

A New Narrative

FY 2022 UNITED WAY ANNUAL REPORT



United Way of
Greater Charlottesville

OUR COMMUNITY IMPACT

Focusing on financial stability, school readiness, and connected community, the United Way of Greater Charlottesville partners with solution-oriented organizations and commits resources to initiatives that address disparities in equity and opportunity at scale.

We target the systems and structures that hinder our neighbors from scaling and thriving economically in Charlottesville and the surrounding area with the goal of reducing poverty in our community.





At the United Way of Greater Charlottesville, we believe that when people from all backgrounds come together, the result is a stronger, more vibrant community.

How do we do this? Our three impact areas of **School Readiness, Financial Stability, and Connected Community** inform our mission and vision.

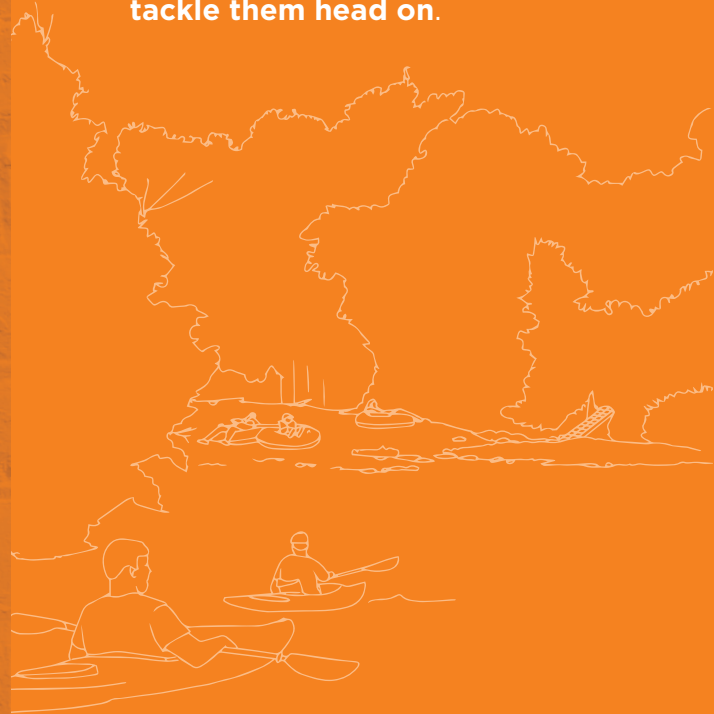




The United Way of Greater Charlottesville connects our community, helping individuals and families to **achieve their potential.**



Serving a vibrant area that includes the City of Charlottesville and Counties of Albemarle, Fluvanna, Greene, Louisa, Nelson, and Orange 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.**



United Way of
Greater Charlottesville

Dear Friends,

It's hard to believe that another year has passed. First and foremost, I want to thank our incredible community members, partners, and donors for your continued support of our work. Your time, treasure, and energy propelled us through a fast and furious year and has helped us maintain that momentum well into 2022.

A lot happened last year, and we're excited for you to read through the report. But the two biggest highlights were that we officially launched Envision with a community block party at Ix Art Park. And, we were awarded a landmark Ready Regions grant to be the lead for the Blue Ridge Region, encompassing 21 localities, continuing our groundbreaking work in early education.

While the past year was one of great excitement and what we hope is progress we can continue to build on, it was also one of change, evolution, and learning.

We moved to the heart of downtown so our old home at 806 E. High could be used by the Financial Opportunity Center. We furthered our commitment to data, and the importance of making



RAVI RESPETO, PRESIDENT & CEO, UNITED WAY OF GREATER CHARLOTTESVILLE

data-informed decisions about our programs and initiatives.

This data illustrates stark inequities in our community. Over 17% of families cannot afford the essentials of life, and 35% of those families are Black, despite making up only 11% of the population. We learned that a family with an

annual income of \$30,000 spends an average of 97% of their financial resources on housing, childcare, and transportation. That leaves only about \$76 a month for everything else: food, clothing, diapers, and utilities, not to mention any emergency medical expenses and essentials like prescriptions.

This data speaks to the primacy of the Envision initiative, and the urgency with which we as a community must work to help lift our neighbors out of poverty, relying on the pillars of financial stability, school readiness, and connected community.

Envision will write a new narrative for Charlottesville, one that centers around its community members and

their lived experiences. One that addresses historical and systems-level barriers to opportunity for minorities and people of color. One that reaches across sectors and joins together some of the most impactful individuals and organizations our area has to offer, bound by common goals, priorities, and purpose.

We've chosen Charlottesville as the place we work, play, and raise our children. Let's live up to that "best place to live" moniker and work to create a community that is diverse, vibrant, and equitable. **We're not the best place to live, yet. But with your help, we can be.**

Sincerely,

Ravi Respeto

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THE UNITED WAY FORWARD

The number of people experiencing poverty in our community has remained relatively unchanged for a decade, despite \$5 billion in regional economic growth.

Key Poverty Indicators

We understand that poverty is a multifaceted state of being, with many causes, a variety of detrimental outcomes, and no single clear cut solution.

Data demonstrates that there are also racial variations in poverty based on historical and systemic barriers, that it disproportionately affects people of color in our community and hinders their ability to scale and thrive.

Poverty impacts health and life expectancy, access to capital, homeownership and quality of housing, and education, especially infant and toddler care. With each step that an individual or family falls behind, it makes it that much harder and more complicated to make up ground towards being financially stable.

These issues are compounded for minorities, who are denied loans at 3x the rate of their White counterparts, own homes at half the rate, and live, on average, 7 years less. The first step in working to address poverty sustainably, and at scale, is understanding the complexity of the issue.



ACCESS TO CAPITAL

30%

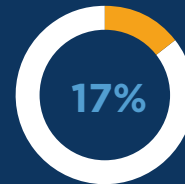
The national average interest rate for a consumer loan for a person with a FICO credit score under 630



HOUSING

35%

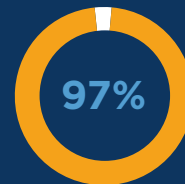
Of the nearly 11,000 families living this reality in our region, 35% are Black, despite Black individuals comprising only 11% of the total population



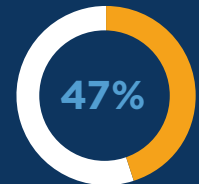
Percentage of households (10,940 families) earning an annual income of around \$30,000/year



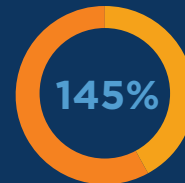
National average interest rate for a consumer loan for a person with a FICO credit score under 630



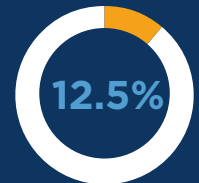
Percentage of annual income used on only rent and child care for a family earning roughly \$30,000/year



Average percentage of income spent on child care for families earning roughly \$30,000/year



Greater likelihood that kids will fail kindergarten literacy assessments if economically-disadvantaged



Longer life expectancy for neighborhoods in North Downtown compared to the Ridge Street Corridor (including Friendship Court)

The Case for Support

The story's title is ENVISION: A More Equitable Charlottesville. It's unfolding in real time, and YOU can help script a path to equity and economic independence for all in our community, beginning now.

