



2022

Impact REPORT

United
Way



United Way of Greater
Richmond & Petersburg

ABOUT THIS REPORT

This report covers United Way's 2022 fiscal year (July 1, 2021 through June 30, 2022).



United Way of Greater
Richmond & Petersburg

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

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FROM OUR Leadership

September 2022

Thank you for reading United Way of Greater Richmond & Petersburg's **2022 Impact Report**.

While the crises that emerged two years ago are still with us, our local United Way has stayed focused on the most pressing community needs. We have scaled up successful pandemic response programs. We have developed new programs that fill gaps in services. We have helped local businesses support the community. We have provided millions of dollars in critical funding to dozens of local nonprofits. And that's just the beginning.

Our *Steps to Success* framework identifies nine milestones on the path to success – from basic needs such as food and housing, to educational success to workforce readiness and beyond. It is a broad scope, which helps us respond to many different community needs. But we cannot do it alone. This report shows what is possible when the entire community -- individuals, nonprofits, government agencies, schools and businesses alike – comes together to solve common problems.

On behalf of United Way's staff and Board of Directors, thank you for your support in 2022 and for your continued commitment in 2023 and beyond.



Jonathan Leon
Chair,
Board of Directors
Owens & Minor



James L.M. Taylor
President & CEO
*United Way of
Greater Richmond
& Petersburg*

2022 BOARD OF Directors

EXECUTIVE COMMITTEE



Jonathan Leon
Chair
Owens & Minor



Corynne Arnett
First Vice Chair
Dominion Energy



Lakshmi Algappan
Second Vice Chair
EY LLP



Peter Perkins
Treasurer
Anthem (Retired)



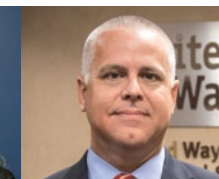
James J.L. Stegmaier
Immediate Past Chair
*Chesterfield County
(Retired)*



Phillip Avant
Truist Financial



Theresa Chambless
Publix Super Markets



Larry Cottrill
WRIC-TV



Bobby Cowgill
South State Bank

NOT PICTURED:

Cindy Buckler
*Wells Fargo Advisors
(Retired)*

MEMBERS



Donna Craver
KPMG LLP



Tammy Hornsby-Fink
*Federal Reserve Bank
of Richmond*



Danielle Fitz-Hugh
Chesterfield Chamber



Jackie Larkin
*Federal Reserve Bank
of Richmond (Retired)*



Del Lipscombe
UPS



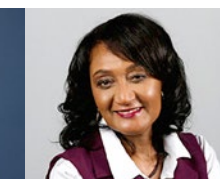
Ashanté Smith
Troutman Pepper



Kelly Till
*Richmond
Times-Dispatch*



Susan Triggs
*Virginia Department
of Health (Retired)*



Lynn White
Genworth

*Photo courtesy of the
Richmond Times-Dispatch*

IN MEMORY OF

Jay Stegmaier

Jay Stegmaier passed away on January 20, 2022. Jay was a committed United Way volunteer for many years, most recently as chair of our Board of Directors in 2020-21.

Below is a personal message from our President & CEO, James Taylor, in remembrance of Jay.

All of us at United Way of Greater Richmond & Petersburg are saddened by the passing of Jay Stegmaier. Jay was a key member of our Board of Directors, recently ending his term as chair in June 2021. Jay's service to United Way extended throughout his career but deepened upon his retirement from Chesterfield County in 2016. Jay stepped into his board leadership role and then accelerated his involvement as the organization required. Ever humble about his talents, he was quite skillful in this role and provided evenhanded, thoughtful, analytic leadership that was exceptionally useful as the pandemic began to change the world.

As Jay's leadership in United Way's volunteer structure progressed, so did his time and commitment to helping improve the organization. He was never shy about reaching out with insight and feedback. Many of my conversations with staff ended with me showing them his name on my phone and smiling before disappearing for a substantial and worthwhile discussion. Even after his time as chair came to an end and even as he was undergoing treatments, Jay called to check on me and his United Way. His faith sustained him, and his call to serve opened new horizons for our conversations. I was amazed at his insight and intellect even after he shared the effects his treatments were having on him.

In our 2021 Impact Report, Jay shared that he was honored to serve as the Board Chair for United Way, a cause he valued and trusted. As President & CEO, I was honored to serve with Jay and will treasure the lessons that he taught me.



