

convene.

2024 ANNUAL REPORT

identify.

WHAT'S YOUR ROLE?

collaborate.



United Way of
Greater Charlottesville



Contents

- 03 Letter from Our Leaders
- 04 Staff and Board
- 06 Our Impact
- 08 Financial Stability
- 12 School Readiness
- 16 Connected Community
- 20 Our Supporters
- 23 Financials

ON THE COVER

Meet The Allens, one of our 2024 ENVISION Enterprise Grant recipients and the owners of Allens Scottish Shortbread. Read their full story on page 11!

Photo by Jen Fariello

OUR MISSION

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

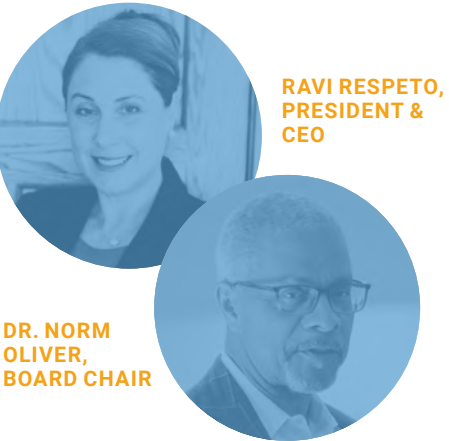
OUR VISION

A strong, equitable community where every person can thrive.

OUR VALUES

- Humility — We approach our work humbly and with respect.
- Compassion — We honor and see the dignity in our fellow community members.
- Equity — We are committed to promoting equity internally and through our public-facing programs.
- Advocacy — We speak up for the voiceless so that they may speak for themselves.
- Conviction — Regardless of the challenge or cost, we aim to do what is right.
- Collaboration — We work with community members and cross-sector partners to build more vibrant communities.

Letter from Our Leaders



Dear United Way Family,

For more than 80 years, United Way of Greater Charlottesville has worked in partnership with individuals, nonprofits, volunteers, and organizations throughout our community to be a catalyst for positive change.

Looking back on 2024, we are heartened to report that we are making robust progress in realizing our vision of a strong, equitable community where all families can thrive. This vision can only manifest through the unified engagement of each one of us. **So, what’s your role?**

Perhaps you are among the parents, teachers, school administrators, philanthropists, policymakers, and non- and for-profit providers who are joining us at the table to engage in dialogue and solutions for an improved system of education and care for our community’s youngest learners.

Perhaps you are a member of the Chamber of Commerce mentoring local entrepreneurs to grow their small business, or a nonprofit partner working with families to realize their dream of homeownership.

Perhaps you are one of the artists, community leaders, or cultural funders that work to build broadened understanding through

an informed and empathetic social fabric by co-creating media, storytelling, and event-based platforms.

Or perhaps you are an individual, family, or organization considering how you can have the greatest impact in helping local families build economic independence.

At United Way, we know that a rich tapestry of perspectives, talents, and skills is essential to best represent the communities we serve. The trust that you’ve placed in our organization enables us to identify Charlottesville’s greatest needs, convene those closest to the issues, and collaborate on solutions most beneficial for our community.

We all deserve the opportunity to thrive. With your support, together, we can each activate our role to help Greater Charlottesville move forward in a United Way.

Sincerely,
Ravi & Norm

“The trust that you’ve placed in our organization enables us to identify Charlottesville’s greatest needs, convene those closest to the issues, and collaborate on solutions most beneficial for our community.”

Photos by Dominique Attaway



Our People

One of United Way of Greater Charlottesville’s most powerful assets as an organization is the diversity of our staff and board. Intentional and ongoing focus on building that diversity has brought a rich tapestry of skills, perspectives, and experiences to our organization that helps us best represent and serve our community.