Charlottesville's social sector is locking arms to help lift 1,800 families out of poverty—at least 630 of these families will be Black.

The story's through-line is equity—as a determinant of economic mobility, wealth generation, and opportunities in education and community health. It's about problem-solving through technology and human connections to achieve ambitious, time-bound goals. It's an account of fortitude in refusing to accept old patterns of doing business.

It's about acknowledging lived experiences backed by data and using this information to inform our decisions and actions. This data plainly demonstrates that the number of people experiencing poverty in our community has remained relatively unchanged for a decade, despite \$5 billion in regional economic growth. That 17% of families in our region cannot afford the essentials of life, 35% of which are Black, despite comprising only 11% of the total population.

It's about building and maintaining a first-of-its-kind collaborative framework among local organizations, bound by a shared commitment to providing coordinated services and eliminating barriers to enable economically-disadvantaged individuals and families to scale and thrive.

The combined force of these cohesive financial stability, school readiness, and connected community efforts will help catalyze transformational change in our community.



Scan the
code to
read the
full case
for support

Strategic Plan

How does any of this hard work get done? What is the road map for achieving these goals?

This laser-focus on poverty and equity derives from a strategic planning process in 2019 with broad input from community stakeholders. This new era of innovation was furthered by our emergency response work during COVID-19. ENVISION's goals were developed thereafter to affect systems-level change among economically-disadvantaged individuals and families through partner-driven collaboration with area nonprofits.

The common thread is each individual and organization leaning into what they do best. For us, it's to be a uniting force that can bring our community and stakeholders together—volunteers, beneficiaries of services, nonprofit partners, community leaders, local government, and funders—to address the changing needs of Greater Charlottesville.

By being introspective as an organization, we were able to prioritize our strengths, and honestly assess areas in which we need to improve in order to authentically carry out our mission and vision. We have identified five pillars of action that will facilitate our success:

- Strengthen impact areas to improve operational excellence to better meet community needs;
- Establish United Way as a hub for community data collection around financial stability and school readiness;
- Change the United Way's organizational culture around Diversity, Equity, and Inclusion internally and be an advocate for equity in our community;
- Strengthen partnerships that support our equity framework and Impact Areas; and
- Ensure sustainable funding for our work, supported by effective communication with clients, funders, and the community at large.

ENVISION



OUR IMPACT

A strong, equitable community where every person can thrive.

Mixed Delivery Program

High-quality preschool can have a powerful impact on a child's readiness for school and life. The Mixed Delivery Program allows for parent choice among high quality options that meet the needs of their child and family. This program, now codified by Virginia as a sister program to the Virginia Preschool Initiative, works to address inequities in early education by increasing access and funding for preschool slots in private early care and education programs. UWGC was allocated 77 slots in FY22, and has been allocated 127 slots for the FY23 renewal period. New in FY23 is an Infant-Toddler Mixed Delivery Pilot funded by the VA Department of Education. UWGC is one of three organizations in the state selected for this pilot and has been allocated 75 of the 200 pilot slots.

FY22 PROGRAM STATISTICS



\$30,500

Median household income of a Mixed Delivery Program family



77%

Percentage of students at or below 200% of federal poverty level

RACE/ETHNICITY BREAKDOWN



8% Asian

48% Black or African American

14% Hispanic or Latino

9% Multi/Bi-racial

19% White, not Hispanic



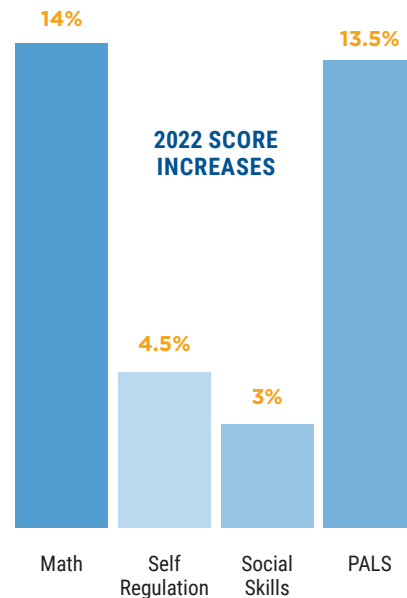
Virginia Kindergarten Readiness Program (VKRP)

In the 2021-2022 school year, the Virginia Kindergarten Readiness Program became available to all publicly-funded preschool programs to assess children's skills in fall and spring. VKRP Pre-k assessments in Math, Self-Regulation, Social Skills and Emerging Literacy provide measures of growth and highlight opportunities for improvement. All of the Mixed Delivery providers are required to administer the assessments.

Our results demonstrated an overall increase of 14% in math scores, 4.5% in self-regulation scores, and a 3% increase in social skills scores and a 13.5% increase in PALS pre-k*. However, disaggregation of the data demonstrates disparities. For example, Black children excelled in literacy growth from fall to spring at a rate of 32.4%. White children only grew at a rate of 12.2%. However, the average fall score for White children was 51.74 but only 31.87 for Black children. The average spring score for White children was 58.04, but 42.2 for Black children. This same disparity is true for Black and White children across all of the assessments.

Having this information by classroom will allow teachers to see what children may need interventions or different teaching methodologies. Having this information by center will allow an organization to strategically plan in order to chip away at the disparities, and this is the type of data that VDOE and UWGC need to help make informed curricular decisions that will best meet the needs to each child.

VKRP Pre-k assessments in Math, Self-Regulation, Social Skills and Emerging Literacy provide measures of growth and highlight opportunities for improvement.



*Aggregate pre-K literacy scores are obtained by summing across domains and excluding the following optional domains: letter sounds, lower-case alphabet, and nursery rhyme awareness.

Financial Resiliency Task Force

In 2019, UWGC convened Charlottesville-Albemarle's first Financial Resiliency Task Force (FRTF) to make a significant impact on poverty through collaboration and coordination of partner services. Working together to remove barriers impacting the financial stability of individuals and families, FRTF partners provide a network of niche services-financial coaching, job training, early education and child care, and access to capital including UWGC's Driving Lives Forward and Family Investment Program.