James
James L.M. Taylor
President & CEO
*United Way of
Greater Richmond
& Petersburg*

COMMUNITY

Volunteers

The Community Impact Council is 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.

Jackie Larkin <i>Chair</i> Federal Reserve Bank of Richmond (Retired)	Cindy Buckler Wells Fargo Advisors	Bill Liepis Community Volunteer	Thomas Rayner Anthem
Dierdre Pearson, <i>Vice Chair</i> South State Bank	George Calvert Atlantic Union Bank Wealth Management	Beth Ludden Genworth Financial	Robert Rolfe Hunton Andrews Kurth LLP
Bobby Cowgill <i>Immediate Past Chair</i> South State Bank	Debbie Dugger Chesterfield County	Roxanne Marr-Shears Department of Behavioral Health & Development Services	Sandra Smith Office of Community Wealth Building - City of Richmond
Ron Alpern Alpern Consulting	Phyllis Grooms-Gordon City of Richmond Dept. of Social Services	Kelley McCall Meta	Cache Steinberg Community Volunteer
Frank Baskind VCU School of Social Work	Dawn Hathaway South State Bank	Dalila Medrano Chesterfield County	Elaine Summerfield Heritage Wealth Advisors
Horace Branch UPS	Cathy Howard Community Volunteer	Peter Perkins Anthem (Retired)	Gloria Taylor Community Volunteer
	Keith Larkin Federal Reserve Bank of Richmond	Regina Pittman Capital Bank	Susan Triggs VDH (retired)





2022 WAS THE FINAL YEAR OF A THREE-YEAR FUNDING CYCLE (2020-2022), DURING WHICH UNITED WAY OF GREATER RICHMOND & PETERSBURG INVESTED:

\$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 7).

STEPS TO SUCCESS	NO. 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-READINESS	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