Staff

Operations / Admin Team

- Ravi Respeto**
President & CEO
- Lisa Frazier**
Chief Financial Officer
- Barbara Hutchinson**
Chief Strategy Officer
- Dabney Coleman**
Strategy and Program Specialist
- Callie Hamm**
Executive Assistant and Office Manager
- Patrick Hayes**
Data Analyst
- Ella Jordan**
Senior Financial Stability Director
- Meredith Locascio**
Senior Ready Region Blue Ridge Director

- Kearsley Hinely**
Ready Region Blue Ridge Director
- Nicole Alexander**
Senior Early Education Specialist: Early Learner Scholarship
- Blair Davis**
Early Education Specialist: Mixed Delivery
- Ashlie Glass**
Early Education Specialist: VQB5
- Jesse Laase**
Early Education Specialist: VQB5 HR/SAW
- Megan Meyers**
Coordinated Enrollment Manager
- Amanda Meadows**
Early Education Specialist: Coordinated Enrollment
- Lina Montoya**
Mixed Delivery Manager
- Tucker Morris**
Financial Stability Coordinator
- Brianna Sarceno**
VQB5 Manager

- Mary Shifflett**
Early Education Specialist: Mixed Delivery HR/SAW
- Terrell Thompson**
Early Education Specialist: Family Engagement

Engagement Team

- Caroline Emerson**
Chief Engagement Officer
- Katie Hand**
Chief Philanthropy Strategist
- Ben Wilkes**
Development Director
- Rebecca Martin**
Donor Services Coordinator
- Markiana Smith**
Engagement and Belonging Manager
- Miranda Zelena**
Marketing Manager

All staff and board listings are current as of August 2024

Photos by Dominique Attaway

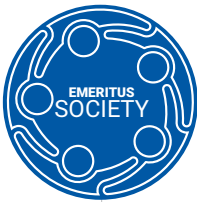
Board & Volunteer Leadership

Board of Directors

- Norm Oliver**
Board Chair
- James E. Brown**
At Large
- Michele Carroll**
At Large
- Kent Couling**
Endowment Chair
- Sarad Davenport**
Marketing Chair
- Josh Gentine**
Operations Chair
- Rebecca Ivins**
At Large
- Eddie Karoliussen**
Nominating Chair
- Amanda Litchfield**
Campaign Chair
- Kevin McDonald**
Diversity, Equity, and Inclusion Chair
- Ashley Reynolds Marshall**
Program Chair
- Siri Russell**
Data Chair
- Carrie Stanton**
Governance Chair
- Xavier Urpi**
Audit & Finance Chair
- Karen Woody**
At Large

Advisory Council

- Dick Brownlee**
- Tamika Carey**
- Mike Chinn**
- Shannon Copeland**
- Peggy Echols**
- Wendy Ferguson**



Emeritus Society: *Celebrating Exceptional Leadership*

The Emeritus Society of United Way of Greater Charlottesville is a gathering of leaders who have demonstrated exceptional service to our organization. Founding Members include past board chairs, campaign chairs, committee chairs, and Legacy Circle donors.

Peggy Echols, Chair
Russell Bell
Liza Borches
Suzanne Brooks
Dick Brownlee
Susan Cabell-Mains
Mike Chinn

- Carol Clarke**
Deborah Conway
Dan Goodall
PK Kamath
Bill Kehoe
Blair Kelly
Jim Kennan
Steve Krohn
Chris Laing
Gary McGee
George Michie
Ward Sims
Phil Sparks
Bryan Thomas
Wade Tremblay
Juandiego Wade
Bill Wardle
Mike Wesson
John Young

Emeritus Society Founding Members gathered in May to celebrate the Kennan family’s long-lasting contributions to the work of UWGC.



Leadership United: *Uplifting Greater Charlottesville Through Service and Philanthropy*

Founded in 2019, Leadership United is a group of dedicated community leaders focused on service and philanthropy through United Way of Greater Charlottesville. Our heartfelt thanks to these individuals and families who have, and continue

to, support Leadership United efforts uplifting our community through collective action, volunteer activities, committee participation, and impact-driven social gatherings.

