



IMPACT REPORT



United Way of Greater
Richmond & Petersburg

2021



United Way of Greater
Richmond & Petersburg

ABOUT THIS REPORT

This report covers United Way's 2021 fiscal year (July 1, 2020 through June 30, 2021). For the latest information about our work, visit YourUnitedWay.org.

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FROM OUR LEADERSHIP



September 2021

Thank you for your support of United Way of Greater Richmond & Petersburg. I am pleased to share our 2021 Impact Report with you.

I have been honored to serve as Board Chair for my local United Way, a role I see as a capstone for my years of engagement with the organization. I can imagine no greater honor than the chance to serve a cause I truly value and trust.

Our community faces wide ranging challenges. United Way has responded generously through the years with a broad collection of programs and services to address those needs. Within that effort, United Way has been uniquely positioned to view and evaluate problems in the community and coordinate a complex system of services in response – a role that has been particularly critical over the past 12 months.

Last fall, the COVID-19 pandemic was spreading rapidly and would get much worse in the winter. Businesses were closing and people were losing their jobs. Our country was also challenged to seek greater social justice in light of a series of tragedies across our nation.

Fast forward to today. 2021 has been a year of recovery and rebuilding. The challenges that existed a year ago are still with us, but we have seen tremendous progress. Rapid vaccine development has led to an encouraging decline in COVID-19 cases and deaths. Jobs are coming back. A growing number of people in positions of power are actively working to mitigate longstanding inequities caused by systemic racism and social injustice.

There is still a tremendous amount of work left to be done. But I believe it is important to find moments to celebrate progress even during prolonged periods of struggle and adversity. That is why I am so pleased to share this report with you.

This report covers our local United Way's work during this tumultuous year. In 2021, we provided critical funding to local nonprofits. We led new and existing programs that solve problems in targeted areas of need. We brought together volunteers to help the community in a safe and effective manner. And we connected with donors to remind them of the importance of their partnership during this difficult period.

It is important to remember that none of this work would have been possible without your generosity. Thanks to your commitment and belief in our mission, we have been able to provide real and meaningful support to the community throughout this difficult year.

Please join me in taking a moment to reflect upon and celebrate the terrific work captured in this report. Then, let's get back to work.

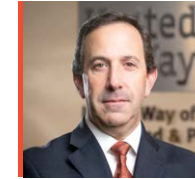
James J.L. Stegmaier
Board of Directors Chair

2021 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



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



Jonathan Leon
First Vice Chair
Owens & Minor



Corynne Arnett
Second Vice Chair
Dominion Energy



Candace C. Formacek
Treasurer
Universal Corporation



Lori Elliott Jarvis
Immediate Past Chair
Hunton Andrews Kurth

COMMITTEE CHAIRS



Lakshmi Algappan
Audit Committee Chair
EY LLP

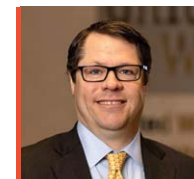


Robert Cowgill
Community Building Chair
South State Bank

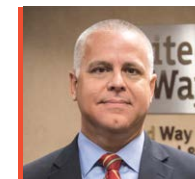


T. Preston Lloyd, Jr.
Donor Relations Chair
Williams Mullen

MEMBERS



Phillip Avant
SunTrust (now Truist)



Larry Cottrell
WRIC-TV



Donna Craver
KPMG LLP



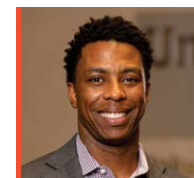
Tammy Hornsby-Fink
Federal Reserve Bank of Richmond



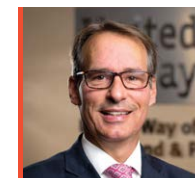
Daniel Hudgens
Deloitte & Touche LLP



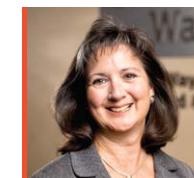
Rich McArdle
UPS Ground Freight



Aaron Montgomery
CarLotz



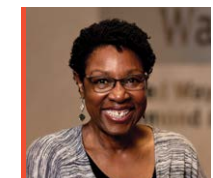
Brian Rountree
Bank of America
Merrill Lynch



René Shepperson
Atlantic Union Bank



Michael Todd
Nutriati



Susan Triggs
Virginia Department of Health (Retired)

NOT PICTURED

Cindy Buckler
Wells Fargo
Advisors

Lynn White
Genworth



COMMUNITY

Investments

2020-2022

DURING OUR CURRENT FUNDING CYCLE (2020-2022), WE WILL INVEST

\$8.7 MILLION in **74 PROGRAMS** at **54 LOCAL NONPROFITS**

Program investment decisions are made by the United Way Board of Directors (page 5) at the recommendation of the Community Impact Council (page 11).

| 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 | 7 | \$865,000 | 10% |
| 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 | 12% |
| CONNECTED & HEALTHY OLDER ADULTS | 16 | \$1,605,000 | 19% |
| TOTAL | 74 | \$8,665,000 | 100% |

2020-2022 FUNDED PARTNERS

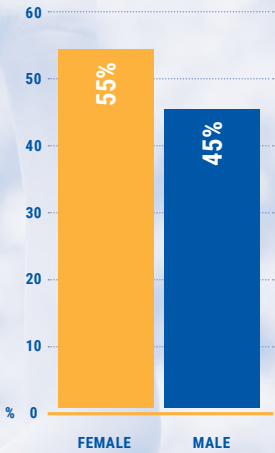
- Access Now
ART 180
Better Housing Coalition
Big Brothers Big Sisters
Boys and Girls Clubs of Metro Richmond
CARITAS
Children's Home Society of Virginia
ChildSavers
Circle Center Adult Day Services
Commonwealth Catholic Charities
Communities in Schools of Chesterfield
Communities in Schools of Richmond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

