2020 has been a difficult year, marred by continued racial injustice and violence, compounded by a global health crisis. While that’s not news to anyone, it is important to acknowledge the challenges that individuals, businesses, and communities are continuing to face. At the beginning of the year, like all organizations, we planned how we could influence the greatest positive change. As it turns out, it’s been our response to crisis and ability to be agile and creative in how we connect to our community members and provide resources that have been the true test of our commitment to our mission.

If I were writing this letter in March, it would be different. We’d be talking about how we executed our strategic vision and how enthusiastic and optimistic we are about the direction our organization and community are headed. But instead, the playbook got thrown out and the strategic plan got marked up and edited. To me, that’s a microcosm of what this year has been all about. It has been up to all of us to pivot, change our plans, and come together to do what needs to be done.

I’ve heard it said that a “rising tide lifts all boats.” This rings especially true now. We’re stronger together. More resilient together. It’s important for mission-aligned organizations to find ways to partner and pool resources in pursuit of the greater goal: stronger and more equitable communities. We positively and sustainably affect more of our neighbors when we collaborate, instead of working in silos.

We partnered with the Charlottesville Area Community Foundation, the City of Charlottesville, County of Albemarle, and Cville Cares to disburse over $4.5M dollars to community members in need for basic necessities. We partnered with the Virginia 30 Day Fund to offer forgivable grants to early education centers and minority-owned businesses. We partnered with Carter Myers Automotive to launch Driving Lives Forward, offering low interest rate loans and affordable automobiles to qualifying individuals and families. We continued our work with Habitat for Humanity, Network2Work, the University of Virginia, Adiuvans, and all of our other community partners to meet the immediate needs of our neighbors, and further our vision of a strong, equitable community where every person thrives.

We do this work in partnership rooted in equity, and we must be clear what we mean when we say “equity” and how it differs from “equality.” Equality is defined as “the state of being equal, especially in status, rights, and opportunities.” More pointedly, treat everyone the same. Everyone has access to the same resources, the same opportunities, the same capital, healthcare, and treatment by law enforcement. Your upbringing doesn’t matter, your zip code doesn’t matter, the color of your skin doesn’t matter. All people are equal.

We know this is not the case. This country was built on the foundation of racial inequality and the legacies of slavery continue to permeate every major sector of our society. Equality doesn’t catalyze change. We must, instead, act equitably. Equity is defined as “the quality of being fair and impartial.” This means doing more for historically-marginalized communities that we know are paid less for the same labor; have higher mortality rates; are arrested, jailed, and die in police custody at alarmingly higher rates; and have been more negatively impacted by COVID-19. It means creating partnerships, programs, and initiatives aimed at breaking down the systems, structures, and practices that have made it demonstrably harder for communities of color to thrive.

We don’t have all the answers, and we know that these complex issues won’t be “solved” in short order. But to make conclusive progress on gaps in equity and access that have been compounded generation after generation, and highlighted by COVID, we have to be more inclusive in how we speak about them, and actionably address their root causes.

To be a part of the movement, we have to walk the walk. I urge you to join us.

RAVI RESPETO, PRESIDENT & CEO
UNITED WAY OF GREATER CHARLOTTESVILLE
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Make sure to check out the digital version of our annual report. Visit unitedwaycville.org/ar2020/raviwelcome or scan the code below!
WHY UNITED WAY

We believe that we create a stronger community when people from all backgrounds come together to address our most pressing challenges.

MISSION
The United Way of Greater Charlottesville connects our community, enabling individuals and families to achieve their potential.

VISION
A strong, equitable community where every person thrives.

Serving a vibrant area that includes the City of Charlottesville and counties of Albemarle, Fluvanna, Greene, Louisa, and Nelson provides us with a wide lens. This diversity allows for deep conversations and dialogues about the issues that affect our region as a whole and us as individual actors, and offers us spaces and vocabularies to tackle them head on. By engaging more community members, more often, in more diverse and culturally-responsive ways, we are better able to identify broad, sustainable solutions for some of these areas where our community has an opportunity to grow and evolve.

Like any organization, we spent time processing and planning how best we can affect positive change based on our competencies and resources. But it’s our responsiveness to crisis that is how we connect to our community members and dispense knowledge and resources that is the true test of our commitment to our mission.