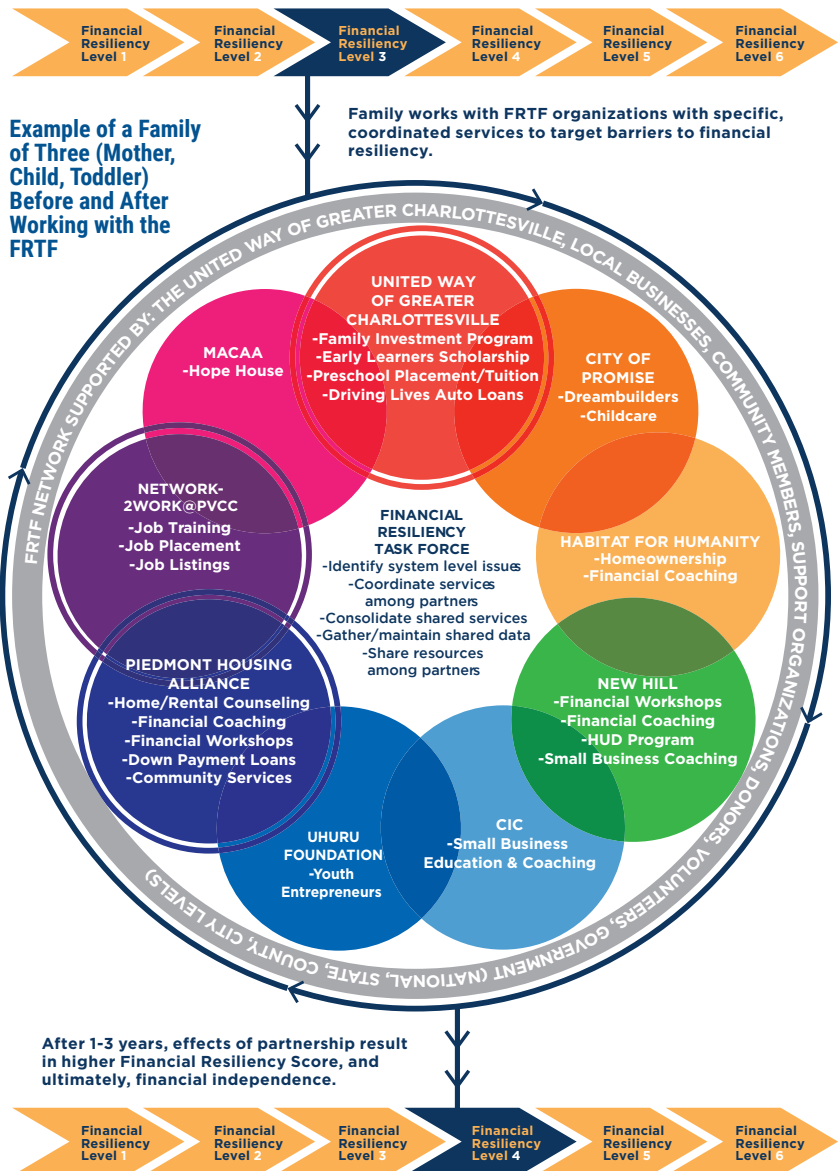
During FY22, UWGC procured technology and created the staff infrastructure to manage the initiative, including the ability to track and evaluate progress metrics via a shared Financial Resiliency Matrix that is embedded in the software. The software serves as a point-of-entry for clients and includes a closed referral loop among the partners. The partners signed an MOU agreeing on client eligibility, data sharing, and the closed referral procedures. The software launched late-August 2022 and the goal is to collectively serve at least 130 clients during FY23 towards the 1,800 families UWGC desires to lift to a point of financial stability. A second phase of software development will provide the data storage, tracking and reporting to demonstrate progress towards the UWGC five-year goal and individual program outcomes.

Families will be able to connect to financial coaching, home-ownership programs, early learning and child care programs/scholarships, market-rate auto loans for reliable used vehicles, the UWGC Family Investment Program, employment coaching/jobs and workforce programs.



-Certified Nursing Assistant making \$30,000/year
-Credit Score 500
-Owns **unreliable** car with high interest rate loan

-Lives in **subsidized housing**
-Qualifies for **subsidized childcare**, but struggles w/ co-pays



-Certified Nursing Assistant making \$45,000/year
-Credit Score 630
-Owns **reliable** car with affordable loan

-Lives in affordable **private housing** with pathway to home ownership
-Receives **FRTF support** for childcare co-pay

Impact Grants

Financial Stability Impact Funding

PROJECT	INVESTMENT	BENEFICIARIES	STRATEGY
New Hill Development Corp	\$25,000	275	Financial literacy & asset-building for adults
Piedmont Housing Alliance Housing & Financial Coaching	\$25,000	825	Financial literacy & asset-building for adults
Habitat for Humanity Pathways to Housing	\$30,000	27	Financial literacy & asset-building for adults
Community Investment Collaborative Entrepreneurship Program	\$30,000	85	Employment & improved-employment pathways for adults

School Readiness Impact Funding

PROJECT	INVESTMENT	BENEFICIARIES	STRATEGY
Piedmont YMCA Early Learning Center	\$30,000	108	High quality early care & education interventions including socio-emotional skill-building under the age of five (evidence-based or best-practice)
MACAA Extended Day & Summer Enrichment Program	\$30,000	117	High quality early care & education interventions including socio-emotional skill-building under the age of five (evidence-based or best-practice)
Child Health Partnership	\$40,000	500	Evidence-based home-visiting

No MBA grants awarded in FY22 (MBA COVID Assistance grant in FY21 and back to UWGC/MBA awards FY23)

Total FY22 Impact
Grant Investment:
\$210,000

Total Grants
Funded:
7

Total FY22
Beneficiaries:
1,937

Ready Regions

In December 2021, UWGC was awarded the lead agency for Ready Region Blue Ridge, a geographic region covering 21 Virginia localities. The intent of Ready Regions is to bring access to early education to every child in Virginia regardless of race, ethnicity, economic status or place of residence. The Virginia Department of Education and the Virginia Early Childhood Foundation have oversight of the program.

UWGC's initial tasks were to create a regional leadership team and prepare to pull all individually-funded Preschool Development Grant partners under one grant managed by UWGC effective July 1, 2022.

The PDG program is designed to roll out the State's new quality rating improvement system—VQB5—to all publicly-funded classrooms, both public school system preschool classrooms and early education centers and family day homes that participate in the subsidy program. VQB5 uses the Classroom Assessment Scoring System (CLASS) methodology that measures teachers' interactions with children. This methodology is mandated for publicly-funded classrooms effective school year 2023-2024.

UWGC participated in VQB5 practice year 1 by helping collect CLASS data that will help the VDOE better understand trends and plan ways to support local observers and leaders to ensure high quality pre-k instruction. 157 teacher observations were conducted along with professional development opportunities, a family survey and a coordinated enrollment assessment.

UWGC is now managing the region for practice year 2 along with 4 primary partners: ReadyKids Cville, JMU, Sentara RMH, and United Way of Staunton, Augusta County, Waynesboro. Next year, all of the Mixed Delivery grants will be combined into one that will be managed by UWGC. Effective with the 2023-2024 school year, UWGC will have access to the regional data to be able to prioritize opportunities for improvement across the numerous communities.

Early Learner Scholarships

- 38 scholarships were maintained for FY22
- 54 families benefitted from scholarships
- Average annual income less than \$28,000
- 125% of the Federal Poverty Level

Cost of care continues to increase and continues to be exacerbated by COVID. Pre-COVID, the cost of infant care rose from \$40+ per day to \$50+per day. Now infant rates range from \$55-\$63/day with one provider recently increasing their rate to \$73/day, costing families \$14,300 to \$16,380 per year. A single parent making \$28,000 per year will pay 53%-60% of their annual income for infant care without financial assistance. Many parents resort to friends and family for child care, keeping their children out of the high quality environment that will help minimize the impact of living in poverty and help these children arrive at kindergarten better prepared to learn.

