenging year and recognizes the people and organizations who made it all possible.

Whether you are a volunteer, donor or community champion, thank you for standing with United Way of Greater Richmond & Petersburg.

LORI ELLIOTT JARVIS

CHAIR

**UNITED WAY OF GREATER RICHMOND & PETERSBURG
2019-2020 BOARD OF DIRECTORS**

PARTNER

HUNTON ANDREWS KURTH

2020-2021 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



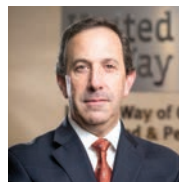
Lori Elliott Jarvis
Chair
Huntun Andrews
Kurth



Daniel Hudgens
Immediate Past Chair
Deloitte & Touche LLP



James J.L. Stegmaier
First Vice Chair
Chesterfield County
(Retired)



Jonathan Leon
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Owens & Minor



Candace C. Formacek
Treasurer
Universal Corporation

COMMITTEE CHAIRS



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**Donor Relations
Chair**
Williams Mullen



Susan Triggs
**Community
Building Chair**
Virginia Department
of Health (Retired)



Julie Hosun Yoo
Audit Chair
Federal Reserve Bank
of Richmond

MEMBERS



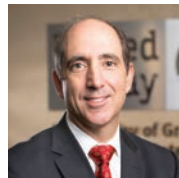
Lakshmi Algappan
EY



Corynne Arnett
Dominion Energy



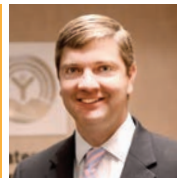
Phillip Avant
SunTrust (now Truist)



Anthony Conte
Wells Fargo



Larry Cottrill
WRIC-TV



Bobby Cowgill
South State Bank



Donna Craver
KPMG LLP



Tammy Hornsby-Fink
Federal Reserve Bank
of Richmond



Danielle Fitz-Hugh
Chesterfield Chamber
of Commerce



Rich McArdle
UPS Ground Freight
2019 Campaign Chair



Aaron Montgomery
CarLotz



Mark Mullinix
Federal Reserve Bank
of Richmond



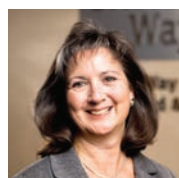
Chellie Peck
Publix Super Markets



Peter Perkins
Community Volunteer



Brian Rountree
Bank of America
Merrill Lynch



René Shepperson
Atlantic Union Bank



Michael Todd
Nutrati

FUNDING

United Way is one of the largest nonprofit funding organizations in the region. We invest We invest in 75 programs at 56 impactful nonprofit agencies doing critical work in communities throughout our service area. A team of dedicated community volunteers uses our *Steps to Success* framework to make smart funding decisions and deliver resources to organizations doing excellent work in each of our nine key areas of focus.

STEPS TO SUCCESS



CONNECT
OLDER



FINANCIAL WELL



COLLEGE- OR CAREER-



HIGH SCHOOL GRADUATION



MIDDLE SCHOOL ENGAGEMENT



GRADE-LEVEL READING
BY 3RD GRADE



PREPARED FOR KINDERGARTEN



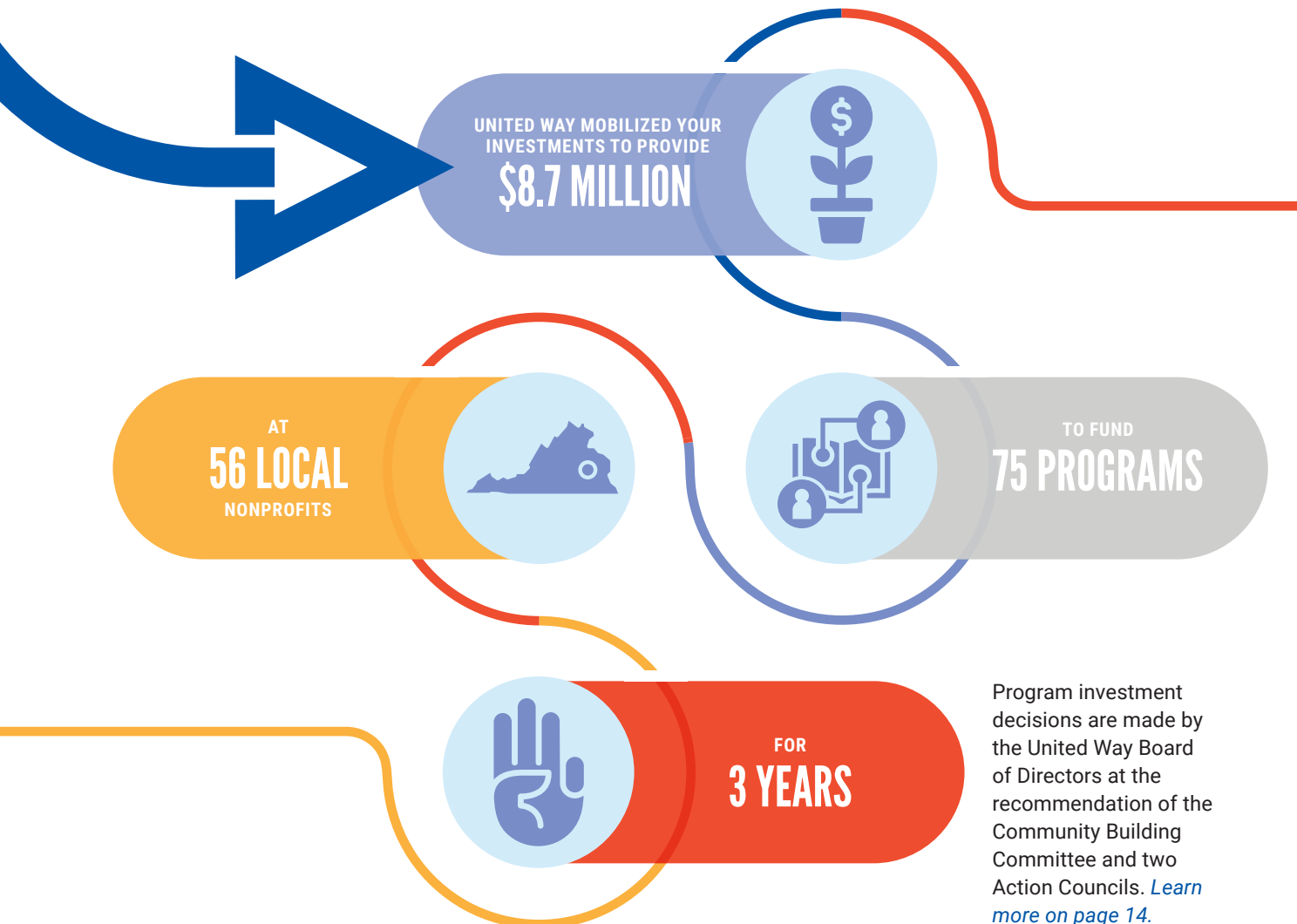
BORN HEALTHY



BASIC NEEDS MET:
FOOD, SAFETY & HOUSING

2020-2022 COMMUNITY INVESTMENTS

STEPS TO SUCCESS	NUMBER OF PROGRAMS	TOTAL INVESTMENT	% OF GRANTS
BASIC NEEDS: FOOD, SAFETY & HOUSING	17	\$1,770,000	20%
BORN HEALTHY	2	\$1,050,000	12%
KINDERGARTEN READINESS	8	\$915,000	11%
THIRD GRADE READING	5	\$615,000	7%
MIDDLE SCHOOL ENGAGEMENT	9	\$795,000	9%
HIGH SCHOOL GRADUATION	3	\$270,000	3%
COLLEGE- OR CAREER-READY	6	\$705,000	8%
FINANCIAL WELL-BEING	9	\$990,000	11%
CONNECTED & HEALTHY OLDER ADULTS	16	\$1,605,000	19%
TOTAL	75	\$8,715,000	100%





United Way of Greater Richmond & Petersburg's President & CEO James Taylor speaks at the 2020-2022 funding announcement reception. This event was held at Hardywood Park Craft Brewery in September 2019.