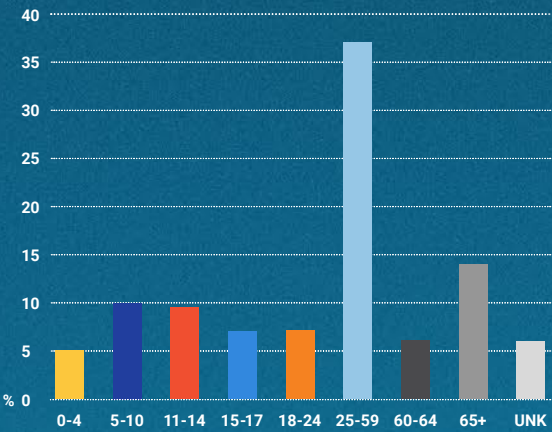
IMPACT OF OUR INVESTMENTS

CLIENTS SERVED BY LOCATION

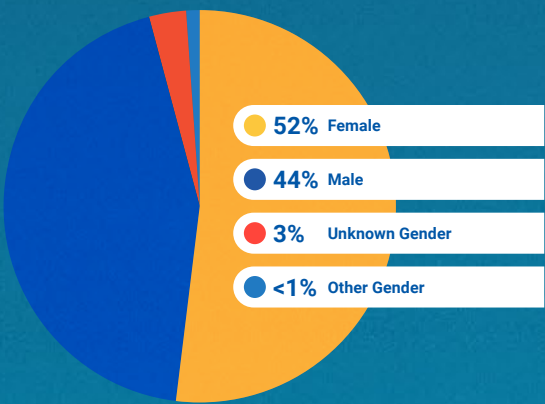


65,620
CLIENTS SERVED ACROSS THE AREA

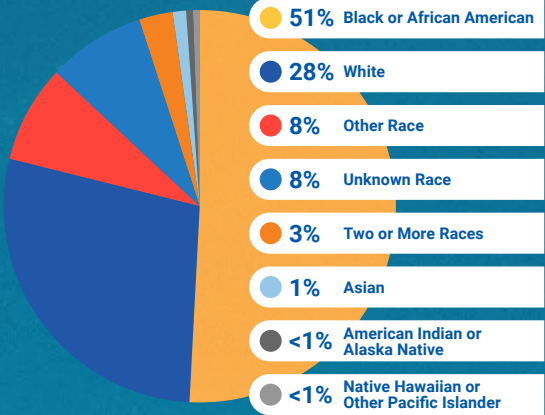
CLIENTS SERVED BY AGE



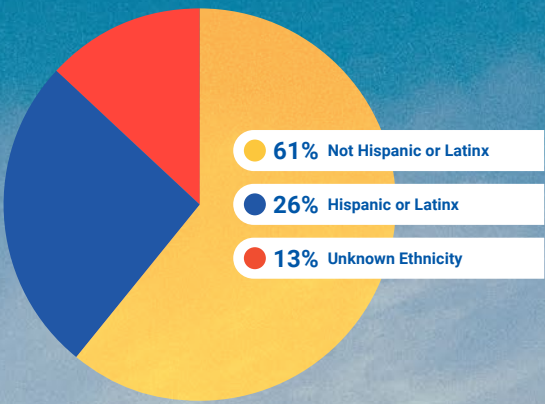
CLIENTS SERVED BY GENDER



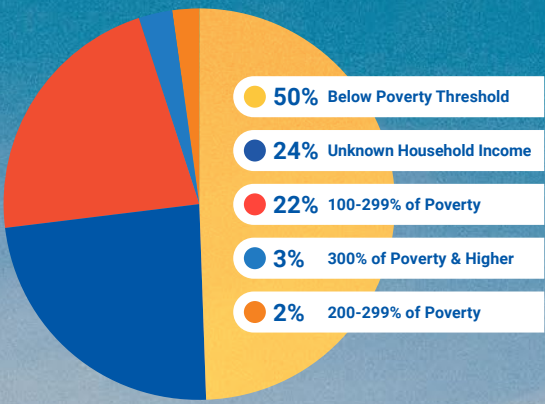
CLIENTS SERVED BY RACE



CLIENTS SERVED BY ETHNICITY



CLIENTS SERVED BY INCOME





Community Impact

2020-2022





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.

That’s why we 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. The program successfully launched with a pilot phase in 2021-22, followed by an expanded class in 2022-23.

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.

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.

To learn more about United Way giving communities, turn to page 31.

SPONSORS

MISSION SPONSORS



BUSINESS SPONSORS

Dominion Payroll
IdeaWeavers
Latched Mama
Managed Benefits
Rich’s Stitches, Inc.
Robert Half
tobu advisors



While this report highlights our amazing group of 2021-22 WomenRise scholarship recipients, we also have a new class of 2022-23 recipients that were selected in August 2022. Meet them at www.yourunitedway.org/program/womenrise

2021-22 WOMENRISE SCHOLARSHIP RECIPIENTS

For the 2021-22 fiscal year, United Way supported six local single mothers with a total of \$65,000 in childcare scholarships. The scholarships will cover the cost of childcare while the moms work toward a range of degrees and certifications including elementary and kindergarten education and nursing. The length of the scholarships varies depending on the recipients’ individual education plans. Read more about the first WomenRise cohort below.

SHERYL HARVEY



Working as a Certified Nursing Assistant since 11th grade, Sheryl has recently won *Care Partner of the Year* on her floor at VCU. As the mother of two young children ages 4 and 5, Sheryl has been working to take the classes required to become a registered nurse. Her WomenRise scholarship covers her childcare cost while she completes the nursing program at J. Sargeant Reynolds Community College.

“I’m so proud of the accomplishments I’ve made so far, I’m ready to move forward with my nursing journey and walk in my true purpose.”

E’MONI JOHNSON



A daycare facility employee in Richmond, E’moni is currently working toward her Bachelor’s degree in Elementary and Kindergarten Education at Virginia Commonwealth University, with plans to graduate in 2023. E’moni’s WomenRise scholarship covers the cost of care for her four-year-old daughter while she completes her education.

“My elementary school teachers made me who I am today. Because of them, I have always had a passion to teach kids and help them just like my teachers did for me. I want to make a difference in the world for kids that don’t think they have anyone to look up to.”

JASMINE PHANELSON



Working to become a Licensed Practical Nurse, Jasmine’s long-term goal is to apply that RN skill in underserved communities. She attends Bryant and Stratton College in Richmond and recently received her credential in Licensed Practical Nursing with plans to continue for her Registered Nurse credential. A single mother with an eight-year-old son, Jasmine is determined to succeed in her educational journey.

“When I lost my grandmother, I made up my mind that I wanted to pursue a career that would help people and provide financial stability for my family. As a single mother, I have to put my goals to the side to make sure my son has what he needs, but I believe I have what it takes to become a nurse. This scholarship will help me stay focused on school without stressing about how I will pay for childcare.”

TITILAYO SAMPSON



Titilayo is a single mother looking for a second chance. She was pursuing a degree in hospitality and tourism management, but dropped out during her junior year. After her son was born in 2020, Titilayo realized she needed to go back to school and complete her degree to provide a better future for her family. WomenRise covers the cost of care for her infant son while she is in school.