Ready Regions Will Help Every Virginia Community Be:

ACCOUNTABLE

Virginia's early education system must prepare children for success.

PARENT-CENTERED

Families must be engaged in designing a system that works for them.

RESPONSIVE

Parents must be able to choose the child care they want and need.

RELIABLE

Early education programs need consistent supports to deliver quality services.

BOLD

Every community in Virginia should be a place where families can thrive.

Coordinated Enrollment

UWGC developed its Coordinated Enrollment, or single-point-of-entry program, that was deployed in all public preschool programs in Charlottesville/Albemarle for the current school year. Applications for all 3 and 4 year-olds wanting to enroll in the Charlottesville or Albemarle School System's public preschool programs, MACAA Head Start or the community Mixed Delivery program managed by UWGC were accepted and processed for eligibility through this online system last spring.

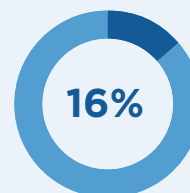
The single-point-of-entry allows a parent a convenient and efficient way to apply. In addition, navigators are available for parents who require assistance or who may have questions about the programs and eligibility. An intense engagement period commences in October/November prior to the application period opening the first of January. The goal is to fill all of the slots in each program so the maximum eligible 3 and 4 year-old children as can be are placed in a high-quality environment designed to assist the children improve their level of school readiness. In addition to our local go2growcville.com, the program was expanded to Augusta County on behalf of the United Way of Staunton, Augusta County, Waynesboro who adopted the same application and website as go2growsaw.com.

In Charlottesville/Albemarle, 1,162 applications were processed for School Year 22-23. This spring, 1,308 applications were processed for School Year 23-24. The median annual household income of enrolled families for SY22 is \$24,289. 85% of enrolled families are at or below 200% of the federal poverty level. Coordinated enrollment collects important socio-economic data that provides insights into our community including but not limited to:

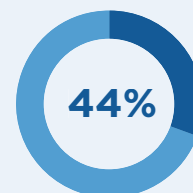
- Household income
- Parents' educational attainment
- Homelessness
- Foster care
- Transiency
- Refugee status
- Dual language learners
- IFSP, IEP, or speech/hearing/behavior concerns
- Parents under age 19 at birth of child
- Substance abuse in household
- Mental health concerns in household

All of these factors can help public school systems become more aware of the needs of these families prior to the children arriving at kindergarten.

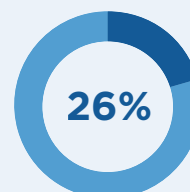
SCHOOL YEAR 2022-2023 APPLICANTS



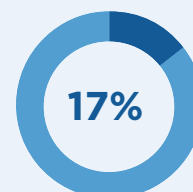
Have a parent with less than a 12th grade education



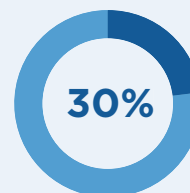
Are dual language learners



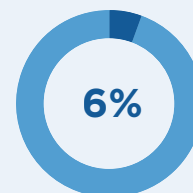
Have never attended formal early child care



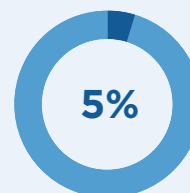
Have parents who were under age 19 when they were born



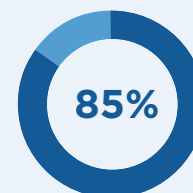
Have experienced transiency (moved 2+ times in 3 years)



Have been in foster care



Have experienced homelessness



Of enrolled families are at or below 200% of federal poverty level

OUR STORIES

Get to know the people who make our work possible and the community members who help further our mission every day.

Staff Spotlight

Deborah Rogers
Early Education
Specialist

How long have you been in Charlottesville?

Short answer, most of my life! I was born and raised in Charlottesville and graduated from CHS (a true Black Knight!). I met my husband after college and lived in New York, Philadelphia, Cleveland, and Detroit before moving back to Charlottesville to be closer to family.

You were the executive director at Barrett Early Learning Center. Talk about the importance of early education for our youngest learners.

The first three years of a child's life is a period

of incredible growth and development and sets the stage for learning. When young children don't get what their growing brains need to thrive, they can't develop as they should, leading to life-long developmental, educational, social, and health challenges. At Barrett, we worked to create a nurturing environment for our young learners by focusing on safety, a trained staff, using curriculum/assessments, and strong teacher interaction with kids, to ensure that each child had the opportunity to be set up for success.

What are some of the most pressing challenges facing families with young children?

Lack of affordable, high-quality early childhood education, plain and simple. Especially for children of color. As we continue to



contend with COVID child care is the lynchpin that also helps get our families back to work. It's imperative we continue to support the early education workforce.

How can we help alleviate the skyrocketing cost of

infant and toddler care for families?

The Mixed Delivery Infant and Toddler Grant will provide free tuition for the school year and summer for children ages 0-3 at a high-quality private provider (two

sites in Charlottesville and one in Fluvanna). Also, plans are underway to repurpose the Early Learners Scholarship program to serve ages 0-3. These are all steps in the right direction to help our unserved and underserved families.

What's your favorite part of working at the United Way?

The mission, vision, and core values. I grew up here, right in the Lincoln Heights neighborhood now known as Rose Hill. As a child I always had a sense of living in a village where my neighbors not just my family always looked out for me. Working for the United Way gives me the opportunity to go back into the communities that gave me so much.

What's it like living with the city's coolest meteorologist? (NBC29's David Rogers)

What you see is what you get! He's a funny guy, but we are polar opposites! He likes being in front of the camera; I don't even like taking pictures. He's a true carnivore; I'm a vegetarian. He likes to cook; I can barely boil water. That said, we both like talking to people, listening to good music, and watching classic movies.



Donor Spotlight

Court Nexsen
United Way Donor and
Leadership United Co-Founder

How did you get involved with United Way?

I've always felt a sense of responsibility to give back to the community and make a positive impact, but it was ultimately a neighbor who opened the door for me. That's what it's all about—a friend showing a friend an opportunity.

How did Leadership United come together?

We landed on the idea as a way for younger United Way donors to be a part of something bigger than their individual philanthropy. We wanted to find a way to get our children involved, so we incorporated the

whole family. It's been great watching the group grow into its collaborative approach and provide children access to community involvement.

How do you think about giving back more broadly?

I'm a person who likes to say yes. I've always had the mindset that when someone takes time to ask something of you, they've put thought and care into it—and I take that as a compliment. I've been fortunate enough to have mentors in my life, people who have said yes to me—so I always try to say yes back. I've found that the more I do that and lean in, the more fulfilling my life and work become.

Where do you see United Way going in the future?

