We’ve seen the strength we wield when community members come together toward a common goal. We’ve witnessed the power of partnerships among mission-aligned organizations, and the progress we can make when institutions band together to make sustainable change.

Part of our responsibility and that of our peer organizations is responding to crises, being interventionists, and helping community members address pressing issues affecting their quality of life. Through our Rent & Mortgage Relief Program (RMRP) efforts, we were able to help people pay their rent and keep their lights on during the lingering COVID-19 pandemic. Driving Lives Forward helped qualifying families afford a reliable vehicle, allowing them to get to and from work and save money on unpredictable repairs.

But, instead of only turning up as a tourniquet of sorts, what if we committed our time and energy to ensure that our community members need less of these interventions, and the systems and structures are reframed so that they can thrive? What if the objective is essentially to make ourselves obsolete?

That’s what Envision is all about.

RAVI RESPETO, PRESIDENT & CEO
UNITED WAY OF GREATER CHARLOTTESVILLE

A 5-year campaign to help lift 1800 families out of poverty, Envision has a specific focus on Black and Brown families, in an attempt to begin to overcome historical and systemic inequities, particularly in housing, monetary policy, and education.

The goal is massive. 10 million dollars over 5 years. And the obvious next question is, “Where does all that money go?”

It goes to coordinated service delivery in our impact areas of financial stability and school readiness. Specifically, initiatives like the Family Investment Program and Driving Lives Forward, and our Early Learner Scholarships and Santa Fund for Schoolkids. It goes toward innovative and impactful partnerships with mission-aligned individuals and organizations like the Financial Resiliency Task Force, Greater Charlottesville Early Education Coalition and the Children’s Data Consortium. And it goes to impact grants for organizations like the Minority Business Alliance.

Envision is about community. It’s about putting our collective time, treasure, and energy towards making Charlottesville, the place where we’ve chosen to work, play, and raise our families, a diverse, vibrant, and equitable place to live. A place where opportunities aren’t dictated by your zip code or the color of your skin.

We’re excited for you to join us.

— Ravi Respeto
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CASE STATEMENT

Envision is a new 5-year initiative to help lift 1800 families out of poverty, with a specific focus on Black families. Through initiatives, partnerships, and coordinated service delivery specifically focused on financial stability and school readiness, the United Way is committed to eliminating systemic barriers for minority and economically-disadvantaged populations. Our goal is to raise $10M, with every dollar raised being reinvested into community-focused programs like Driving Lives Forward and the Family Investment Program.

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Juandiego Wade
Chair of the Board, United Way of Greater Charlottesville
Member, Charlottesville City School Board
Social Services Career Center Coordinator, County of Albemarle
At the onset of the pandemic, our staff—amidst a backdrop of constantly ringing phones—saw and heard about community members and organizations quietly achieving great feats for the benefit of others. To celebrate those individuals, families, nonprofits, businesses, and other groups who went above and beyond in their efforts to better our community, we created the United Way Caring for Community Awards.

Nominated and voted on by the public, the first annual United Way Caring for Community Awards recognized exceptional community service/support/work by individuals and organizations during the 2020 COVID-19 crisis.

The 29th annual Laurence E. Richardson Day of Caring was our most unique Day of Caring to date. Even though we were contending with the ongoing COVID-19 pandemic, we were still able to celebrate service and volunteerism in our community, with nearly 700 volunteers completing over 100 projects, both virtually and in person. The value of the volunteers’ service in the 2020 United Way Day of Caring was over $200,000.

Thank you to our sponsor, UVA, our gracious breakfast host, Sentara Martha Jefferson, and our media sponsor, WINA.
TOM TOM PARTNERSHIP
We partnered with the Tom Tom Foundation to present *Exposed: The Inequities Revealed by COVID-19 and the Path to More Just Small Cities.*

More than 1,700 registrants participated in this series of virtual events that illuminated inequities revealed by COVID-19 and explored ways to overcome them.

INCLUSIVE EXCELLENCE LAUNCH
We launched our Inclusive Excellence Framework in partnership with the University of Virginia with 5 grants of $5,000 each to minority-owned businesses.