James Barton
Ann and Brad Backof
Caroline and Adam Childers
Walker and John Coleman
Alida and Martin Couric
Abby and Christopher Denby
Elizabeth and Jake Dwyer
Maria and John Epley
Meredith and Josh Gentine
Tracy and John Gilbert

- Melissa and Jeffrey Grossman**
Ashley and Kevin Gundersen
Sarah and Ed Hutchinson
Anuja and Rishi Jaitly
Isabel and Geer LeBoutillier
Lolly and Tyler Lux
Stephanie and Thad Lyman
Evans and Court Nexsen
Sasha Farmer Tripp and Kelley Tripp
Amanda and Joel Litchfield
Christie Kilby and William Robinson
Sylvie and Stephen Murray
Briana Schulze
Disha and Raj Venkatesan
Anna and Danny Van Clief

CONVENE...



Our Impact

Every day, our charge is to unite community leadership and guide collaborative strategy around complex challenges facing families throughout our region. Central to our mission, we work one-on-one, step-by-step with hundreds of families to help them not only make ends meet, but also enjoy a brighter, more resilient future.

A Note from the Field

As I look back over the past year, a memory that stands out is our team’s visit with a United Way client family at her new home in Albemarle County.

Our goal was to deliver a collection of housewarming gifts donated by friends from Sentara Martha Jefferson Hospital to help their neighbor adjust to changes in her financial situation brought on by

a new mortgage and a new family member. The beautiful newborn cradled in her arms was, as she put it, her motivation to partner with us at United Way to improve her economic situation.

The time that she and I have spent together over the past year has left me with three thoughts:

(1) This family, like thousands of others in our community, approach daily life with an incredible amount of hard work and resolve.



(2) We are blessed with a fundamental generosity that in many ways defines our culture here in Central Virginia.

(3) The unique role that we each play as donors, partners, staff, or volunteers with United Way of Greater Charlottesville is essential to building a community where all families can thrive.

Ella Jordan, Senior Financial Stability Director

Introducing: The Kennan Fund for Financial Stability

Through this first-of-its-kind charitable initiative, the staff and board at United Way of Greater Charlottesville honor the legacy and leadership of the Kennan family in creating opportunities for economic advancement for children and families throughout the Greater Charlottesville community.

Donations to the Kennan Fund support United Way’s Financial Stability impact area and can be made by simply writing “Kennan Fund” in the memo of a check or scanning the QR code below.



VIRGINIA HYDE KENNAN

In 1953, Virginia Hyde Kennan was employed as the first Executive Director of the Charlottesville and Albemarle Community Chest (now UWGC). Recognizing that day care was critical for low-income parents to get to work, the Chest acquired land on Ridge Street and began leasing (at a rate of \$1 per year) to what is now Barrett Early Learning Center – the oldest continuously operating day care facility in the state of Virginia.



JAMES S. KENNAN

Mrs. Kennan’s legacy was sustained and bolstered by her son, James S. Kennan. During the 1990s, Jim served tirelessly in multiple volunteer capacities at United Way including Board Chair. Among many accomplishments achieved under his leadership, United Way was an early advocate and facilitator ensuring that services were provided to community members living with HIV/AIDS.



BETH KENNAN

Jim’s daughter, Beth Kennan, lives out the ideals of her father and grandmother as a United Way volunteer, and through various staff and board roles at local organizations who partner closely with United Way of Greater Charlottesville on workforce and housing endeavors including New Hill Development Corporation.



SCAN THE QR CODE TO DONATE TO THE KENNAN FUND

*The information included in this report reflects United Way of Greater Charlottesville’s impact during fiscal year 2024, or “FY24,” which runs from July 1, 2023 to June 30, 2024.

Increasing Opportunities

To ensure that all families can achieve financial stability.

Thousands of families in our region are stuck deciding whether they can pay the car bill, send their kids to childcare, or put healthy food on the table. In FY24, our team helped families break this cycle by providing tools to meet immediate needs and to work toward long-term economic goals.

and International Neighbors. These partnerships resulted in a 26% increase in program enrollment.

Financial Resiliency Task Force

The Financial Resiliency Task Force (FRTF) is focused on closing the wealth gap in Greater Charlottesville by eliminating barriers to financial stability for historically marginalized families. In 2023, the Financial

Resiliency Task Force officially opened its application and referral process following rigorous planning among partners. This year, participating families were referred to partner services 117 times. Top referrals included childcare navigation or scholarships (38), financial coaching (27), housing/homeownership programs (26), and transportation access (21).