With COVID-19 exacerbating the inequities that communities of color have experienced in healthcare, financial stability, and wealth generation, it’s as important now as it’s ever been to convene experts, community members, and mission-aligned organizations to share perspectives, grow from each other’s diverse points of view, and work toward sustainable solutions.
WHAT WE DO

Focusing on financial stability, school readiness, and connected community, the United Way allocates resources to solution-oriented organizations and initiatives that address these issues at scale. We tackle systems and structures that cause discrepancies of equity and opportunity in Charlottesville and the surrounding area with the goal of reducing poverty in our community.

AREAS OF FOCUS:

Financial Stability
Helps adults who are on the path to becoming financially stable and economically independent by supporting customized, holistic solutions that address obstacles.

PROGRAMS
• Cville Tax Aid
• Family Investment
• Financial Resiliency
• COVID Recovery
• Impact Grants

School Readiness
Closes the opportunity gap by promoting strategies to provide all children with the most appropriate and effective early services, supports, and high-quality early childcare and education.

PROGRAMS
• Early Learner Scholarships
• Early Ed Task Force
• Children’s Data Consortium
• Integrated Financing Projects
• Impact Grants

Connected Community
Connects, convenes, and supports the collaboration of organizations in our community. Within this network, we can identify needs in the community and work toward collaborative goals.

PROGRAMS
• Volunteerism and Day of Caring
• Community Table
• Diversity, Equity, and Inclusion
MEET
JUAN WADE
Chair, United Way Executive Board

Along with a name change and clarity around our mission, vision, and impact areas, came new leadership at the United Way of Greater Charlottesville. After 3 highly successful years as Board Chair, Mike Chinn stepped down and we’re thrilled that Juandiego Wade has been appointed as his successor. Juan brings a wealth of local knowledge, deep and diverse relationships, and over two decades of experience with the United Way.

Juan is an active and beloved figure in the Charlottesville community. He serves as the Career Center Coordinator with Albemarle County Department of Social Services and has mentored many youth in the Charlottesville community over the past 30 years. He has served on the Charlottesville School Board since election in 2006 including stints as Chair and Vice Chair of the Board. He is also the past President of the Virginia School Boards Association. Wade holds 10 other local board connections including City Schoolyard Garden, 100 Black Men of Central Virginia, JAUNT, and CNE. He has won numerous awards for his community efforts and was most recently awarded the Charlottesville Chamber of Commerce Paul Goodloe McIntire Citizenship Award in 2019.

To learn more about Juan, his work, what excites him most about the United Way, and maybe learn a few new fun facts, visit unitedwaycville.org/ar2020/juan or scan the code below.
CERF (COMMUNITY EMERGENCY RESPONSE FUND)
A partnership with the Charlottesville Area Community Foundation, the City of Charlottesville, County of Albemarle, and Cville Community Cares

The Community Emergency Response Fund (CERF) distributed funds to help households experiencing hardship due to COVID-19 and its impacts. The partnership disbursed funds through the Community Resource Helpline program.

CERF was created to allow donors to contribute to the relief effort. United Way funds, as well as those from the City and County, were aligned with this effort. CERF filled more than 3,000 requests affecting an estimated 12,000 people and disbursed over $4.5 million. Over 100 donors contributed or pledged more than $100,000 to the United Way to be allocated to the fund. The United Way also contributed its phone system and resources. Staff took intake calls and answered questions from community members.

The United Way would like to thank the Tremaine Family Foundation, Wardle Family Foundation, Manning Family Foundation, The Fontaine Family Charitable Fund, the Truist Foundation and all of our other donors for their generosity and willingness to help their neighbors in need.
Driving Lives Forward is a new transportation initiative that connects economically-disadvantaged individuals and families with reliable vehicles and affordable auto loan financing. This program is designed to help individuals and families move toward greater financial resiliency and advance career opportunities.

The program assists individuals who lack access to affordable transportation and are unable to maintain or become employed as a result. Pre-arrangements have been made for client referrals from two local programs to serve as the program’s pilot.