The IE framework is designed as a comprehensive but flexible structure for engaged, intentional, and systemic self-study across all areas of organizational functioning.

We also awarded seven $10,000 grants in partnership with the Minority Business Alliance for COVID recovery.

To learn more and hear from business owners who have received the funds, scan the QR code.
COMMUNITY TABLE
We hosted our first ever virtual Community Table, Systemic: The Destruction and Rebuilding of Black Wealth in Charlottesville, in partnership with Tom Tom.

The bulldozing of Vinegar Hill, our largest Black neighborhood, was the most tangible example of the intentional destruction of the flourishing Black community in our town—but it wasn’t the only one. And, years later, we continue to contend with the legacies as we try to understand how to rebuild. Though Black Americans and other nonwhites have seen increased opportunities for professional advancement, the chasm between White and minority wealth remains.

Moderated by United Way board member Dr. Ebony Hilton, this virtual Community Table featured panelists Yolunda Harrell, New Hill Development Corporation; Sarad Davenport, TMI Consulting; and Julie Mayfield, City Councilor of Asheville, NC. The panel explained local history and action, and described the journey to reparations that Asheville, NC has initiated. More than 100 participants enjoyed meals at home from Pearl Island and virtually shared the conversation at breakout tables.
AUTHENTIC STORIES
The United Way is committed to amplifying the voices of our neighbors, those whose knowledge and lived experiences are vital to the success and sustainable health of our community.

UNCOMMON VOICES
Untold local stories from the people who aren’t often handed the microphone. Less politicians and CEOs, less over-editing and inauthenticity. More raw, unedited stories from real people.

Season 1 concluded with 10 episodes, with Season 2 currently in production. Search “Uncommon Voices” on Spotify, Pandora, Apple Music, or wherever you listen to podcasts. Scan the QR code to learn more.

ENVISION RADIO
This partnership with NewsRadio 98.9 and 1070AM WINA is a platform to have authentic and candid conversations about equity in the community, focused on economic mobility, wealth generation, and opportunities in education and health. Who is doing the work that you should know about and what are their stories? What are the areas that need to continue to be addressed? What activity is there currently and what are some of the more promising initiatives in motion?

The show airs every Saturday morning at 7:30AM and is posted as a podcast to our site.

We are also doing Envision episodes LIVE from different places in the community. These 90 minute episodes include a live taping of the show and a question and answer period.

Scan the QR code to learn more.
The United Way, Center for Nonprofit Excellence, Thriving Communities Group, and The Equity Center teamed up to create and launch ReImagineCVA.org, a new website to help community members discover and connect with ways to make a difference by volunteering and donating locally. This interactive platform allows donors and volunteers to directly connect with and support community organizations in the central Virginia region. ReImagineCVA.org has information on hundreds of local nonprofits and other organizations that need help. Every organization, regardless of size or resources, has the same opportunity to reach potential volunteers and donors. Users can explore by Causes, Places to Help, Ways to Help, Items Needed, or by BIPOC-led or founded organizations. You can also filter by your special skill set, and connect to the United Way’s CvilleVolunteer.org page.
Go2Grow is a one-stop-shop for early learning and care in Central Virginia. Go2Grow works with local public schools, Head Start programs, and private providers to give all families access to early care and educational resources in Charlottesville, Albemarle, Fluvanna, Louisa, and Greene. By working together, we can ensure every child in the Central Virginia area enters kindergarten ready to learn and grow!

<table>
<thead>
<tr>
<th>IMPACT AREA</th>
<th>SCHOOL READINESS</th>
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<tr>
<td>$50,000</td>
<td>COMMITTED TO COVID EARLY EDUCATION GRANTS</td>
</tr>
<tr>
<td>$25,000</td>
<td>FOR EARLY ED FAMILY DAY HOMES</td>
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<td>$25,000</td>
<td>FOR EARLY ED CENTERS</td>
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| $100,000    | FOR COVID ASSISTANCE |
|            | 56% INTERNET ACCESS REQUESTS |
|            | 28% VIRTUAL LEARNING REQUESTS |
|            | 16% AT-HOME SCHOOL SUPPLY REQUESTS (including 350 laptop charging stations; 130 books and whiteboards; and 282 hats, gloves, and socks) |