“Sometimes I feel overwhelmed with being a mom in my mid 20’s but being around women in similar circumstances is a relief and a peace of mind to hear I am not alone in some of the things I go through.”

KAYTIE WHYTE



Kaytie is a mother of three kids ages 4-15. After working her way out of an abusive relationship, Kaytie found herself with limited career options, so she turned to her family for help and inspiration. Kaytie enrolled in a two-year nursing program at John Tyler Community College and is working toward her Associate’s degree in nursing.

“This scholarship will provide opportunities for me, but it will also offer relief and flexibility for my aging parents, who have both been sacrificing and working hard to provide care for me and my children.”

KRISTEN WILLIAMSON



Kristen has been working to become a nurse for years. Her father was a firefighter and her mother was a nurse, which instilled in her a lifelong passion for helping people. She has completed various certifications and worked in multiple healthcare positions, but a series of setbacks has made it difficult to complete her educational journey. With two children to care for, Kristen is more committed than ever to completing the coursework necessary to earn her Associate’s degree in nursing at John Tyler Community College.

“When I was in a horrible car accident, I realized the importance of safe, quality health care. That appreciation deepened when I found myself caring for my mother after a kidney transplant. These life experiences have opened my eyes to where I want to go in life, which is why I am committed to finishing nursing school and becoming a registered nurse.”

start up for success

Entrepreneur gives back to his community

Six months. That's how long it took Dayquon to put his plan into action.

In September of 2021, Dayquon returned home after serving in the Army for five years. Having spent so much time away from family and friends, Dayquon was ready to reconnect and share the valuable life lessons he'd learned. He had traveled abroad, discovered different cultures, jumped out of airplanes and experienced the gamut of emotions that comes with being committed to a role that takes you away from all that is familiar and comfortable for years at a time. Using this knowledge and worldly exposure, he crafted a vision for how he could use his life's experiences to give back to his community.

"I have a plan," he told his friends and colleagues. And as soon as he returned home, he took every step available to make it happen.



Dayquon is one of the participants in United Way's Start Up for Success program. Start Up for Success is a new United Way program that provides aspiring entrepreneurs with social capital, training, coaching, connection to community resources and start-up funding needed to bring their ideas to life and lead economic development in their community. The program includes a seven-week long class that teaches the fundamentals of entrepreneurship as well as provides staff support following the class to help participants find actionable steps for putting their business ideas into motion.

"The truth is that it's really hard to get and keep a job and the path is not straightforward in doing that," said Audrey Trussell, with United Way. "The path to starting a business is even more complex and challenging." And for under-resourced entrepreneurs that are starting their business without abundant financial or social capital, they also face inequities in accessing vital entrepreneurial opportunities needed to get their business off the ground.

Dayquon entered the program with the start of a clothing, apparel and consulting business called Lowkey Grinders, Inc. After gaining key insights from the Start Up for Success class, some of which he has identified as, "learning how to find the right customers," and, "how to focus in on one idea first," Dayquon was able to further develop the mission of his business:

to teach youth and adults about taking control of their life's direction by saving funds, increasing financial literacy and pursuing self-development. Dayquon is inspiring individuals to envision their own path and to seek opportunities in pursuit of their goals, and his apparel business will fund this mission.

But there were times in Dayquon's life when he did not feel in control of his present or future. When Dayquon was ten years old, his family moved to Chicago.

"Chicago is a very violent place," Dayquon described. He said that at first, he was sheltered from the violence. Then, when he got older and more comfortable in his environment, he started going out to the basketball courts and would witness some of the violence first-hand. "I started to see it more. I was getting desensitized to it," he explained.

Dayquon's grandfather heard about the violence happening in Chicago and brought Dayquon back to live in Virginia. Now, Dayquon teaches youth to be curious and alert, to push against what is expected of them, to remain reflective and to pursue a path that speaks to their ambitions.

"Don't be a follower," Dayquon advises. "I tell them to be a student because the student can always ask questions and wonder. Why are we doing this? Why are we doing that?" Dayquon's decision to become an entrepreneur was also heavily influenced

by his time committed to the army. Having spent five years in a position with an extremely strict daily regimen, Dayquon found himself locked into a role where everything was decided for him. Towards the end of his five years, he knew that it was time for a change.

"I want to be the decider of my own fate." And from that moment, he saw his path unwind before him.