IMPACT OF OUR INVESTMENTS

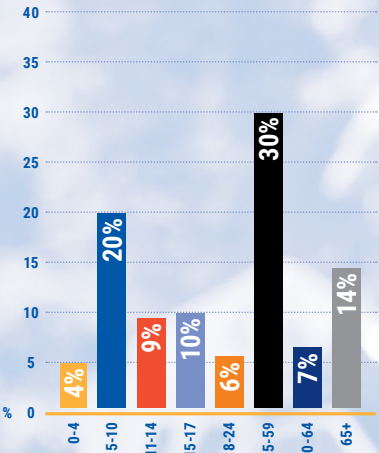
CLIENTS SERVED BY LOCATION



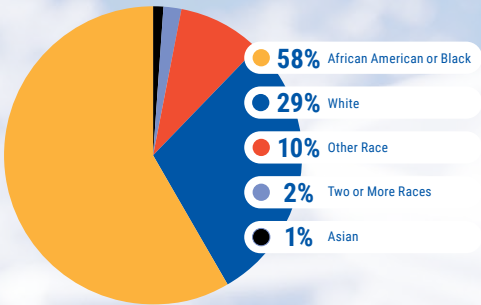
CLIENTS SERVED BY GENDER



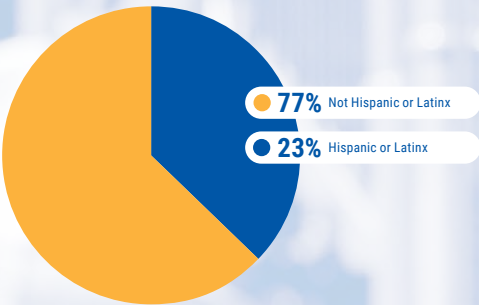
CLIENTS SERVED BY AGE



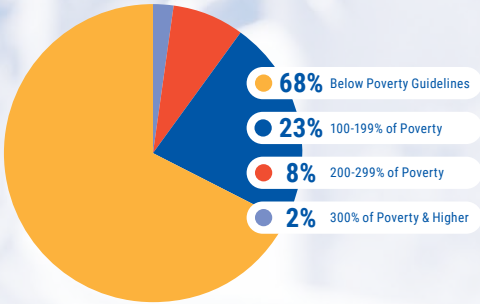
CLIENTS SERVED BY RACE



CLIENTS SERVED BY ETHNICITY



CLIENTS SERVED BY INCOME





JUSTICE’S BRIGHT FUTURE

Melicka tearfully remembers her daughter Justice’s first five months:

She could not keep milk down, had trouble eating and was constantly vomiting. “We rushed to the hospital more times than I can remember,” said Melicka. “In fact, one time, on the way to the hospital, Justice stopped breathing, so I had to perform CPR in the car.”

The doctors were finally able to diagnose Justice with acid reflux, weak muscle strength and a “failure to thrive.” Melicka was heartbroken as she came to terms with the fact that the road ahead was going to be a long one for Justice. “I didn’t know what was ahead and I didn’t know what to

do,” Melicka recalled. “There is no rule book for parenting, and there certainly isn’t one for parenting when your child is falling behind.”

Justice’s pediatrician recommended SOAR365’s pediatric therapy, a program funded by United Way of Greater Richmond & Petersburg. Melicka was relieved to know where to begin. When Justice started occupational therapy in November 2019, she was on a feeding tube and could not pick up her head or move.

One month into the therapy sessions, Justice could hold her head up. Melicka was amazed by the progress in those weeks, and so it was time for

her and Justice’s therapist to adjust their short-term goals to reflect this progress and make some new long-term goals. “I could see this was going to be a lot of work for Justice, and so my job was to help her achieve these goals,” said Melicka.

Justice’s next short-term goal was to sit up, and by March 2020, she had hit that goal. Mission accomplished! By April 2020, Justice started weekly physical therapy. Shortly thereafter, she added speech therapy.

“Then, things started soaring! She was sitting up, grabbing for things and even getting a little sassy! I was so thrilled to see her personality

emerging,” explained Melicka with a big smile. “Before therapy, Justice didn’t even want to look at herself in the mirror. Now, her whole attitude has changed. She is anxious to play with others and wants to go, go, go!”

Melicka has been Justice’s strongest supporter in this journey, but she gives volumes of credit to the therapists at SOAR365. “I would have never been

able to do this myself,” she says. “They make it look so easy, but what they do is phenomenal!”

“At SOAR365, it’s more than just therapy,” explains Melicka. “Everyone is so helpful and resourceful; they help me navigate the system, understand opportunities and figure out things.”

Now, Justice is moving at lightning

speed using a “therapeutic stander” to keep up with her cousins and friends, and she is singing, using hand signs and starting to talk.

“Her therapists at SOAR365 are like family,” Melicka says, and she adds that Justice loves going to her therapy sessions. And at SOAR365, her therapists love her right back.

ABOUT UNITED WAY & SOAR365



United Way of Greater Richmond & Petersburg is a major funder to more than 50 local nonprofits, providing millions of dollars annually to a range of agencies including SOAR365. Our investments provide critical support to partner agencies working on the front lines to help people like Justice and Melicka throughout our service area.

COMMUNITY VOLUNTEERS

Community volunteers are an essential part of United Way’s impact strategy. Our local United Way brings together more than 30 area volunteers with diverse backgrounds to ensure donor dollars have the biggest impact on the communities we serve.

THE COMMUNITY IMPACT COUNCIL 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 programs to positively impact the region.

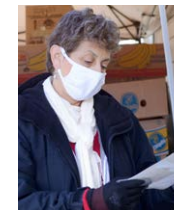
| | | | | |
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| Robert Cowgill , <i>Chair</i> South State Bank | Cindy Buckler Wells Fargo Advisors (retired) | Dawn Hathaway South State Bank | Bill Liepis Community Volunteer | Regina Pittman Capital Bank |
| Jackie Larkin , <i>Vice Chair</i> Community Volunteer | George Calvert Middleburg Trust Company | Jacqueline Hecker Owens & Minor | Beth Ludden Genworth Financial | Thomas Rayner Anthem |
| Susan Triggs , <i>Immediate Past Chair</i> VDH (retired) | Patricia Cullen Community Volunteer | Cathy Howard Community Volunteer | Roxanne Marr-Shears Crater Health District (VDH) | Robert Rolfe Hunton Andrews Kurth LLP |
| Ron Alpern Alpern Consulting | Debbie Dugger Chesterfield County | Amy Hudgens Community Volunteer | Kelly McCall ChamberRVA | Cache Steinberg Community Volunteer |
| Frank Baskind VCU School of Social Work | Mark Goodwin Community Volunteer | Natima Jones Community Volunteer | Dierdre Pearson Richmond Behavioral Health Authority | Gloria Taylor Community Volunteer |
| Horace Branch UPS | Phyllis Grooms-Gordon City of Richmond Dept. of Social Services | Keith Larkin Federal Reserve Bank of Richmond (retired) | Peter Perkins Community Volunteer | Stephen Willoughby City of Richmond Dept. of Emergency Communications |

UNITED AGAINST Adversity

**“THESE FUNDS CAME AT A TIME WHEN
THERE WAS SO MUCH NEED.**

We used the funds to purchase canned goods, baby food and to help families put food on the table for the holidays.

The simple act of having non-perishable food in the cupboards creates one less worry for these families and helps them achieve a sense of normalcy.”