~1,000 APPLICATIONS RECEIVED FOR PUBLIC AND PRIVATE EARLY EDUCATION AND CARE CENTERS
SANTA FUND FOR COVID ASSISTANCE

The Santa Fund provides essentials like clothing, shoes, medicine, eyeglasses, and school supplies/books for schoolchildren in need in our community. Last year, the Santa Fund for Schoolkids took on new urgency, creating the Santa Fund COVID Assistance Program to help families with COVID-19 related needs, such as internet access for virtual learning and assistance with other tools to provide a safe learning environment. Learn more at left.

While continuing to provide traditional school supplies for students, we expanded the program to help families pay their internet bill so that they could access online learning, buy hotspots or boosters, pay fees for virtual learning centers in the community, or have access to physical materials teachers have identified children will need to complete their assignments (headphones, timers, headsets, whiteboards, school materials, etc.).
DATA SHARING
A shared database is under construction that will track the data of clients participating in partner programs to allow for data sharing, analysis and reporting. Using the database as a common application among partner programs is being explored. This will allow for clearer tracking and reporting of the efficacy of our programs and initiatives.

$110,000 TOTAL IN FINANCIAL STABILITY IMPACT GRANTS

*Year one of a 3-year grant
CVILLE TAX AID
Nothing quite like tax preparation during a pandemic. We undertook one of the most challenging tax seasons we’ve managed, and still filed over 1,300 returns, totaling a direct economic impact of more than $2.8M. Scan the QR code to learn more.

FINANCIAL RESILIENCY TASK FORCE
The Financial Resiliency Task Force formed in July 2019 as a means of improved collaboration among partners working to improve access to capital for economically-disadvantaged families. The FRTF formed a vision and mission to undertake work closely aligned with the United Way’s 5-year Strategic Plan.

VISION: TO HELP BLACK FAMILIES LIVING BELOW 200% OF THE FEDERAL POVERTY LEVEL IN OUR REGION MOVE INTO A DIFFERENT FINANCIAL RESILIENCY LEVEL OVER THE NEXT 5 YEARS.

Initially this work will focus on Black individuals and families who continue to suffer disparities as the result of systemic racism, specifically those living in generational poverty. When progress has been made, future work will expand to include Latinx individuals and families.
PATHWAYS PARTNERSHIP
Through the local Pathways program, we distributed CARES Act funding for emergency needs due to COVID and the resulting lack of, or reduced, employment. Needs included auto repairs, childcare, medical care, food, and more.

7,300+
REQUESTS IN THE COUNTY OF ALBEMARLE AND THE CITY OF CHARLOTTESVILLE

$7.6M+
TOTAL OF REQUESTS

70%
OF CITY REQUESTS WERE FROM BLACK FAMILIES

46%
OF COUNTY REQUESTS WERE FROM BLACK FAMILIES

RMRP PROGRAM
We distributed funds on behalf of the Rent & Mortgage Relief Program (RMRP), a program designed to support and ensure housing stability across the commonwealth during the coronavirus pandemic.

~$1.1M
DISBURSED TO HELP RENTERS AND LANDLORDS

$800,000+
FOR THE COUNTY OF ALBEMARLE

566
TOTAL REQUESTS

80%
OF REQUESTS WERE FROM BLACK FAMILIES

~$295,000
FOR THE CITY OF CHARLOTTESVILLE

$800,000+
FOR THE COUNTY OF ALBEMARLE

~$295,000
FOR THE CITY OF CHARLOTTESVILLE

$800,000+
FOR THE COUNTY OF ALBEMARLE

~$295,000
FOR THE CITY OF CHARLOTTESVILLE
READY REGIONS FOR VIRTUAL LEARNING

This Virginia Early Childhood Foundation (VECF) program was designed to provide children ages 3-12 access to safe learning environments.

United Way of Greater Charlottesville (UWGC) worked with 6 early education providers and Piedmont Housing Alliance to create classroom space for 150 children effective December 2020.

