United Way of Greater Richmond & Petersburg





2023

Impact Report

United Way of Greater Richmond & Petersburg

ABOUT THIS REPORT

This report covers United Way's 2023 fiscal year (July 1, 2022 through June 30, 2023).

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



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FROM OUR

Leadership

Thank you for reading United Way of Greater Richmond & Petersburg's **2023 Impact Report**.

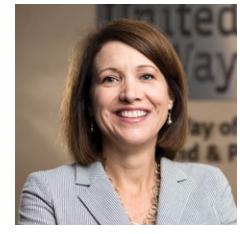
In this report, we highlight our work to provide individuals and families in our region with equitable access to financial stability, educational opportunities and dependable health resources. Not only do we strive to respond to the direct needs of the community, but through our partnerships and funding, we are investing in greater change that will be felt by generations to come.

The reality is that many people across our region are struggling. We are seeing that 40% of all households in our region are living paycheck to paycheck and about a third of individuals cannot find affordable housing. Hardworking individuals and families are stunted by the soaring costs of living and barriers to accessing resources, leaving them vulnerable to moments of emergency and change.

And we have witnessed first-hand how quickly the world can change.

Now more than ever, we must work together, not only to address current needs but to ensure rapid and cohesive responses to any community crises. While we cannot predict future challenges we may face, we can be prepared to face those challenges together. Let us invest in the resilience of our communities today, so our friends and neighbors can look forward to the promise of tomorrow.

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



Corynne Arnett
Chair
Board of Directors
Dominion Energy



Barbara Couto Sipe
President & CEO
United Way of Greater Richmond & Petersburg

2023 BOARD OF Directors

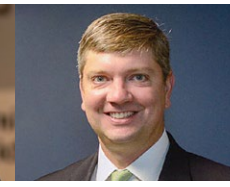
EXECUTIVE COMMITTEE



Corynne Arnett
Chair
Dominion Energy



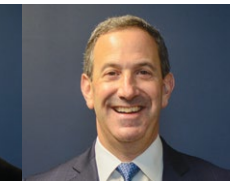
Lakshmi Algappan
First Vice Chair
EY, LLP



Bobby Cowgill
Second Vice Chair
South State Bank



Peter Perkins
Treasurer
Anthem (Retired)



Jonathan Leon
Immediate Past Chair
Owens & Minor

MEMBERS



Mike Bruce
Enterprise Holdings



Cindy Buckler
Wells Fargo Advisors (Retired)



Theresa Chambless
Publix Super Markets



Larry Cottrill
WRIC-TV



Donna Craver
KPMG, LLP



Danielle Fitz-Hugh
Chesterfield Chamber



Tammy Hornsby-Fink
Federal Reserve Bank of Richmond



Jackie Larkin
Federal Reserve Bank of Richmond (Retired)



Sandra Onyiuke
Capital One



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





Community Investments

2023



COMMUNITY

Impact Council

Our Community Impact Council is a team of over 20 local volunteers from diverse backgrounds that find actionable solutions to local challenges. The Council uses research, community input, localized data and feedback from partners to keep the pulse on our region's most pressing needs.

These volunteers meet monthly to monitor and assess community needs and make recommendations to United Way leadership on funding decisions for programs at partner nonprofits.

Jackie Larkin
Chair
Community Volunteer

Dierdre Pearson
Vice Chair
Richmond Behavioral Health Authority

Ron Alpern
Alpern Consulting

Frank Baskind
VCU School of Social Work

Horace Branch
UPS

Cindy Buckler
Wells Fargo Advisors

George Calvert
Atlantic Union Bank Wealth Management

Debbie Dugger
Chesterfield County

Phyllis Grooms-Gordon
City of Richmond Department of Social Services

Dawn Hathaway
South State Bank

Cathy Howard
Community Volunteer

Keith Larkin
Federal Reserve Bank of Richmond

Bill Liepis
Community Volunteer

Beth Ludden
Genworth Financial

Roxanne Marr-Shears
Virginia Department of Behavioral Health & Development Services

Kelley McCall
Meta

Dalila Medrano
Chesterfield County

Peter Perkins
Community Volunteer

Regina Pittman
Capital Bank

Thomas Rayner
Anthem

Robert Rolfe
Hunton Andrews Kurth LLP

Sandra Smith
City of Richmond Office of Community Wealth Building

Cache Steinberg
Community Volunteer

Elaine Summerfield
Heritage Wealth Advisors

Gloria Taylor
Community Volunteer

Susan Triggs
Community Volunteer



2023 COMMUNITY INVESTMENTS

IN 2023, UNITED WAY OF GREATER RICHMOND & PETERSBURG INVESTED

$2.475 MILLION IN **72 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	22	$680,000	28%
BORN HEALTHY	2	$225,000	9%
KINDERGARTEN READINESS	6	$225,000	9%
THIRD GRADE READING	3	$140,000	6%
MIDDLE SCHOOL ENGAGEMENT	9	$230,000	9%
HIGH SCHOOL GRADUATION	1	$35,000	1%
COLLEGE- OR CAREER-READINESS	5	$160,000	7%
FINANCIAL WELL-BEING	9	$330,000	13%
CONNECTED & HEALTHY OLDER ADULTS	15	$450,000	18%
TOTAL	**72**	**$2,475,000**	**100%**