Start Up for Success empowers community members like Dayquon to have autonomy over their future while also enabling them to address the needs of the community. Although United Way gives these entrepreneurs the tools and coaching to bring their ideas to fruition, it is their experiences and perspectives that make them active players in a thriving local economy and allow them to address the hardships of their friends and neighbors. If there's one key takeaway that we've learned from our participants, it's that local problems require local solutions.

Since the program's inception in 2021, United Way has mentored ten passionate, under-resourced, local entrepreneurs and hopes to have a new cohort of individuals each year. With the goal of keeping the graduated participants connected, an alumni Basecamp group has been created. This resource will allow participant collaboration and for these local entrepreneurs to share challenges, successes and resources with each other.

Learn more at www.yourunitedway.org/program/start-up-for-success



Ride United was a United Way initiative that ran from June 2021–June 2022 to provide on-demand Lyft rides for people with no other transportation options.

We launched Ride United to help people get to and from COVID-19 vaccination appointments. The program soon expanded to offer a greater range of pandemic recovery services including education, employment, health care and more. Ride United was managed in partnership with Lyft and made possible in part by a \$10,000 donation from the personal injury law firm of Allen, Allen, Allen & Allen.

Our Volunteer Income Tax Assistance program offers free tax preparation for families and individuals with income of \$58,000 or less.

This program connects low- and moderate-income families with a team of IRS-certified volunteers to prepare tax returns and deliver the highest possible refund.

In 2022, our local United Way helped working families discover unclaimed tax credits and avoid fees for tax preparation services. This program also helps people avoid refund anticipation loans, which usually come with high interest rates, hidden fees and payment plans that exacerbate existing financial challenges.



Learn more at www.yourunitedway.org/program/vita



RIDE UNITED'S IMPACT

1,140 TOTAL LYFT CODES REQUESTED through **JUNE 30, 2022**

OF THOSE REQUESTS, PURPOSE WAS:

VACCINE	3.2%
ECONOMIC STABILITY	2.2%
EDUCATION	5.4%
EMPLOYMENT	60.2%
FOOD	9.6%
HEALTH	12.4%
HOUSING	1.2%
LEGAL	5.9%

RIDER RACE WAS:

AMERICAN INDIAN/ALASKAN NATIVE	0.3%
ASIAN	0.4%
BLACK/AFRICAN AMERICAN	57.3%
WHITE	25.6%
BI-RACIAL/MULTI-RACIAL	9.2%
UNKNOWN	7.1%
NATIVE HAWAIIAN/PACIFIC ISLANDER	0.09%

TOTAL 100% 100%

VITA'S IMPACT 2022

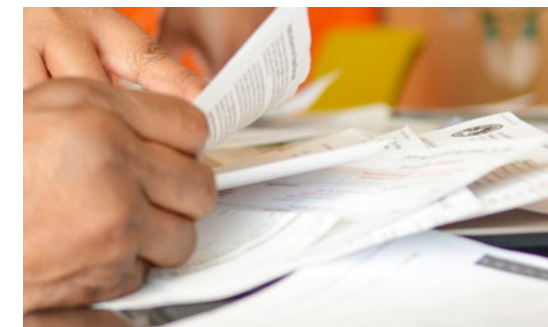
2,256
ACCEPTED
TAX
RETURNS

\$2.9 MILLION
IN TAX REFUNDS

\$847,963
IN EARNED INCOME
TAX CREDIT REFUNDS

\$556,000
SAVED IN TAX
PREPARATION FEES

*Data as of June 2022





Actions Speak Louder



EnergyShare®

40 years of partnership

"Come on in, sweetie!" Bessie Tyler called out from the back room.

Blanketed arm chairs circled around the coffee table in the center of the living room. The home exuded an ambiance of warmth and comfort, a feeling cultivated by more than 40 years of homemaking and Bessie's all-around kind, welcoming demeanor. It soon became obvious that dozens of guests, and even strangers, had been welcomed into this house over the last few decades.

In Bessie's home on this mid-March morning, a tall space heater was situated at the center of the living room. It was one of those spring days that promised warmer weather in the afternoon, but during the damp and cloudy morning, it felt like winter. Cold air poured in when the front door opened, and the space heater was hard at work.



The weatherization crew was at Bessie's house early and immediately set out to work, ready for a two-day project of installing insulation throughout her house as added protection from the elements. Many of the homes built in Bessie's community were constructed without insulation, and Dominion Energy has already weatherized a few other houses in the neighborhood.

