



2021 - 2022 ANNUAL REPORT

United Way of Roanoke Valley



A photograph of two young girls standing in a grassy field with a wooden fence in the background. Both girls are wearing white t-shirts with the text 'LIVE UNITED' printed on them. The girl on the left is smiling and flexing her right arm. The girl on the right is looking down and flexing both arms. The image has a light blue overlay, and a dark blue rectangular box is positioned in the lower-left corner, containing the table of contents.

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A MESSAGE FROM OUR PRESIDENT & CHAIR

Wow! What a year. United Way was named Nonprofit of the Year by the Salem-Roanoke County Chamber of Commerce; the organization's contributions were recognized by the Virginia General Assembly, our regional early childhood work was featured in a United Way Worldwide Case Study as a network best practice; and our CEO was named Humanitarian of the Year by the Roanoke Valley Chapter of the NAACP.

It was a year marked with resilience and overcoming. Our world is very different from what we've known. We learned some very hard lessons during the height of the pandemic and carried with us the need to be responsive and relevant under ever-changing conditions.

Despite the many continuing challenges in the economy and nonprofit fundraising, our team remained hopeful and focused. We worked hard, made the best with what was on hand, and sought opportunities to do even more. The Board and Staff made strategic decisions to stay the course, knowing that a focus on collaboration and driving equitable outcomes is as relevant now as it has ever been.

We extended a fourth year of funding to support and sustain several partnership efforts that played an important role in COVID response and recovery periods and are continuing their essential work to help families rebuild in the post-pandemic era.

True to our commitment, our Board of Directors and staff are striving to increasingly reflect the beautiful diversity of the Roanoke Valley. We are proud of this intentional shift as we welcomed new team members and volunteers to the United Way family. The various perspectives, backgrounds, and talents that come with diversity keep us grounded on who we are, who we serve, and what we need to do.

In each of these instances, we have experienced the generous giving of donors and corporate partners and witnessed the power of hundreds of volunteers and partners engaged in shared goals. These are clear demonstrations of the resilient and collaborative spirit - the cornerstone of United Way.

As we look forward to fresh opportunities to serve and strengthen our community, we continue to believe in the value of a "united way" of creating and implementing community solutions. Your trust, confidence, and investment in United Way clears the path for us to do and achieve more together.

We hope you are energized by these results, inspired by what lies ahead, and ready to work even harder with us this coming year. To all of you, our heroes and hand raisers, thank you for serving in the front lines with us! We celebrate you and dedicate the contents of this report to you.



Abby V. Hamilton
President & CEO

Melinda J. Payne
Board Chair

WHO WE ARE

OUR MISSION

United Way of Roanoke Valley (UWRV) improves lives by mobilizing the caring power of people in our community.

OUR VISION

United Way seeks to elevate 10,000 families to self-sufficiency by 2030.

GUIDING PRINCIPLES

We believe that people want to—and are able to—break the cycle of poverty. Our focus is on authentic and diversified partnerships with families, and following advancement paths which are culturally integrated and driven by collaborative partnerships.

OUR STRATEGY

United Way of Roanoke Valley is a nonprofit organization working to create lasting change in our community. Through collaborative solutions, we work to lift individuals and families to a position of stability.

Our approach has held true since 1924. We unite the region’s charitable agencies, local leaders, organizations, businesses, private foundations, municipalities and volunteers to support the under-served in our community and build a better Valley for all.

Working together, we can solve problems that no single organization can solve alone.

COMMITMENT TO DIVERSITY, EQUITY & INCLUSION

We take the broadest possible view of diversity.

We value the visible and invisible qualities that make you who you are.

We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education and financial stability of every person in every community.

We believe that each United Way community member, donor, volunteer, advocate and employee must have equal access to solving community problems.

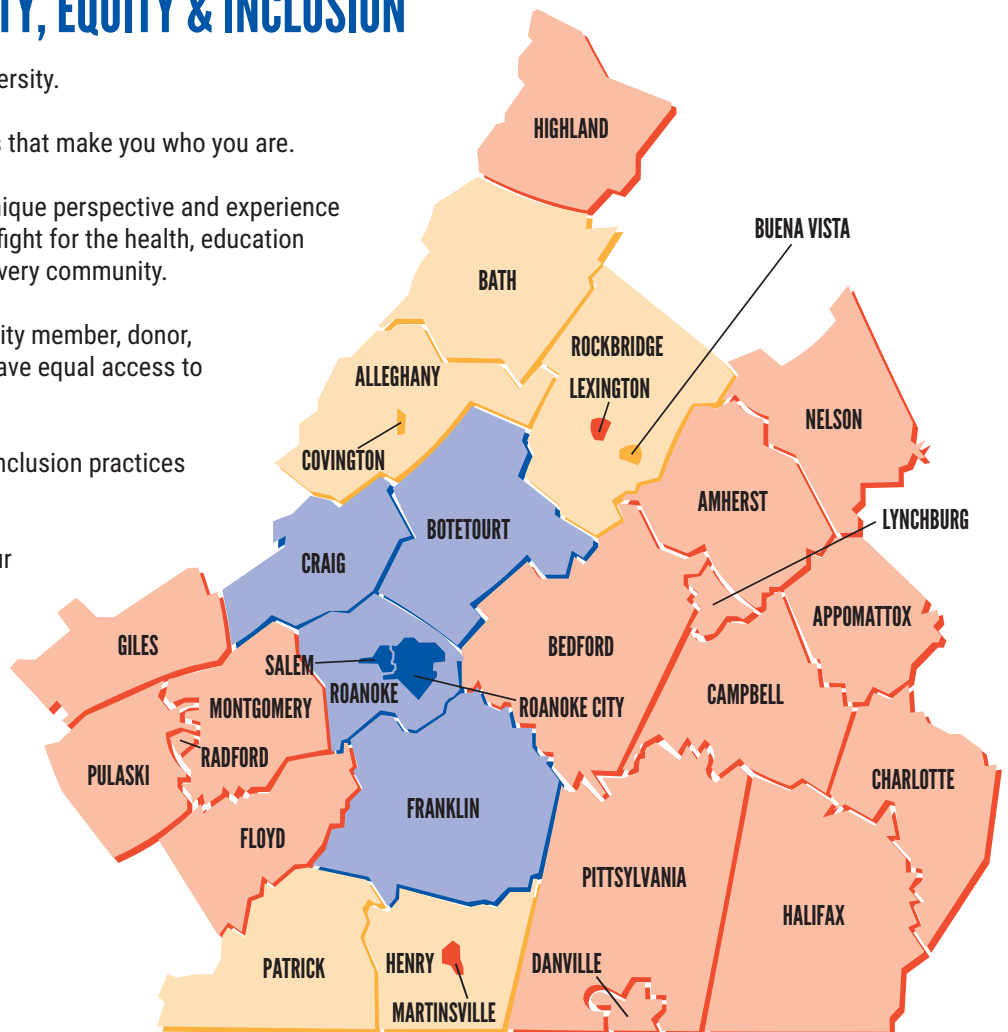
We strive to include diversity, equity and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