– Sandy Wilcox, Beaverdam Food Pantry

**“YOU DON’T REALIZE HOW MUCH ONE PERSON
BEING OUT OF WORK AFFECTS A FAMILY.**

Many of the families we saw had two people in the household working to pay the bills. They had never even considered going to a food pantry until the pandemic hit and they started to struggle.”

BASIC NEEDS & COVID-19 IN HANOVER

When the pandemic hit in 2020, Beaverdam Food Pantry saw its number of families served climb from around 50 families per week to more than a hundred. More people were left without access to food when the economy suffered. To make matters worse, 30 food pantries in the area were forced to close for pandemic-related reasons.

In addition to area residents who were already in need, Beaverdam Food Pantry absorbed the clients from the newly closed food pantries as well as new clients who were facing hardships due directly to the effects of the pandemic.

As more households lost one or more of their primary sources of income, the needs continued to increase and agencies like Beaverdam Food Pantry began expending all of their resources to support the community. When Beaverdam’s Sandy Wilcox found out about CARES Act funding available through a partnership between United Way of Greater Richmond & Petersburg and Hanover County, she quickly applied to help bring in more resources for families in need.

HANOVER COUNTY AND UNITED WAY

United Way of Greater Richmond & Petersburg partnered with Hanover County to provide relief by delivering funding to eligible 501(c)(3) organizations that provide Hanover residents with emergency basic needs, such as food or financial assistance or housing.

These funds were made available by the Hanover County Board of Supervisors from the County’s Coronavirus Relief Funds under the Coronavirus Aid, Relief, and Economic Security (CARES) Act. United Way of Greater Richmond & Petersburg managed the application process.

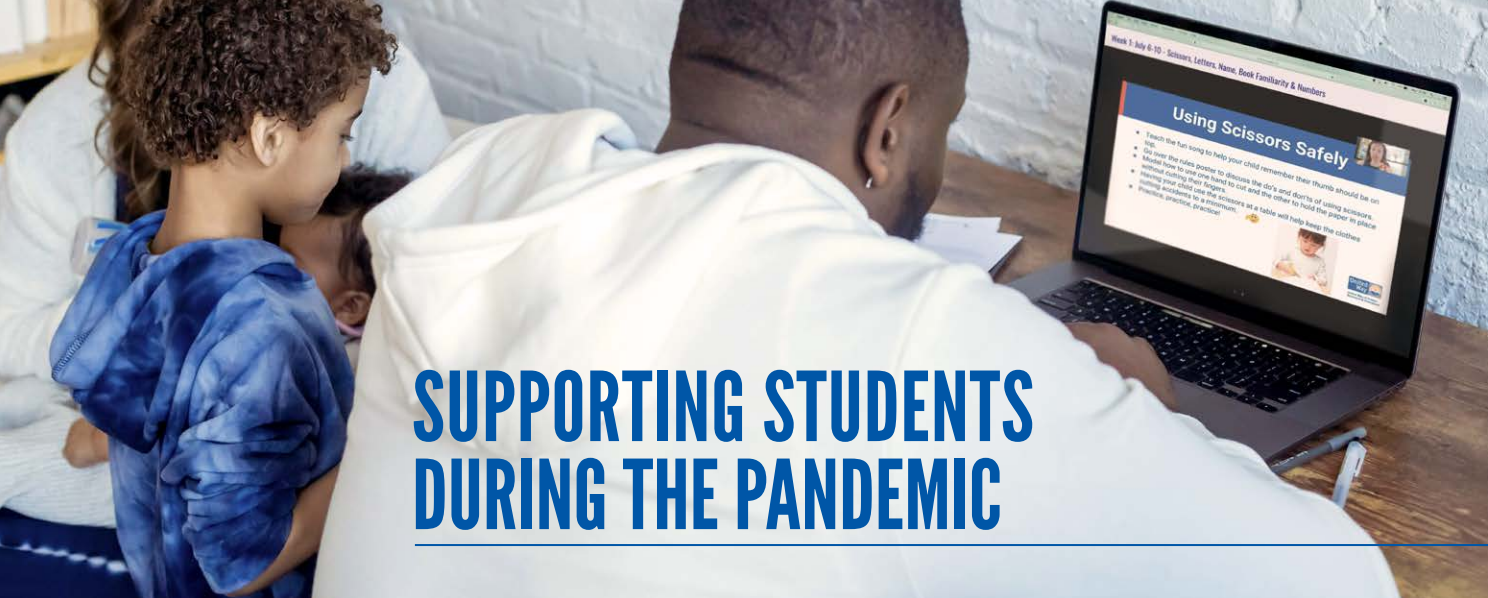
Other recipients of CARES Act funding include Ashland Christian Emergency Services, Circles Ashland, Commonwealth Catholic Charities, Feed More, First Baptist Church Ashland Food Pantry, Hanover Safe Place, HumanKind, The McShin Foundation, Moments of Hope Outreach, Senior Connections and Western Hanover Emergency Action Team.

SUPPORT FOR BASIC NEEDS

In 2018, 6,440 Hanover residents were food insecure and 5,509 were living below poverty thresholds. The 2020 projection shows an increase to 11,680 Hanover residents being food insecure.

Many families who were one emergency away from financial trouble were suddenly unable to meet their basic needs. From 2014-2018, 2,505 households (35.4%) in Hanover County were spending 30% or more of their income on housing – making it more difficult for Hanover residents to build up adequate savings and meet their basic needs.

In addition to food access, the CARES Act grants also provided rent, mortgage and utility assistance to Hanover County residents. In total, this program served more than 7,500 Hanover County residents.



SUPPORTING STUDENTS DURING THE PANDEMIC

The COVID-19 pandemic created a sudden and unexpected amount of upheaval and uncertainty for schools, students and families. COVID-19's impact has been severe, particularly among low-income students and students of color.

Our local United Way has been working throughout the pandemic to provide education resources to young learners and families in our region. While there is no substitute for classroom learning, our work in 2020 and 2021 helped more students stay on track during this incredibly difficult period.