2020-2022 Funded Partners

Access Now	Goodwill of Central and Coastal Virginia	project:HOMES
ART 180	Greater Richmond SCAN (Stop Child Abuse Now)	The READ Center
Better Housing Coalition	Hanover Safe Place	Sacred Heart Center
Big Brothers Big Sisters	Health Brigade	The Salvation Army
Boys and Girls Clubs of Metro Richmond	Higher Achievement	Senior Connections
CARITAS	HomeAgain	Side by Side VA, Inc.
Children's Home Society of Virginia	Homeward	Smart Beginnings Greater Richmond
ChildSavers	Housing Families First	Smart Beginnings Southeast
Circle Center Adult Day Services	HumanKind	SOAR365
Commonwealth Catholic Charities	Jewish Family Services	South Richmond Adult Day Care
Communities in Schools of Chesterfield	The Literacy Lab	Southside Community Development Housing Corporation
Communities in Schools of Richmond	MENTOR Virginia	St. Joseph's Villa
Crater Health District	NextUp RVA	Thrive Virginia
CrossOver Healthcare Ministry	OAR of Richmond	Virginia Dental Association Foundation
Daily Planet Health Services	Partnership for Families	Virginia LISC
Family Lifeline	Pathways-VA, Inc.	Virginia Supportive Housing
Feed More	Peter Paul Development Center	YMCA of Greater Richmond
FRIENDS Association for Children	Progressive Adult Rehabilitation Center, Inc (PARC)	YWCA Richmond
GoochlandCares		

Thrive Collaborative Financial Stability Grants

Through the THRIVE Collaborative, United Way helps organizations working to increase incomes, build savings and develop financial literacy among local households. These steps help individuals and families achieve financial stability. With support from Capital One, United Way made available three grants of \$5,000 each. The goal of these grants was to fund small capacity-building improvements for organizations that help local residents achieve financial stability.

- SOAR365
- Better Housing Coalition
- Sacred Heart Center



LEARN MORE. YourUnitedWay.org/THRIVE

COMMUNITY VOLUNTEERS

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. These volunteers understand United Way's strategic framework and the importance of a unifying voice and organization in the region.

THE COMMUNITY BUILDING COMMITTEE

meets to monitor and assess community and human service needs and make recommendations that enable United Way to effectively allocate resources, dispatch volunteers and build out initiatives and program to positively impact the region.

Susan Triggs, Chair
Community Volunteer

Bobby Cowgill, Vice Chair
South State Bank

Lyndsi Austin
Community Volunteer

Frank Baskind
Community Volunteer

Jana Carter
Chesterfield County

Rhea George
Virginia Society AIA

Mark Goodwin
Community Volunteer

Cathy Howard
Community Volunteer

Bill Liepis
Community Volunteer

Peter Perkins
Community Volunteer

Reg Roland
Global Achievement Partnership

Bob Rolfe
Hunton Andrews Kurth

Stephen Willoughby
City of Richmond Department of
Emergency Communications

THE EDUCATION ACTION COUNCIL focuses on the following *Steps to Success*: Kindergarten Readiness, Third Grade Reading, Middle School Engagement, High School Graduation and College- or Career-Readiness.

Rhea George, Chair
Virginia Society AIA

H.T. Branch
UPS

Mollie Brooks
Genworth Financial

Patricia Cullen
Community Volunteer

Tim Grimes
Virginia Community Capital

Patsy King
VCU College Behavioral & Emotional Health
Institute

Jacqueline Hecker
Owens & Minor

Jackie Larkin
Federal Reserve Bank of Richmond

Keith Larkin
Federal Reserve Bank of Richmond

Cache Steinberg
Community Volunteer

THE FINANCIAL WELL-BEING & HEALTH

ACTION COUNCIL focuses on the following *Steps to Success*: Basic Needs, Born Healthy, Financial Well-Being and Connected & Healthy Older Adults.

Lyndsi Austin, Chair
Virginia Department
of Housing and
Community
Development

Ronald Alpern
Community Volunteer

George Calvert
Middleburg Trust
Company

Bobby Cowgill
South State Bank

Debbie Dugger
Chesterfield County

Phyllis Grooms Gordon
Richmond Social
Services

Dawn Hathaway
South State Bank

Amy Hudgens
Community Volunteer

Natima Jones
Owens & Minor

Bill Liepis
Community Volunteer

Beth Ludden
Genworth Financial

Roxanne Marr-Shears
VDH - Crater Health
District

Dierdre Pearson
Richmond Behavioral
Health Authority

Peter Perkins
Community Volunteer

Regina Pittman
Community Volunteer

Thomas Raper
Anthem

Zack Reichert
Afton Chemical

Kyle Strater
Afton Chemical

Gloria Taylor
Community Volunteer

Susan Triggs
Community Volunteer

Stephen Willoughby
City of Richmond
Department
of Emergency
Communications

NEW IN 2020: COMMUNITY IMPACT COUNCIL In 2020, United Way formed the Community Impact Council by combining the Community Building Committee, Financial Well-Being & Health Action Council and Education Action Council. The bringing together of these groups will lead to more ideas, richer conversations and an opportunity for our volunteers to be more engaged and involved.

Community Impact Council Spotlight: Dr. Susan Triggs



Dr. Susan Triggs has developed an approach to life that seeks to listen to the voices of the most vulnerable members of our society. From non-profit to public sector to retired volunteer, she searches for ways to use the needs of the disenfranchised as a guiding beacon for the service she renders.

Prior to her 13 year tenure at Virginia Department of Health (VDH), Dr. Triggs worked with non-profits in Pittsburgh, Pennsylvania. From 2004 to 2017, Dr. Triggs served in multiple capacities at VDH, including Public Health Nurse, Health Equity Specialist and Rural Health Program Specialist. Dr. Triggs retired from VDH in 2017.

Dr. Triggs has presented to groups throughout the Commonwealth of Virginia and nationally. In 2011, Dr. Triggs was invited to present to a group at United Way of Greater Richmond & Petersburg about health equity and community engagement. After her presentation, she was asked to serve on United Way's Community Building Committee, now known as the Community Impact Council (CIC).

Dr. Triggs's impact and involvement with the CIC has grown over the years. She has served on various sub-committees, overseen multiple funding cycles and led the group as the 2019-2020 chair, a term that ended in July 2020. According to Dr. Triggs, she plans to stay connected to United Way, "as long as I'm able." As the chair, Dr. Triggs knows it is important to listen to perspectives and any nuances of change. Anything that may have been missed is important. "Bringing a different perspective can broaden the conversation, making it more impactful," Susan said.

2020 was a particularly impactful time for Dr. Triggs and her colleagues on United Way's Community Impact Council. The group announced \$8.7 million in community investments and reorganized itself to better serve the community and United Way's network of funded partners during the 2020-22 grant cycle. Dr. Triggs says there is excitement in the room about what is to come for CIC.

"People come and give their time because they care about those that United Way serves. That care, compassion and desire to give back is what drives all of us forward," according to Dr. Triggs.

In her free time, Dr. Triggs volunteers at her church, drives for Enterprise Holdings, Inc., and until early March 2020 was a board member for the Virginia Governmental Employee Association. Dr. Triggs also sings in her church choir and with One Voice Chorus Richmond.

UNITED WAY IN THE COMMUNITY

We believe in the power of coming together to solve problems. That's why we bring together the entire community – individuals, nonprofits, schools, government agencies and businesses alike – to collectively tackle our region's toughest challenges.

Our programs and volunteer opportunities have a positive impact on the lives of people in the community as well as the lives of their family members, friends and neighbors.



KINDERGARTEN COUNTDOWN CAMP



Helping rising kindergarteners start school confident and ready to learn.

In our service area, 1 in 6 students start kindergarten without the skills necessary to learn and thrive in elementary school. These students begin their academic career behind their peers because they lack basic readiness skills.

United Way of Greater Richmond & Petersburg wants to close this opportunity gap. We want to make sure every student starts school ready to learn and succeed. That's why we launched Kindergarten Countdown Camp.

WHAT IS KINDERGARTEN COUNTDOWN CAMP?

United Way's Kindergarten Countdown Camp is a free summer learning program for rising kindergarten students with limited to no preschool experience. The program focuses on basic kindergarten skills like recognizing shapes, letters, counting, writing their names, adjusting to the classroom setting and even riding the school bus. The camp also teaches children important social emotional skills such as following directions and routines, working with peers and expressing emotions. Each participant receives a new book each week and a backpack full of supplies at the conclusion of camp.

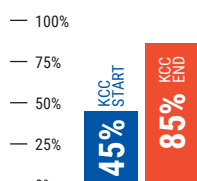
WHY IS KINDERGARTEN READINESS SO IMPORTANT?

Students who begin kindergarten without necessary skills will struggle to read on grade level, be less engaged through school and are less likely to graduate high school on-time. That's why it's critical that we make sure all students start kindergarten ready to learn and succeed.

REAL IMPACT, REAL OUTCOMES

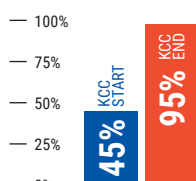
Each Kindergarten Countdown Camp participant is given two kindergarten readiness assessments: one at the beginning of camp and one at the end. The kindergarten readiness assessment examines academic and social emotional skills. Teachers suggest children should at least be "in progress" on these key skills when starting kindergarten.