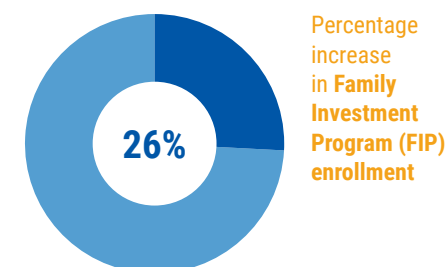
FRTF Partners

City of Promise
Community Investment Collaborative
Habitat for Humanity of Greater Charlottesville
Monticello Area Community Action Agency
Network2Work@PVCC
New Hill Development Corporation
Piedmont Housing Alliance
Uhuru Foundation
United Way of Greater Charlottesville

383 Individuals (114 Families) Served

Family Investment Program

We help families meet personal financial goals by matching investments in emergency savings, paying down bad debt, and providing down-payment assistance for milestone purchases. In 2024, we expanded the Family Investment Program to include referrals from the International Rescue Committee



8 FIP families achieved their lifetime goal of homeownership



Median Household Income Upon Enrollment for FIP Families
\$33,835

Average Debt Reduction for FIP Families
\$3,748

Top partner service referrals through the Financial Resiliency Task Force

38	Childcare Funding / Navigation
27	Financial Coaching
26	Housing / Homeownership
21	Transportation

Small Business Grantmaking

United Way has created a pipeline of grant funds for working families seeking economic uplift through entrepreneurship. Industries conducive to small business ownership such as landscaping and home healthcare average salaries of \$19,000 to \$30,000 in our community. The margin for success can be prohibitively small. Through vital community partnerships and two layers of funding opportunities, United Way is investing in local small business owners and promoting community wealth-building.

Business Development Grants

United Way, in partnership with the Charlottesville Regional Chamber of Commerce Minority Business Alliance, provided 8 grants of \$5,000 each to help small businesses on their journey to gain financial stability.

- **bakernobakery:** Bakery focused on founder Christina Martin's Latinx cultural tradition
- **Beyond Fitness with Sabrina:** Fitness and personal coaching for women
- **Cavalier Barbers:** Hair services



- on the Downtown Mall
- **Eudamonia, LLC:** Holistic wellness, trauma recovery, and financial well-being
- **Justified by Netta:** Body contouring and nail services
- **Khadija's Kitchen:** Authentic Afghan cuisine*
- **Loyal Beyond Beauty:** Full-service beauty salon
- **Rita's Bright Beginnings:** Early childhood education and care

ENVISION Enterprise Grants

United Way, in partnership with the City of Charlottesville and Albemarle County Offices of Economic Development and Wells Fargo, provided 17 grants of \$10,000 to support small businesses that are ready to expand.



*Scan the QR code to learn more about Khadija's story.



Driving Lives Forward

Reliable transportation is essential for all families, and especially the increasing number who work in the City of Charlottesville and are moving to outlying counties for more affordable housing. Many of these families are working multiple jobs and juggling childcare. In partnership with Carter Myers Automotive, United Way has expanded Driving Lives Forward beyond downpayment assistance, to also support auto insurance for local families on quality used vehicles. Without this support, these payments would require more than 12% of our typical client's income.

Anwar Allen

Allens Scottish Shortbread

Having both grown up in families of entrepreneurs, Anwar Allen and his wife Laura felt destined to become business owners. Today, they run Allens Scottish Shortbread out of a commercial kitchen in Charlottesville's Belmont neighborhood. Over the past few years, their company has been awarded a Business Development Grant, an ENVISION Enterprise Grant, and an international distribution contract with Whole Foods.

How did Allens Scottish Shortbread get started?