Bessie and her family moved into their home in 1976. Bessie raised her two sons in this home and now loves having her

grandkids visit whenever they can. Not only is Bessie a grandmother to her own grandkids, but she is well-known amongst the neighborhood kids, too, who have given her the nickname "Ma' BT". From her corner lot, Bessie has the perfect viewpoint for keeping a watchful eye on the neighborhood. She is always there when the school bus passes by her house to make sure the kids get home safe.

By giving people a safe, warm place to live, the EnergyShare program is not only relieving financial burden for people on

a fixed income, it is also protecting and sustaining valuable foundations of the community. A well-insulated home means Bessie can continue taking care of the people she loves.

"Every little bit helps. I'm very grateful. I'm very grateful." Bessie thanked the weatherization crew every time they entered the house. Everyone there understood that Bessie's home is more than her home. It is a gathering place for her family, a safe haven for her neighbors and a pillar of her community.

Bessie is one of the many homeowners that qualifies for Dominion Energy's EnergyShare program, a crisis-based utility assistance program available to anyone facing financial hardships. United Way of Greater Richmond & Petersburg has partnered with Dominion Energy to provide financial management of the program since its inception in 1982. **This year marks the 40th anniversary of the EnergyShare program and United Way's partnership with Dominion Energy.**

One of the ways EnergyShare provides assistance is through free home energy assessments and the installation of energy-efficiency upgrades. This saves homeowners money and energy up front, relieving them of extra costs lost to building inefficiencies.

As community members find it increasingly difficult to pay their bills (26% of bill payers struggling in February 2022*), programs like EnergyShare are essential and impactful. With EnergyShare's plethora of upgrade options including attic and floor insulation, Energy Star refrigerator replacement, LED lighting and so much more, Dominion Energy is ensuring that program dollars are invested in changes that will make a difference in the lives of people like Bessie Tyler.

*ANALYSIS BY CAPITAL ONE



Learn more at www.yourunitedway.org/story/energysshare-invests-in-lasting-change

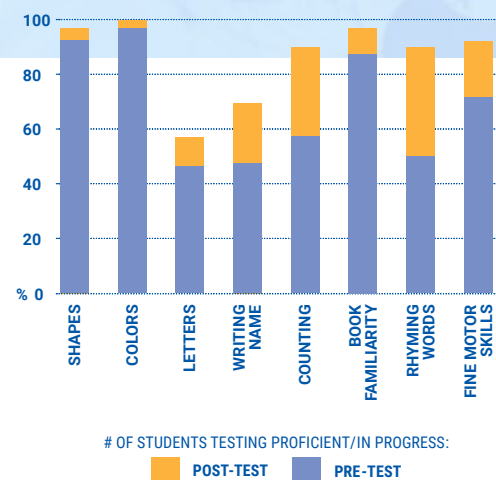




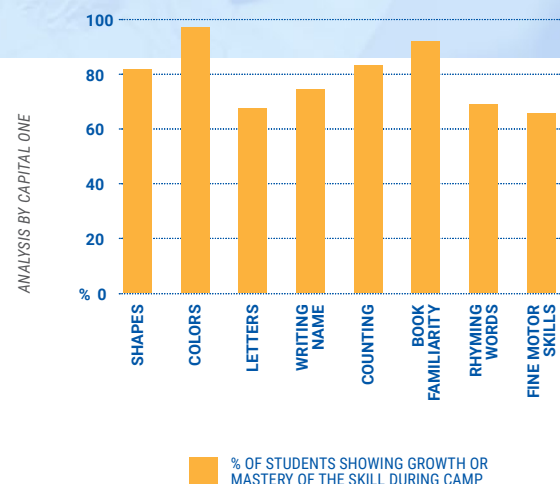
From weekly workshops with parents to new books and supplies for students, Kindergarten Countdown Camp equipped more young children with the skills needed to succeed in the school year ahead.

Our 2021 Kindergarten Countdown Camp (KCC) ran from June 21 – July 29. We hosted seven Kindergarten Countdown Camps in Dinwiddie (four camps), Goochland (two camps) and Powhatan (one camp). Each camp was taught by licensed instructors, teaching the necessary skills to put students on track for hitting crucial milestones such as reading by third grade and graduating high school on time. While at camp, students also received breakfast and lunch, a new book each week and a backpack full of school supplies.