WHO WE SERVE

UWRV not only serves the Roanoke Valley region, but also supports programs and initiatives all over Virginia!

- **Core Service Area**
- **Extended Areas served by 3 or more United Way initiatives**
- **Extended Areas served by 1 or 2 United Way initiatives**



COMMUNITY PARTNERS

A "Community Partner" is an organization or group that works with UWRV in a coordinated effort to achieve a shared community goal.

Alleghany County Public Schools
 Anthem Healthkeepers
 Bath County Public Schools
 Bernard Healthcare Center & Free Clinic
 Blue Blaze Consulting
 Blue Ridge Behavioral Healthcare
 Blue Ridge Independent Living Center
 Blue Ridge Legal Services
 Blue Ridge Literacy
 Bonsack Baptist Preschool
 Botetourt County Public Schools
 Botetourt County Public Schools - Virginia
 Preschool Initiative (VPI)
 Botetourt County - Department of Social
 Services
 Boys and Girls Club of Southwest Virginia
 Bradley Free Clinic
 Brooke Crouch Dental Consulting
 Buena Vista City Public Schools
 Bundle of Joy
 Carilion Clinic
 Carilion Clinic - Franklin Memorial Hospital;
 Hospice; Community Health and Outreach
 Child Health Investment Partnership (CHIP)
 of Roanoke Valley
 Children's Assistive Technology Services
 Children's Trust
 City of Roanoke - Department of Social Services;
 Economic Development; Parks and Recreation;
 Public Libraries
 Commonwealth Catholic Charities
 Community Gardens Initiative @ Tackling
 Hunger, Booker T. Washington Landmark
 Community Youth Program at St. Johns
 Episcopal Church
 Council of Community Services
 Covington City Public Schools
 Cox Communications
 Craig County Childcare Center
 Craig County Public Schools
 Creative Kids
 Cultural Arts for Excellence
 Department of Medical Assistance Services
 Disability Rights and Resource Center
 Domestic Abuse Disruption
 Family Promise of Greater Roanoke
 Family Resource Center of Franklin County
 Family Service of Roanoke Valley
 Feeding Southwest Virginia
 Ferrum College
 Fralin Biomedical Research Institute
 Franklin Center
 Franklin County - Board of Supervisors;
 Essig Center, Office on Aging; Parks and
 Recreation, Department of Social Services;
 Public Library; Public Safety; Sheriff's
 Department
 Franklin County Family YMCA
 Franklin County Habitat for Humanity
 Franklin County Perinatal Education Center
 Franklin County Public Schools
 Franklin County Public Schools - Virginia
 Preschool Initiative (VPI)
 Franklin County Virginia Master Gardeners
 Association
 Franklin County Adult and Career Education
 Franklin Heights Church
 Frederica Payne Family Day Home
 Freedom First Credit Union
 Friends of Pigg River
 Garden of Prayer
 Girl Scouts - VA Skyline Council
 God's Provisions with Rocky Mount Church
 of God
 Grandin Court Baptist Preschool
 Greater Roanoke Workforce Development Board
 Healing Strides of Virginia, Inc.
 Heavenly Manna of Franklin County
 Helping Hands of Franklin County
 Henry Fork Center
 Henritze Dental Group
 High Street Baptist Church
 Highland County Schools
 Highland Children's House
 His Cupboard in Boones Mill
 Huddle Up Moms
 Human Kind
 Humble Hustle
 Innovage
 Kids Soar
 KS Consulting
 Lake Christian Ministries
 Leffel Consulting, LLC
 Legal Aid Society of Roanoke Valley
 Little Hearts Day Care
 Local Environmental Agriculture Project
 (LEAP for Local Food)
 Local Office on Aging (LOA)
 Mainstream Mental Health Services
 New Horizons Healthcare
 One Step Further Child Care
 Optima Health
 PATH Coalition of Roanoke
 Patrick County Public Schools
 Physicians to Children
 Piedmont Community Services
 Planned Pethood of Rocky Mount
 Points of Diversity
 Presbyterian Community Center
 Prevention Council of Roanoke Valley
 Project Discovery
 Radford University Carilion
 Roanoke Area Ministries
 Redwood United Methodist Church
 Renovation Alliance
 Rescue Mission of Roanoke
 Ride Solutions
 Roanoke Alleghany Regional Commission
 Roanoke City Public Schools
 Roanoke City Public Schools - Virginia Preschool
 Initiative (VPI)
 Roanoke College
 Roanoke County - Department of Social
 Services, Parks and Recreation
 Roanoke County Public Schools
 Roanoke County Public Schools - Virginia
 Preschool Initiative (VPI)
 Roanoke Foodshed Network
 Roanoke Redevelopment and Housing Authority
 Roanoke Valley Speech and Hearing Center
 Rockbridge County Public Schools
 Rocky Mount Health & Rehab
 Rocky Mount Rotary Club
 Salem City Public Schools
 Salem City Public Schools - Virginia Preschool
 Initiative (VPI)
 Salem VA Medical Center
 Salvation Army
 Sexual Assault Response and Awareness
 (SARA)
 Small Steps Learning Academy
 Smith Mountain Lake Regional Chamber
 of Commerce
 SML Good Neighbors
 Southern Area Agency on Aging
 Southern Virginia Children's Advocacy Center
 STEP Inc.
 STEP Inc. Head Start
 Stepping Stones Soup Kitchen Mission
 The Foundry
 Titmus Gardens, Hydroponic Farm in Ferrum
 Total Action for Progress
 Town of Rocky Mount - Police Department
 Tri-Area Community Health Center - Ferrum
 Unite Us
 United Healthcare
 United Way of Henry County and Martinsville
 Virginia Cross-Sector Professional Development
 Virginia Department of Health - Craig County
 Health Department; Roanoke City and
 Alleghany Health Districts; West Piedmont
 District
 Virginia PACE - Roanoke Valley
 Virginia Premier
 Virginia Tech - Center for Public Health Practice
 and Research/ Department of Population
 Health Sciences; Virginia Tech-Virginia
 Cooperative Extension; Virginia Tech-Carilion
 School of Medicine; School of Neuroscience;
 Department of Pediatrics
 Wells Fargo
 West End Center
 YMCA Alleghany Highlands
 YMCA Express at Gainsboro
 YMCA Land of Wonder
 YMCA Virginia's Blue Ridge
 Yellow Brick Road
 Youth Enrichment Services