Student Improvement (Academic)



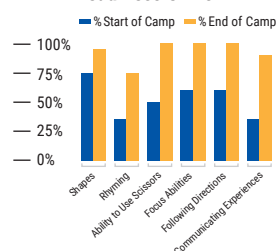
% of Students Average Academic Skill Level of "In-Progress" or Better

Student Improvement (Social-Emotional)



% of Students Average Academic Social-Emotional of "In-Progress" or Better

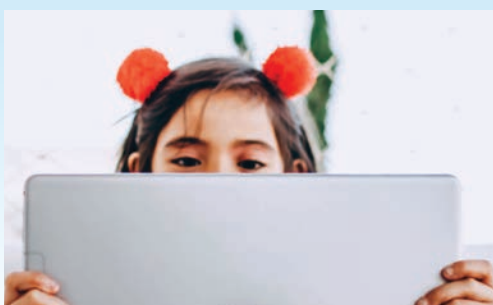
Kindergarten Readiness Skills



% of Students Average "In-Progress" or Better



For a full summary of data and outcomes from Kindergarten Countdown Camp, visit YourUnitedWay.org/KCC



KINDERGARTEN COUNTDOWN CAMP GOES VIRTUAL

After a successful pilot in 2019, Kindergarten Countdown Camp planned to expand to five camps in three locations in 2020. However, due to the COVID-19 pandemic, we shifted to virtual camps for summer 2020. We plan to resume in-person Kindergarten Countdown Camps in 2021. Visit YourUnitedWay.org/kcc for the latest updates.





Bonnie, Miguel and their two children.



Kindergarten Countdown Camp Spotlight: Prepared for Possibilities

Most parents of young children understand the importance of early education. Not many have a clear plan for how to pay for tuition, which often costs \$1,000 a month or more.

Bonnie found herself in that exact situation when her twins, Lilli and Leo, were born in 2014. “We really wanted to put them in preschool. We even found the perfect one, but at \$1,000 a month for each of our kids, it was just too expensive,” she said.

Bonnie quickly realized, along with her husband, Miguel, an active duty soldier in the Army, that “It was cheaper for me to stay at home with the kids than it would be for me to go to work and put all of my paycheck toward the cost of preschool.”

So, for five years, Bonnie did her best to provide a quality early education for Lilli and Leo on her own. She used tools like flash cards and bought a subscription to ABC Mouse. Still, as her kids were approaching kindergarten, there were signs they might not be entirely prepared.

Staff at Southside Elementary School noticed Lilli underperformed on her kindergarten early enrollment screening. At home, Lilli was able to write her name and identify shapes and colors. But during the screening, Bonnie said, she withdrew and was unable to answer most of the questions. Bonnie started to get concerned.

That’s when the school principal told her about United Way’s Kindergarten Countdown Camp, a free, four-week summer program for rising kindergarten students with limited to

no preschool experience. The program is taught by licensed teachers and focuses on basic kindergarten skills like recognition of letters, numbers and shapes; as well as social skills like riding a school bus, standing in line or raising their hand to ask a question.

Bonnie quickly enrolled both Lilli and Leo in United Way’s Kindergarten Countdown Camp in Dinwiddie County.

“This program helped my children get acquainted to being away from me,” she said. “It exposed them to other kids and other adults with authority. I feel like it really helped them understand what to expect when they enter kindergarten.”

Bonnie added that Lilli was nervous heading into camp, but was already in excellent spirits by the end of the first day.

“I came to pick her up and she said she had the best day ever,” Bonnie said. “I think they just did a great job.”

By the end of camp, both Lilli and Leo had shown significant gains in both the academic and the social skills needed to succeed in kindergarten.

Tia Wilson, the Dinwiddie County Public Schools teacher who led Kindergarten Countdown Camp, said both Lilli and Leo enjoyed being in school and were a lot of fun to have in the classroom. “Leo has a very outgoing personality and made friends very easily,” said Ms. Wilson. “He liked to shout out answers when camp first started, but soon started to understand that raising his hand was a better way to be recognized. He very quickly learned how to walk in a line and wait his turn. He picked

up on our routine very quickly. There was one time he realized that I forgot to hand out scissors for their morning activity, so he did that for me. He is very helpful.”

Ms. Wilson says Lilli is also doing well. “Lilli seemed very shy entering Camp,” Ms. Wilson said. “She reached out to her brother often the first couple of days. We tried to separate them a little to allow them to get to know others and not be so dependent on each other. By the end of the first day, Lilli was making new friends. By the end of the first week, she didn’t need her brother to be by her side and was more independent.”

After seeing so many positive changes during camp, Bonnie is grateful to United Way for helping her kids get their elementary school years off to a strong start and opening the door to possibility for them.

“They were scared about starting school and this was a way for them to take a baby step without jumping all the way in. Now they won’t feel so overwhelmed about starting kindergarten. Now they are more prepared. They are ready to have fun and learn.”





VOLUNTEER INCOME TAX ASSISTANCE

Free tax prep for families and individuals with income of \$56,000 or less.

United Way's Volunteer Income Tax Assistance program offers free tax preparation for families and individuals with income of \$56,000 or less.

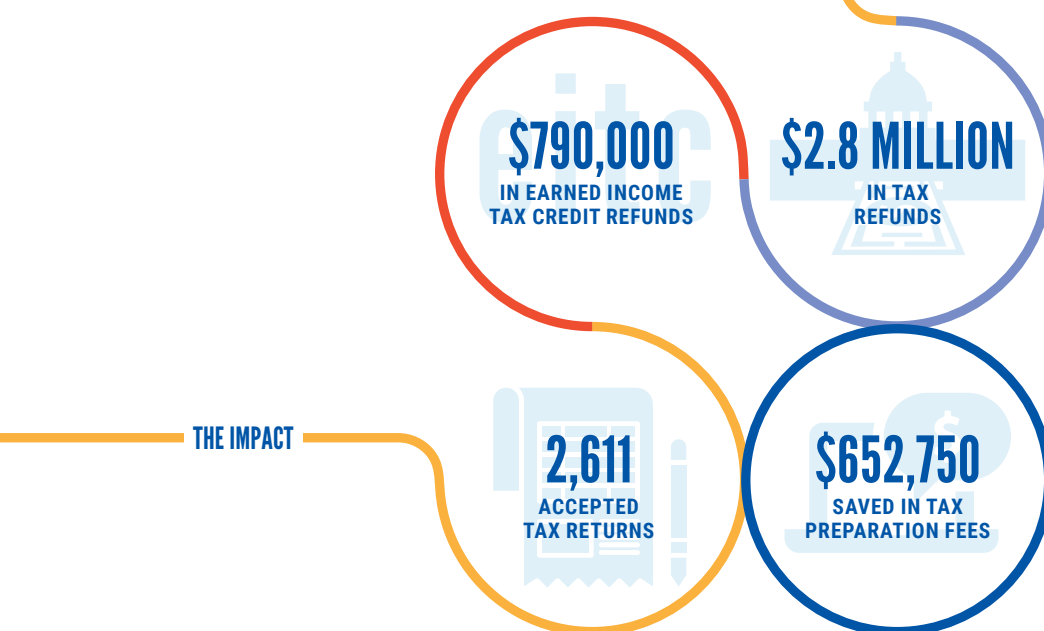
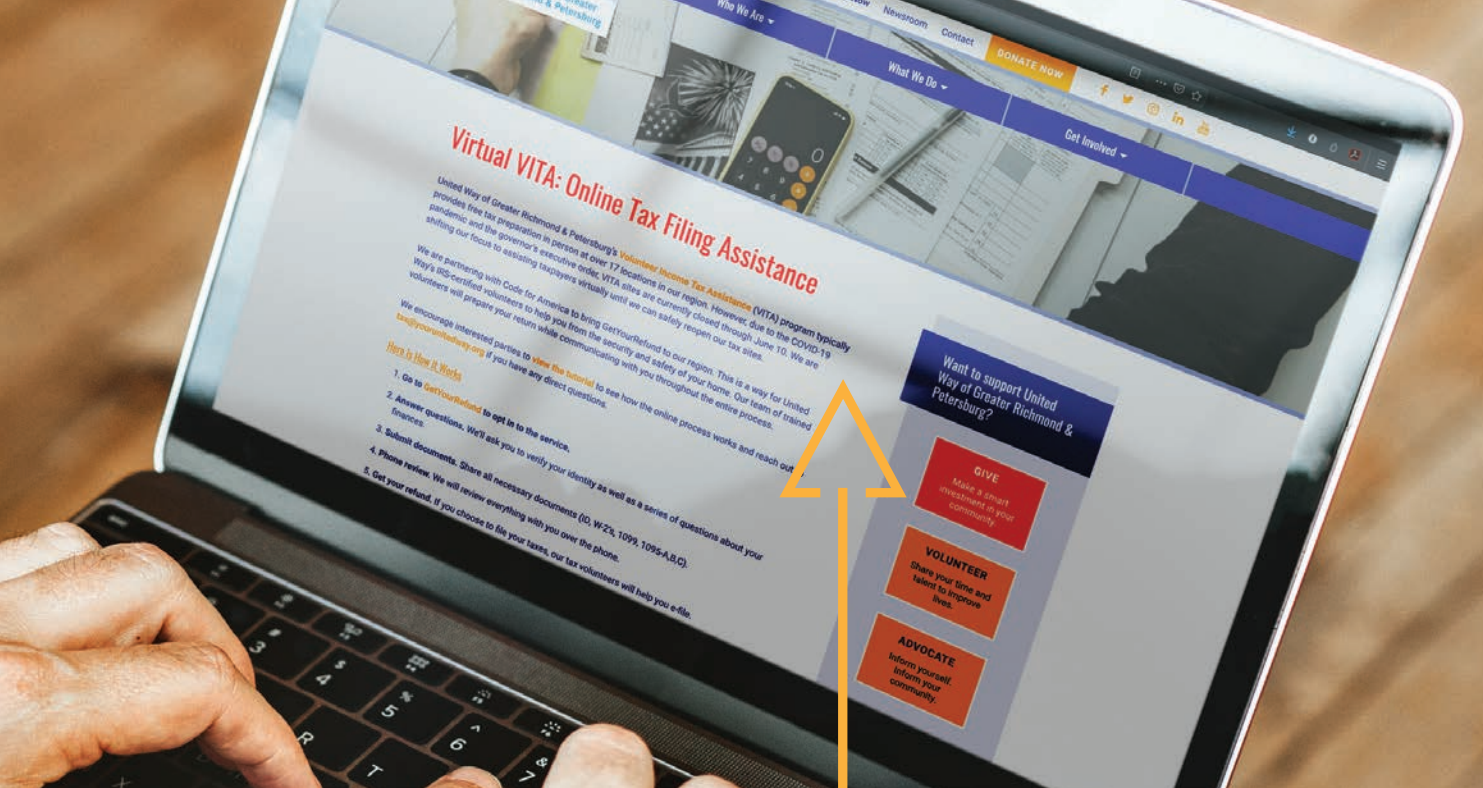
This program promotes financial well-being, one of our nine *Steps to Success*. Our team of staff and volunteers prepare income tax returns for qualifying families and individuals and advocate for the Earned Income Tax Credit (EITC). Our work ensures that tax returns are accurate and everyone receives their full refund and avoids costly tax preparation services, refund anticipation loans and unclaimed tax credits.