STUDENT IMPROVEMENT IN ACADEMIC SKILLS



GROWTH AND/OR MASTERY BETWEEN PRE AND POST-TESTS



"I CANNOT SAY ENOUGH GREAT THINGS ABOUT KCC.

My child looked forward to her free book each week, cutting and building relationships. That love of learning has been planted and she is so excited for school in September."

– Parent of KCC Student



Learn more at www.yourunitedway.org/program/kcc



2022 Volunteer

EARLY LITERACY

READING FOR RESILIENCE

Reading for Resilience is an opportunity for volunteers to engage in our local classrooms. Volunteers read stories of resilience to young learners and then help with an activity that reinforces the lessons learned in the book.

Reading for Resilience at Blackwell Preschool



LEARNING IN THE COMMUNITY

STEPS TO SUCCESS EARLY LEARNING TRAILS

Our **Steps to Success Early Learning Trails** are opportunities to provide accessible, engaging literacy opportunities to all members of our community. These trails use everyday moments outdoors to boost school readiness of children in their preschool years.

Steps to Success Early Learning Trail at Bensley Park



LITERACY KITS

This year, we delivered 2,627 United Way Literacy Kits to schools across our region! Each Literacy Kit contains school supplies, an age-appropriate book and information for families so students can be prepared for kindergarten and reading at grade-level by third grade. We are grateful to all of the volunteers, community partners and Literacy Kit leaders who helped to spread early literacy throughout our community this year.

Literacy Kit Drop-off at United Way office



LITTLE FREE LIBRARIES

We build and install **Little Free Libraries** across the region to give our community access to free learning resources. These libraries encourage children to read and provide families with easy access to new and used books. Community members trade books and United Way volunteers also restock them regularly.

Mosby Court Little Free Library



Our work would not be possible without support from corporate partners. We work with dozens of local and national organizations to host fundraising campaigns that make philanthropy accessible to employees and help businesses support their community.

TOP CAMPAIGNS (2021-2022):

1		2		3		4	
5		6		7		8	



Corporate Partnerships

2021-2022

9		10		11		12	
13		14		15		16	
17		18		19		20	





Steps to Success Awards

2022



Our 2022 *Steps to Success Awards* took place on June 15 at Lewis Ginter Botanical Garden. After two years of remote events, we were excited to come together in-person to celebrate the people and organizations that support our work.

Please join us in congratulating our 2022 *Steps to Success* award winners!



THE AWARDS

CORPORATE PARTNER OF THE YEAR

DUPONT DE NEMOURS & COMPANY



COMMUNITY CHAMPION

CURTIS "LEWWY" MARSH,
MUTUAL ASSURANCE SOCIETY
OF VIRGINIA



ALEXIS DE TOCQUEVILLE AWARD

BOB & JAN REYNOLDS



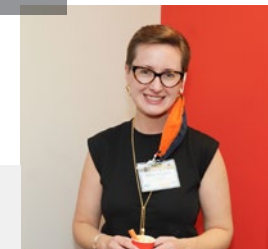
LEADERSHIP CIRCLE AWARD

AMY BARTILOTTI &
SHELBY BARTILOTTI



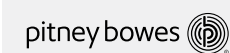
GIVING COMMUNITY AWARD

MARY VIRGINIA OVERHOLSER,
CAPITAL ONE



COMMUNITY IMPACT: GROUP AWARD

PITNEY BOWES



COMMUNITY IMPACT: INDIVIDUAL AWARD

KWOKWAH "KW" CHEUNG



STEPS TO SUCCESS AWARD

DOMINION ENERGY



SPONSORS



Giving Communities

2022

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.

United Way's giving communities are made of leaders from across the region with the common goal of making our community better. Continue reading to learn more about our 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.



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

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

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 COMMUNITY Events

FALL LEADERSHIP RECEPTION

SEPTEMBER 2021

Our September 9 Leadership Reception at Blue Bee Cider provided our most committed donors with an opportunity to hear from leaders at United Way and our nonprofit partners. Attendees heard stories about the importance of our work and the impact of their gift.



LEADERSHIP CIRCLE EVENT: A HOME FOR ALL

MARCH 2022

Everyone in the Richmond and Petersburg region should have a safe and secure place to call "home." This event brought together local leaders to discuss how they are working to provide homes for those in our community, whether that is finding loving and permanent homes for children who are waiting to be adopted or providing shelter and support to families experiencing homelessness.