FUNDED PARTNERS

Access Now
ART 180
Better Housing Coalition
Big Brothers Big Sisters
Boys to Men Mentoring Network of Virginia
Boys & Girls Clubs of Metro Richmond
CARITAS
Chesterfield Colonial Heights Alliance for Social Ministry (CCHASM)
Children's Home Society of Virginia
ChildSavers
Circle Center Adult Day Services
Commonwealth Catholic Charities
Communities in Schools of Chesterfield
Communities in Schools of Petersburg
Communities in Schools of Richmond
Crossover Healthcare Ministry
Daily Planet Health Services
Family Lifeline
Feed More
FRIENDS Association for Children
GoochlandCares
Greater Richmond SCAN
Hanover Safe Place
Health Brigade (Formerly Fan Free Clinic)
Higher Achievement
HomeWard
Housing Families First
HumanKind
Jewish Family Services
The Literacy Lab
MENTOR Virginia (formerly Virginia Mentoring Partnership)
NextUp RVA
OAR of Richmond
Partnership for Housing Affordability
Partnership for the Future
Peter Paul Development Center
Progressive Adult Rehabilitation Center (PARC)
project:HOMES
The READ Center
REAL LIFE
Sacred Heart Center
St. Joseph's Villa
The Salvation Army
Senior Connections
SOAR365 (formerly Greater Richmond ARC)
South Richmond Adult Day Care
Southside Community Development & Housing Corporation
Thrive Virginia (formerly Quin Rivers)
Virginia Dental Association Foundation
Virginia Home for Boys and Girls
Virginia LISC
Virginia Supportive Housing
YMCA of Greater Richmond
YWCA of Richmond



IMPACT OF OUR INVESTMENTS

CLIENTS SERVED BY LOCATION

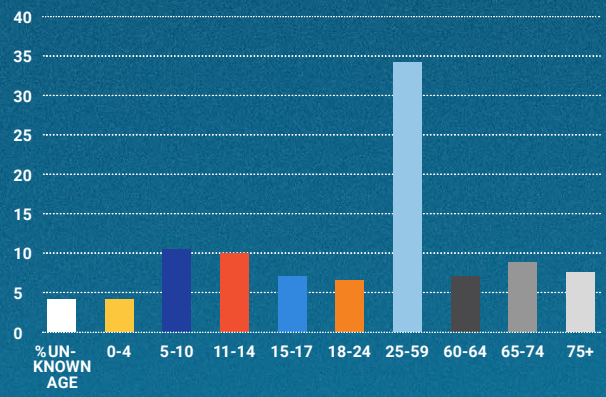


Location Unreported
3,951 CLIENTS

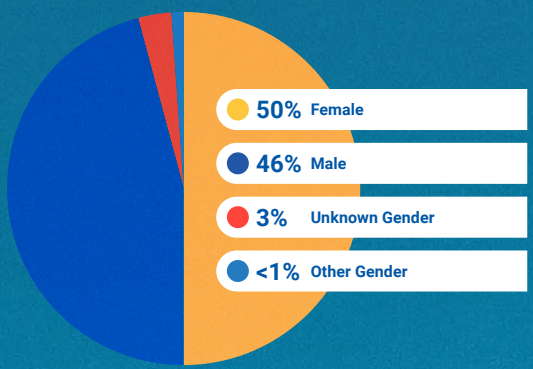
64,201
CLIENTS SERVED ACROSS THE AREA

*Reported data is within a 3% margin of error.