Charlottesville is such a magical place. It also has needs and desires that provide an opportunity for people to drive resources and energy toward. My impression is that the people who are involved with United Way care deeply about making Charlottesville the best version of itself. Over the past six years, I've seen an increased intentionality about what United Way is doing and how we're doing it, and I'm looking forward to continuing to be a part of that.

Learn more about Leadership United at www.unitedwaycville.org/leadunited



Undertold Stories

We worked to help tell stories that are often under-told and build a platform for new voices in our community.

ENVISION RADIO

We recorded over 70 episodes of Envision Radio, an interview program and podcast that highlights Black business, government, nonprofit, and community leaders while exploring issues of race and equity. Twice, we even took the show on the road: Envision LIVE events brought together past participants, United Way board members, Leadership United, and community stakeholders for interviews with a live audience—and a hot lunch or cold cocktail in-hand, thanks to our gracious hosts at Common House and Vault Virginia. Find us on your favorite streaming app, or catch the latest episode airing on NewsRadio WINA 98.9FM and AM1070 Saturday mornings at 7am.



COLOR CVILLE

We also produced the first edition of our coloring book, recognizing the importance of engaging our youngest learners in the conversation about their hometown and its history. Each page provides a short anecdote about this history of places and spaces in and around Charlottesville.

Did you know the history of the 3rd street entrance of the Paramount Theater? How about the legacy of Benjamin Tonsler, the namesake of Tonsler Park? Part of building equity in our community comes from engaging our neighbors of all ages in connecting to our past, our present, and to our brighter future.



Scan the code to download the coloring book pages.

Board Spotlight

Siri Russell
Data Chair
UWGC Executive Board

How did you get involved with United Way?

Through my work at Albemarle County, I saw United Way operate as a convener, thought leader, and policy advocate in our community. That experience deepened my understanding of the values, ethic, and direction of the organization. When I was invited to join the board, I knew that it wasn't on the basis of trying to put a particular type of body in a seat—but because United Way has a vision and practice that is driven by impact.

What are the most pressing challenges our community is facing?

There seems to be no end to the pressing challenges, from housing, to climate change, to systemic racism—but I think one of the most significant barriers to addressing any of these challenges is our appetite and capacity for radical change. I don't get the sense that United Way has lost its appetite at all. That's what we need: leaders who aren't afraid to take big



swings at problems that are seen as intractable.

What is your hope for the community data resources that United Way is building through ENVISION?

I hope that they are useful; and used. I hope we can prioritize connection, partnership, and engagement in such a way that community members feel the tools we create are of and for them, as well as something they are able to use to take action.

Is there anything else you would like to share?

I'd like to emphasize the importance of continuing to extend the invitation and opportunity to the broader community to act as accountability partners. Everyone should feel that they have a stake in the achievement of United Way's goals, especially regarding poverty reduction in the local community.

Community Spotlight

Kizzy Walker
Family Investment
Program Participant

A native of Charlottesville and single mother of three children

—a daughter in her 20's, a son in high school, and an 8-year-old daughter—Kizzy grew up surrounded by a loving family: siblings, aunts, uncles, cousins, grandparents. Yet, now, only Kizzy, her kids, and her father remain in town. Everyone else moved away.

Kizzy dropped out of high school when her older daughter was born. In 2013, she earned her GED with the goal of getting a certificate in medical billing and coding. She completed the coursework but didn't have enough money to pay for the exam.

Nonetheless, Kizzy was determined to find a “forever” home in Charlottesville. “I’m not going to give up. This is my home and I’m going to fight to stay,” she told City Council members at a public meeting advocating for affordable housing. In 2018, while living in a single room with her two younger children, she applied for



the Pathways to Housing program offered by Habitat for Humanity. With financial coaching and regular payments on auto and student loans, Kizzy's credit score improved, and she was able to advance to Habitat's home ownership program.

In 2020, Kizzy joined UWGC's Family Investment

Program. With her Habitat coach, she established a plan that included UWGC matched savings for a home down payment. UWGC also supported Kizzy with the money she needed for the medical coding/billing certification test and a laptop required for her son's virtual learning. Kizzy was one

of the first participants in UWGC's Driving Lives Forward program, and as a result, established an affordable line of credit on a reliable used vehicle.

Thanks to the coordinated efforts of UWGC and Charlottesville's social impact sector and her own force of will, in March 2021, Kizzy purchased her newly constructed 3-bedroom Habitat home. She works full-time cleaning rooms at a hotel and has started her own residential cleaning business to earn extra income. With Kizzy's enthusiasm as a participant in ENVISION, there is little doubt she will continue her success as she works to set and accomplish new goals!

VIRGINIA FILM FESTIVAL

We also partnered with the 2021 Virginia Film Festival as a premiere sponsor of their 34th annual event.

During the festival, we sponsored five films and debuted our Envision trailer to audiences.





**2021
Volunteers:**
1,300

**2021
Projects:**
94

**2021 Host
Organizations:**
83

**2021 Value of
Service:**
Est. \$204,601*

*plus donated materials

OUR PARTNERSHIPS

We're proud to work alongside committed individuals and organizations to create sustainable positive change in our community.

Day of Caring

The **United Way Day of Caring** is the largest annual single day of service in our community, and one of the largest in the nation. This event brings critical services to local nonprofits and schools, and introduces hundreds of community members to volunteering.

In 2021 we celebrated the 30th annual Day of Caring, an occasion marked by very heavy rain—the first-ever rainy Day of Caring—which did not deter the volunteers, though some creative adaptations were required.

Caring for Community Awards

A partnership with C-Ville Weekly and Leadership United, the **Caring for Community Awards** recognize exceptional community service from individuals, families, businesses, and organizations. In 2021 we were pleased to institute the Volunteer of the Year Award.



Black Business Guide

In collaboration with the Charlottesville Area Chamber of Commerce Minority Business Alliance, City of Charlottesville Office of Economic Development, and Destinee Wright, former Community Fellow-in-Residence at The Equity Center at UVA, we were able to build on what Destinee began in 2018 as the Charlottesville Black Business Directory and launch the **Black Business Guide**, a comprehensive digital resource intended to provide visibility for Black-owned and operated businesses and their services. The guide was launched in April 2022 as a part of the 10th annual Tom Tom Festival and continues to grow as new businesses open and are incorporated into the catalogue.

Envision Community Block Party

On a crisp October evening at Ix Art Park, the **Envision Community Block Party** brought together over 250 community members to celebrate the launch of Envision.

The feeling of positivity was palpable, and the diversity of the crowd was an inspiration. With live music from Free Union and Elise Underwood, dinner by Angelic's, Basan,

Sombrero's, and Pearl Island (who distributed close to 150 free kids' meals), and a fundraising raffle that featured contributions from 9 members of the Charlottesville Area Chamber of Commerce Minority Business Alliance, the stage was set—United Way's work in the coming years would be defined by its inclusivity and ability to be driven by the community it serves.

Partners in the Envision initiative including Financial Resiliency Task Force members City of Promise, Habitat for Humanity of Greater Charlottesville, Network2Work@PVCC, and New Hill Development Corporation joined the festivities to share about the programs they offer as a part of this new community collaboration to reduce poverty.