IMPACT SNAPSHOT 2021-2022

EARLY LEARNERS

Our Goal:

Lead cross-sector partnerships and training that improve integration and effectiveness of early childhood services.

Investing in comprehensive birth-to-five early childhood education is a powerful and cost-effective way to mitigate the negative consequences of child poverty on child development, and overall household self-sufficiency.



756 Children
accessed childcare through Smart2Start



960 Children and their Families
served by the Early Learning Collaborative



1,498 Teachers
participated in training in 2021-2022



6,767 Children
were provided early learning experiences critical to their success in school and in life

UWRV Funded Partnerships:

- Boys & Girls Club of SWVA
- Bundle of Joy
- CHIP of Roanoke Valley (Early Learning Collaborative)
- Craig County Childcare
- Creative Kids
- Frederica Payne Family Day Home
- Highland Children's House
- Huddle Up Moms
- Kids Soar
- Leap
- Legal Aid Society
- Mish Moves
- New Horizons Health Care
- One-Step Further Child Care
- Physicians to Children
- Small Steps Learning Academy
- STEP, Inc. - Headstart
- United Way of Henry County and Martinsville
- West End Center
- Yellow Brick Road
- YMCA Alleghany Highlands
- YMCA Express at Gainsboro
- YMCA Land of Wonder
- YMCA Virginia's Blue Ridge

"UWRV's offering of resources and connecting agencies will help continue to build the capacity of collaborations and better serve families living in poverty throughout the area."

CHIP | Early Learner's Collaborative

SUCCESSFUL YOUTH

Our Goal:

Ensure the availability of quality before and after school care for school-aged children and youth that emphasizes character development, academic performance, and prevent youth risk behaviors.

Research shows that increasing high school graduation rates means more jobs, more spending, and investments, more tax revenue, more home and auto sales, more post-secondary degrees, less crime and decreased health costs. **(Alliance for Excellent Education impact.all4ed.org)*



100 Youth
accessed mental health services at area after school programs



72 Onsite Mental Health Sessions
provided at area after school programs



387 Youth
connected with adult mentors



\$140,000
invested in after school programs

UWRV Funded Partnerships:

- Boys and Girls Club of SWVA
- Community Youth Program at St. Johns Episcopal Church
- Cultural Arts for Excellence
- Family Service of Roanoke Valley (Strengthening Youth Opportunities for Success)
- The Foundry
- Garden of Prayer afterschool program
- Humble Hustle
- Kids Soar
- Presbyterian Community Center
- West End Center
- TAP - Project Discovery
- YMCA Express at Gainsboro
- Youth Enrichment Services

"UWRV's balcony view of community resources lends well to building connections and encouraging collaboration to meet the needs of partners and clients."

Family Service Roanoke Valley | Strengthening Youth Opportunities for Success

HEALTHY ADULTS & COMMUNITY RESOURCE HUB

Our Goal:

Provide access to safe and affordable housing; access to affordable quality healthcare; eliminating barriers to securing employment; integrated/holistic approaches to improving health outcomes.

Many individuals and families in VA do not earn enough to afford the five basic household necessities of housing, childcare, food, transportation, and health care. Even though many are working, their income does not cover the cost of living in the state, and they often require public or nonprofit assistance to survive.



322 People
accessed higher education
or job readiness skills



361 People
accessed preventative care



10,992 Meals
served to 5,174 individuals



9,000+ People
connected with UWRV Community
Health Workers this year

UWRV Funded Partnerships:

- Black Father Family
- Bradley Free Clinic
- Commonwealth Catholic Charities
- Community Resource Hub
- Family Promise of Greater Roanoke
- Franklin County Department of Social Services
- Greater Workforce Development Board
- Healthy Roanoke Valley (HRV)
- Kids Soar
- Lake Christian Ministries
- LEAP
- Local Office on Aging
- New Horizons
- Presbyterian Community Center
- Rescue Mission of Roanoke
- Roanoke Area Ministries
- Salvation Army
- STEP, Inc.
- Total Action for Progress (Onramp)
- VagCon 2022

"Bradley Free Clinic remains dependent on UWRV's support to fund the part-time Community Health Worker position. However, as the position is now fully integrated in the behavioral health department, we have included the cost of salary and benefits into the overall behavioral health budget. That allows us to request funding for the position as part of the entire program."