In 2020, our Volunteer Income Tax Assistance program operated 16 tax sites and helped thousands of families in our region.

RESPONDING TO COVID-19

When all of our tax sites were closed due to COVID-19, we quickly shifted our focus and partnered with Code for America to offer this program virtually through a secure portal where people could have their taxes filed for free. We also provided ongoing guidance and information to help people understand their options as the tax deadlines shifted.

CODE *for*
AMERICA



THE IMPACT

WHAT IS THE EARNED INCOME TAX CREDIT?

The Earned Income Tax Credit (EITC) is one of the nation's largest and most effective programs for reducing poverty and promoting economic mobility among working, low-income families. Tax filers receive the credit starting with their first dollar of income. The refundable amount increases as household income rises until it reaches a phase-out level after which the amount of credit begins to gradually decline.

The EITC encourages workforce participation while helping families support themselves and their children. It also lifts

millions of families with children out of poverty each year by placing refundable dollars back in their pockets to be used for necessities such as transportation, childcare and food.

However, the EITC is only effective if individuals know about and file for it. In tax year 2018, one in five households that were eligible for the EITC did not receive it. This is why United Way's Volunteer Income Tax Assistance program's role in helping working families take advantage of the EITC is so important.

Richmond Times-Dispatch

This piece originally appeared in the February 3, 2020 edition

Helping Others with Income-Tax Returns is a Family Affair

BY BILL LOHMANN, RICHMOND TIMES-DISPATCH

For many of us, the thought of doing one's income taxes has all the allure of attending a root canal (your own).

In my mind, those who volunteer to do other people's taxes would appear to have a leg up on sainthood.

Cara Cardotti and her family have made that sort of good work a family affair.

Cardotti is director of United Way of Greater Richmond & Petersburg's Volunteer Income Tax Assistance, a free tax-preparation program now underway for households with incomes below \$56,000.

Her mother, Cathy Ghidotti, is a longtime volunteer in the program and is now a site coordinator in Chesterfield County. Her grandfather, Carl Miller, started all of this about 30 years ago when he began volunteering to do other people's taxes through an AARP program in Colonial Heights.

When I called Cardotti, I was interested in hearing how a love of tax preparation seems to run in her family, and she laughed.

At the time she was placed in charge of one of the VITA sites more than a decade ago, she was working with the Hanover County Department of Social Services — and she didn't even do her own taxes.

"My mom was doing my taxes," she said. "I would turn over my W-2 to her."

And when she learned she would be working at one of the tax prep sites?

"Sheer panic," she recalled with a laugh. "I called my mom and said, 'I need to learn how to do my taxes immediately.'"

She did, and then took over the entire program in 2014 when she took a new job at United Way. Now, she tells her story in training classes to volunteers to show they also need not be accountants to be able to help.

United Way's Volunteer Income Tax Assistance program officially began last week with 16 sites across Richmond

and Petersburg as well as Hanover, Henrico, Chesterfield, Charles City and Goochland counties.

United Way's team of more than 200 IRS-certified volunteer tax preparers assist taxpayers with completing and electronically filing both federal and state returns. The program also encourages customers to think about ways to save and implement financial best practices and helps eligible taxpayers take advantage of potential tax savings through the Earned Income Tax Credit.

In 2019, local United Way volunteers helped secure more than \$3 million in tax refunds for 3,667 households. The average household income for customers was \$22,900.

The sites generally operate on a walk-in basis — some offer appointments — space is limited, and customers are taken on a first-come, first-served basis. Customers must bring valid picture identification and a taxpayer identification number, proof of income and other relevant tax documents. Check

the program's website for details and the various sites: <https://www.yourunitedway.org/tax/>.

The program "saves money, reduces tax bills and increases the size of refunds for people who need it the most," said James Taylor, president and CEO of United Way of Greater Richmond & Petersburg, in a news release. Not only that, it "helps ease the anxiety and stress that comes with tax preparation."

Ghidotti has discovered that taxes are indeed scary for some people. Her dad was not one of them.

He's always been a "numbers guy," she said, having spent his career in accounting at Petersburg & Hopewell Gas Co., noting he also was a "stickler."

Which made him a perfect candidate for tax preparation. He prepared tax returns of friends for years free of charge, Ghidotti said. In the early 1990s, he started volunteering

United Way's team of more than 200 IRS-certified volunteer tax preparers assist taxpayers with completing and electronically filing both federal and state returns. The program also encourages customers to think about ways to save and implement financial best practices and helps eligible taxpayers take advantage of potential tax savings through the Earned Income Tax Credit.



Cathy Ghidotti, Carl Miller, and Cara Cardotti

with an AARP tax-prep program, and even when that ended, he stayed on to provide free tax prep for clients who had come to depend on him.

"He always talked about how much he enjoyed doing it because he liked to do taxes and because it gave him a good sense of fulfillment that he was able to do something for somebody,"

Ghidotti said of her father, who is now retired from doing taxes after more than 20 years of volunteering.

"I guess it kind of stuck with me through the years," she said of her dad's involvement with tax prep, which led to hers after she retired from state government, working in the governor's office at the end. "It was just kind of natural. I guess, as they say, the apple never falls far from the tree. I've always loved doing taxes."

As site coordinator at the Meadowdale Library in Chesterfield, Ghidotti said she is fortunate to have a "wonderful group" of devoted volunteers, some of whom

return year after year. The same holds true for the other sites, as well, Cardotti said.

The tax preparers don't have to be accountants, but they do have to be aware of changes in tax laws every year. Other volunteers help with greeting and screening. Volunteers range from college students to retirees, and the passion volunteers bring to the endeavor is palpable. What does it take to be a good volunteer?

"It just has to be someone who wants to help," said Ghidotti, adding that more volunteers are always needed. Something else she likes to pass along about her father's approach to tax preparation has stuck with her.

"Everything had to be right," she said. "He taught us well."

In Loving Memory

Carl Miller passed away on May 8, 2020. We are proud to share this story in remembrance of Carl and are thankful for his decades of service to our community.



WORKFORCE PARTNERSHIP TEAM

Bridging gaps to provide everyone with a path to employment.

Securing a steady, sustainable job with a livable wage is a critical element of many of United Way's *Steps to Success*.

Unfortunately, many Richmond residents face barriers that prevent them from finding and keeping a steady job. And many employers report difficulty in locating candidates to fill open positions. Even before the COVID-19 pandemic, the labor market participation rate in our region showed 118,034 people in our region not in the workforce. That's nearly 20 percent of our total population.