We debuted Color Cville—United Way's first-ever coloring book, featuring contributions from local photographer Eze Amos and illustrator Mara Sprafkin—and introduced a limited-edition beer collaboration with the Brewnited Way: the Envision Lager.

We couldn't have done it without our sponsors **Bank of America, Woodard Properties, Ix Art Park, and Williams Mullen.**



Tom Tom Festival

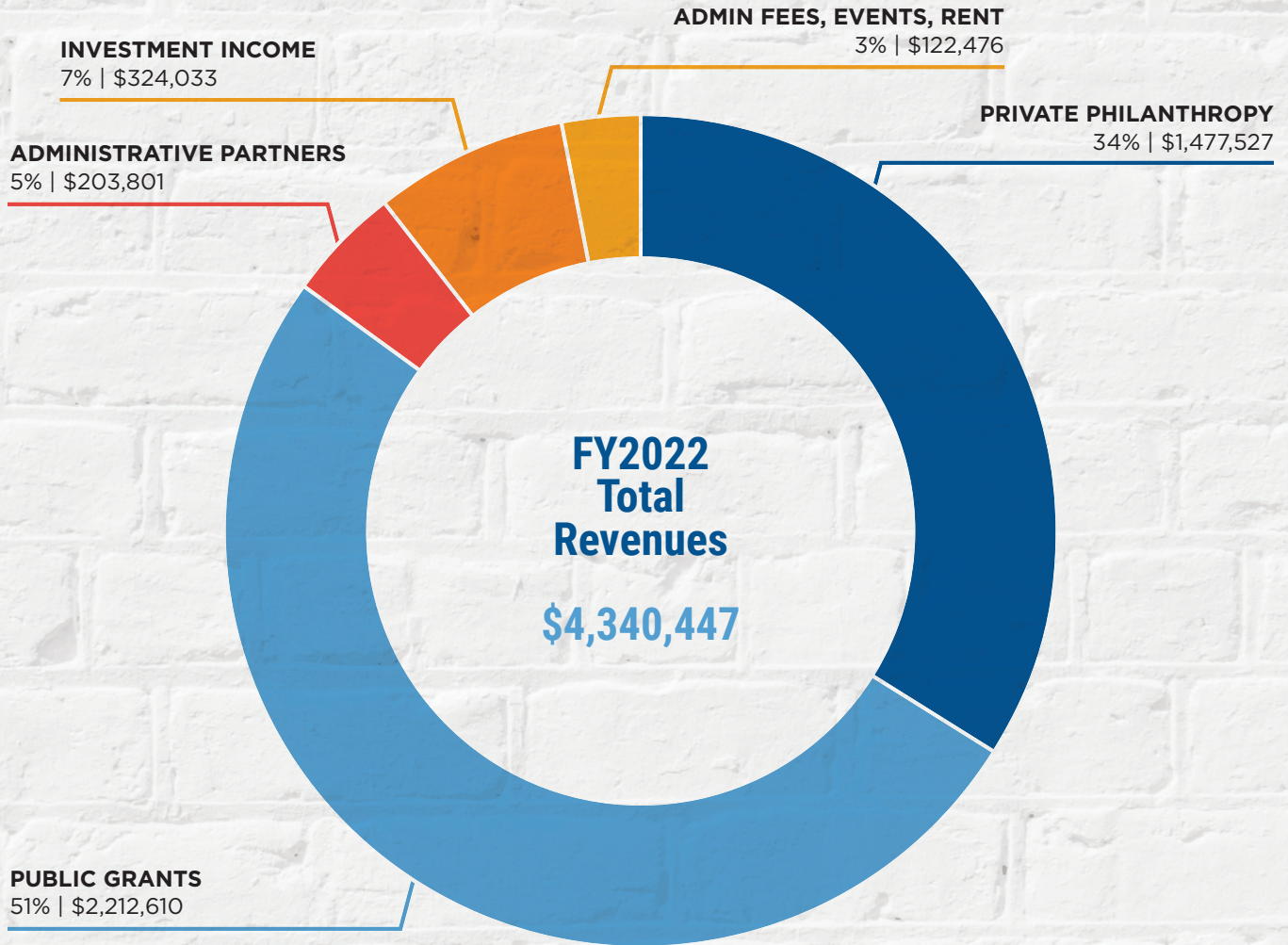
We had the opportunity to participate in this year's **Tom Tom Festival!**

We co-sponsored the Community Workshop series, and Price A. Thomas, our Director of Marketing, hosted a segment at Common House about storytelling, using Envision Radio as a case study. He talked about how to frame and create a content initiative and also conducted live interviews with Martize Tolbert of the Fountain Fund, and Eric Mayberry of The Daily Progress.



Scan the code to listen to the interviews as a part of our Envision Radio Catalog.

FINANCIALS



FINANCIALS

ADMINISTRATIVE PARTNERS

8% | \$335,660

Santa Fund
4% | \$157,825

**Women United in
Philanthropy**
2% | \$94,955

Pathways
2% | \$82,880

CONNECTED COMMUNITY

6% | \$240,323

**Volunteerism and
Day of Caring**
3% | \$134,093

**Social Equity
Initiatives**
2% | \$106,230

FINANCIAL STABILITY

10% | \$420,415

**Financial Resiliency
Task Force**
3% | \$148,729

Impact Grants
3% | \$110,000

Cville Tax Aid
2% | \$102,417

Family Investment
1% | \$44,158

Driving Lives Forward
0% | \$15,111

OPERATIONS/ADMIN

19% | \$841,094

Fundraising
14% | \$593,240

Management & General
4% | \$179,305

Diversity, Equity and Inclusion
2% | \$68,549

SCHOOL READINESS

58% | \$2,502,955

Early Education Programs
44% | \$1,888,661

Early Learner Scholarships
10% | \$441,229

Impact Grants
2% | \$100,000

Early Education Coalition
2% | \$72,995

**FY2022
Total
Expenditures**
\$4,340,447

*The figures presented in this financial statement are unaudited. Percentages are approximates.

Thank You Supporters!