Upon referral, an individual applies with United Way of Greater Charlottesville (UWGC), which serves as the program administrator and loan-maker. Approvals go to Virginia National Bank (VNB), which donates its loan administration process, and to Carter Myers Automotive (CMA), which sources affordable, reliable vehicles based on each family’s needs. Families also receive insurance referrals with agents who have agreed to work with the program. This unique partnership relies on an equity framework to support families and individuals in the removal of transportation barriers as they seek progress on the road to economic resiliency.

Big thanks to Liza and Peter Borches, and Glenn Rust for their support and enthusiasm.

To learn more about Driving Lives Forward and meet one of the families who has taken part in the program, visit unitedwaycville.org/ar2020/dlf or scan the code below.
The Virginia 30 Day Fund was founded by entrepreneur, Pete Snyder, and his wife, Burson. The Fund provides forgivable loans for Virginia-based small businesses for immediate financial assistance. It is designed to be quick, easy, and free of red tape. All that is asked in return: if you can, pay it forward.

We partnered with the Virginia 30 Day Fund to provide 12 forgivable loans to Virginia-based small businesses and early education centers to meet payroll, preserve healthcare coverage for employees, and save jobs while they awaited recently approved federal funding. We disbursed a total of $36,000 to 12 businesses.

There is no expectation that the funds disbursed by the Virginia 30 Day fund be repaid. Businesses who received the Fund’s assistance are given the option to, at a later date, “pay it forward” to another Virginia small business in need of assistance, by directing dollars back to the Fund.

To learn more about our partnership with the Virginia 30 Day Fund, visit unitedwaycville.org/ar2020/va30day or scan the code below.
MINORITY BUSINESS ENTERPRISE GRANT

A partnership with the Minority Business Alliance of the Charlottesville Regional Chamber of Commerce

This ongoing partnership, initiated in the winter of 2019, aims to stimulate and support small minority-owned businesses located in the City of Charlottesville and Albemarle County. We recognize that one barrier to success for small businesses is the lack of access to affordable capital. This program is intended to provide a financial lift to the recipients as they pursue success.

As a pilot, the United Way of Greater Charlottesville funded a total of $10,000 in grants that were jointly awarded by the partners. It is our desire that this partnership continue in future years with increases in the number of grants and available funds. Recognizing the support, networking, and educational opportunities the Minority Business Alliance offers its members, the United Way of Greater Charlottesville will also pay each grant recipient’s annual Minority Business Alliance dues for the two years following the grant year.

Congratulations to Vu Noodles and The Tax Ladies on receiving the inaugural Minority Business Enterprise Grants!
UNITED WAY DAY OF CARING
Underwritten by CFA Institute and a partnership with UVA and WINA

The United Way Laurence E. Richardson Day of Caring, named in honor of a longtime volunteer of the United Way and the community, is our community’s biggest volunteer effort and one of the largest annual volunteer events in the country. The 28th Annual Day of Caring was held on September 25, 2019. Nearly 182 projects were completed across our region (Charlottesville, Albemarle, Fluvanna, Greene, Louisa, and Nelson Counties) by nearly 2,000 volunteers. In total, 9,383 hours were donated with a value to the community of more than $300K.

COMMUNITY TABLE
A partnership with Unity Days C’ville and NewGen Peacebuilders

The second Community Table of 2019 was held on August 8, 2019 at the IX Art Park, presented in partnership with Unity Days C’ville and the NewGen Peacebuilders. UVA President Jim Ryan spoke to the nearly 150 people in attendance about the University’s work to strengthen its relationship with the Charlottesville community. Table discussions focused on Jobs and Wages, Affordable/Workforce Housing, Public/Equitable Healthcare, and Youth/Education.

Special thanks to the Office of the President, UVA; Office for Diversity and Equity, UVA; Office for Equal Opportunity and Civil Rights, UVA Curry School of Education; UVA School of Engineering and Applied Science; the Cultural Exchange Institute; the Jaitly, Stevens, Brown, and Hernandez Families; IX Art Park; Harvest Moon Catering; and Whisper Hill Farm for their support of the Community Table.