— Bradley Free Clinic —

CELEBRATING 10 YEARS OF HEALTHY ROANOKE VALLEY ACCOMPLISHMENTS:

- **Care Coordination:** Launch and piloting of the Community Resource Hub through VA Healthcare Foundation funding; Deployment of CHWs at 4 partner agencies with UW funding; VDH grant deployment of CHWs in Franklin County; Hub restructure to a community-based model and in alignment with Virginia model; CHW cross-training grant with VA Rural Health Association; ongoing training, networking and standardization for organizations that utilize CHWs
- **Oral Health:** Star City Smiles oral health education and awareness campaign; statewide advocacy for the inclusion of the Adult Dental in Medicaid benefit; grassroots mini-grants
- **Wellness:** implementation of Fresh Food Rx; support for Eat Together campaign; Healthy Start; food access landscape mapping in NW; Invest Health
- **COVID:** COVID Community Response Efforts – supporting access and coordinating partner efforts to address immediate community needs (monitoring, PPE, testing, vaccination, food access, etc.); COVID Equity grant – awareness campaign
- **Mental Health Campaign Awareness Campaign:** normalizing asking for help/seeking mental health resources
- **Partner Capacity Building:** Hosted training on Bridges out of Poverty; ReThink Health grassroots engagement framework; advocacy training; and Collective Impact

CURRENT INITIATIVE STEERING COMMITTEES

Ready Regions Governance Committee

Tana Adams | Bonsack Baptist Weekday Education Center
Megan Crew | Salem City Schools
Yesenia DelaCruz | TAP Head Start
Stephanie DeLuca | Virginia Tech
Mike Elmore | Roanoke City DSS
Maria Ferrone | Creative Kids
Laura Hall | Botetourt County Public Schools
Dr. Jaye Harvey | PD Essentials
Amy Kageals | Carilion Children's Hospital
Nikki King | Child Health Investment Partnership (CHIP)
Ann Kreft | Roanoke City Public Schools - VPI
Dana Kreklow | Roanoke City Public Schools

LeeAnn Linkenhoker | Roanoke Valley Speech and Hearing Center
Amber Lowery | Roanoke Public Libraries
Taren McCoy | Small Steps Academy
Brenda McGrath | Franklin County Public Schools
Melanie McLarty | Martinsville Henry Smart Beginnings
Teresa Oliver | Craig County Childcare Center
Kathy Palmeri | Franklin County Department of Social Services
Sharon Sheppard | VA Western Community College
Kathy Stockburger | Kathy Stockburger Consulting
Shirley Wells | STEP Inc. Head Start and Early Head Start
Elizabeth Wickline | Franklin County Public Schools

In 2022 United Way began serving as the hub for early childhood and family engagement efforts in a 16-county region called **Ready Region West**. Bringing cross-sector leaders alongside families and childcare providers has emphasized the need for public-private partnerships to bring greater access to quality child care services to families. Through United Way of Roanoke Valley's early learning work, we are investing in our region's youngest citizens. As the regional hub for early learning supports and state funding, our team works with **almost 70% of all eligible early childhood programs in our region**. That's **7 out of 10 programs** who care for young children in our region while their parents work and pursue opportunities for education and advancement.

Community Impact Volunteers

Mark Church | Community Volunteer
Matt Crookshank | Blue Ridge Continuum of Care, City of Roanoke
Chuck Lionberger | Lionberger Construction
Decca Knight | Children's Trust
Bob Nave | Marsh and McLennan

Carly Oliver | Community Foundation Serving Western Virginia
Dave Prosser | Freedom First Credit Union
Ann Shawver | Ann Harrity Shawver CPA
Kathy Stockburger | Kathy Stockburger Consulting
Lydia Verdillo | Community Volunteer

Healthy Franklin County Steering Committee

Marcie Altice | Franklin County Public Schools
Nancy Bell | Virginia Department of Health
Florence Brown | Office on Aging
Paul Chapman | Franklin County Department of Parks and Recreation
Regina Clark | Piedmont Community Services
Alison Cronk | Carilion
Cathie Cummins | Children's Assistive Technology Services
Frances J. Davis | Heavenly Manna of Franklin County
Billy Ferguson | Franklin County Public Safety
Mandy Folman | Southern Area Agency on Aging
Randall Green | Carilion Community Health and Outreach
Carol Haynes | Virginia Cooperative Extension - Franklin County, VA
Ellen Holland | Bernard Health Care Center and Free Clinic of Franklin County
Lisa Lietz | SML Good Neighbors
Rebekah Meadows | Boys and Girls Club of Southwest Virginia
Joyce Moran | Southern Virginia Children's Advocacy Center
Shannon Moran | Southern Virginia Children's Advocacy Center
Carol Moyer | Stepping Stones Soup Kitchen Mission
H.L. Nolen | Sheriff Office of Franklin County Virginia
Holly Ostby | Carilion Clinic

Joanne Patterson | Stepping Stones Soup Kitchen Mission
Angela Philips | Family Resource Center of Franklin County
Kristy Pickeral | STEP, Inc.
Martha Pucket | Tri-Area Health Care
Molly Roberts | Carilion Clinic
Ellie Rigby | Renovation Alliance
Kay Saleeby | Helping Hands of Franklin County
Amanda Smith | Carilion Clinic
Eustaica Smith | Tri-Area Health Care
Heather Snead | Franklin County Public Schools
Janet Stockton | Franklin County Public Schools
Jamie Stump | Franklin County Family YMCA
Mary Thurmod | Franklin County Virginia Master Gardeners Association
Carol Tuning | Disability Resource Center
Toni Turner | Franklin County Department of Social Service
Sue Turner | Tri-Area Health Care
Rebecca Tyree | Franklin County Public Schools
John Whitfield | Blue Ridge Legal Services
Katie Whitlow | Piedmont Community Services
Elizabeth Wickline | Franklin County Public Schools

Bank On Roanoke Valley Steering Committee

Pamela Balmuth | American National Bank & Trust
Tim Cerebe | Freedom First Credit Union
Leslie Clark | United Way of Roanoke Valley
Robert S. Cowell | City of Roanoke
Nathan Flinchum | Roanoke City Public Libraries
Mandy Folman | City of Roanoke
Jonathan Foreman | Bank of Botetourt

Greg Goodman | Roanoke Redevelopment and Housing Authority
Robert Humphries | Total Action for Progress
Brandon Meginley | City of Roanoke
Sarah Miller | HomeTrust Bank
Dave Prosser | Freedom First Credit Union
Damon Williams | First Citizens Bank

Black Father Family Steering Committee

Ryan Bell | The Academy at Belle
Leslie Clark | United Way of Roanoke Valley
Leslie Floyd | Bluefield University
Archie Freeman | Roanoke City Public Schools
Anthony Holmes | Loudon Avenue Christian Church
Devin Johnson | Community Volunteer
Lee Learman | Virginia Tech Carilion School of Medicine
William Lee | Community Volunteer

Anthony Mingo | Virginia Department of Health
Stephanie Moon-Reynolds | City of Roanoke
Cheryl Mosley | United Way of Roanoke Valley
James Pennix | Virginia Tech
Chris Roberts | City of Roanoke
Cecil Scott | Roanoke City Alleghany Health District
Darnell Wood | Norfolk Southern

In Summer of 2021 We engaged in a partnership to incubate and nurture the **Black Father Family Initiative (BFFI)** led by its founder, local activist, Ryan Bell; and supported by a volunteer-led Steering Committee. Knowing that black males and parents of color face racial and ethnic disparities that complicate their parenting journey, we believed that a partnership with BFFI could further our investment in the overall well-being of children and families. BFFI hosted public events like the **Black Father Family Festival**, quarterly **Fireside Chats**, and the **Fatherhood video series** help inform and empower black males, and dismantle commonly-led stereotypes.