From December-June, UWGC provided more than $1.6 million to centers in the form of tuition, furniture, technology, and materials in Charlottesville, Albemarle, Louisa, Fluvanna, Greene, and Orange. Funds also helped to increase capacity and technology within UWGC.

We used our network to link teachers to vaccination opportunities before the vaccine became available to the public so they could continue to work safely with our youngest learners.
FY2021 REVENUES
$4,666,676 | 100%

ENVISION—PRIVATE PHILANTHROPY
$1,366,799 | 30%

ADMINISTRATIVE PARTNERS
$286,348 | 6%

INVESTMENT INCOME
$288,731 | 6%

ADMIN FEES, EVENTS, OTHER RESTRICTED
$145,324 | 3%

ENVISION—PUBLIC GRANTS
$2,579,474 | 55%

EARLY LEARNER SCHOLARSHIPS
$371,193 | 9%

DISASTER SERVICES
$289,472 | 6%

VOLUNTEERISM & DAY OF CARING
$176,217 | 4%

DIVERSITY, EQUITY AND INCLUSION
$74,640 | 2%

COMMUNITY TABLE
$100,811 | 2%

SANTA FUND
$200,455 | 4%

WOMEN UNITED IN PHILANTHROPY
$138,334 | 3%

FUNDRAISING
$391,986 | 9%

MANAGEMENT & GENERAL
$132,334 | 3%

EARLY EDUCATION
$2,224,580 | 47%

IMPACT GRANTS
$100,000 | 2%

FINANCIAL RESILIENCY
$153,578 | 3%

CVILLE TAX AID
$135,115 | 3%

FAMILY INVESTMENT
$67,852 | 1%
FY2021

REVENUES
$4,666,676 | 100%

ENVISION—PUBLIC GRANTS
$2,579,474 | 55%

ENVISION—PRIVATE PHILANTHROPY
$1,366,799 | 30%

ADMINISTRATIVE PARTNERS
$286,348 | 6%

INVESTMENT INCOME
$288,731 | 6%

ADMIN FEES, EVENTS, OTHER RESTRICTED
$145,324 | 3%

FINANCIAL RESILIENCY
$153,578 | 3%

CVILLE TAX AID
$135,115 | 3%

EARLY LEARNER SCHOLARSHIPS
$371,193 | 9%

SANTA FUND
$200,455 | 4%

DIVERSITY, EQUITY AND INCLUSION
$74,640 | 2%

COMMUNITY TABLE
$100,811 | 2%

VOLUNTEERISM & DAY OF CARING
$176,217 | 4%

IMPACT GRANTS
$110,000 | 2%

DISASTER SERVICES
$289,472 | 6%

FINANCIAL RESILIENCY
$153,578 | 3%

FAMILY INVESTMENT
$67,852 | 1%

CVILLE TAX AID
$135,115 | 3%

IMPACT GRANTS
$100,000 | 2%

EARLY EDUCATION
$2,224,580 | 47%

SCHOOL READINESS
$2,635,069 | 58%

FINANCIAL STABILITY
$756,017 | 16%

CONNECTED COMMUNITY
$351,668 | 8%

ADMINISTRATIVE PARTNERS
$338,789 | 7%

OPERATIONS
$524,429 | 11%

The figures presented in this financial statement are unaudited. Percentages are approximates.
Having spent her entire life in the Greater Charlottesville area, Chief of Staff Ella Jordan embodies the community-based vision of United Way. Ella grew up in central Virginia, going through the Albemarle County Public Schools and attending Piedmont Virginia Community College. It was her love for her family and the area that kept her here.

Ella is somewhat of a Charlottesville institution. Pop up in any corner of town and you’ll hear “Oh yeah, I know Miss Ella,” “I’ve worked with her,” “I’ve volunteered with her.” Never idle, Ella has spent her life advocating for those in need and remains active in her church, with Black Women of Central Virginia, and more. One conversation with her reveals that she is the friend that can always be called for help, love, or even just a laugh. A while back, Ella dabbled in retirement. Anyone who knew her would have told you that wasn’t going to work.

She didn’t last more than a month.