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

Lifetime Circle

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

Anonymous (4)
Michael Arenton
Kathy Rhyne and Chuck Axten
Guy Babineau
Carol Bauer
Kathy and James L. Berlin
Diane and Spencer Birdsong
Mr. Howard W. Blauvelt*
Dr. and Mrs. David Bogdonoff
Liza and Pete Borches
Kathy Bowers and Richard Comfort
Suzanne J. and Robert L. Brooks
Diane and Dick Brownlee
Bruce Cabell*
Mr. and Mrs. William R. Cartwright
Betsy and John Casteen
Edith Catlin
Didi and Peter Chapin
Mary and Mike Chinn
Carol and Stephen Clarke
Gail L. and David R. Clelland
The Conboy Duke Foundation
Bonnie Wilfore and Chris Conti
Deborah and George Conway
Kari and Kent Couling
Ruth Cross*
William Dalton
Sarah and Victor Dandridge
Margery and Thomas M. Daniel
Bridget and Tim Davis
Cynn timer Davis
Polly and David Deck

Sally and Charles Du Bose
Peggy and John Echols
Caroline Emerson and Sarah Horne
Donna and J. Michael Fitzgerald
Mr. and Mrs. Donald Flow
Dorrie and Barry Fontaine
Pat and Bob Foster
Jane Foster*
Ellen and Michael Geismar
Leslie Gilliam
Claudette Grant and Juandiego Wade
Caroline O. Green Trust
Valerie and Carlton Gregory
Carolyn P. and David W. Grow
Mr. and Mrs. Leroy R. Hamlett, Jr.
Lauretta and Peter Harbilas
Gregory Harris
Bebe Heiner and Bill Atwood
Teresa and John Hickey
Linda Hitchings
Stuart Howards
Huffman Family Fund
Judy and Michael Jaeger
Pam and James Jessup
Bill Kehoe
Laurie and Blair Kelly
Robert Kelly
Betsy and James Kennan
Carol and Steve Krohn
Barkley and Chris Laing
Joseph Larner
Patty Leggett
Valerie and Don Long
Carol and Kenton McCartney
Michelle and Lawrence McConnell
Carolyn and Gary McGee
Sarah and Grey McLean

Miette and George Michie
The MLG Foundation
Bonnie and Charles Moorman
Ann and Carter Myers
Reid Nagle
Judy and Richard L. Nunley
John Nunley
Nunley Family Fund at the Charlottesville Area Community Foundation
Sarah J. and J. Thomas Parsons
Susan McLeod Prindle
Sue and Reuben Rainey
Sally and Michael Rettig
Grace Riggs*
Dr. and Mrs. Dudley Rochester
Ken Rosen
Mr. and Mrs. Charles M. Rotgin, Jr.
Karen and John Rowlingson
Elizabeth and Mark Sackson
Mr. and Mrs. Leonard W. Sandridge, Jr.
Caroline and Jim Satira
Mr. and Mrs. E. Sykes Scherman*
Carolyn and Kevin Schuyler
Betty and John Scott
Mrs. Frederic W. Scott*
William Sihler
Jane-Ashley and Peter Skinner
Hunter Smith Family Foundation
William Smith
Anne Spence*
Philip Stokes
Teresa Sullivan and Douglas Laycock
Jane and Bryan E. Thomas
Wilma and Newton W. Thomas*
Cathy and Kirk Train
Sarah Tremaine
Michele and Wade Tremblay

Lynda and Michael F. Tubridy
Jerry Vinson
The David S. Walker, Jr. Foundation
Andrea Mejia and Craig Volden
Lorraine Wallenborn*
Nancy and William G. Wardle
Susan Wells Sargeant
Kathy and Mike Wesson
Bonnie Wilfore and Chris Conti
David Whitcomb
Mickie and David Wood
Margaret J. Wyllie*
Nancy and John Young
Wendy Zomparelli and Richard Handler

Legacy Circle

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

Anonymous (2)
Gordon Black*
Robert Blaeser*
Suzanne J. and Robert L. Brooks
Fallica Charitable Lead Annuity Trust
C & Alma Hall Charitable Trust
Miette and George Michie
Elizabeth Nalley*
Jim Richardson
Robert Scharlemann*
Wilma and Newton Thomas*
Train Family Fund
Michele and Wade Tremblay
Worrell Family

Envision Circle (\$10,000+)

Anonymous (2)
Dr. and Mrs. David Bogdonoff
Liza and Pete Borches
Wendy B. and John K. Brown
Mary and Mike Chinn
Margery and Thomas M. Daniel
Alice Handy and Peter Stoudt
Teresa and John Hickey
Barkley and Chris Laing
Sarah and Grey McLean
Andrea Mejia and Craig Volden
Miette and George Michie
Reid Nagle
Judy and Richard L. Nunley
Susan Wells Sargeant
Sarah Tremaine
Nancy and William G. Wardle
Mickie and David Wood

Changemakers (\$5,000-\$9,999)

Kathy Rhyne and Chuck Axten
Suzanne J. and Robert L. Brooks
Didi and Peter Chapin
Kari and Kent Couling
Bridget and Tim Davis
Wendy Ferguson
Mr. and Mrs. Donald Flow
Geoffrey Fox
Ellen and Michael Geismar
Arlene Goodyear
Patty Leggett
Valerie and Don Long
Ann and Dennis Rooker
Caroline and Jim Satira
Elsie and W. McIlwaine
Thompson

Impact Circle (\$2,500-\$4,999)

Anonymous (4)
Carol Bauer
Diane and Dick Brownlee

Dan Crosswhite
Peggy and John Echols
Caroline Emerson and Sarah
Horne
Andrea and Peter Gavin
Meredith and Josh Gentine**
Lauretta and Peter Harbilas
Bebe Heiner and Bill Atwood
Laurie and Blair Kelly**
Carol and Steve Krohn
Amanda and Joel Litchfield**
Jessica Nagle
Susan McLeod Prindle
Sally and Michael Rettig
Joan and Robert Smith
Carrie and Justin Stanton
Teresa Sullivan and Douglas
Laycock
Cathy and Kirk Train
Susan and Richard Tremblay
Mary Walter and George K. Yin
Wendy Zomparelli and Richard
Handler

Community Circle (\$1,000-\$2,499)

Anonymous (3)
Naomi Aitken
Elyse and John Ashley
Ann and Brad Backof**
Pamela and William Balcke
James Barton**
Ruthe Battestin
Robert Baydush and Susan
Smith
Richard Behr
Sara Bethea
Carolyn and Frank Beverly
Alan Bewley
Heather Borek
Bernard Bress
Stephen Brinkley
Edith Catlin
Carol and Stephen Clarke
Shana and Steve Clarke**
Walker and John Coleman**
Ellen Contini-Morava
Deborah and George Conway
Alida and Martin Couric**
Julia and Wilson Craig**
Susan and David Dallas
Russell Day
Francesca and Eduard de Lange
Mark DeBow
Polly and David Deck
Drs. Cindy and John Dent
Cathy and Dan Dorsey
David Dunwody
Elizabeth and Jake Dwyer**
Maria and John Epley**
Betsy and Jim Fernald
Shirley French
Lee Freudberg
Sally Garland
Helen Gatling-Austin
Josh Gentry
John Gilbert**
Claudette Grant and Juandiego
Wade
Carolyn P. and David W. Grow
Mr. and Mrs. Leroy R. Hamlett, Jr.
Melinda Summerlin Hancock
Molly Harlow
Carl Heins
Margie and James E. Houchins
Catherine and David Hughes
Roberta Hunt
Barbara and David Hutchinson
Sarah and Ed Hutchinson**
Anuja and Rishi Jaitly**
Justine Joscelyne
Adela Su and Eddie Karoliussen
Bill Kehoe
Christina Kilby and William
Robinson**
Isabel and Geer Leboutillier**
Arlene Lee
Lolly and Tyler Lux**
Stephanie and Thad Lyman**
Lynn and Larry Martin
Karen Moran and Wistar Morris
Jodie and Mike Murphy
Lang Murray
Mary and Matthew B. Murray
Ann and Carter Myers
Carol Hurst and Jon Nafziger
Evans and Court Nexsen**

