



MEDIA ADVISORY FOR IMMEDIATE RELEASE

Contact:

Price A. Thomas

Director of Marketing

434-305-4146

pthomas@unitedwaytja.org

United Way Partners with Virginia 30 Day Fund

New partnership aims to provide \$100,000 in grants to local Early Education Centers

Charlottesville, VA - The United Way of Greater Charlottesville has partnered with the Virginia 30 Day Fund in order to disburse funds to local Early Education Centers who are experiencing financial hardship due to the COVID-19 crisis.

“Many small businesses are still struggling as a result of COVID-19 and are stuck in a holding pattern when it comes to receiving federal funding,” said Ravi Respeto, President & CEO of the United Way of Greater Charlottesville. “This intervention offers these businesses an avenue to receive quick, forgivable, dollars to be able to meet immediate and pressing needs that won’t cause long-term financial burden.”

The goal of the new partnership is to provide at least \$100,000 in grants to Early Education Centers in the community. The United Way has made an initial seed grant to the Virginia 30 Day Fund of \$24,000 to kick-start efforts to provide a life-line to struggling Early Education Centers in Albemarle County and the City of Charlottesville. The program begins July 1, 2020, and initial seed funds will be disbursed in eight \$3,000 forgivable loans with more to follow.

“The United Way has been a beacon of hope in the Greater Charlottesville community for years. The Virginia 30 Day Fund is thrilled to combine forces with their terrific leadership and team so we can continue to make a real and immediate impact in our hometown,” said technology entrepreneur, Pete Snyder, who co-founded the Virginia 30 Day Fund with his wife, Burson, in Charlottesville. “We both dream big and try to help big, and that’s exactly what’s needed during this very difficult time.”

Virginia businesses that qualify for assistance from the Fund are:

- For-profit small businesses that employ three to 30 people;
- Based in Virginia and have been operating for at least one year;
- Owned and operated by a Virginia resident.



The funds disbursed to small businesses by the Virginia 30 Day fund *do not* need to be repaid. If businesses who receive the Fund's assistance do, at a later date, wish to "pay it forward" to another Virginia small business in need of assistance, they may do so by directing those dollars back to the Fund, which will disburse the funding to another Virginia business in need.

###

About the United Way:

The United Way improves lives by mobilizing the caring power of our community to advance the common good. Focusing on financial stability, school readiness, and connected community, The United Way allocates resources to solution-oriented organizations and programs that address these areas at scale and tackle issues of equity in Charlottesville and the surrounding area with the goal of reducing poverty in our community. For more information, visit www.unitedwaycville.org, or follow on Facebook, Twitter, and Instagram, @UnitedWayCville.

About The Virginia 30 Day Fund:

Virginia 30 Day Fund was created in response to the COVID-19 crisis to provide forgivable loans for Virginia-based small businesses. The forgivable loan is intended to provide immediate financial assistance (within maximum three days) to meet payroll, preserve healthcare coverage for employees, and save jobs while they await recently approved federal funding. The Virginia 30 Day Fund is designed to be quick, easy, and free of red tape, as small business owners work to keep employees on board in the near term while they await federal funding. For more information visit va30dayfund.com.