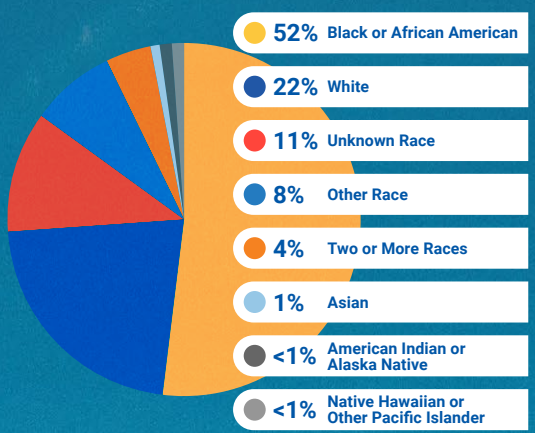
CLIENTS SERVED BY AGE



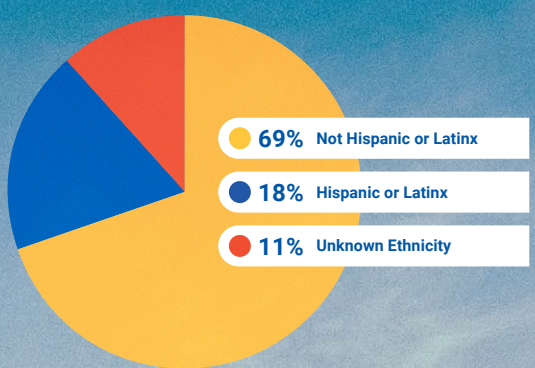
CLIENTS SERVED BY GENDER



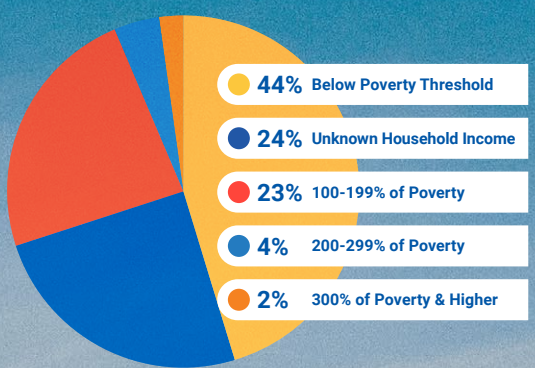
CLIENTS SERVED BY RACE



CLIENTS SERVED BY ETHNICITY



CLIENTS SERVED BY INCOME







Community Impact

2023






United Way



Dominion Energy®

Actions Speak Louder

EnergyShare®



40 Years of Impact

Since 1982, EnergyShare has provided energy assistance for people living in our region through a variety of initiatives that support individuals and families experiencing financial hardships. Since the program's inception, EnergyShare has supported over 908,000 individuals and families.

From the beginning, Dominion Energy has partnered with United Way of Greater Richmond & Petersburg to provide financial management of the program. In November of 2022, we celebrated the 40th anniversary of the EnergyShare program and United Way's partnership with Dominion Energy.

THE NUMBERS

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

19,700 Individuals and families assisted

1,500 Military veterans assisted

1,300 Individuals living with disabilities assisted

1,300 Homes weatherized

**All of the above metrics are from June 2022 – May 2023*





Kindergarten Countdown Camp

In the summer of 2022, we ran our fourth year of Kindergarten Countdown Camps (KCC) that included seven classrooms across the counties of Powhatan, Goochland and Dinwiddie.

Each year, KCC empowers dozens of young students by providing them and their families with tools and supplies needed for a successful start to school. This includes information for parents, school supplies and new books, meals while in camp and instruction from licensed teachers – all provided free of charge to these families.

The first steps in a child's academic career are crucial for determining their future success in school. While in KCC, students work on improving both academic and social-emotional skills so that they can enter kindergarten feeling confident and prepared.

"Kindergarten Countdown Camp is helping build my child's skills and teaching him school is safe and fun."

THE NUMBERS

Learn more at www.yourunitedway.org/kcc

200 students have benefited from the program since 2019

81% of students improved academic skills while at camp

99% of students improved social-emotional skills while at camp







EveryDay Strong

We launched EveryDay Strong in March 2023. This program provides parents and other caring adults with tools and activities that support youth mental health and wellness.

EveryDay Strong uses a research-based framework that highlights the importance of fostering safety, connection and confidence to build resiliency with a child or teen. Free EveryDay Strong trainings and educational materials are available to the public, and United Way is partnering with local organizations to spread EveryDay Strong resources.

THE NUMBERS

Learn more at www.everydaystrongva.org

76% of participants strongly agree that EveryDay Strong has taught them how to better support the mental health of a child or teen

82% of participants reported having an intentional interaction with a young person to support their mental health





Caring Adults Make All the Difference

By Emily Watkins and Amanda Lynch

The statistics are telling: The pandemic triggered a 25% increase in the prevalence of anxiety and depression.

The statistics are telling: The pandemic triggered a 25% increase in the prevalence of anxiety and depression.

Even before the pandemic, many young people in our community were struggling with mental health, grief and loss and the devastating impact of community violence. A 2021 survey found that more than one-third of Virginia's youth did not have an adult to talk to about their problems.

Research tells us that caring adults make a profound difference in children's emotional well-being. The adults in their life every day — parents, grandparents, teachers, coaches, bus drivers, barbers and stylists, neighbors, members of their faith community, and others — reinforce a feeling of belonging and provide a sense of confidence that they are in safe and nurturing surroundings. We know from Maslow's "hierarchy of needs," for example, that our need for love and belonging — the intangibles that we derive from family and friends – is essential to a sense of connection.

Given our understanding of these needs, the United Way of Greater Richmond & Petersburg is launching a new initiative designed to empower the adults within our children's lives so that they can better support the emotional needs of their kids ages 8 to 18. In partnership with Greater Richmond SCAN (Stop Child Abuse Now), Petersburg Police Department, Petersburg Public Schools and other partners, the program is called EveryDay Strong, and it is a simple framework to help caring adults provide support in three key areas: safety, confidence and connection.