"Many people may have the desire to work but for a myriad of reasons are unable to secure or maintain employment. For example, if they are experiencing homelessness or lacking transportation, the likelihood of keeping a job becomes increasingly difficult," said Kelly Green-Bloomfield, Community Resource and Employment Navigator with Flagler Housing and Homeless Services at St. Joseph's Villa and the 2020 Co-Chair of the Workforce Partnership Team. "In the past, these barriers along with others have excluded individuals from the job market."



For a full list of Workforce Partnership Team members, visit YourUnitedWay.org/workforce

The Workforce Partnership Team exists to bridge the gap between job seekers and employers by working with local nonprofits and service providers to remove barriers to employment. **The Workforce Partnership Team:**

► **STREAMLINES THE FLOW OF INFORMATION BETWEEN JOB SEEKERS, SERVICE PROVIDERS AND EMPLOYERS** Information is often siloed within one organization, which creates duplication of services and creates an inefficient experience for job seekers.

► **REDUCES DUPLICATION OF SERVICES** by working with multiple organizations to find the most efficient ways to connect job seekers and employers.

► **CONNECTS JOB SEEKERS TO WRAP-AROUND SERVICES**
The barriers to employment are often multiple and stretch beyond education and training to things like housing stability, reliable transportation, and healthcare access.

► **SETS THE STANDARD FOR SOFT SKILLS TRAINING**
The Workforce Partnership team seeks to create a shared understanding of the important interpersonal skills all job seekers need.

What are wrap-around services?

The barriers to employment usually stretch beyond a simple lack of training. Challenges range from basic needs like housing stability and safety to things like lack of transportation and history of incarceration. These problems rarely exist in isolation and they always impact a person's ability to secure and maintain a decent job.

That's why members of the Workforce Partnership Team provide coordinated "wrap-around services" for unemployed and underemployed people in our region who may be working with three or more agencies at once.

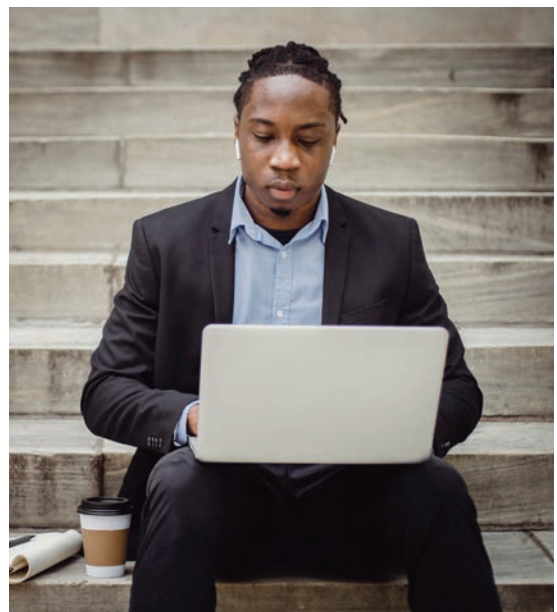
Many service providers that help with employment can help in other areas or provide an informed referral to an organization that can. This system removes barriers for job seekers and provides them with the best chance at finding and keeping a job.

What are soft skills?

Soft skills are social and emotional attributes that impact how we interact with one another. For a job seeker, important soft skills include basic communication, punctuality, dependability, organization and more.

"Soft skills can be as simple as knowing to call your employer and inform them of your anticipated absence when you are sick," said Kelly Green-Bloomfield, 2020 Co-Chair of the Workforce Partnership Team. "It sounds obvious, but it is also extremely important."

In many ways, soft skills matter more than hard skills or technical knowledge. This is because many employers provide on-the-job training for specific positions. "We can train any employee who is willing to learn," said one employer. "But if someone lacks the basic soft skills, that's much harder to work with."



WORKFORCE PARTNERSHIP TEAM - CONTINUED

The Workforce Partnership Team consists of dozens of local nonprofits and community organizations who work with unemployed and underemployed people in our region. In 2020, the number of Workforce Partnership Team partners increased 58% to a current total of 41.

Chris Martin, Director of Workforce Development at SOAR365, says the Workforce Partnership Team has helped him better meet the needs of the people he serves.

"The Workforce Partnership Team is a way for me to learn about the gaps employees are facing in the job market," Chris said. "I can offer our agency services to other agencies in the Workforce Partnership Team and I know I can partner with these same agencies for assistance with our job seekers for services that we may not offer. It all adds up to a better experience for job seekers and more people finding a job."

Last spring, a series of "Lunch and Learn" events helped connect the Workforce Partnership Team with people across the region who care about workforce development. These events serve as a professional development opportunity for partners and other community organizations. Topics highlight issues that touch the client populations served by the Workforce Partnership Team.

As the list of partners continues to grow, Workforce Partnership Team leaders are working on ways to continue strengthening the workforce system in 2021.

"United Way has really done a terrific job of managing this program. When someone asks how United Way is helping people and giving back to the local community, I point them straight to the Workforce Partnership Team."

– Chris Martin, Director of Workforce Development, SOAR365



For a full list of Workforce Partnership Team members, visit YourUnitedWay.org/workforce

United Way provides backbone support to the Workforce Partnership Team and employs a full-time staff member to lead team activities. The Workforce Partnership Team is supported through funding from the Bob and Anna Lou Schaberg Foundation.

WORKFORCE DEVELOPMENT AT UNITED WAY



Meet Chaella Dent, a graphic design student at John Tyler Community College. This spring, Chaella completed an internship at United Way of Greater Richmond & Petersburg to support Workforce Partnership Team activities.

Chaella earned the position by winning a logo design contest organized through the Community College Workforce Alliance, a member of the Workforce Partnership Team. Her winning logo design can be seen here and on all Workforce Partnership Team materials.

During her internship, Chaella scaled her initial design concept into a full suite of Workforce Partnership Team materials, giving her valuable real-world experience she will leverage when she graduates in 2021. She also completed design projects for other members of the Workforce Partnership Team including JobsRVA and J&G Workforce Development Services, LLC.



VOLUNTEERING

Steps to Success Early Learning Trails

Learning opportunities are all around us. United Way wants to help families turn an everyday trip to the park into a chance to have fun and learn.

A **Steps to Success Early Learning Trail** is a series of 10 interactive signs that offer fun, active learning activities for young children and families. Our Trails help parents, caregivers and communities create quality engagement opportunities when out on a stroll or visiting a local playground.

Find a Trail Near You:

PINE CAMP CULTURAL ARTS & COMMUNITY CENTER

4901 Old Brook Road
Richmond, VA 23227

In partnership with Aldi & City of Richmond Parks, Recreation & Community Facilities



RICHMOND

CHESTERFIELD



ROCKWOOD PARK

3401 Courthouse Road
Richmond, VA 23236

In partnership with Genworth & Chesterfield County Parks and Recreation



COLONIAL HEIGHTS

MOSBY COURT COMMUNITY

1536 Coalter Street
Richmond, VA 23223

In partnership with Bank of America, Richmond Redevelopment & Housing Authority & American Heart Association



FLORA HILL PARK

300 Richmond Avenue
Colonial Heights, VA 23834

In partnership with Aldi & Colonial Heights Recreation & Parks



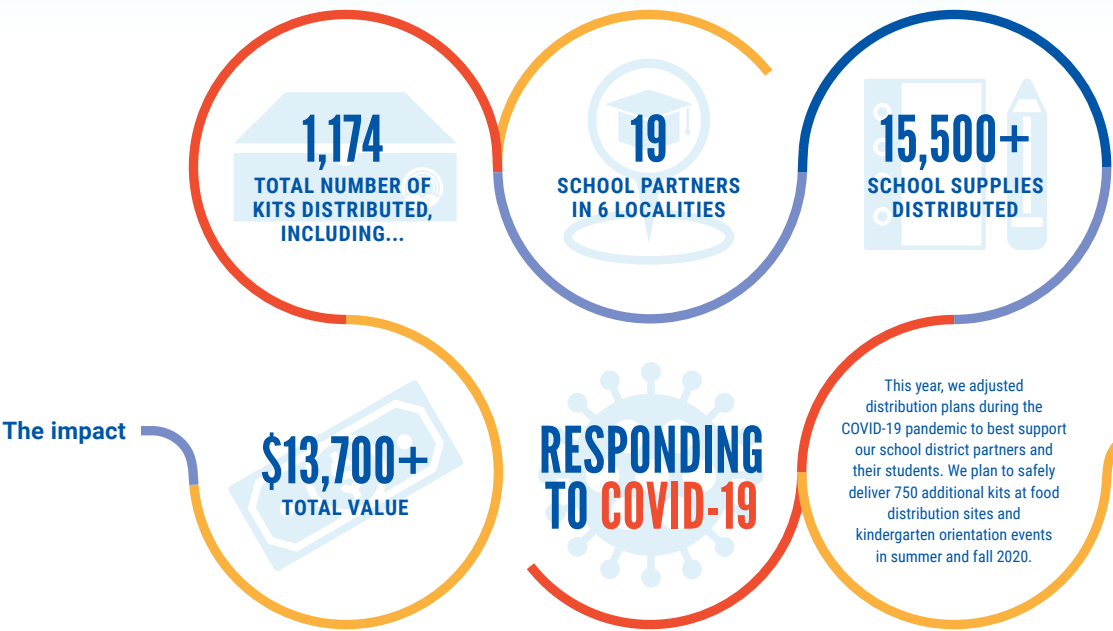
Literacy Kits

What's inside?