KINDERGARTEN COUNTDOWN CAMP

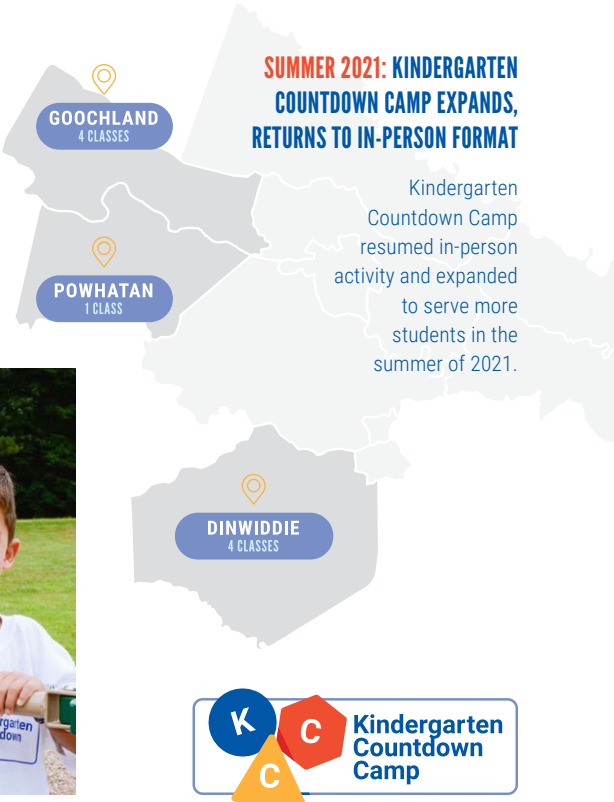
United Way's Kindergarten Countdown Camp is a free summer learning program for rising kindergarten students with limited to no preschool experience. Due to the COVID-19 pandemic, we shifted to virtual camps for summer 2020.

Our virtual Kindergarten Countdown Camp ran July 6-30, 2020 and included the same elements that made in-person camp so successful. From weekly workshops with parents to new books and supplies for students, this program helped more young children prepare for the virtual school year ahead.

THE IMPACT

Our virtual Kindergarten Countdown Camp achieved across-the-board buy-in and participation from families. 100% of responding families used our content at least one time per week. We saw a 200% increase in the number of students and families participating in our 2020 Kindergarten Countdown Camp.

Learn more: YourUnitedWay.org/kcc



LITERACY KITS

We collected, assembled and distributed nearly 2,000 Literacy Kits for students in our region. Each kit includes school supplies, an age-appropriate book and information for families. During a period where many students were learning at home, these materials were more important than ever.

Learn more: YourUnitedWay.org/kits



EARLY LEARNING TRAILS

The COVID-19 pandemic increased the need for quality outdoor play and learning experiences for young children. Our Steps to Success Early Learning Trails helped parents, caregivers and communities use everyday moments outdoors to boost school readiness of children in their preschool years.

Learn more: YourUnitedWay.org/trails



LITTLE FREE LIBRARIES

We installed and restocked 11 Little Free Libraries across the region. These libraries encourage children to read and provide families with easy access to new and used books.

Learn more: YourUnitedWay.org/libraries



READY4K

In the midst of the pandemic, we launched Ready4K, an easy and free text message information service for families with young children. Ready4K sends families three text messages per week. Each week, participants receive age-appropriate facts, easy tips and opportunities for growth to boost their child's learning by building on existing family routines.

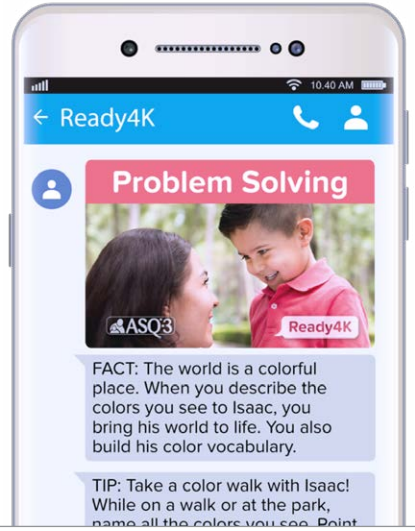
Ready4K uses accessible technology to give families new and different ideas for engaging with their children's learning at home. Content is available in several languages, including Spanish, Arabic, Chinese, Vietnamese and English.

THE IMPACT

- More than 150 families receiving Ready4K text messages*
- More than 5,600 tips delivered to families*

*Projected numbers through August 2021

Learn more: YourUnitedWay.org/Ready4K



OUR COMMITMENT TO RACIAL EQUITY

In the summer of 2020, the nationwide protests following the killing of George Floyd rightly drew the nation’s attention, once again, to the reality of racism in our society. America has made some progress toward racial justice, but we continue to turn a blind eye toward much of the racial injustice that exists in our society. When we honestly see the problems, only then can we begin the process of reconciliation that will create a greater, stronger, more enduring America.

United Way of Greater Richmond & Petersburg opposes racism in all its forms. Racial inequity and social injustice are major problems in our society and region and their causes must be dismantled. Our region’s history of systemic racism accelerates and perpetuates generational poverty, crime and lack of educational attainment in underserved communities. In neighborhoods across our service area, it is often people of color – particularly Black residents – who are the most vulnerable.

United Way of Greater Richmond & Petersburg recognizes and seeks to address the problems of systemic racism and social injustice. These issues are complex. We approach them from multiple angles and invite the community to join us by providing financial support or donating time and expertise to create real solutions.

HOW WE HELP

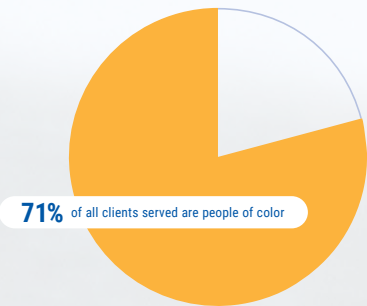
We research trends to understand the communities and populations that need help the most. Last year, we launched our Equity Data Series, which looks at regional data to identify inequities around race, ethnicity, gender, income and more.

We invest in the community. We fund dozens of local nonprofits that provide critical, direct services to people of color in our region. These programs address areas of poverty, hunger, homelessness, access to health care and more – and we ensure the volunteers have the experience and expertise to make equitable decisions.

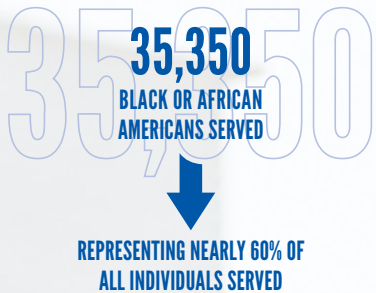
We convene local school systems, colleges and universities, governments, nonprofits, businesses and others to drive systemic change through initiatives like the Workforce Partnership Team.

We lead programs that empower individuals and provide knowledge and support to close the opportunity gap for underserved families in our region. These programs include Kindergarten Countdown Camp, Volunteer Income Tax Assistance and more.

RACIAL EQUITY & COMMUNITY INVESTMENT



We fund dozens of local nonprofits who provide critical, direct services to people of color in our region, helping to address issues like poverty, hunger, homelessness, access to health care and more. Learn more about our community investments on page 10.



“UNITED WAY OF GREATER RICHMOND & PETERSBURG OPPOSES RACISM IN ALL ITS FORMS.”

“RACIAL INEQUITY AND SOCIAL INJUSTICE ARE MAJOR PROBLEMS IN OUR SOCIETY AND REGION AND THEIR CAUSES MUST BE DISMANTLED.”