Healthy Roanoke Valley Steering Committee

Kristin Adkins | Virginia Department of Health
Maureen Best | LEAP for Local Food
Aaron Boush | Carilion Clinic
Rev. Serenus Churn | High Street Baptist Church
Lee Clark | Rescue Mission of Roanoke
Leslie Clark | United Way of Roanoke Valley
Anne Marie Green | Council of Community Services
Mary Ann Gilmer | Goodwill Industries of the Valleys
Frederick Gusler | Roanoke Redevelopment Housing Authority
Abby Hamilton | United Way of Roanoke Valley
Shirley Holland | Carilion Clinic

Jeremy Holmes | Roanoke Valley Alleghany Regional Commission
Elizabeth Leffel | Leffel Consulting Group, LLC
Steven Martin | City of Roanoke - DSS
Cheryl Mosley | United Way of Roanoke Valley
Dr. Cynthia Morrow | Virginia Department of Health
Dave Prosser | Freedom First Credit Union
Kim Roe | Carilion Clinic
Rebecca Stackhouse | VAMC
Jonathan Stewart | New Horizons Healthcare
Janine Underwood | Bradley Free Clinic

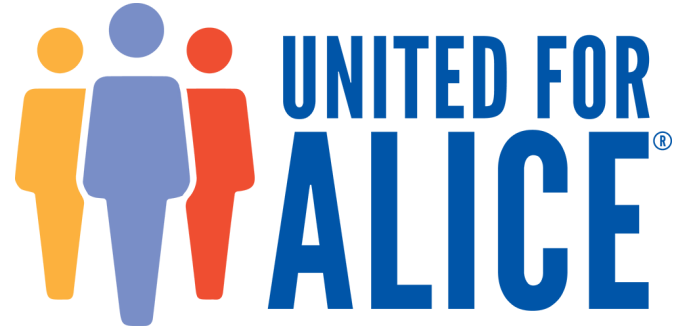
The leaders and organizations forming **Healthy Roanoke Valley (HRV)** launched a new operating structure and strategic plan to address the priorities identified in the **2021 Community Health Assessment**. This partner-driven approach has breathed new life and renewed energy to this collaborative effort that has now reached its **10th year of existence**.

OUR VISION: Elevate 10,000 families to self-sufficiency by 2030.

Visit WWW.UWRV.ORG to learn more!

IMPACT OF THE PANDEMIC ON CERTAIN ALICE HOUSEHOLDS

The inequities and barriers to financial stability were exacerbated during the dual health and economic crisis of the COVID-19 pandemic. Households in poverty and those who are **ALICE** (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) threshold suffered disproportionately, as shown in a regional impact survey in 2021. Typically undercounted, ALICE lives paycheck to paycheck – earning above the poverty level but less than the cost of household basics.



In 2022, United for ALICE released focused reports to shed light on the impact of the pandemic on three specific sub-groups: children, people with disabilities and veterans. Below are excerpts of the analysis regarding the impact on children.

CHILDREN

IN FINANCIAL HARDSHIP

878,514 children – nearly half of all children in Virginia lived in a household with incomes below the ALICE threshold for financial survival.

878,514

Children in Virginia

33,661

Households with children with incomes below ALICE threshold

Even before the pandemic, children below the ALICE threshold experienced the ripple effect of challenges related to their parents' work status, lack of income/savings, and family responsibilities. Children and households below the ALICE threshold bore the brunt of the pandemic's physical and emotional toll:

54% OF CHILDREN

lived in renter households and were rent-burdened (paid more than 35% of household income on rent)

37% OF CHILDREN

had to miss, delay, or skip preventative check-ups

35% OF CHILDREN

were not eating enough because their family couldn't afford food

28% DO NOT HAVE HIGH SPEED INTERNET

which is often essential for work and online learning

To access the full report visit: UnitedforALICE.org

GIVING BACK WITH UWRV

UWRV spent its Day of Action on June 17 at Washington Park. More than 80 volunteers picked up trash and stained the wood trails along the Greenway. It was a great way to connect the local neighborhood to the outdoors, and share the health and family benefits of this great resource. Thanks to all our volunteers who joined us and to our event co-hosts, Clean Valley Council and the City of Roanoke Parks and Recreation.



IN 2021-2022

542
VOLUNTEERS

GAVE

678
VOLUNTEER HOURS

SAVE THE DATE!
DAY OF ACTION 2023

JUNE 23, 2023

To volunteer, contact:

Resource Development | development@uwrv.org



The essence of United Way's work is the development of a coordinated system of care for families in the Roanoke Valley. Intentional collaborations among service programs are often catalyst for positive results, streamlined access to services technical assistance, and unprecedented creativity to incubate four partnerships that showcase the expertise and quality

The impact of these various UWRV-supported partnerships are best captured below through the real life stories of individuals



Onramp led by TAP was designed to enhance the performance of the workforce system to improve training and employment outcomes for families in poverty. While the workforce system works well for individuals with few barriers to employment, considerable anecdotal evidence suggests that poor families have difficulty accessing workforce system services and completing programs that could improve employment. To help more families successfully utilize the workforce system, UWRV made it possible for Onramp partners to improve policies and practices to better serve the target population; institute a coordinated referral system and increase utilization of supportive services needed to ensure that the target population is successful in achieving training/employment outcomes.

