

CARING CONNECTIONS

News from Your United Way of Greater Richmond & Petersburg

December 2023

PRESIDENT'S MESSAGE

This newsletter shows the strength of the bonds uniting us and underscores our shared commitment to shaping a more compassionate community. By aligning with United Way, you are a vital link to individuals and families on their path to success, fostering a connection with those who need it most.

Thank you for being a part of this journey.

Barbara Couto Sipe
President & CEO



GIVE



\$2 Million in Grants Support 72 Local Nonprofit Programs

72 programs were selected to receive \$2 million in FY2024 grants by United Way's volunteer-led Community Impact Committee. These 72 programs reach more than 65,000 people in our community. United Way brought together leaders from each of the 54 funded partner agencies representing these programs to share their experiences, challenges, and aspirations for the year to come. Staffing, funding, and an increase in poverty ranked among the top challenges.

In this photo, you can see the faces of human service leaders who work tirelessly in our community to ensure that those in need get the help they deserve. Your donation to United Way ensures a variety of nonprofit programs exist and create collective impact – this happens when community members, organizations, and institutions unite around shared goals to solve social challenges that cannot be solved alone. To see a complete list of funded programs, visit www.YourUnitedWay.org/our-funding-process/

Workplace Campaigns Extend United Way's Reach

One benefit to being part of United Way is that we work with socially responsible businesses of all sizes to positively impact the community by providing a giving platform where individuals may designate their gifts to go directly to qualifying nonprofits. Workplace campaign efforts raised an additional \$1.3 million for nonprofits on top of the \$2 million United Way awarded to nonprofits in FY2024 Community Impact grants.

"We are so grateful for the work that United Way does to bring nonprofits together with businesses. You all do such an amazing job of creating community, amplifying needs and priorities, and connecting leaders and organizations. Your workplace campaigns have helped raise awareness about the Villa and our programs and provide essential funding support for our continued work. Thank you!" - Jenny Friar, President & CEO, St. Joseph's Villa



United Way-Led Initiatives Reshape Communities



Apart from funding local nonprofit programs, United Way has also secured nearly \$900,000 in separate FY2024 funding to advance the growth and prosperity of families. These initiatives are Everyday Strong (youth mental health education), the United Way Tax Assistance Program, WomenRise (childcare assistance), and Kindergarten Countdown Camp. United Way also manages initiatives such as Energy Share and the Emergency Food & Shelter Program.

"My late mother's biggest dream was for me to be the first generation to finish college." - Jasmine

Jasmine, a single parent of two children with special needs, has dealt with her share of adversity. Despite struggling with health issues, facing the loss of her mother, and surviving domestic violence, she dreamed of providing a great life for her children that would honor her late mother's legacy. Thanks to United Way's WomenRise initiative, Jasmine received support for childcare costs that allowed her to continue working towards long term financial stability for her family. Resources like this would not exist without support from donors like you. Together we are removing barriers and helping our community members achieve their dreams.

Impact Expanded Through New Connections

With thousands of nonprofits in the Richmond region, United Way dedicates the time and research to fund as many worthwhile programs as we can and we're able to fund new programs that may not have vast awareness. Check out these websites to learn more about these funded programs that are fairly new to our community. From addressing the housing crisis to giving young people a safe place to make better choices: Pride Place at VHBG providing temporary housing for LGBTQ+ young adults (VHBG.org); REAL Houses at REAL Life (reallifeprogram.org): Providing recovery and transitional housing for those exiting incarceration; Boys to Men Mentoring for teenagers (btmva.org); and The Literacy Lab's Leading Men Fellowship (theliteracylab.org/leading-men).



VOLUNTEER

Help Build Financial Stability - Your Support Matters

Become a Tax Volunteer! Each tax season, our tax assistance program volunteers help prepare thousands of tax returns. We offer both online and in-person tax prep assistance at sites across the region. This service is completely free, and available to anyone in our region with an income of less than \$64,000. Interested in being a part of this great work? Visit www.YourUnitedWay.org/tax



Volunteers Unite for Positive Impact

Since October, more than 150 volunteers generously gave their time, resources, and muscle to help our community in many ways:

- Genworth Assembled 50 Brain Boxes for Older Adults at Circle Center
- Bank of America and PwC Beautified YMCA's Camp Thunderbird
- Publix Visited Monarch Senior Center to Build Connection Among Older Adults
- United Way Staff Assembled Over 100 Personal Care Kits for St. Joseph's Villa
- Local Elementary Schools Received 970 Literacy Kits for Students

To learn more about volunteering, visit www.YourUnitedWay.org/volunteer



ADVOCATE

Explore Community Insights with Engaging Speakers

United Way works to help the region thrive, and one crucial step in this process is increasing awareness of the challenges facing our community. Barbara, Katina and Frank are passionate and experienced with the issues facing those most in need in our community and can speak about United Way's plans to address them. This team speaks on these topics to a wide variety of groups, from large corporations to small gatherings of community members. We would love to visit your group and discuss how every one of us can be a part of a bright and successful future for our region. To arrange for a United Way speaker, email Chloe Sanders: sandersc@yourunitedway.org



BARBARA COUTO SIPE
President & CEO



KATINA WILLIAMS
VP of Community Impact



FRANK CARDELLA
Director of Research & Evaluation

Access Free Mental Health Training Now!

Teachers and administrators at Henderson Middle School participated in our EveryDay Strong training led by Karen Rice MSW, Director of Therapeutic Resources at Virginia Home for Boys and Girls. EveryDay Strong is a youth mental health program focused on equipping caring adults with tips and resources to build stronger connections with kids by fostering safety, connection and confidence. This program follows a research-based framework that any adult who interacts with youth can apply to their life. By sharing the EveryDay Strong message with educators, we are reaching those who are actively shaping the next generation. If you would like to set up an EveryDay Strong training for your group or staff, contact Emily Watkins: watkinse@yourunitedway.org.



OTHER CONNECTIONS



CARA CARDOTTI
Director of Tax Program



Cara Cardotti, Director of the Tax Program, received the University of Richmond's Engage for Change Community Educator Award. This award honors individuals or organizations in the Richmond community who transformed students, faculty, and staff through the sharing of their knowledge and expertise.



HEATHER FARBER
Director of Major Gifts



Heather Farber, Director of Major Gifts, also received recognition. She was nominated for Chamber RVA's Hype ICONS Young Professional of the Year award, which recognizes and celebrates the accomplishments of a highly motivated, emerging leader within the Richmond region.

Save the Date: Annual WomenRise High Tea

April 24, 2024: WomenRise High Tea Luncheon

Join us for our annual WomenRise High Tea at the Tuckahoe Woman's Club. Our WomenRise program helps local mothers further their education by relieving the cost of childcare. More information coming soon.



Interested in Supporting United Way?

If you have any questions about United Way or are interested making a donation, please contact **Heather Farber**, Director of Major Gifts.



(804) 771-5883



farberh@yourunitedway.org



www.YourUnitedWay.org



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