The concept for EveryDay Strong was developed in Utah, where the model has been proven effective. The program also was validated by a Harvard study that discovered that the difference between kids who bounced back from setbacks and those who didn't was a supportive relationship with a caring adult.

EveryDay Strong provides parents and other caring adults with the tools they need to help their children become more resilient: educational materials, trainings and organizational partnerships.

In the upcoming one-hour training sessions, instructors will take participants through the ways in which they can help children feel safe, confident and connected. The sessions include practical learning through real-life examples of children who are demonstrating apathy, depression, aggressive or destructive behavior or estrangement from their families.

For example, to build emotional safety, we can try to help kids feel safe to talk, safe to be their unique selves, safe to feel all of their emotions with us, safe to explore, safe to separate, and even safe to fail. When a child suffers a failure, rather than heaping on negative thoughts, such as "you have to try harder!" or "you are not going to graduate if you keep this up," you can share a story about a significant failure or mistake you made in your own life. Be detailed and vulnerable about your feelings. Try not to emphasize how you overcame that adversity or learned a valuable lesson.

The most important thing to communicate is that you understand failure, embarrassment or disappointment. Many other scenarios around building safety, connection and confidence are available in the EveryDay Strong Resilience Handbook that parents can download.

Whether you are a parent, caregiver or educator, EveryDay Strong will help you identify strategies that will open the lines of communication by focusing on safety, connection and confidence through a strengths-based approach. The program has proved to be an effective bridge that links children and parents on the road to resilience.



vita Volunteer Income Tax Assistance

Our Volunteer Income Tax Assistance program offers free tax preparation for families and individuals with income of $60,000 or less.

Each year, we rely on dozens of tax volunteers to help us serve the community, relieving the stress of tax season while also bringing additional financial resources to households that need it the most.

THE NUMBERS

i Learn more at www.yourunitedway.org/vita

2,810
ACCEPTED TAX RETURNS

$2.7 MILLION
IN TAX REFUNDS

$737,217
IN EARNED INCOME TAX CREDIT REFUNDS

$670,750
SAVED IN TAX PREPARATION FEES

*2023 Tax Filing Season



Overcoming Obstacles During Tax Season

March 2023

Ms. Randall is a resident of Richmond who has been visiting United Way's tax assistance sites for the last seven years. Although Ms. Randall navigates the tax filing process every year, she and other people living with a disability must overcome certain obstacles those without disabilities do not encounter. Filing taxes is already stressful for many, but the added difficulties of financial strain, transportation challenges, language barriers or inaccessible processes can make it especially complicated for some.

"Me not driving anymore and depending on public transportation, you don't always get the service that you deserve. There are a lot of language barriers and people don't know what they're doing, and people think because I'm blind, I don't know where I'm going. I know exactly where I am going."

Ms. Randall explained that the United Way volunteers accommodated her even if her transportation issues caused her to be as much as 30 minutes late.

When Ms. Randall moved from Georgia to Virginia, she had to start from scratch with finding tax assistance. Luckily, when searching the internet and making phone calls to find help, it didn't take long for her to find **United Way's Volunteer Income Tax Assistance (VITA) program.** VITA offers both in-person and virtual tax prep assistance, but Ms. Randall always opts for in-person assistance because, as she says, she's "a people person."

"They had people that were there to assist me – fill out any documents I needed to fill out, all I had to do was sign them. That meant a lot to me because it felt like I was being accommodated. A lot of times I will be stereotyped against, and people ignore me. I never got that from United Way."

United Way's Volunteer Income Tax Assistance (VITA) program offers free tax preparation for families and individuals with income of $60,000 or less. A team of IRS-certified volunteers works with filers to prepare accurate tax returns and deliver the highest possible refund. This program helps our community get the most out of their refund by avoiding unclaimed tax credits and saving money on tax preparation services.

"The volunteers were very accommodating. They were very knowledgeable in what they were doing. It was a wonderful experience. It was very organized and that was one thing that I liked about it."

Ms. Randall has been to many locations over the years, including tax sites in Richmond, Henrico and Chesterfield. Ms. Randall had one of the 2,256 tax returns that our VITA program helped file in 2022, and she visited a United Way tax location again this year in 2023. Ms. Randall shares that she always recommends VITA to her friends and family, saying:

"It's like a family because everybody has always been good to me. And that means a lot because you keep coming back when you get good service."



womenrise

In 2021, United Way launched WomenRise, a program that offers childcare scholarships to local single moms pursuing career or educational advancement.

The WomenRise program is supported by members of United Way's WomenRise Steering Committee, who not only fundraise for the scholarships, but offer support and encouragement for participants throughout their time in WomenRise.