A family was referred to Onramp during the holiday season. The mother lost employment a week before Christmas and was in the early stages of filing for unemployment with the VA Employment Commission. Staff communicated with the family about additional needs and supports available. The family was in need of support for rent, utilities, transportation, food, employment, as well as holiday assistance for the children. Onramp assisted with transportation by paying for their car insurance and car payment. The parent worked with a career coach through the Workforce Innovation and Opportunity Act to help with searching for a job. The parent was also referred to their case worker at VA Department of Social Services and food banks for food and emergency energy assistance. Through TAP, the family qualified for Roanoke Regional Housing Authority rent and utility assistance; the case manager used CarePortal to get assistance from local churches for household needs and Christmas gifts for the children. The mother started new employment in February 2022.




Strengthening Youth Opportunities for Success (SYOS) led by Family Service of Roanoke Valley is a collaborative of community after-school centers providing services and programs to enrolled youth and their families through academic enrichment, behavioral and emotional health services, positive youth development programming, and job skills curriculum in the after school centers throughout the city. This collaborative also aims to increase access to emergency services to improve housing stability and offering parent education opportunities addressing a full range of topics to promote healthy families. These services include advocacy, crisis stabilization, therapeutic supports and practical supports such as budgeting and scheduling.

Derick* is an eighth grader at the Community Youth Program who has attended the program since he was in elementary school. Derick is old enough to stay home alone in the afternoons; however, he lives in a high crime area and has a tendency to be lured into trouble by older neighborhood youth. His mother is concerned that Derick will struggle to stay on track if left home alone every afternoon while she is at work. Presbyterian Community Center offers programming to high school students, but only to those who engage with their services beginning in the lower grades. Thanks to the SYOS collaborative, Presbyterian Community Center has agreed to allow Community Youth Program high school students to transition to their programming at the beginning of 9th grade. As a result, Derick will be able to seamlessly transition into the PCC high school group, easing his mother's fears.


*This will allow them to access the often multi-faceted support they need to achieve self-sufficiency. for clients, and deeper connections among partners. For the last four years, United Way has provided flexible funding, of service providers within our region. **Onramp**, **SYOS**, **The Community Resource Hub**, and **Early Learners Collaborative**.*

and families that have benefited from the collaborative approach promoted by United Way of Roanoke Valley.



The Community Resource Hub was born out of a series of local Community Health Needs Assessments which identified the importance of having a coordinated system of care to improve health outcomes in the area. The hub utilizes Community Health Workers (CHWs) that are employed by partnering organizations to address the underlying factors most determinant of health among low-income and vulnerable populations. UWRV investments covered the costs for partners to hire Community Health Workers, provided initial training for CHWs to achieve national certification, and supports the ongoing coordination and oversight of both partners and CHWs.

Ms. Doss, 59-year-old, struggles with mental health and substance use. She needed assistance applying for disability, affording her medications, and paying bills. Though the patient said she does not have any family, our CHW worked with her counselor and psychiatrist to ensure the disability letters of support were submitted and the Ms. Doss had all the necessary information.



Early Learners Collaborative (ELC) led by **CHIP**, a cross-generational, multi-agency approach with the primary goal of increasing third grade reading scores. The collaborative integrates community-driven, client-focused strategies that address social determinants of health that act as barriers to self-sufficiency for low-income families. The partnership provides an array of support to identified low-income children and families. Numerous partners integrate early learner's strategies beginning prenatally through third grade, with adult caretaker strategies that strengthen the family and engage them as active partners in the implementation of the project.

A mom from our bilingual caseload had long neglected dental care provided at New Horizons thanks to the partnership established through the collaborative. The CHIP mom had stopped working and eating. CHIP's referral to New Horizons and the care provided has allowed her to return to both. Her daughter was also seeing our Mental Health Director for play therapy sessions. The availability of these options through the ELC is a good example of elevating the entire family.

CAMPAIGN APPRECIATION AWARDS

At the end of every campaign, United Way of Roanoke Valley extends its appreciation for all the time and effort that goes into running a workplace campaign and community volunteers.



Employee Campaign Manager of the Year

Brian Lorenzo Spencer | United Parcel Service (UPS)

Community Builder

Roanoke County Public Schools

Impact

Bill and Diane Elliot | Tocqueville Society
Ab and Julie Boxley | Thomas Jefferson Level
Anna and Thomas Lawson | James Madison Level
Wade and Lara Thompson | George Washington Level
Mike Lafon | Commonwealth Society

Shining Star

Virginia Department of Health
Roanoke City and Alleghany Health Districts

Employee Campaign Manager Hall of Fame

Lori Jones | Ronile Inc.

Jean A. Glontz Scholarship

Aanyjah Haynes | William Fleming High School

Distinguished Service Award

Kathy Stockburger | Kathy Stockburger Consulting

Spirit of the Community Award

Freedom First Credit Union

Lead United

Yury Krotov | New Millenium Building Systems

*For a full description of awards and list of winners, visit www.uwrv.org/celebration

Companies Running Workplace Campaigns

Whether you're a local small business or large company, United Way workplace campaigns provide an opportunity for every employee to easily be a part of this community's giving spirit. These companies embrace United Way participation as part of their workplace culture to strengthen teamwork, boost morale, educate about community needs and resources, and encourage volunteerism. These companies know that when they invest to strengthen the most vulnerable in our community, we all win!