A United Way Literacy Kit includes an age-appropriate book, school supplies and information for parents to empower families around school readiness and literacy.

How does it work?

Our staff, volunteers and partner organizations work all year long to collect materials, assemble Kits and distribute them to school partners across our service area. The process begins with a Literacy Kit Kickoff event in August and culminates with distribution in the spring.



Literacy Kit Leaders

Any group that donates 100 completed kits or \$1,000 worth of supplies is recognized as a United Way Literacy Kit Leader. Thank you to our 2019-20 Literacy Kit Leaders.

BB&T (now Truist)

Dominion Energy

Genworth

Long & Fosters Realty – Leadership Development Academy

Maggie Walker Governor's School

Sands Anderson

Troutman Pepper

UPS Freight

Wells Fargo

Special Thanks

We would like to recognize the following organizations that donated supplies and/or volunteered time to support United Way Literacy Kits in 2019-20.

Bank of America

Chesterfield Government

Gregg & Bailey

M.L. Bell Construction

Mount Gilead Full Gospel International Ministries

Pitney Bowes

Sands Anderson

TowneBank

Travelers

Unity at Bon Air

US Bank

Virginia Care Partners

Women's Ministry Book Club at Great Hope Baptist Church

YHB





SUPPORTING STUDENTS ALONG THE *STEPS TO SUCCESS*

“Have faith, have hope, have courage and carry on.” – Maggie L. Walker



PROVIDING INSPIRATION

Led by members of our Young Leaders Society, United Way's Day of Action brought volunteers into schools around the region to paint inspirational murals to encourage students to graduate. Participating schools included:

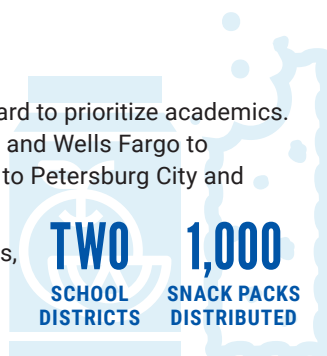
- Meadowbrook High School (Chesterfield)
- Henrico Grad Center (Henrico)
- Petersburg High School (Petersburg)
- McKinney Vento Office (Richmond)



SUPPORTING FOCUS

When students are hungry, it can be hard to prioritize academics. United Way partnered with West Rock and Wells Fargo to assemble and distribute snack packs to Petersburg City and Chesterfield County students.

Each snack pack included granola bars, fruit snacks, a juice box, fruit cup and a note of encouragement.



SETTING EXAMPLES

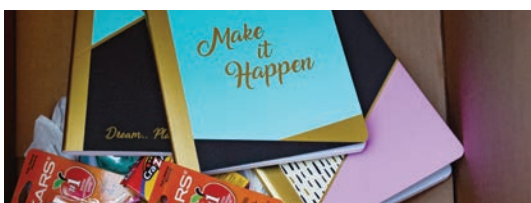
With our partners, United Way facilitated Reading for Resilience sessions for more than 200 students. With volunteers from SunTrust (Now Truist), Bank of America, DuPont, Atlantic Union, Richmond Times-Dispatch and more, we are helping reinforce the skills needed to succeed in school and life. Volunteers read stories of diverse and empowered characters exhibiting resilient behaviors.

- Highland Springs Elementary in Henrico
- Overby Sheppard Elementary and Westover Hills Elementary in the City of Richmond
- Crestwood Elementary and Bellwood Elementary in Chesterfield



ELIMINATING BARRIERS

When basic needs are not met, they can create a huge barrier between a student and their educational success. To help students overcome these obstacles, United Way donated supplies throughout the region. As one example, we gave school supplies to the Charles City Community Den, a resource center for students and families that provides items like food, clothes and school supplies. We also supported Dinwiddie County Public Schools and Feed More with volunteers for their School Market.



REWARDING ACCOMPLISHMENTS

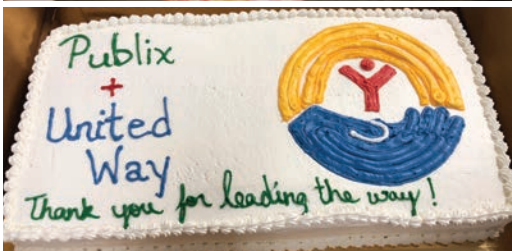
United Way provided Richmond Public Schools' McKinney Vento Office with awards for students with good attendance. We distributed United Way Attendance Awards and Literacy Kits, which included a book, journal, writing utensils and a note of encouragement for high school students.

CORPORATE PARTNERSHIPS

Workplace Campaigns

UNITED WAY WORKS DILIGENTLY TO MAKE OUR GREATER RICHMOND AND PETERSBURG COMMUNITY A BETTER PLACE, BUT OUR WORK WOULD NOT BE POSSIBLE WITHOUT OUR CORPORATE PARTNERS.

By hosting workplace fundraising campaigns, companies in our region are making philanthropy accessible to their employees by giving them an opportunity to give back to causes that matter most to them.



TOP CAMPAIGNS (2019 – 2020)

- | | | | |
|-----|-------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------------------------|
| 1. |  | 11. |  |
| 2. |  | 12. |  |
| 3. |  | 13. |  |
| 4. |  | 14. |  |
| 5. |  | 15. |  |
| 6. |  | 16. |  |
| 7. |  | 17. |  |
| 8. |  | 18. |  |
| 9. |  | 19. |  |
| 10. |  | 20. |  |

WE KNOW WHAT HAPPENS WHEN DIFFERENT FACETS OF OUR COMMUNITY UNITE TOWARD A COMMON GOAL: INDIVIDUALS BEGIN TO PROSPER.

We saw this in action when project:HOMES, Chesterfield County Government and Williams Mullen came together to support one individual on his *Steps to Success*. A disabled older adult in Chesterfield County had been living in his home alone and socially isolated since the death of his mother. Neighbors pitched in over the years, but still his property was overgrown, unsafe and not up to code.

United Way stepped in to help. Through a referral from Chesterfield County employees and a partnership with project:HOMES, United Way deployed volunteers from Chesterfield County and Williams Mullen to restore his home and create a safer, more accessible living environment. By the end of the project, the homeowner, his neighbors and volunteers were connecting over cookies and celebrating a job well done.

A Partnership Success Story: NewMarket

A diverse network of nonprofit organizations is important, but corporate leadership will make or break a community's ability to thrive.

In our region, we are fortunate to partner with dozens of local and national corporations who support their local United Way by running a workplace fundraising campaign, providing volunteers and sponsoring important United Way programs.

In 2019, NewMarket Corporation ran a workplace fundraising campaign for United Way of Greater Richmond & Petersburg. Many companies see workplace campaigns as a fun way to appreciate employees while simultaneously making a positive contribution to their community. Led by Jennifer Markie, who served as NewMarket's 2019 Employee Campaign Manager, NewMarket's planning committee engaged every corner of the company to drive a fantastically successful campaign.



Jennifer Markie

NEWMARKET KEPT IT FUN AND ENGAGING.

Not only did NewMarket's month-long campaign provide employees with a deeper understanding of United Way's work in the community, but Jennifer and her team worked hard to make the experience fun and use it as an employee appreciation tool, as well.

Some of the most successful aspects of the campaign included a raffle for a paid day off, airline tickets, hotel stays and other prizes. Each raffle ticket cost \$1. Some employees purchased as many as 50 tickets to have their name in the drawing, and 100 percent of the money raised went to NewMarket's campaign to support United Way of Greater Richmond & Petersburg.

Since NewMarket's campaign was held in the fall, the planning committee put together Oktoberfest-themed celebrations during the workday with live music, a silent auction and group games like giant Jenga, bucket pong and cornhole.

NEWMARKET LEANED ON UNITED WAY FOR GUIDANCE.

"If you know me, you know I like to get things done the right way," said Jennifer. "I really leaned on United Way staff's expertise in how we could make this the best campaign yet and I think we were incredibly successful."