THE NUMBERS

23
SINGLE MOMS RECEIVED CHILDCARE SCHOLARSHIPS IN 2023

78%
OF PARTICIPANTS ARE FIRST-GENERATION COLLEGE STUDENTS

6
WOMENRISE PARTICIPANTS GRADUATED IN 2023

WOMENRISE SPONSORS

MISSION SPONSORS

Capital One
Office of Community Wealth Building
community foundation for a greater Richmond
Molina Healthcare
Richmond Times-Dispatch
Robins Foundation

EMPOWER SPONSOR

Virginia Credit Union

BUSINESS CIRCLE SPONSORS

Dominion Payroll
IdeaWeavers
JP JumPers Foundation
Latched Mama
Magnify
Managed Benefits
Rich's Stitches, Inc.
Robert Half
St. Mary's Catholic Church
tobu advisors

To learn more about the 2023 scholarship recipients, scan the QR code or visit our website at www.yourunitedway.org/womenrise

2022-23 WOMENRISE SCHOLARSHIP RECIPIENTS

During the second year of the WomenRise program, United Way supported 23 local single mothers with a total of $185,000 in childcare scholarships. These scholarships covered the cost of childcare while these mothers worked toward a range of degrees and certifications including elementary and kindergarten education, social work, nursing and more. The length of the scholarships varied depending on the recipients' individual education plans. Below are a few highlights from some of this year's participants:

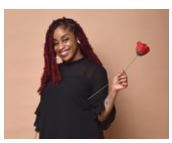
MIA AUSTIN



is a full-time student studying Human Resources Management at Bryant & Stratton. She also works as a mental health specialist at a local group home for individuals with intellectual disabilities. Her passion for helping people and her love for all things paperwork inspired her to work toward her dream of becoming an HR Manager when she graduates in 2023.

"I would like to provide my daughter with a good, positive life and let her see that I did it and so can she when she grows up. I want her to know that giving up is never an option."

BRIANA BATES



is a deaf single mother of two young children, one of which has a hearing disability. Since day one of motherhood, she has been a strong advocate for both of her children, overcoming many barriers in the process. Briana is studying education at Reynolds Community College while the WomenRise program covers care for both of her children. Because of her experiences, she has a deep passion for making the educational system more deaf-friendly.

"In the educational system, there's not a lot of knowledge about what accommodations are needed. Deaf and Hard of Hearing people aren't treated as equals, but they deserve the same education. I want to be able to break harmful cycles so that children can be successful in their future."

TERIKA STONE



graduated this year from VCU with a major in Interdisciplinary Studies and minors in Criminal Justice and Sociology. Based on some of her own experiences, Terika has a passion for working with the children of those who are incarcerated or with substance abuse challenges. Her goal is to bridge the gap between parents in jail and their kids – even planning to start her own nonprofit someday. She loves volunteering with her kids and passing on resources to others in her community. WomenRise allowed her kids to get the care they need so she could finish her studies and take the next step in her career.

"The way I have survived in my life so far is through the resources I have been provided. I want to be a helping hand and a resource to those around me, especially families experiencing incarceration. That's somewhere I want my career to go to. Not just helping kids, but bridging the gap between parents in jail and their kids."