Allstate Insurance Co.
Altec Industries, Inc.
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Anthem (Elevance)
Appalachian Power
Aqua America
Associated Asphalt, LLC
AT&T
Bentley Systems, Inc.
Best Buy
Black & Veatch
Botetourt County Public Schools
Boxley
Boxley Ready Mix LLC
Boys & Girls Club of Southwest Virginia, Inc.
Bradley Free Clinic of Roanoke Valley
Brown Edwards & Company, L.L.P.
Burns & McDonnell
Carter Bank & Trust
Carter Machinery Company, Inc.
Cary Street Partners
Caterpillar
Chandler Concrete of VA
Child Health Investment Partnership of Roanoke Valley (CHIP)
City of Roanoke
Clark Nexsen
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Commonwealth of Virginia Campaign
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Enterprise Rent-A-Car
Entré Computer Center
Erie Insurance Group
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Family Service of Roanoke Valley
FedEx
First Bank
First Citizens Bank
First Horizon Corporation
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Franklin County Public Schools
Freedom First
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New Horizons Healthcare
New Millennium Building Systems
New York Life Insurance
Norfolk Southern Corporation
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Piedmont Foundry Supply, Inc.
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Pricewaterhouse Coopers LLP
Prosperity Life
Readerlink
RGC Resources, Inc.
Roanoke City Public Schools
Roanoke College
Roanoke County
Roanoke County Public Schools
Roanoke Higher Education Center
Roanoke Regional Chamber of Commerce

Roanoke Regional Partnership
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Rockydale Quarries Corporation
Ronile
Ryder Truck Rental
Salem City Employees
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Sentara Health Plans
SFCS
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Suez Water Technologies & Solutions
SWBC Mortgage
Target
The Hotel Roanoke and Conference Center
The Roanoke Times
The Taubman Art Museum
TMEIC
Total Action for Progress
Town of Vinton
Trane
Truist
U.S. Bank
United Way of Roanoke Valley
UnitedHealth Group
UPS
Virginia Transformer Corp.
Wabtec
Wells Fargo
Western Virginia Water Authority
Woods Rogers
YMCA of Virginia's Blue Ridge
Yokohama Tire Manufacturing - VA, LLC

Let us help your team get further
connected with the community!



CONTACT

Resource Development Team
Development@uwrw.org

CORPORATE GIFTS, SPONSORSHIPS & FOUNDATION SUPPORT

Grant Funders and Sponsors

United Way attracts resources from the following state, local, and national funders to support the work of partners in the Roanoke Valley region advancing innovation and collaborations towards the education, health and financial stability of our residents.

American National Bank & Trust
Appalachian Power
Bank of Botetourt
Brown Edwards & Company, LLC
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City of Roanoke
Clifton Family Fund
Entre Computer Center
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Virginia Department of Health - West Piedmont Health District
Virginia Early Childhood Foundation

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Grandin Theatre Foundation

Hollins University
Jack Brown's
Kroger, Mid-Atlantic
Leonore Restaurant
Mast General Store
Maxey Media
NAWAB Restaurant
RND Coffee
Roanoke Natural Foods Co+op
Roanoke Public Library
RSP Entertainment
Sunnydell Farms

The Hotel Roanoke and Conference Center
The Village Grill
Three Notch'd Brewing Company
Tom James Company
Tucos
Unleashed
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Walkabout Outfitters
Whitescarver Engineering Co.
WyndRose

Corporate Supporters

United Way works with companies, governments, nonprofits and other organizations to address complex challenges on a worldwide scale. Their ideas, volunteer power, in-kind support and more are helping build stronger communities. We honor the following companies leading the way by investing in United Way's work through their corporate giving here in our region.

Allstate Insurance Co.
Altec Industries, Inc.
American National Bank & Trust Co.
Anderson & Reed, LLP
Anthem (Elevance)
Appalachian Power
Aqua America
Associated Asphalt, LLC
AT&T
Berglund Farrell Automotive Group
Best Buy
Black & Veatch
Boxley
Brown Edwards & Company, L.L.P.
Burns & McDonnell
Caterpillar
Chandler Concrete of VA
Davidsons
Eaton, Crouse-Hinds Division
Eli Lilly
Enterprise Rent-A-Car

Entré Computer Center
Erie Insurance Group
First Bank
First Citizens Bank
Foti, Flynn, Lowen & Co., P.C.
Freedom First
Grand Home Furnishings, Inc.
Hanover Insurance Group
Hershey Foods Corporation
ITW
Johnson Controls, Inc.
LewisGale Regional Health System
Liberty Mutual Insurance Co.
Marsh & McLennan Agency
Mast General Store
Morrisette Paper Company
Nationwide
New Millennium Building Systems
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P1 Technologies
Pacific Life

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* Denotes a Special Fundraiser



UNITED WAY OF ROANOKE VALLEY
TOCQUEVILLE
SOCIETY



United Way of Roanoke Valley extends its sincere gratitude to the individuals and groups listed below for their generosity.

Thank you for demonstrating what it truly means to **LIVE UNITED**.

These are the people and companies who make good things happen.

The following lists reflect gifts received in the 2021-2022 annual campaign. If we have listed you incorrectly, please accept our apologies and contact Lara Thompson at lara@uwrv.org so we can update your information for future listings.

United Way Tocqueville Society began in 1984 to honor those individuals who have demonstrated an extraordinary commitment to philanthropy through their passion for investing in the community and making a difference - personally and collectively. The Tocqueville Society was named in celebration of the vision of French historian Alexis de Tocqueville, who was recognized as a symbol of the true spirit of volunteerism that lives in America's heart.

Members of the United Way Tocqueville Society, over 27,000 across all United Ways in the country, give \$10,000 or more annually. Members of the Tocqueville Society affirm their leadership and deep level of commitment to the betterment of our community.

ORDRE DE LIBERTE \$25,000+

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Charlotte Porterfield
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We recognize the following generous donors whose investments power our work in the community. Giving levels refer to Virginia's rich heritage as the birthplace of several American Presidents.

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Contributions were made through the following funds held by the Community Foundation Serving Western Virginia:

The Clifton Family Fund of Community Foundation Serving Western Virginia
Harriet Davidson Memorial Fund of Community Foundation Serving Western Virginia
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Hudson-Williams Fund of Community Foundation Serving Western Virginia

The McClung Family Fund of Community Foundation Serving Western Virginia
The Debra C. Meade Fund for United Way of Roanoke Valley of Community Foundation Serving Western Virginia
The Spetzler Fund of Community Foundation Serving Western Virginia

Abby,

My name is Bobbie Wagner and I serve as the Executive Director of the Rockbridge Area YMCA (within YMCA of Virginia's Blue Ridge association). I wanted to introduce myself and express my sincere gratitude towards your team. Our YMCA dove into early learning a year and a half ago and if it were not for United Way of Roanoke Valley and that funding, I am not so sure we would have ever been able to serve in that capacity. We had no clue what we were getting into or how great the need was in Rockbridge County when we opened up a 20 slot pilot program. Now.... we have recently opened a 6,000 sq foot YMCA Early Learning Center in Rockbridge County, which has the capacity to serve 72 children. This is a huge leap from our 20 slot preschool program.