“WHEN WE HONESTLY SEE THE PROBLEMS, ONLY THEN CAN WE BEGIN THE PROCESS OF RECONCILIATION THAT WILL CREATE A GREATER, STRONGER, MORE ENDURING AMERICA.”

CARDS OF ENCOURAGEMENT

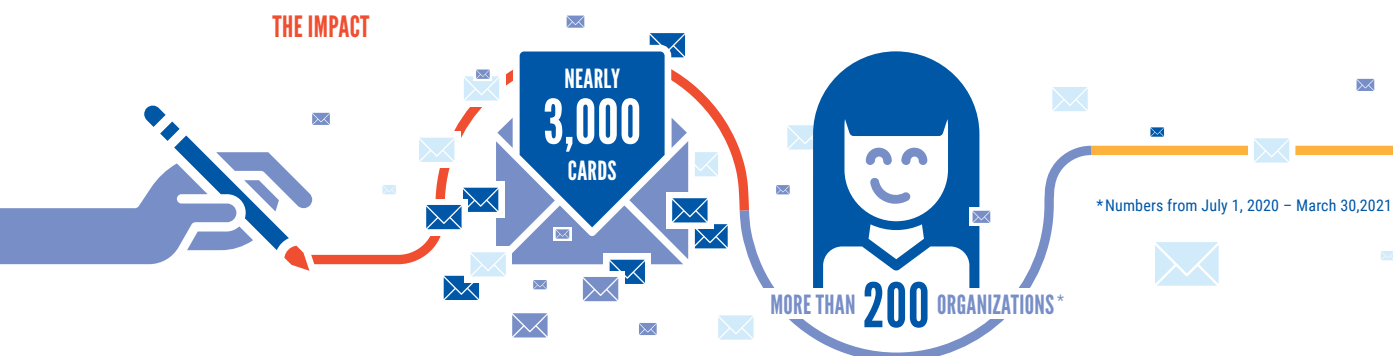


In a traditional year, United Way engages thousands of volunteers in person for a variety of initiatives that create impact and help people feel more connected to their communities. When COVID-19 hit, many of these initiatives were canceled or put on hold at a time when people around Greater Richmond and Petersburg were already feeling deeply disconnected.

We know there is a tremendous value in expressing gratitude, building awareness around community supports and providing opportunities for people to give back – which is why we launched Cards of Encouragement last year. This new volunteer opportunity empowers everyone in our community to pass along messages of care and encouragement to the healthcare workers, teachers, food pantry staff and volunteers, older adults, caregivers and others in our community who help people live happy and healthy lives.

Through this initiative, we were able to engage volunteers of all ages who wanted to send positive messages during this challenging time.

THE IMPACT



Learn more: YourUnitedWay.org/get-involved/volunteer/cards-of-encouragement



VOLUNTEER INCOME TAX ASSISTANCE

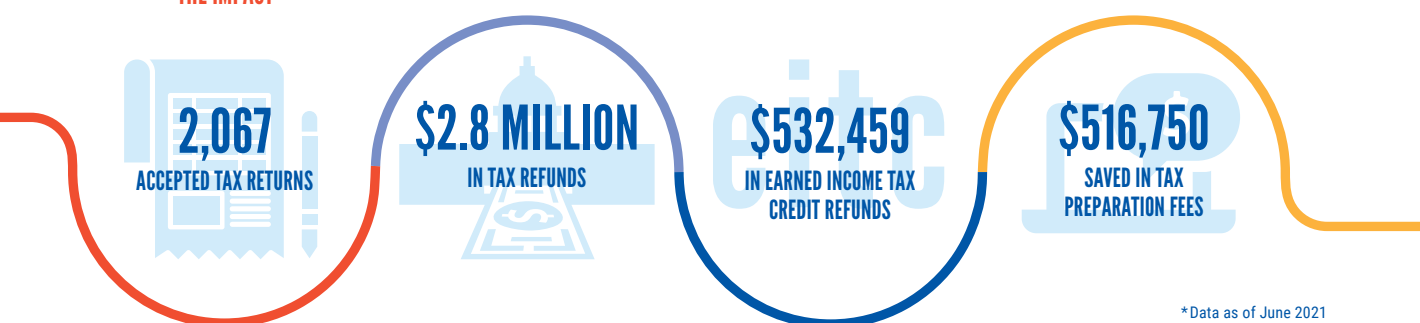
Last year, the COVID-19 pandemic hit our community at the height of the tax season, upending the operation of our Volunteer Income Tax Assistance Program. Our team of staff and volunteers scrambled to continue providing free tax assistance to families in a safe manner.

This year, the Virtual VITA program we built in 2020 was fully operational from the moment tax season began. We once again partnered with Code for America to bring GetYourRefund to our region. This enabled United Way's IRS-certified volunteers to provide free tax assistance to people making \$56,000 or less from the security and safety of their home.

We also offered in-person preparation options at 11 sites across the region. While the need for proper safety protocols limited in-person capacity, these sites still offered critical assistance to thousands of local families.



THE IMPACT



Learn more: YourUnitedWay.org/tax/vita

START UP FOR SUCCESS

2020 was a particularly challenging time to launch a small business. Still, as many in-person jobs disappeared in the wake of COVID-19, thousands of people in our area were left searching for new and alternative income sources. Many of these neighbors want to start their own businesses but are unable to do so because they lack the training or start-up money.

Creating opportunities for aspiring entrepreneurs in a post-pandemic world is a critical step on the road to recovery. That's why we launched a new program called Start Up for Success.



Farmer John and his wife Andretta at Thank God Urban Farm, located in Petersburg. Andretta applied to be a part of this year's Start Up For Success cohort on behalf of her family business. The two operate the farm, alongside their two children, with the hope of providing more people in their community with direct access to fresh produce.

WORKFORCE DEVELOPMENT @ UNITED WAY: NETWORK2WORK RVA



This year, we partnered with the Greater Richmond Regional Workforce Coalition to launch Network2WorkRVA – a platform that helps make stable employment more accessible to job seekers in our region. By creating individualized career pathways for each job seeker, Network2WorkRVA connects people in our community to resources that will support them in their search for a reliable, living-wage job. Network2WorkRVA also connects employers to job seekers who have the skills and resources needed to fill vital roles within companies. The Greater Richmond Regional Workforce

ABOUT START UP FOR SUCCESS

The path to finding a job is not always straightforward and easy. The path to starting your own business is even harder. In low-income communities, people with promising ambition can be left struggling to get an idea off the ground.

Start Up for Success provides aspiring entrepreneurs in low-income communities with training, skills and funding needed to bring their ideas to life and lead economic development in their community.