As Employee Campaign Manager, Jennifer acted as the bridge between United Way staff and NewMarket's planning committee. Both sides worked diligently to build a customized campaign that would align with NewMarket's work culture. Their most effective strategies included:

- Engaging staff from multiple departments to serve on the campaign planning committee, which brought multiple perspectives to the table and also helped keep time commitments manageable.

- Providing participation incentives to employees to encourage donations.
- Scheduling the campaign to run in the fall instead of the summer, as they had done in previous years. Fall campaigns tend to have higher participation and allow for more enjoyable outdoor events.
- Telling the story of United Way's local impact through multiple channels. The NewMarket team shared email updates, launched a dedicated campaign website and scheduled presentations with United Way staff to help their colleagues understand United Way and its local impact.
- Securing buy-in from executive leadership, which served as an example for employees across the organization. Strong partnerships make all the difference.

"NewMarket's successful campaign is a great example of what can happen when businesses and nonprofits work together to support the common good of the community," said James Taylor, President & CEO of United Way of Greater Richmond & Petersburg. "We are grateful for Jennifer's leadership and the time she and her colleagues volunteered to make this a successful campaign."

In 2019, NewMarket's campaign grew 4%, raising more than \$300,000 through their most recent campaign under Jennifer's leadership and organization. Since the inception of NewMarket's partnership with United Way, the company has raised more than \$5 million through employee pledges and corporate gifts.





LEADERSHIP IN A TIME OF CRISIS

HOW YOUR LOCAL UNITED WAY IS RESPONDING TO COVID-19

In 2020, our communities faced challenges unlike ever before. The COVID-19 pandemic had a major impact on the economy and caused many people to struggle to meet their basic needs, stay connected and healthy and keep up in school. We saw hard times in our community - but we also saw our region come together to help.

A UNIFIED RESPONSE

Designed to support front-line organizations in our region, the Central Virginia COVID-19 Response Fund awarded more than \$2.6 million* to local nonprofits helping people impacted by COVID-19. United Way partnered with the Community Foundation for a greater Richmond to raise money for the fund, and we provided a \$100,000 match on donations made through our website.

A total of 76* organizations throughout the region received funding to help them ease the impacts of the pandemic by distributing computers to students experiencing school closures, provide childcare to children of essential personnel, provide basic needs to members of our communities experiencing financial hardships and much more.

**Fund and grant information as of June 1, 2020*

TAX ASSISTANCE GOES VIRTUAL

United Way's Volunteer Income Tax Assistance (VITA) program delivers millions of dollars in tax refunds back to low- and moderate-income households in our community year after year. When all of our tax sites were closed due to COVID-19, we quickly shifted our focus to offer this program online through a secure portal where people could speak directly to our IRS-certified volunteers and have their taxes filed for free.

We also provided ongoing guidance and information to help people understand their options as the tax deadlines shifted.

CARDS OF ENCOURAGEMENT

United Way invited volunteers to write notes to the critical organizations and individuals helping others through the impacts of COVID-19. This opportunity gave all community members a way to encourage others from the safety of their homes. United Way distributed hundreds of letters through this initiative.

THANK YOU TO OUR CENTRAL VIRGINIA COVID-19 RESPONSE FUND SUPPORTERS (\$500+)*

Jon & Pam Ansell
Anthem Blue Cross and Blue Shield
Carolyn Arrington
Frank B. Atkinson
Alice Baird
Ann Banning
Bill & Connie Bradshaw
Bremo Pharmacy
Burns & McDonnell Engineering
Jori Carter
William Clarke
Rob & Helen Comet
Anthony & Yvette Conte
Kevin Cooper
Bob & Ruth Courain
Deloitte
Dorothy & Lucious Edwards
Carrie Emery
Robert Foster
Kimberly Gadette
Richard Grubaugh
Thomas Haw
Stephanie Haysley
Bob Helbing
Betsy Herrington
Patrick Hill
Tamera Hornsby-Fink
Catherine Howard & Jeffrey Gallagher

Dan & Amy Hudgens Fund
Mr. & Mrs. Charles L. & Anne S. Huffstetler
Chad & Lori Hurley
Mr. & Mrs. James A. Jacobs
Rick & Genne Johnston
Cristin Kaspar
Scott Kasson
Dan & Holly Kearns
Patricia Kibler



Elizabeth & Kenneth King
Daphne Lee
Jonathan & Jennifer Leon
Peggy Lewis
Claudia Lushch
William Lyle
Alasdair MacKenzie
Rich & Kim McArdle
Scott & Jennifer McNamara
Bansari Mehta
Molly Mickens

Brian Murphy
Will & Robin Muth
Navigate Affordable Housing Partners
Megan Noakes
Jamie & Emily Nowakowski
Ocean Network Express
Meenakshi Panda
Paul & Shelia Pleasants
Poolhouse Digital Agency LLC
Ruth Prideaux
RECO Foundation
Fred Rosen
Michael Sakowitz
Sarah Saunders
Bob & Anna Lou Schaberg Foundation
Michael Schewel & Priscilla Burbank
Sentry Insurance
Rob & Bonnie Shama
Tammi Sharpe
Nathaniel Swanson
United Parcel Service
UPS Ground Freight, Inc.
Utica National Insurance Group
Anne Waters
Mr. & Mrs. William F. Weber
Susan A. Williams
Mr. & Mrs. Wesley Wright, Jr.

**Gifts made through YourUnitedWay.org*

In June, we planned to host the second annual United Way *Steps to Success* Awards Ceremony. Like most events planned for Spring 2020, this event was moved to a virtual format due to the COVID-19 crisis.

Our virtual *Steps to Success* Awards celebrated another year of United Way's impact and recognized the important role that outstanding individuals and partner organizations have played in supporting our work in the region.

While we would have loved to have so many supporters come together to celebrate in person, our virtual celebration provided an excellent opportunity to showcase the breadth of United Way's work and our impact across the region.

STEPS AWARDS

The Awards



CORPORATE PARTNER OF THE YEAR
NewMarket Corporation



COMMUNITY CHAMPION
Sarita Henry



ALEXIS DE TOCQUEVILLE AWARD
Edward & Shannon Venable



LEADERSHIP CIRCLE AWARD
Terressa Campbell-Oten



YOUNG LEADERS AWARD
Jamie Nowakowski



COMMUNITY IMPACT: GROUP AWARD
Wells Fargo



COMMUNITY IMPACT: INDIVIDUAL AWARD
Peter Perkins



STEPS TO SUCCESS AWARD
Bob and Anna Lou Schaberg Foundation

GIVING COMMUNITIES

Leaders come from different backgrounds and different walks of life. They include longtime residents and those newer to our region. But all are united in their desire to invest in the future of our community.



Learn more at YourUnitedWay.org/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 & Petersburg region for years to come. Members of this group understand how generosity today impacts the generations of tomorrow.



UNITED WAY
TOCQUEVILLE SOCIETY

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.



United Way
Leadership Circle

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 making connections with community leaders and expanding their skill set.



UNITED WAY
YOUNG LEADERS
SOCIETY

NEW IN 2020! ALWAYS UNITED

This year, United Way launched Always United, a new giving community for our most dedicated donors. Always United gives donors the opportunity to keep United Way's mission alive for generations to come – through continuing annual gifts after retirement or making planned gift arrangements.

Donors that are part of Always United will be able to stay engaged with United Way through special communications, event invitations and opportunities to meet with United Way representatives.



UNITED WAY
Always United

Women United

Women United is an exclusive group for female members of United Way's Leadership Circle & Alexis de Tocqueville Society.

STAYING INVOLVED & CONNECTED

Members of our giving communities receive exclusive communications with updates on United Way's work and stories about the ways in which their gift is improving the lives of our friends and neighbors. In 2020, members of our giving communities received the *Tocqueville Telegraph*, *Leadership Ledger* and *Young Leaders Society Newsletter*, all of which share information about our work.

WOMEN UNITED

Women United is an exclusive group for female members of United Way's Leadership Circle & Alexis de Tocqueville Society.

In 2020, Women United hosted two *Steps to Success* socials, which brought members together to share ideas, discuss issues and hear from key individuals in our region doing great work.

Women United members play a significant role in providing volunteer support for United Way programs. Last August, Women United members volunteered at the Forest Avenue Walmart during United Way's Literacy Kit Kickoff. Volunteers helped to collect, sort and count donated school supplies that would be packaged in our Literacy Kits for students in our region.

LITERACY KIT KICKOFF

United Way Young Leaders Society members led the charge to collect school supplies for Literacy Kits on tax-free weekend at participating Walmart locations in the area. Two lead volunteers are assigned to each Walmart location and are responsible for picking up supplies, setting up the volunteer area, welcoming and supervising the site volunteer team and transporting donated supplies back to United Way. We rely on lead volunteers to help ensure that our kickoff is as successful as possible.