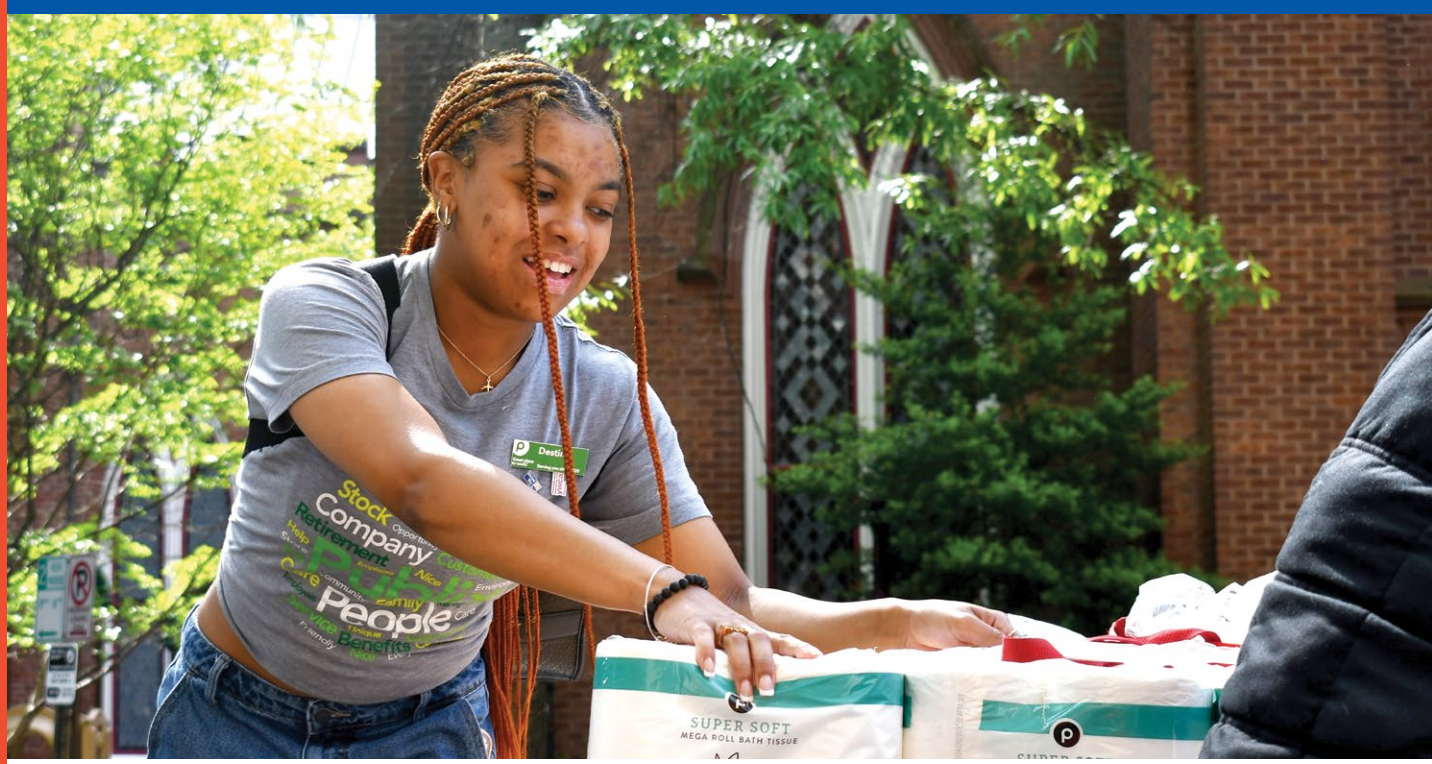






Community Volunteerism

2023



The work of United Way would not be possible without support from dedicated volunteers.

United Way volunteers come from all backgrounds and localities across our region to bring United Way's mission to life. They donate their skills, time and resources to support this mission, and so much of United Way's work depends on their dedication.



THE NUMBERS

80 Completed volunteer opportunities

2,248 Volunteers

2,755 Volunteer hours

51,740 Community members served

We're always in need of volunteers for United Way and partner-led initiatives. Scan the QR code or visit our website to find the latest opportunities. www.yourunitedway.org/volunteer

LAUNCHING VOLUNTEERS UNITED

When you connect passionate individuals to a powerful mission, there are no limits to the things that can be accomplished. To facilitate this community impact, we created Volunteers United, a dedicated group of volunteers that will help lead United Way volunteer opportunities happening in our region. These leaders will be selected every spring and will support various initiatives over the year, completing at least eight hours of community service during their time on the Volunteers United Team. Volunteer opportunities range from helping to install Little Free Libraries to working with United Way partners on collaborative programs.



To learn more about this new program, visit www.yourunitedway.org/volunteers-united



LOCAL COMMUNITY INITIATIVES

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.

In April, volunteers from local Publix Super Markets visited Crestwood Elementary to read books to elementary school classes.



LITERACY KITS

This year, we delivered 1,325 United Way Literacy Kits to schools across our region! Each Literacy Kit contains school supplies, a new book and informational items that students and families can use to 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.

Employees from our corporate partner, Eaton, gathered in February to decorate and assemble Literacy Kits for local elementary school students.



STEPS TO SUCCESS EARLY LEARNING TRAILS

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

With the help of volunteers from Chesterfield Parks and Recreation and C-Fit Community, a new Steps to Success Early Learning Trail was installed at Huguenot Park in May.



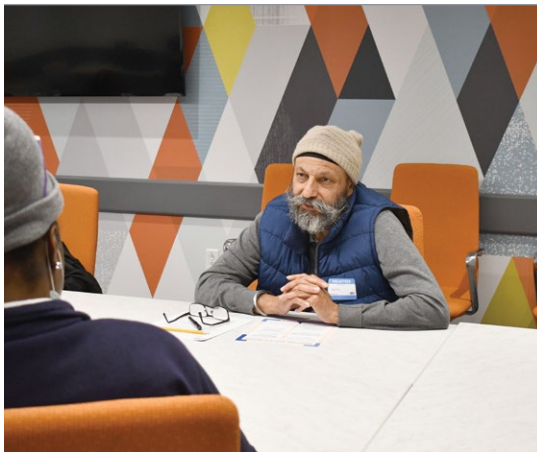
View a map of Steps to Success Early Learning Trails in our region. Visit www.yourunitedway.org/trails



COMMUNITY BEAUTIFICATION

United Way works with corporate and nonprofit partners to help **beautify community spaces** across our region. Projects include garden upkeep at PARK365, mural painting at schools and community centers and more.

In October, volunteers from Wegmans helped beautify SOAR365's Park365 by spreading mulch and planting butterfly bushes.



STRENGTHENING SKILLS FOR CAREER SUCCESS

Strengthening Skills for Career Success sessions connect young adults to mentors that help provide tips for professional development such as identifying personal strengths and goals, building a resume and preparing for the job interview process. Volunteers make a difference in these students' futures by sharing their valuable insights on furthering their education and starting their careers.