HOW IT WORKS

Start Up for Success provides ten weeks of training to help participants shape their vision and turn it into a business plan.

The program is tailored for budding entrepreneurs who may benefit from basic needs stability and capital to begin their business journey. United Way works with local nonprofits to recruit participants who have entrepreneurial vision and an interest in starting their own business, but need training, funding and other support to get started.

Start Up for Success's training will offer a customized curriculum that empowers participants to achieve their entrepreneurial aspirations through comprehensive, experiential education and sustained mentorship. The training will help participants obtain a business license and develop a business name, pricing model and marketing strategy document.

At the end of the training, participants will complete a funding application and present their entrepreneurial venture to a panel of community volunteers. The presentations will include their business vision and a description of how they plan to spend the funds. Participants will have the opportunity to receive awards to execute their plan.

 [Learn more: YourUnitedWay.org/startup](https://YourUnitedWay.org/startup)

WHY ENTREPRENEURSHIP?

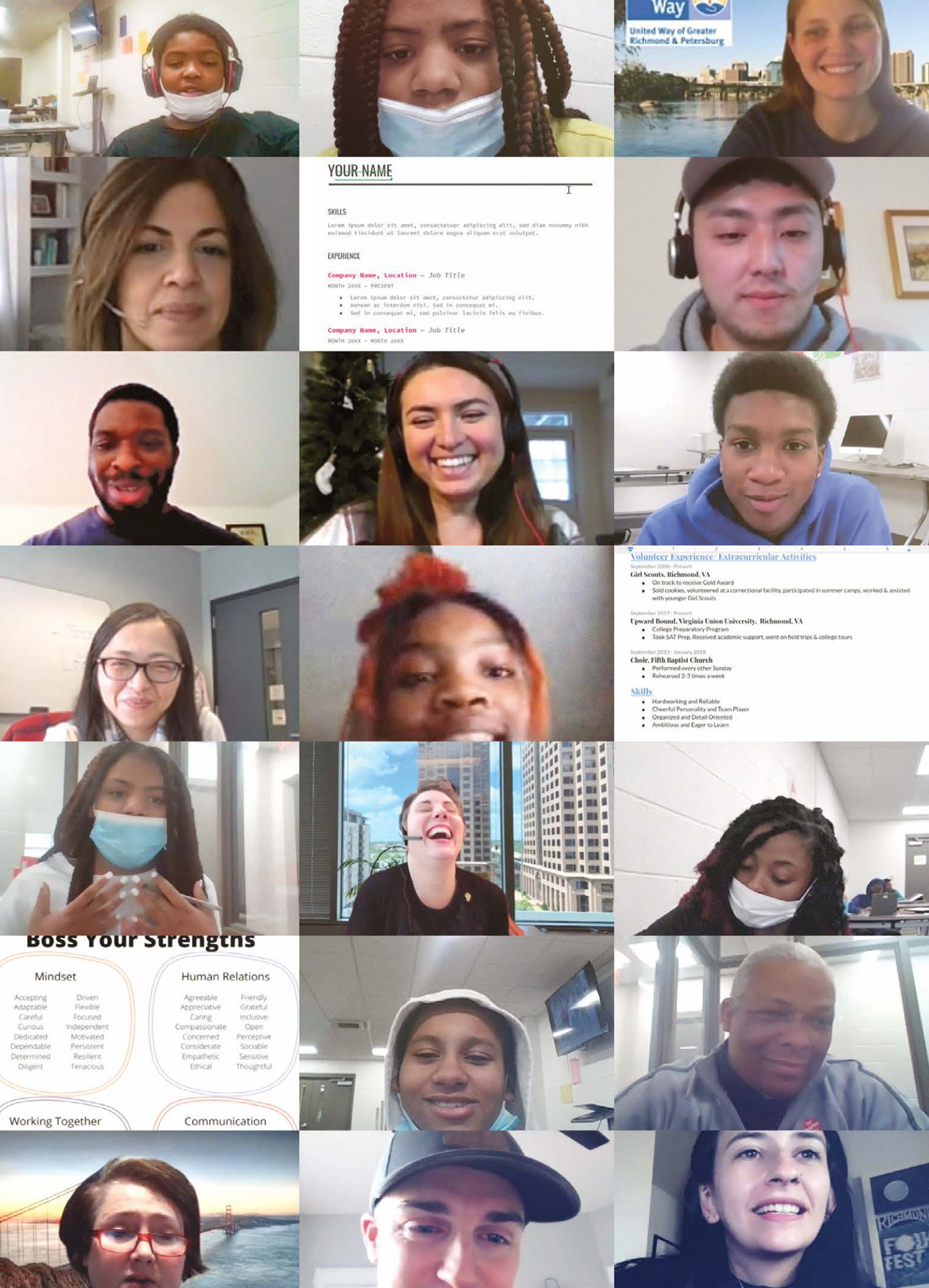
Starting a business lets people take on risks with the goal of making a profit or solving a community challenge. Successful new business ventures can improve standards of living, create wealth and jobs and contribute to a growing economy.

Simply put: entrepreneurs spark economic growth. That growth should not be limited to people or communities that have access to capital to cover start-up costs. Start Up for Success directs economic growth at the people and communities who need it most, helping move the needle on all of our Steps to Success.



Coalition is a partnership between United Way, Capital Region Workforce Partnership, ChamberRVA, Community College Workforce Alliance and the City of Richmond's Office of Community Wealth Building. Together, these organizations are responsible for bringing Network2WorkRVA to our region. United Way's Workforce Partnership Team leads the Service Provider Network within Network2WorkRVA.

 [Learn more: YourUnitedWay.org/Network2WorkRVA](https://YourUnitedWay.org/Network2WorkRVA)



STRENGTHENING SKILLS FOR CAREER SUCCESS

United Way is working to support the next generation of workers on their path to stable employment. Our Strengthening Skills for Career Success connects volunteers with students who are in the early stages of career planning.

Each Strengthening Skills session is offered in partnership with United Way's community partners who serve youth in our region. This year's partners included The Salvation Army of Central Virginia Boys & Girls Club and Richmond Technical Center, a program of Richmond Public Schools. At a time when many service providers had to work rapidly to adjust their programs to COVID-19 precautions, United Way was able to support them in new ways through this virtual volunteer engagement program.