WOMENRISE KICKOFF CELEBRATION

OCTOBER 2021

Women United members and other Leadership donors came together on October 20 at ChamberRVA to celebrate the pilot year of our WomenRise program. This event brought together volunteers, donors and other supporters who helped create this program – along with scholarship recipients who shared their stories of success.



HIGH TEA: A WOMENRISE FUNDRAISING EVENT

APRIL 2022

Held at Maymont's beautiful estate, our 2022 WomenRise High Tea event was a celebration of our 2021 WomenRise scholarship recipients and a critical fundraiser to support more amazing single mothers in 2022. The event featured an online auction, remarks from a WomenRise scholarship recipient and a keynote address by Sheryl Garland, Chief Health Impact Officer at VCU Health.



FACES OF IMPACT: TOCQUEVILLE OPEN HOUSE

DECEMBER 2021

United Way's work impacts real lives - whether it's a business owner receiving the tools to thrive, a single mom going back to school with a new peace of mind or a child filled with confidence on the first day of kindergarten. Our 2021 Holiday Open House provided Alexis de Tocqueville Society Members the chance to hear some of these stories and meet individuals impacted by their support.



WOMEN UNITED HAPPY HOUR

JUNE 2022

Women United donors came together for a fun happy hour event at Gather Arts District to learn about our Kindergarten Countdown Camp program. Attendees heard about the program's impact first-hand from a panel featuring a United Way staff member and a Kindergarten Countdown Camp parent.



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

LA SOCIÉTÉ NATIONALE

The Bob & Anna Lou Schaberg
Foundation
The Lantana Foundation

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ORDRE D'ÉGALITÉ

Thomas E. & Ann Parker Gottwald

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Constance & Linwood Lacy
Anthony F. & Susan M. Markel Fund
Mike Martin
In Honor Of: Betsy Martin
Mr. William C. McAllister
Tom McInerney
Mr. & Mrs. Stedman Oakey
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Jayne & Bobby Ukrop
Betty & Hays Watkins

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Ned & Laura Valentine
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Horace & Terry Whitworth
David Wright
Mr. & Mrs. Wesley Wright, Jr.

This list includes Alexis de Tocqueville Society members for the 2022 fiscal year (July 1, 2021 through June 30, 2022). 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.

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

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Debra & William Warner

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Bridgette Alan
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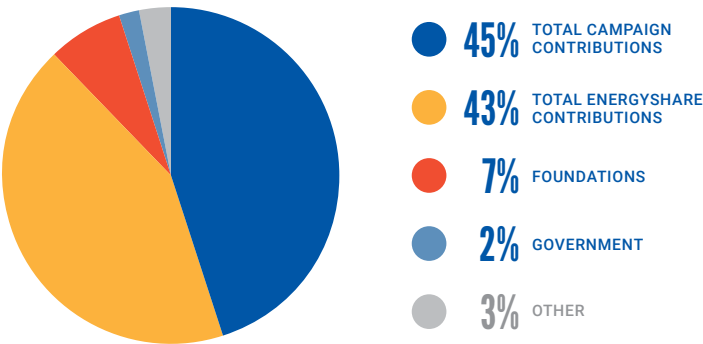
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This list includes Leadership Circle members for the 2022 fiscal year (July 1, 2021 through June 30, 2022). We have made every effort to ensure the accuracy of this donor list. For questions, please contact Heather Farber at (804) 771-5883 or farberh@yourunitedway.org.

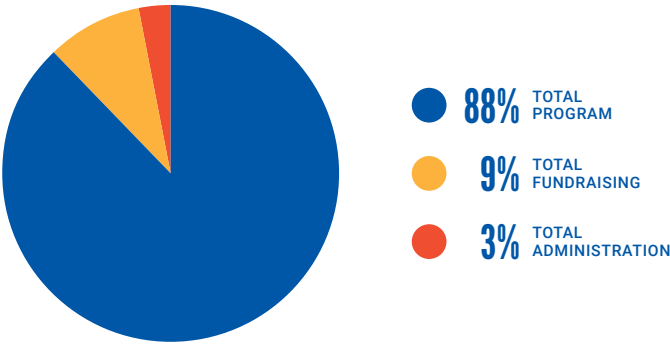
Financials

2021-2022

REVENUE SOURCES



EXPENSE SOURCES



i Learn more at www.yourunitedway.org/who-we-are/financials

The information above is based on unaudited FY22 financial statements. Audited FY22 financial statements may be found online at www.YourUnitedWay.org beginning December 15, 2022.



United Way of Greater
Richmond & Petersburg



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2022

Impact

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