Members of the community gathered at the Boys and Girls Club to volunteer for our Strengthening Skills for Career Success sessions, offering wisdom from their personal and professional experiences to local teens.



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 restock them regularly.

Volunteers from Dupont helped install a new Little Free Library on Raven Street, in a Richmond Redevelopment & Housing Authority (RRHA) community.

Learn about Little Free Libraries in our region. Visit www.yourunitedway.org/libraries

EVENT HIGHLIGHT

SEPTEMBER 11 EMERGENCY PREPAREDNESS KITS

To recognize the September 11 National Day of Service and Remembrance, United Way of Greater Richmond & Petersburg hosted a community volunteer pop-up at Triple Crossing Brewery in Fulton. Volunteers helped create emergency-preparedness kits that were distributed to vulnerable families by the YWCA of Richmond.

By distributing these kits to lower-income communities, United Way helped relieve financial barriers that prevent families from accessing basic emergency-preparedness items, giving them additional tools to respond to natural disasters. Each kit contained educational and emergency-preparedness materials including first aid kits, flashlights, thermal blankets and more.




FAMILY EMERGENCY PREPAREDNESS STARTER KIT
COMPLETED KITS HERE
VOLUNTEER
Jessica H


VOLUNTEER


VOLUNTEER
Volunteer




VOLUNTEER

Through conducting annual fundraising campaigns and engaging in philanthropic initiatives, our corporate partners are essential supporters of our mission. We work with dozens of local and national organizations to help connect employees and senior leadership to community-based programs, ensuring their generosity has the greatest impact across our region.

Corporate Partnerships

2023

TOP CAMPAIGNS (2022-2023)

1	NewMarket	2	TRUIST	3	Publix SUPER MARKETS	4	FEDERAL RESERVE BANK OF RICHMOND Richmond • Baltimore • Charlotte
5	Genworth	6	DUPONT	7	Wegmans	8	
9	WELLS FARGO	10	TEAM FISHEL	11	BANK OF AMERICA	12	enterprise
13	HUNTON ANDREWS KURTH	14	Chesterfield County Public Schools	15	Ukrop's Homestyle Foods	16	troutman pepper
17	Waco Inc.	18	TOWNEBANK	19	WILLIAMS MULLEN	20	PNC


DUPONT
The miracles of science




Books are Fun!!
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Steps to Success Awards

2023



STEPS TO SUCCESS Awards

Our 2023 ***Steps to Success Awards*** took place on June 14 at The John Marshall Ballrooms. We were pleased to engage local leaders and donors for this annual event which serves as a powerful reminder of all the incredible things we can accomplish when we come together for our community.

Congratulations to our 2023 *Steps to Success Award* winners and nominees!

THE AWARDS

CORPORATE PARTNER OF THE YEAR

THE FEDERAL RESERVE BANK OF RICHMOND

NOMINEES:

BREMO PHARMACY

EATON CORPORATION



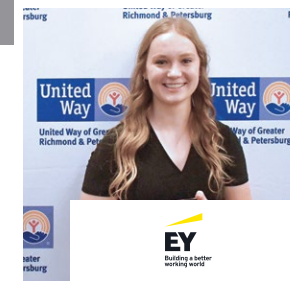
COMMUNITY CHAMPION

RACHEL CASSELBERRY (EY)

NOMINEES:

SARA JOHNSON (SOUTH STATE BANK)

SUZANNE FIELDEN (SOUTHERN STATES COOPERATIVE)



ALEXIS DE TOCQUEVILLE AWARD

BETSY MARTIN (IN MEMORIAM) **WITH MICHAEL MARTIN**



LEADERSHIP CIRCLE AWARD

BRITT GLISSON



GIVING COMMUNITY AWARD

JOLINDA UNDERWOOD (MOLINA)



COMMUNITY IMPACT: GROUP AWARD

EAB

NOMINEES:

WEGMANS,

PUBLIX SUPER MARKETS



COMMUNITY IMPACT: INDIVIDUAL AWARD

ANDREW ETHEREDGE



STEPS TO SUCCESS AWARD

THE CITY OF RICHMOND'S OFFICE OF COMMUNITY WEALTH BUILDING



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GOLD

Deloitte.

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THEphil Inside Virginia's Nonprofit Community

pwc

SouthState

Giving Communities

2023

Local leaders from all backgrounds are passionate about investing in the health of our community. Their support shows not only a commitment to individuals and families who need help now but also to future generations and the systems that will support them.

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 a diverse 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. WomenRise is a program of the Women United giving community.



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 a 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

FUNDED AGENCIES ANNOUNCEMENT AND CELEBRATION



OCTOBER 2022

Together with donors, supporters and nonprofit partners, we celebrated the announcement of our 2023 community investments. Leaders from our partner agencies and United Way's Community Impact Council spoke about our work to support community-led and community-based programs to address the greatest needs in our region.