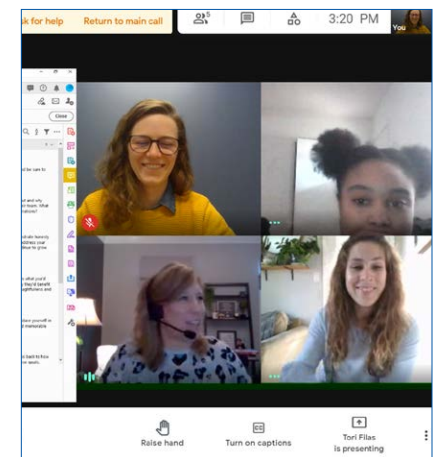
VOLUNTEERS SUPPORTING STUDENTS

The lack of developed soft skills is a common barrier to employment. It can be especially difficult to demonstrate these soft skills in virtual interviews. Our Strengthening Skills program helps students transition to today's employment landscape by emphasizing the importance of both hard and soft skills.

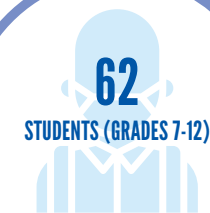
Strengthening Skills volunteers work with students on things like resume building, interview prep, job search platform tutorials and more.

In addition to providing guidance to students as they think about their futures, United Way volunteers offer encouragement and support, which helps students build self-esteem and provides them with an opportunity to connect with caring adults from our community.

 [Learn more: YourUnitedWay.org/strengthening-skills](https://YourUnitedWay.org/strengthening-skills)



THE IMPACT





UNITED WAY & COLLEGE- OR CAREER-READINESS

United Way of Greater Richmond & Petersburg works to bridge the gap between high school graduation and the beginning of a career or pursuit of post-secondary degree or credential. We are currently funding seven programs at five partner organizations that focus on career-readiness and post-graduation planning, help graduates understand the path to a career and provide them with the supports needed to succeed on their journey. Learn more about our community investments on page 10.

Tell me about yourself: _____

Feedback:

 Grows  Glows

Partnerships

Over the last year, our community has experienced tremendous challenges. Our local United Way has worked to help people in our region keep food on the table, find stable employment, succeed in school and much more. None of our work would be possible without partnerships with employers who understand the importance of supporting their local United Way through workplace campaigns.

TOP CAMPAIGNS (2021 - 2022)



Each of United Way's campaign partners used creative strategies to make their campaign a success and continue to engage their employees, often in a remote work environment or sometimes through the ongoing challenges of providing an essential service.

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| 8 | | 18 | |
| 9 | | 19 | |
| 10 | | 20 | |

CAMPAIGN SPOTLIGHTS

PLEASANTS HARDWARE

Having stayed open continuously throughout COVID-19, **Pleasants Hardware** used its United Way campaign as an opportunity to boost morale and engage customers in giving back to their community. Pleasants' Round Up for Change initiative allowed customers to round up to the nearest dollar for United Way, raising an additional \$5,000.



GENWORTH

Genworth hosted a cooking demo with a local chef (Mike Ledesma from Perch and Instabowl) and created a cook book with recipes contributed by employees. For a donation of \$25 to the United Way campaign, employees were able to join Chef Mike virtually as he prepared Thai Chicken Curry with Jasmine Rice. Employees that donated were sent the list of ingredients and were able to learn, create, and of course, enjoyed the meal right from their own home.



EY

EY held a virtual campaign focused on Bridging the Digital Divide as their campaign theme. Money raised from this campaign is focused on supporting students with computer hardware, internet connectivity and mentoring. EY was also an incredible partner in helping support our Strengthening Skills for Career Success initiative. EY volunteered over Zoom to help high school students build a resume and coached them through career options.





2021 STEPS TO SUCCESS Awards

In June, we hosted our third annual *Steps to Success* Awards. This event was once again hosted virtually to ensure everyone's health and safety.

Our virtual *Steps to Success* Awards event took place across all our social media platforms and allowed us to recognize the many individuals and organizations that support our work. Each day, we highlighted a different community champion who helped us through one of the most challenging times in our history.

Please join us in congratulating our 2021 award winners and thanking them for their commitment to their community.



THE AWARDS

CORPORATE PARTNER OF THE YEAR

WEGMANS FOOD MARKETS, INC.



COMMUNITY CHAMPION

OLIVIER FAYE & REGGIE GORDON



ALEXIS DE TOCQUEVILLE AWARD

BOB & CINDY ROLFE



LEADERSHIP CIRCLE AWARD

JOHNATHON "BLAKE" GARREN



YOUNG LEADERS SOCIETY AWARD

ARICA JACKSON



COMMUNITY IMPACT: GROUP AWARD

EY



COMMUNITY IMPACT: INDIVIDUAL AWARD

DIERDRE PEARSON



STEPS TO SUCCESS AWARD

CENTRAL VIRGINIA COVID-19 RESPONSE FUND

Central Virginia

COVID-19

Response Fund

GIVING

Communities

Over the last year, our community has experienced tremendous challenges. Our local United Way has worked to help people in our region keep food on the table, find stable employment, succeed in school and much more. None of our work would be possible without partnerships with employers who understand the importance of supporting their local United Way through workplace campaigns.

ALEXIS DE TOCQUEVILLE SOCIETY



UNITED WAY
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.

LEADERSHIP CIRCLE



United Way
Leadership Circle

\$1,000-9,999

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.

WOMEN UNITED



United Way
WOMEN UNITED

Women United is an exclusive group for female members of our Leadership Circle and Alexis de Tocqueville Society. This important giving community brings women together to learn about community needs and leverage their collective resources to solve problems for local women and children.

ALWAYS UNITED



UNITED WAY
Always United

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.

GIVING COMMUNITIES IN ACTION: WOMENRISE

PROVIDING CHILDCARE SCHOLARSHIPS TO EMPOWER SINGLE MOTHERS TO COMPLETE THEIR EDUCATION OR TRAIN FOR A BETTER JOB

The cost of childcare in our service area is often more than \$1,000 per month, per child. This massive expense can make it nearly impossible for single parents to maintain financial stability while furthering their education in pursuit of a reliable living-wage career.

In response to this need, United Way of Greater Richmond & Petersburg launched WomenRise, a scholarship program that provides financial assistance to help single moms cover the cost of childcare while they work toward a post-secondary degree or credential.

LOCAL WOMEN HELPING LOCAL WOMEN

WomenRise is run by members of our United Way's local Women United giving community. Women United members lead this program by fundraising for scholarships, making scholarship decisions, planning events and providing encouragement and support to WomenRise scholarship recipients.

Powered by United Way of Greater Richmond & Petersburg, WomenRise makes post-secondary education and training attainable for dedicated single mothers in our area.



United Way
WOMEN UNITED

WHY SINGLE MOTHERS?