UNITED WAY YOUNG LEADERS SOCIETY'S COVID-19 CONVERSATION

United Way Young Leaders Society members met virtually to learn more about our community's needs and United Way's response to the COVID-19 pandemic. Attendees discussed how the community came together to make lasting change during this difficult time.

2020-22 FUNDING ANNOUNCEMENT & RECEPTION

United Way leadership donors came together for a special reception at Hardywood Park Craft Brewery to celebrate the announcement of United Way's 2020-22 community investments. Attendees were able to enjoy drinks and refreshments and hear about the impact of their gifts.

THE FUTURE OF PHILANTHROPY

United Way Alexis de Tocqueville and Young Leaders Society members enjoyed a joint cocktail party at the home of Dan and Amy Hudgens. Dan is United Way's immediate past board chair and Amy currently serves on United Way's Community Impact Council. Attendees networked with other United Way supporters and discussed the impact and importance of United Way's giving communities.

STAYING CONNECTED, STAYING HEALTHY: A PANEL ON AGING

In February, United Way hosted a panel discussion on services for older adults in our region. This event was exclusively for United Way's Leadership Circle and Alexis de Tocqueville members. A panel of leaders from YMCA of Greater Richmond, GoochlandCares and project:HOMES discussed the importance of programs for older adults and the impact they have on our region.



Pouring Into Opportunities

Ashanté Smith grew up with her mother and grandparents in Church Hill. While she was raised by a single-mother, Ashanté's father and grandparents also played a huge role in her upbringing and success.

"There were always people pouring into me," Ashanté said. "No one ever let me believe in the negative labels society may have readily placed upon me. My family and teachers, like Mrs. Constance Anderson at Bellevue Elementary School, always pushed me to be my best, encouraged me to dream and dared me to believe that I could achieve whatever I set my mind to do."

Growing up, Ashanté remembers the importance of programs like Special Program for Academic and Creative Excellence, Saturday Morning Workshops and Governor's School Summer Program for Math & Science. Today, United Way funds programs that provide similar services, such as NextUp and Communities in Schools -- both of which currently lead programs at Bellevue Elementary School.

"It's not lost on me that United Way funds many programs that are the same or very similar to the ones that had such a huge impact on my life when I was a student," Ashanté said.

In middle school, Ashanté had teachers that pushed her and recognized her potential. When Ms. Lundy assigned a science project that required more advanced chemicals, Ashanté and her dad drove around Richmond and Bon Air trying to find everything she needed. Ashanté worked hard, received an A on the project and showcased her project at the school science fair. It was not until the next parent-

teacher conference that Ms. Lundy revealed the project was a college-level assignment. She just wanted to challenge Ashanté and push her to reach higher. After graduation, Ashanté attended the University of Virginia for both undergraduate and law school before moving back to Church Hill, just a few blocks away from her childhood home where her mother still lives. Ashanté has seen the growth of her neighborhood but knows there is still more that can be done, like finding ways for families and individuals to easily access food.

Ashanté's upbringing, her participation in local programs and the support she received from caring adults all contributed to her successful journey to her current position as a partner at Troutman Pepper. That is why she gives back to her community through United Way of Greater Richmond & Petersburg. Ashanté recognizes the commitment that her local United Way makes to individuals and families in the region and knows United Way will deliver her investment to the people and organizations who need it the most.

As she describes her experiences and encourages her colleagues to join her in supporting United Way, she holds up a straw. "My philosophy is, 'Be a straw,'" Ashanté said. "If you are a straw, you always have blessings moving through you, which means you will always be giving and receiving those blessings."

Ashanté Smith is a partner at Troutman Pepper. She is also a member of United Way's Alexis de Tocqueville Society.



UNITED WAY TOCQUEVILLE SOCIETY

Alexis de Tocqueville Society members contribute \$10,000 or more annually to United Way.

LA SOCIÉTÉ NATIONALE

Anonymous

The Bob and Anna Lou Schaberg
Foundation

Sharon Merwin and Michael & Erika
Todd

ORDRE DE FRATERNITÉ

Nancy & Bruce Gottwald, Sr.

ORDRE D'ÉGALITÉ

Anonymous

Thomas E. & Ann Parker Gottwald

ORDRE DE LIBERTÉ

Anonymous

Michael Bruce

Mr. & Mrs. Thomas F. Garner, Jr.

Dr. & Mrs. William V. Garner

Mr. & Mrs. William H. Goodwin, Jr.

Herndon Foundation

Constance & Linwood Lacy

Ashanté Latanya Smith

Phyllis A. Stinnett Estate

Mr. & Mrs. James E. Ukrop

Jayne & Bobby Ukrop

Betty & Hays Watkins

MEMBRES DE LA SOCIÉTÉ

Anonymous

John & Wendy Asbury

G. Robert & Cindy Aston

Edward & Abby Ayers

Byron S. Ballard

Lori & Edwen Belza

Mary & Willis Blackwood

Bowles RVA Fund

Brockenbrough Family Fund

Howard & Cindy Buckler

James Buzzard & Susan Snyder

Todd Chamberlain

Mr. & Mrs. James Gilliam Conrad, Jr.

Anthony & Yvette Conte

Christine & Graham Daniels

Christopher Delfs

The Dodd Family

Tom & Anne Garland Farrell

Richard D. Fearington

Mr. G.S. Fitz Hugh Jr.

Charitable Gift Fund

Charlie & May Fox

Mr. & Mrs. George C. Freeman, III

Roy Gifford, Jr.

Eugene & Barbara Grecheck

Lindsay & Brent Halsey

Brandon & Nancy Harrell

Mr. & Mrs. Henry H. Harrell

Paul A. Hoelting

George C. Howell, III

Dan & Amy Hudgens Fund

Mr. & Mrs. James A. Jacobs

Lori Jarvis

Mr. & Mrs. Joseph A. Jennings, III

Frank & Rhonda Keller

Mr. & Mrs. Allen B. King

William Kruger

The Lewis Butler Foundation

Anthony F. & Susan M. Markel Fund

Mr. William C. McAllister

Mr. & Mrs. Rich McArdle

Tom McInerney

David C. Meyer

Wallace B. & Tina B. Millner

The Morton Family Fund of the

Community Foundation for a greater
Richmond

Mr. & Mrs. Stedman Oakey

Bhalchandra Patel

The Pauley Family Foundation

C.D.L. & M.T.B. Perkins Fund of the
Community Foundation for a greater
Richmond

Mr. & Mrs. Cotesworth Pinckney

Mr. & Mrs. Frank H. Reichel, III

Bob & Jan Reynolds

Robert E. Rigsby

Mr. & Mrs. E. Claiborne Robins, Jr.

Bob & Cindy Rolfe

Adam Rose

Strother & Evie Scott

Stuart C. Siegel Fund of the
Community Foundation for a greater
Richmond

Snead Family Foundation

Brooke Spurlock

Barry & Elizabeth Taylor

Amy & James Taylor

Lina Teng

Marcia & Harry Thalheimer

Rebecca & Stephen Theuer

Tilghman Family Fund

Edward W. Valentine

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Michael & Tonya Wade

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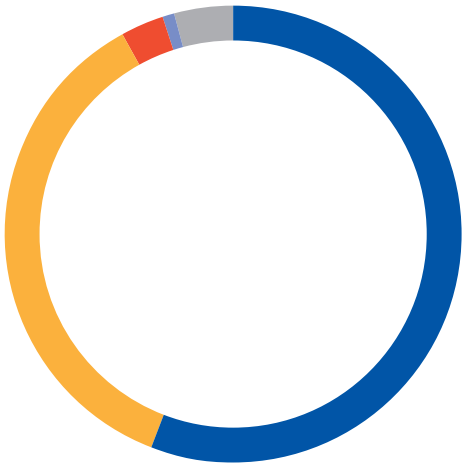
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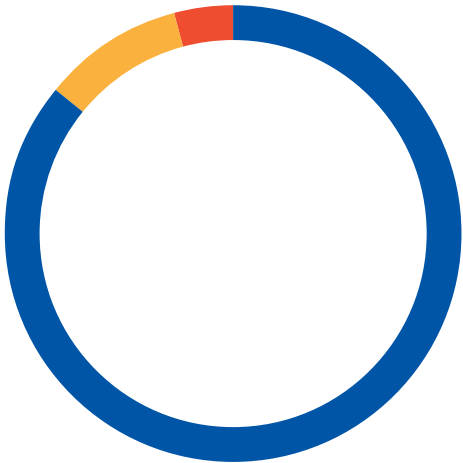
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Revenue Sources



- 56% CAMPAIGN CONTRIBUTIONS
- 36% ENERGYSHARE CONTRIBUTIONS
- 3% FOUNDATIONS
- 1% GOVERNMENT
- 4% OTHER

Expense Sources



- 86% PROGRAM
- 10% FUNDRAISING
- 4% ADMINISTRATION

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