GIVING BACK & MOVING FORWARD



DECEMBER 2022 A UNITED WAY PANEL ON THE HISTORY OF PHILANTHROPY

Members of the Alexis de Tocqueville Society and other key community supporters joined together for a panel-style presentation and luncheon focused on the history of philanthropy in our region and state. Participants heard stories of philanthropists and change agents in our region and learned about what community support has looked like through the years, including the rich history of our United Way.

WOMEN UNITED HAPPY HOUR



JANUARY 2023

Women United donors gathered at Väsen Brewing Company to learn how United Way and its partner agency, NextUp RVA, are supporting local schools. Participants enjoyed light snacks and beverages and decorated Cards of Encouragement that were delivered to public school teachers working with students in our region.

LEADERSHIP CIRCLE RECEPTION

MARCH 2023

The Leadership Circle Reception was held at Ardent's Barrel Room in March. Dedicated Leadership Circle donors gathered to hear more about EveryDay Strong, a new United Way program that equips caring adults with training and tools to support the mental health and wellness of children aged 8 to 18. Attendees listened to a talk from Emily Watkins, United Way's Director of Community Impact and leader of the EveryDay Strong program.



HIGH TEA: A WOMENRISE FUNDRAISING EVENT

APRIL 2023

Supporters gathered for a day of fundraising and celebration as we acknowledged the 2022 class of Womenrise participants while looking forward to welcoming a new cohort in 2023. During the event, participants listened to a conversation between a 2022 Womenrise scholarship recipient, Nya Williams, and our guest, Rasheeda Creighton, Founder of Killing Superwoman, about the challenges of being a single mom while pursuing your dreams.







UNITED WAY
TOCQUEVILLE SOCIETY

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

LA SOCIÉTÉ NATIONALE

The Lantana Foundation

ORDRE DE FRATERNITÉ

Nancy & Bruce Gottwald, Sr.

ORDRE D'EGALITÉ

Herndon Foundation
Thomas E. & Ann Parker Gottwald

ORDRE DE LIBERTÉ

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The R.E.B. Foundation
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Mr. & Mrs. William H. Goodwin, Jr.
Constance & Linwood Lacy
Anthony F. & Susan M. Markel Fund
Tom McInerney
Mr. & Mrs. Stedman Oakey
Barbara B. & James E. Ukrop Fund
Jayne & Bobby Ukrop

MEMBRES DE LA SOCIÉTY

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John & Wendy Asbury
G. Robert & Cindy Aston
Lori & Edwen Belza
Mary & Willis Blackwood
Bowles RVA Fund
Brockenbrough Family Fund
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Holly Love
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Mr. William C. McAllister
Wallace B. & Tina B. Millner
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Bob & Cindy Rolfe
Strother & Evie Scott
Stuart C. Siegel Fund of the Community Foundation for a greater Richmond
Buzzard/Snyder Family Foundation
Tilghman Family Fund
Ned & Laura Valentine
Edward & Shannon Venable
Michael & Tonya Wade
Robert & Michelle Watkins
Brad & Stephanie Welles
Karen M.L. Whelan
Horace & Terry Whitworth

This list includes Alexis de Tocqueville Society members for the 2023 fiscal year (July 1, 2022 through June 30, 2023). 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.

United Way Leadership Circle

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

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Debra & William Warner

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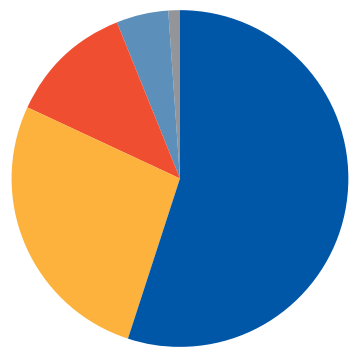


This list includes Leadership members for the 2023 fiscal year (July 1, 2022 through June 30, 2023).
We have made every effort to ensure the accuracy of this donor list. For questions, please contact Heather Farber at (804) 771-5883 or farberh@yourunitedway.org.

Financials

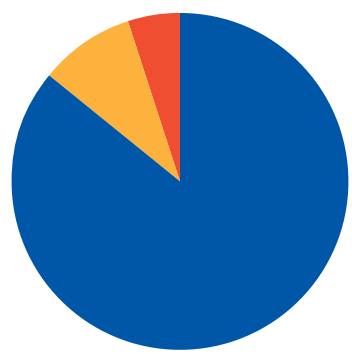
2022-2023

REVENUE SOURCES



- 55% TOTAL ENERGYSHARE CONTRIBUTIONS
- 27% TOTAL CAMPAIGN CONTRIBUTIONS
- 12% OTHER
- 5% FOUNDATIONS
- 1% GOVERNMENT

EXPENSE SOURCES



- 86% TOTAL PROGRAM
- 9% TOTAL FUNDRAISING
- 5% TOTAL ADMINISTRATION

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

The information above is based on unaudited FY23 financial statements. Audited FY23 financial statements may be found online at www.YourUnitedWay.org beginning December 15, 2023.


United Way
United Way of Greater
Richmond & Petersburg
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