Chris Noland
Mike Overfelt
Peggy and Frank Quayle
Carolyn Rainey
Sue and Reuben Rainey
Lauren and James Record
Ravi Respeto
Amy Richardson
D. Kay and Glen O. Robinson
Dr. and Mrs. Dudley Rochester
Mr. and Mrs. Charles M.
Rotgin, Jr.
Catherine Rotolo
Virginia and James L. Rovnyak
Karen and John Rowlingson
Elizabeth and Mark Sackson
Mr. and Mrs. Leonard W.
Sandridge, Jr.
Briana Schulze**
Anne and John Scott
J. Anne and Phillip W. Shiflett
Timothy Sigmon
James Smith
William Smith
Timothy Spencer
Richard Steeves
Jodie Stevens
Philip Stokes
Erika Struble
Jane and Bryan E. Thomas
Becky and Larry Thomas
Judith and David Tobin
Matthew Toler
Timothy Traaseth
Sasha Farmer Tripp and Kelley
Tripp**
Sam Uppala
Anna and Danny Van Clief**
Miles Vance
Disha and Raj Venkatesan**
Eileen Walsh
Faye Whaley
Mary Lyndon Whitmore
The Honorable and Mrs. J. Harvie
Wilkinson III
Nancy and John Young

**Deceased*

***Current members of Leadership United, our
emerging philanthropist community group*

Organizational Support

Our thanks to the following organizations and their employees who supported the United Way of Greater Charlottesville in 2021 and 2022.

Anonymous (2)
Abbott Laboratories
Amazon
AmazonSmile Foundation
AT&T
Bank of America
Bankers Insurance
Better Living
Boxley Materials Company
Brown Advisory
C&F Bank
Caplin Foundation
Caroline O. Green Trust
Carter Myers Automotive
Caterpillar Inc.
The Charles Fund
CMA Borchers Fund at the CACF
Comcast
Costco Wholesale #1184
C-Ville Weekly
Davenport & Company, LLC
Eli Lilly & Company
Emily Hall Tremaine Foundation
Exact Sciences
Exelon - Constellation Energy
FedEx
First Citizens Bank
Flow Companies of
Charlottesville
Four Corners Real Estate
Solutions LLC
Gap Foundation
C and Alma Hall Charitable Trust
Harris Teeter Corporation
Hartfield Foundation
Heiner Family Fund
Hershey Foods
Hourigan
IBM Corporation
Inez Duff Bishop Trust
IBEW Local Union No. 26
ITOCHU Foundation of North
America

Ix Art Park
Johnson Controls
L3 Harris Technologies
Lee Construction Group, Inc.
ManpowerGroup
Marjorie Adam Team
Martin Family Foundation
MetaBank Corporate Services
Microsoft Corporation
Mutual Assurance Society of
Virginia Fund
Nationwide
Networking Technologies +
Support, Inc.
Northrop Grumman Corporation
R & J Nunley Fund
Outsell Corporation
Pacific Life
Pepsi-Cola Bottling Company of
Central Virginia
Perrigo Nutritionals
Perry Foundation
Phoebe's Nest Fund at the CACF
Principal Financial Group
Ragged Mountain Running Shop
Renaissance Charitable
Foundation Inc.
S&P Global Market Intelligence
Sentara
Sigma Chi Fraternity, Psi Chapter
Signature Family Wealth
Advisors
Signature Science
Snook & Haughey P.C.
Solenis
SRC
State Farm Insurance Companies
Target
Thompson Jones Alexander
Foundation
Three Notch'd Brewing Company
TMS Fund
Truist

Truist Foundation
United Bank
United Way of Greater
Charlottesville Employees
UPS
UVA Division for Diversity,
Equity, and Inclusion
Virginia State Employees
Walmart Corporation
Wardle Family Foundation
Wegmans #127 Charlottesville
Whitley/Service Roofing & Sheet
Metal
Whitney and Anne M. Stone
Foundation

Williams
Williams Mullen
Woodard Properties
Zurich Insurance





Our Board

Meet the United Way Board, comprised of community leaders with diverse areas of expertise.

Advisory Board

Yomika Alexander
Dick Brownlee
Tamika Carey
Shannon Copeland
Sarad Davenport
Peggy Echols
Michael Geismar
Josh Gentine
Rebecca Ivins
Chris Laing
Don Long
Eric Mayberry
George Michie
Mike Murphy
Sean Reeves
Ashley Reynolds Marshall
Charlie Rogers
Elsie Thompson
Sarah Tremaine
Sasha Farmer Tripp
Bill Wardle
Karen Woody

Executive Board

Amanda Litchfield, *Chair*
James Brown
Mike Chinn
Kent Couling
Elizabeth Cromwell
Joyce Pastors
Alice Handy
Eddie Karoliussen
Blair Kelly
Arlene Lee
Kevin McDonald
Court Nexsen
Carrie Stanton
Xavier Urpi

Active Life Members

Liza Borches
Suzanne Brooks
Carol Clarke
Deborah Conway
Margery Daniel
Bill Kehoe
Bryan Thomas

Our Staff

Meet the United Way staff.

Ravi Respeto, President
Caroline Emerson
Nedra Fleming
Rachel Franz
Lisa Frazier
Callie Hamm
Patrick Hayes
Barbara Hutchinson
Ella Jordan
Meredith Locascio
Rebecca Martin
Megan Meyers
Lina Montoya
Tucker Morris
Deborah Rogers
Markiana Smith
Price Thomas
Terrell Thompson
Ben Wilkes

Thank you!

The lists above reflect Board Members as of June 30, 2022.



Thank you to the photographers, artists,
& designers who contributed their time
and talent to this Annual Report: Derrick
J. Waller, Dominique Attaway, Ézé Amos,
Jae Johnson, & Lauren Worth.

WAYS TO GIVE

Support Envision and the United Way of Greater Charlottesville in creating a more equitable community where every person can thrive.

There are a variety of ways to make your contribution to the United Way of Greater Charlottesville, and support us in our work of creating more equitable communities.

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.ReImagineCVA.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. I
Charlottesville, VA 22902
- Stocks and Securities
- Employer matched gifts
- Wills, estates, trusts made as a planned gift
- Automatic payroll deduction through your employer
- Online gifts: UnitedWayCville.org
- Text to give: text "Envision" to 24365
- Cryptocurrency



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 UWGCDevelopment@unitedwaycville.org.





**United Way of
Greater Charlottesville**

200 Garrett St., Ste. I
Charlottesville, VA 22902

Nonprofit Organization
U.S. Postage
PAID
Charlottesville, Virginia
Permit No. 420

**Thank you for your
support of, and
investment in, our work.**



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