Why am I telling you all of this!? Well, your team has been a great support to our YMCA, as well as myself. I wanted to take some time to brag about them. First and foremost, Erin Johnson...she is truly incredible. She has been my main contact, a solid support system, answering countless questions, showing up to support, providing training and insight where we desperately needed it. She is an asset to your organization with her extensive childcare background and knowledge of childcare operations in general. Chris Chase is also another one I would like to thank. He has jumped on calls with us and has been great at helping us get launched at the new center with approving families. Chris, Catie and Erin not only supported us, but constantly provided feedback when needed and the tools to be successful. I'm thankful for all of them.

We recently hosted an area wide training at our Early Learning Center in Rockbridge. Our friends at United Way of Roanoke Valley, Erin and Carla, facilitated the training and they dove into the Creative Curriculum. I wanted to share this with you because it was the first time since I have been at the

Summer 2022



Y (10 years) that I have ever seen a training of this nature: multiple childcare providers (not all YMCA's) join together to learn together.

I love seeing childcare become more of a regional wide effort to collaborate. United Way is helping make this happen! These collaborations make us all stronger.

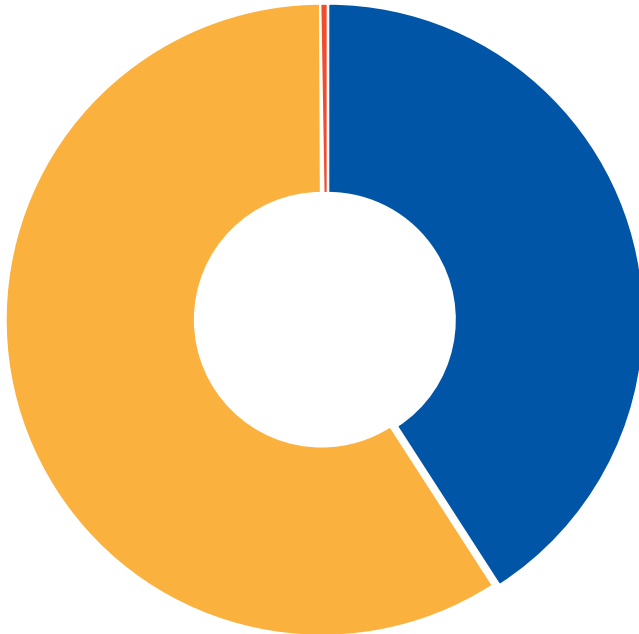
Thank you for your team, your support and your commitment to childcare in our region.

- *Bobbie Wagner*



REVENUE GENERATED

Together we raised \$5.18 M to serve our community as of June 30, 2022



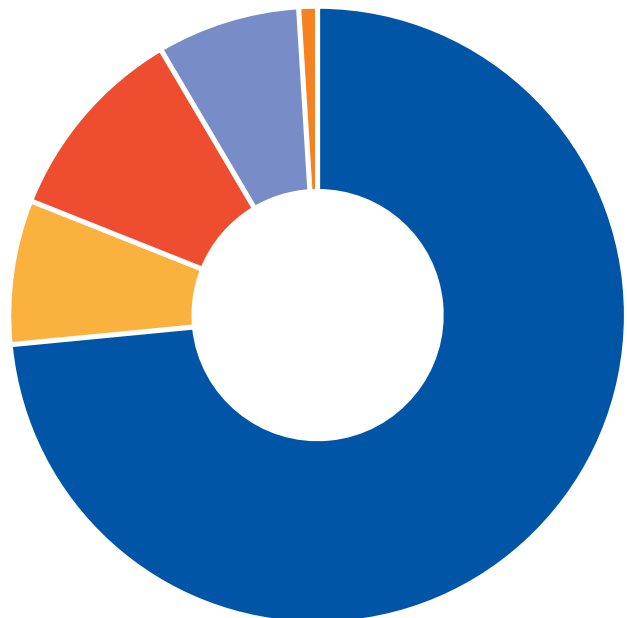
- **Campaign Revenue:** Funds raised from donations by individual donors, corporate and employee gifts in workplace campaigns. (**\$2.12M, 41%**)
- **Grant Revenue:** Funds awarded for specific purposes by grant-making organizations. This includes a Payroll Protection Loan Award. (**\$3.06M, 59%**)
- **Other Revenue:** Funds received from interest on checking and saving accounts, fees for processing designations, etc. (**\$.003M**)

In addition, United Way of Roanoke Valley funding was used to bring in an additional **\$4.88M** to the community to directly support the work of United Way's partnering organizations.

COMMUNITY INVESTMENTS AND EXPENDITURES: \$5.5 MILLION

We are financially strong with \$3.7 million in net assets as of June 30, 2022

- **73%** United Way Community Collaborations and Impact Programs (**\$4.05M**)
- **7%** Donor Designated Gifts to Other Non-Profit Organizations (**\$.42M**)
- **11%** Management and General Expenses (**\$.58M**)
- **8%** Fundraising Expenses (**\$.41M**)
- **1%** Dues to United Way Worldwide (**\$.05M**)



Visit www.uwrv.org/accountability to view the audited financial statements and IRS form 990 for United Way of Roanoke Valley for the period ending June 30, 2022.

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YOUR INVESTMENT, YOUR IMPACT.

It takes an entire community to make a difference and we need you!
For just a few dollars, you can make an impact on those who need it most.

RAISED HERE

| **STAYS** HERE

| **SHARED** HERE



GIVING \$10 EACH MONTH

Provides 5 free mental health sessions for a person



GIVING \$10 EACH WEEK

Can assist 2 individuals complete training and find employment



GIVING \$5 EACH WEEK

Can enroll an individual in the Community Resource HUB and help them access supportive services.



GIVING \$3 EACH DAY

Can provide a needed medical or dental care visit for a young child



GIVING \$1 PER DAY

Can help cover the cost of a student going to an after-school program



Facebook.com/uwrvalICE



@UnitedWayRoanokeValley



@UnitedWayOfRoanokeValley