EARLY ED SYMPOSIUM
A partnership with Smart Beginnings

This year, the 2020 Early Ed Symposium—a partnership between the Charlottesville Albemarle Early Education Task Force and Smart Beginnings—went virtual! Via Zoom, we had the opportunity to hear from Dr. Adolph Brown, Founder/President/CEO of The Leadership & Learning Institute, Jenna Conway, Chief School Readiness Officer for the Commonwealth of Virginia, Leslie Floyd, Chair of Early Childhood Education and an Associate Professor for Bluefield College, and Ashley Wood, Senior Trauma Counselor at ReadyKids. They talked about creating inclusive spaces, recognizing and understanding implicit bias, inspiring equity, self-care, and rethinking learning environments in the age of COVID-19.

Thanks to the 75 attendees, and we look forward to seeing you (in person) next year!
FALL 2019—SPRING 2020
REVENUES
$6,688,441 | 100%

PRIVATE PHILANTHROPY
$1,568,768 | 23%

CERF/PATWAYS
$4,072,647 | 61%

PUBLIC GRANTS
$865,572 | 13%

OTHER REVENUE
$181,454 | 3%
The figures presented in this financial statement are unaudited. Percentages are approximates.
Executive Board
Juan Wade, Chair
Rosa Atkins
Steve Bowers
James Brown
Mike Chinn
Kent Couling
Joyce Green-Pastors
Brad Groff
Alice Handy
Catherine Hughes
Rishi Jaitly
Eddie Karoliussen
Chris Laing
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Amanda Litchfield
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Carrie Stanton
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Jim Kennan
Steve Krohn
Bryan Thomas

STAFF
Ravi Respeto
PRESIDENT & CEO

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Lisa Frazier
VICE PRESIDENT & FINANCE DIRECTOR

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DONOR RELATIONS MANAGER

Meredith Locascio
SCHOOL READINESS MANAGER

Laura Faye Groff
IMPACT PROJECT SPECIALIST

Samantha Whalen
SCHOOL READINESS COORDINATOR
MEET
MEREDITH LOCASCIO
School Readiness Manager

The United Way of Greater Charlottesville is what it is because of our people—the dedicated board and staff members who work day in and day out to help create more vibrant, resilient, and equitable communities. Unfortunately, the COVID-19 pandemic closed the doors to our office in early March so we weren’t able to interact with community members and introduce them to our team.

Had you been able to stroll into 806 East High Street, you would have met Meredith Locascio, our School Readiness Manager. Meredith joined the United Way in February and has hit the ground running, working closely with local organizations and early education providers to help ensure that our youngest community members have the best opportunities to succeed from an early age. We’re thrilled to have her on board and look forward to you getting to meet her.

To learn more about Meredith, meet her daughter Lucy, and find out why she loves working for the United Way, visit unitedwaycville.org/ar2020/meredith or scan the code below.
THANK YOU TO OUR SUPPORTERS!

We are so thankful for all of the organizations, foundations, funds, and individuals who have supported the United Way and Charlottesville area community during this difficult time. With your generosity, we have been able to serve our community in the ways it needs most.

ORGANIZATIONAL GIVING

Our thanks to the following organizations and their employees who supported the United Way of Greater Charlottesville in 2019 and 2020.