Lucky for us, she chose to continue this drive to serve others with United Way. As a lover of life, Ella joined us as Chief of Staff so she can do something she enjoys and make a positive impact on her community. These days, one can find Ella in the office fielding phone calls for Emergency Funding Assistance due to COVID-related issues, working on the Diversity, Equity, and Inclusion program, and just generally keeping us running smoothly. Trust us, it’s harder than she makes it look.
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Catherine Hughes
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Financial Stability Manager

Nedra Fleming
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Meredith Locascio
School Readiness Manager
Rebecca Martin
GO2GROW Navigator
Deborah Rogers
Early Education Specialist
Patrick Hayes
Data Analyst
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. With your generosity, we have been able to serve our community in the ways it needs most.

LEGACY CIRCLE
The United Way of Greater Charlottesville honors those whose planned gifts ensure that our work will endure.

Anonymous (1)
Gordon Black*
Robert Blaeser*
Suzanne J. and Robert L. Brooks
C & Alma Hall Charitable Trust
Fallica Charitable Lead Annuity Trust
Miette and George Michie
Elizabeth Nalley*
Jim Richardson
Robert Scharlemann*
Wilma and Newton Thomas*
Train Family Fund
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Worrell Family

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Susan Wells Sargeant
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Bonnie Wilfore and Chris Conti
Margaret J. Wylie*
Wendy Zomparelli and
Richard Handler
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$1,000-$2,499

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Ruthe Battestin
Heather Borek
Mary and Mike Chinn
Margery and Thomas M. Daniel
Helena Devereux
Alice Handly and Peter Stoudt
Teresa and John Hickey
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Jane and Bryan E. Thomas
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Susan and Richard Tremblay
Sasha Farmer Tripp and Kelley Tripp
Anna and Danny Van Cleave
Miles Vance
Mary Lee and John Walsh
Nancy and William G. Wardle
David Whitcomb
Mary Lyndon Whitmore
Yohannes Worku
Kerin Yates

TONSLEVER MCGINNESS CIRCLE
$2,500-$4,999

Michael Arenton
Carol Bauer
Deborah and George Conway
Ruth Cross*
Peggy and John Echols
Andrea and Peter Gavin
Josh Gentry
Lauretta and Peter Harbilas
Bebe Heiner and Bill Atwood
Laurie and Blair Kelly
Amanda and Joel Litchfield
Denise and Robert Meyer
Jessica Nagle
Chris Noland
Susan McLeod Prindle
Sally and Michael Rettig

William Sihler
Elsie and W. McLwaine Thompson
Cathy and Kirk Train
Mary Walter and George K. Yin
Wendy Zomparelli
and Richard Handler

VIRGINIA HENCH CIRCLE
$5,000-$9,999

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Miette and George Michie
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Mickie and David Wood

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Mary Anna and Mike Dunn
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Julie Cooker
Walker and John Coleman
Alida and Martin Couric
Dan Crosswhite
DIANE and Dick Brownlee
Edith Catlin
Carol and Stephen Clarke
Julie Cooper
Walker and John Coleman
Alida and Martin Couric
Wilson Craig
Julia and Jeffrey Crater
Dan Crosswhite
Susan and David Dallas
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POLLY and David Deck
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Helen Gatling-Austin
Tracy and John Gilbert
Arlene Goodyear
Claudette Grant and Juandiego Wade
Joyce Pastors
Melissa and Jeffrey Grossman

*Deceased
ORGANIZATIONS & FOUNDATIONS

Our thanks to the following organizations, foundations, and their employees who supported the United Way of Greater Charlottesville in 2020 and 2021.