Single mothers experience poverty at a higher rate than any other family structure, both here in the Greater Richmond and Petersburg region and across the country. In our service area, the poverty rate for single mother families is 29.7%, compared to 12.2% for single father families and 3.7% for married couple families.*

Education is one of the most effective pathways for a single mother to work her way out of poverty and provide more opportunities for herself and her family. However, the exorbitant cost of childcare can make it impossible for a working single mother to cover her family's basic needs and pursue a post-secondary degree or credential.

That's where WomenRise comes in. A WomenRise scholarship fills a clear need in a single mother's life by relieving the burden of childcare costs and empowering women to attain the education needed to provide more opportunities for their families.

HOW IT WORKS

WomenRise scholarships are available on an annual basis to local single mothers with an application process every summer. The scholarships cover the cost of direct care services per child during the time the mother is enrolled in classes or a training program. Scholarships are paid directly to the childcare provider.

A WomenRise scholarship includes access to our Women United giving community members for support and encouragement as well as a set of partners and resources within the United Way network.

womenrise



Learn more: YourUnitedWay.org/womenrise

2021 WOMENRISE SPONSORS

MISSION SPONSORS

Richmond Times-Dispatch



Molina Complete Care

BUSINESS SPONSORS

| | |
|-----------------------|------------------|
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| MANAGED BENEFITS | DOTTED LINE |
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| ROBERT HALF | LIZA PRUITT |

*If individuals are not married but living together, they are counted in either male or female householder families. Percentages do not indicate margin of error, which ranges from +/-0/5% to +/-7.3% based on population group.

STAYING CONNECTED

The COVID-19 pandemic made it difficult to stay connected in 2020. Members of United Way's giving communities hosted a series of virtual events to learn about how the pandemic was impacting the community and understand the many ways in which their gifts were empowering United Way to respond to the evolving community needs.

NONPROFIT HEALTHCARE: A COMMUNITY-FOCUSED RESPONSE TO COVID-19

SEPTEMBER 2020

As the COVID-19 pandemic continued, Leadership Circle and Alexis de Tocqueville Society members were invited to an exclusive online event featuring leaders from local nonprofits discussing their response to the crisis. Attendees learned about the ways in which COVID-19 has forced nonprofits to grapple with competing challenges: meeting the urgent, evolving needs during the pandemic and continuing to provide critical, ongoing services to the community.

VIRTUAL LEARNING, EQUITY AND COVID-19: SUPPORTING FAMILIES THIS SCHOOL YEAR

OCTOBER 2020

As much of our region shifted to online learning during the pandemic, many families were left with difficult education choices for their children. Members of our Women United giving community heard from local nonprofit leaders who worked quickly to shift their work to meet the evolving needs of families with school-age children.

UNITED WAY BOARD PANEL DISCUSSION

MARCH 2021

This special virtual event connected our most generous donors with three panelists from United Way's Board of Directors and United Way's President & CEO, James Taylor. The intimate conversation focused on United Way's work in the year since COVID-19 hit our community and the challenges that lie ahead.

WOMEN UNITED SOCIAL: FINANCIAL WELL-BEING

MAY 2021

Members of our Women United giving community had the opportunity to learn more about Financial Well-Being, a critical component of our Steps to Success. The panel featured representatives from local nonprofits discussing the ways in which their organizations and work changed during the pandemic and how their organizations responded to best serve our community.



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

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Sharon Merwin and Michael &
Erika Todd

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This list includes Alexis de Tocqueville Society members for the 2020 fiscal year (July 1, 2019 through June 30, 2020). We have made every effort to ensure the accuracy of this donor list. For questions, please contact Samantha McCabe at (804) 775-6482 or mccabes@yourunitedway.org.

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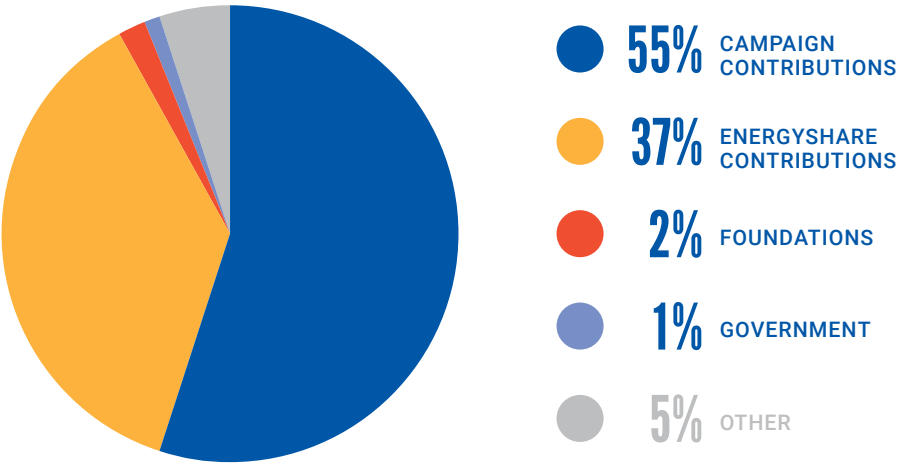
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Financials

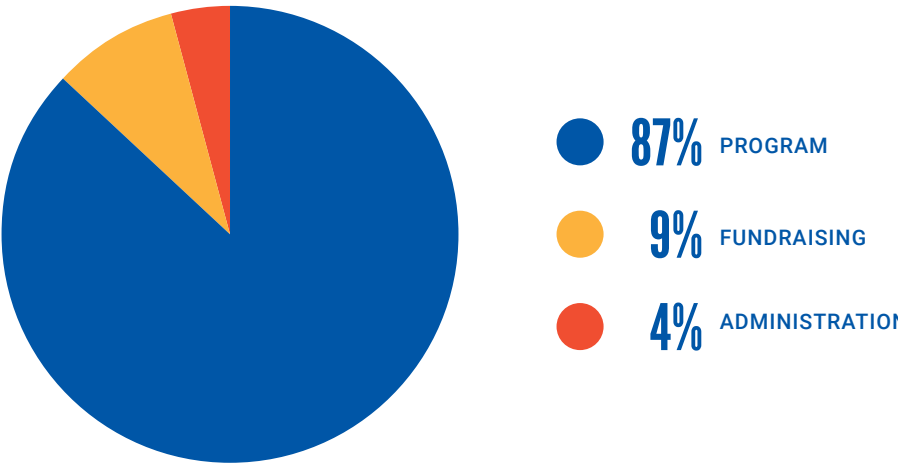


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This list includes Leadership Circle members for the 2020 fiscal year (July 1, 2019 through June 30, 2020). We have made every effort to ensure the accuracy of this donor list. For questions, please contact Samantha McCabe at (804) 775-6482 or mccabes@yourunitedway.org.

The information above is based on unaudited FY21 financial statements. Audited FY21 financial statements may be found online at YourUnitedWay.org beginning December 15, 2021.



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