Adiuvans Foundation
Albemarle County
Albemarle County Social Services
The Alexander Foundation
Alma Lee Hall Trust
Altria
AmazonSmile Foundation
Aqua America
AT&T
Atlantic Union Bank
Bank of America
Bankers Insurance
BB&T/Truist
Best Buy
Better Living
BMO Financial
Bonnie Moorman Charitable Fund
Boxley Materials Company
Brasco Bay Corporation
Caroline O. Green Trust at the
Charlottesville Area Community Foundation
Carter Meyers Automotive
The Charles Fund
Charlottesville City Schools
Citigroup
City of Charlottesville
CMA Borches Fund
Comcast
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Crutchfield Corporation
The Cultural Exchange Institute
Curry School of Education
The Daily Progress
Davenport & Company, LLC
The Dow Chemical Company
Eat’n Park
Eli Lilly & Company
Emily Hall Tremaine Foundation
Enterprise Rent-A-Car
Exelon—Constellation Energy
FedEx
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Flow Companies of Charlottesville
Fluor
The Fontaine Family Charitable Fund
Four Corners Real Estate Solutions
The Front Porch
Fulton Financial
Grange Insurance
Greene County Record
Hantzmon Wiebel LLP
Harris Teeter
Harvest Moon Catering
Heiner Family Fund at the
Charlottesville Area Community Foundation
Hershey Foods
Huffman Family Fund
IBM Corporation
Inez Duff Bishop Trust
Investure
IX Art Park
JCPenney
King Street Capital Management
Kroger Food Stores
L.L. Bean
Manning Family Foundation
ManpowerGroup
Microsoft Corporation
MillerCoors
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Karen Moran and Wistar Morris Family
Foundation at the Charlottesville Area
Community Foundation
NADA Foundation
Nationwide
L. Christopher Noland Charitable Fund
Northrop Grumman Corporation
QAR Jefferson Community Corrections
O’Neill Realty & Mortgage Corporation
Partnerships for Strategic Impact
Pearl Island
Pepsi-Cola Bottling Company of Central VA
Perry Foundation
Phoebe’s Nest Fund at the
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R & J Nunley Fund
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The Rojas Stevens Company
Roots Natural Kitchen
Rotgin Family Fund at the
Charlottesville Area Community Foundation
Safelite Autoglass
Sentara Healthcare
Sentara Martha Jefferson Hospital
Signature Family Wealth Advisors
Snook & Haughey P.C.
The Soho Center
Sprint
SRC
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State Farm Insurance Companies
Stryker
SunTrust Bank/Truist
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Target
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Thomas Jefferson Planning District Committee
Thompson Jones Alexander Foundation
T.J. Maxx
TMS Fund
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University of Virginia School of Law
University of Virginia Carruthers Hall
UPS
UVA Curry School of Education
UVA Office for Equal Opportunity
and Civil Rights
UVA Health
UVA Office for Diversity and Equity
UVA Office of the President
UVA School of Engineering and Applied Science
Vault Virginia
Virginia Community Action Partnership
Virginia Early Childhood Foundation
Virginia National Bank
Virginia State Employees
Walmart
Walmart Distribution Center
Wardle Family Foundation
Waynesboro News Virginian
Wegmans
Betty* and David Whitcomb Fund at the
Charlottesville Area Community Foundation
Whitley/Service Roofing & Sheet Metal Company
Whitney and Anne M. Stone Foundation
Williams
Williams Mullen
LEGACY CIRCLE
The United Way of Greater Charlottesville honors those whose planned gifts ensure that our work will endure.

Alma Lee Hall Trust
Gordon Black*
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Suzanne and Rob Brooks
Fallica Charitable Lead Annuity Trust
Miette and George Michie
Elizabeth Nalley*
Jim Richardson
Daisy and Geiner Rojas
Robert P. Scharlemann*
Wilma and Newton W. Thomas*
Train Family Fund
Michele and Wade Tremblay
Worrell Newspapers Inc.

LIFETIME CIRCLE
The United Way of Greater Charlottesville recognizes those who have made cumulative gifts of $25,000 or more throughout their lifetime.

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Michael Arenton
Carol Bauer
Kathy Bowers and Richard Comfort
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Nancy and David Bogdonoff
Liza and Pete Borches
Suzanne and Rob Brooks
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Ann and Greg Harris
Wendy Zomparelli and Richard Handler
Barkley and Chris Laing
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Miette and George Michie
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Ray Mishler
John G. Nunley
Hunter Smith Family Foundation
Susan D. and Stephen B. Sargeant

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Nunley Family Fund at the Charlottesville Area Community Foundation
Sarah Tremaine

TONSLE.addElement
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Susan and Richard Tremblay
Sasha Farmer Tripp and Kelley Tripp
Martha and George Truxel
Sam Uppala
Anna and Danny Van Clief
Mr. Miles Vance
Pierre-Hugues Verdier
Claudette Grant and Juan Diego Wade
Nancy and William G. Wardle
Debra and Alfred Weaver
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Mary Lyndon Whitmore
Mr. and Mrs. J. Harvie Wilkinson III
Dr. Jacob Young
Nancy and John Young

COVID COMMUNITY EMERGENCY RESPONSE FUND (CERF)
$500+

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Amanda and Benjamin Alger
Dan Alley
Mr. and Mrs. John T. Casteen III
Mary and Mike Chinn
Ellen Contini-Morava
Deborah and George Conway
The Fontaine Family Charitable Fund
Beth and Skip Fox
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