Anonymous (1)
Adiuvans Foundation
Albemarle County
Albemarle County Social Services
Amazon
AmazonSmile Foundation
Aqua America
ArkWise Wealth
AT&T
Atlantic Union Bank & Trust
Bank of America
Better Living
BOST Benefits - Charlottesville Office
Boxley Materials Company
Brown Advisory
Buck, Toscano & Tereskerz
C & Alma Hall Charitable Trust
Caplin Foundation
Carol Sirot Foundation
Caroline O. Green Trust
Carter Myers Automotive
Caterpillar Inc.
City of Charlottesville
 Closet Factory
Colonial Auto Center
Comcast
Costco Wholesale #1184
C-ville Weekly
Davenport & Company, LLC
Dominion Energy
Eli Lilly & Company
Emily Hall Tremaine Foundation (EHTF)
Enterprise Rent-A-Car
Exact Sciences
FedEx
First Citizens Bank
Flow Companies of Charlottesville
Fluor
Generations Montessori School
Grange Insurance
Harris Teeter
Hershey Foods
Home Instead Senior Care
Hourigan
IBM Corporation
Inez Duff Bishop Trust
Internal Revenue Service
International Brotherhood of Electrical
Kappa Alpha Theta
KTK Design
Lee Construction Group, Inc.
Lewis Law Offices, PLC
Lumen Technologies
Marketing Mojo
Marshall's
MH Swanson and Associates
Molina Healthcare, Inc.
Monticello Area Community Action Agency
Monticello Media
Mutual Assurance Society of Virginia Fund
Nationwide
Northrop Grumman Corporation
OAR Jefferson Community Corrections
Old Dominion Capital Mgt Inc
Pacific Life
Pearl Island
Pepsi-Cola Bottling Company of Central VA
Perry Foundation
Pfizer
Piedmont Virginia Community College
Pitney Bowes
Principal Financial Group
Quantitative Investment Management
Real Estate III Commercial Properties
Renaissance Charitable Foundation Inc.
Sentara Healthcare
Sentara Martha Jefferson Hospital
Signature Family Wealth Advisors
Signature Science
Snook & Haughey P.C.
Sprint
SRC
State Farm Insurance Companies
Stillfield Fund
Story House Real Estate
Suez WTS
SunTrust Bank
T.J. Maxx
The Charles Fund
The David S. Walker, Jr. Foundation
The HUT Foundation
The Praxis Foundation
The Tax Ladies
Thomas Jefferson Planning District Commission
Thompson Jones Alexander Foundation
TisBest Philanthropy
TMS Fund
Transamerica Agency Network
Truist
Truist Foundation
Tuel Jewelers
Turn to the Wonderful Fund
United Bank
United Way of Greater Charlottesville
University of Virginia
UPS
UVA Community Credit Union
UVA Health System
Virginia Community Action Partnership
Virginia Early Childhood Foundation
Virginia State Employees
VISA
Volvo Cars of Charlottesville
Walmart
Wardle Family Foundation
Wegmans
Whitley/Service Roofing & Sheet Metal
Whitney and Anne M. Stone Foundation
WINA
Williams
Williams Mullen
Woodard Properties
WAYS TO GIVE

VOLUNTEER!
Our Volunteer Center can create customized volunteer opportunities for individuals, families, companies, and other groups, and we are happy to guide you on your volunteer journey. Contact us directly, or visit our CvilleVolunteer.org site, which lists ongoing, one-time, and emergency volunteer needs, and allows you to register your areas of interest to help you find the opportunity that’s right for you. Also check out www.RelImagineCVA.org for other ways to get involved.

FUND THE VISION!
Help us ENVISION a better community by donating today. Our EIN# is 54-0505882, and we accept gifts in a variety of ways:
- Mail checks to: United Way 200 Garrett St., Ste. 1 Charlottesville, VA 22902
- Stocks and Securities
- Employer matched gifts
- Planned gifts via wills, estates, trusts, or life insurance.
- Automatic payroll deduction through your employer
- Online gifts: UnitedWayCville.org
- Text to give: text “Envision” to 24365

GET INVOLVED!
For over 75 years, the United Way of Greater Charlottesville has convened people, companies, the University, foundations, social services, schools, and other organizations to work together to strengthen our community. There are many ways to get involved, including:
- Serve on a committee or board.
- Provide an Employer Matching Program to maximize the positive impact of your organization’s commitment to our community.
- Be a sponsor of United Way events or activities to get double the exposure with event advertising and promotions for popular and well-attended community activities.
- Create a volunteer team for our annual Day of Caring.

PLAN AHEAD!
At any age, donors may support the United Way of Greater Charlottesville through financial or estate planning. To learn more or to make a gift, please contact the United Way Development Office at 434.972.1701, or sent an email to UWGCDDevelopment@unitedwaycville.org.

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