We were selling Laura's family-recipe shortbread at the farmer's market, trays of 32 bars at a time. We started getting into packaging and that's when

things really took off. I was driving up and down the east coast, trying to convince grocery stores and specialty food shops to give us shelf space. Charlottesville was where we got real traction though. People wanted to give us a shot here. It's all about footprint in this business – and that's how we got in with Whole Foods. When they saw us in Foods of All Nations, Shenandoah Joe, Bel Air Market, Ivy Provisions, and other local stores, they had to pay attention.

How has the Charlottesville community helped you along the way?

There were the United Way grants, for one thing. It's amazing that the grant money is from people right here in our community.



But that's just the way it is around here. One day our mixer broke, so I called up Jim from Mona Lisa Pasta and asked him if I come over and spin 30 pounds of butter. He let us use their equipment until we got ours fixed.

How did you use the United Way grant money?

Five or ten thousand dollars? That's huge for a small business. If you spend it right, it's going to give you hope. You have to make tough decisions as a small business owner, and a lot of it's about cashflow. That's why the United Way grants were so great for us. We realized we needed a web store, so we used the first grant to upgrade our online

Anwar uses a family recipe passed down from "Grandma Rabbit" to make delicious, small-batch shortbread in a variety of flavors.

presence. I built our initial website and didn't have time to make it streamlined at all. Now, it's a focal point of our business.

What milestones or moments are you most proud of?

It's all milestones. I remember going from a 20-quart to a 60-quart mixer; leaving the kitchen share to lease our own bakery space; finally buying giant boxes to house all our equipment in...it's all milestones! There's no way any of it would have happened without this community.

Providing Access

To high-quality early care and education so that all children can attain school readiness.

In 2024, United Way led exponential growth in building an integrated, effective system for early childhood care and education in our community.

Exponential Growth

Over the past year, the number of children served by United Way School Readiness programs has increased by more than 100% from 8,000 to 16,000+ through programs that promote access and affordability.

Our organization has become the central repository for teacher and child-level data in Greater Charlottesville and the Shenandoah Valley, enabling our team to better assess regional childcare needs.

Through access to professional development opportunities and

classroom assessments provided at 237 early learning sites in our region, 71% of classrooms that scored in the “low” range in the fall of 2023 had shown improvement by spring 2024.

98% of children who started preschool in the “beginning” range of math assessments in the fall of 2023 had shown improvement by spring 2024.

Achieving Success

It has taken a concentrated effort at every level of our state’s system of early childhood care and education to achieve this level of success.

United Way has collaborated for more than a decade on advocacy and program development with the Virginia Department of Education and Virginia Early Childhood Foundation.

Efforts include coalition-building among regional school systems and a diverse network of childcare

providers; and one-on-one support and investment in both children and their teachers.

More Challenges Lie Ahead

Despite these successes, our community still faces a crisis of available childcare spaces. In the City of Charlottesville and Albemarle County alone, there are currently 1,825 children who are not able to attend preschool or receive childcare due to a lack of available slots.

To address this crisis, we are supporting the viability of existing providers through funding, enrollment services, and teacher evaluation to encourage quality improvement.

We are also providing business consultation and seed funding to promote the success of entrepreneurs working to open new centers in our community.

16,090 children (and their families) supported

Number of children served has increased by more than 100%

16,000+

8,000

2022-2023

2023-2024

89%

Of all students improved their math scores between fall 2023 to spring 2024.



Photos by Dominique Attaway



Ready Region Blue Ridge

United Way of Greater Charlottesville is the lead for Ready Region Blue Ridge and responsible for implementing a statewide strategy to deliver more equitable early childhood care and education opportunities in 21 cities and counties.

In FY24, United Way of Greater Charlottesville funded 514 year-round placements for children ages 0-5 to receive high-quality early care and education through the Mixed Delivery program. Of these families, 77% made less than \$50,000/year. United Way staff coordinated performance assessments across key math, self-regulation, and social skills. Of the students who were in the “beginning” range in the fall of 2023, 98% had improved in math, 91% in self-regulation, and 84% in social skills over the course of the year.

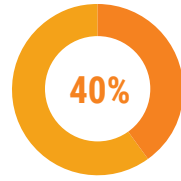
We provided classroom assessments to 2,026 preschool teachers and infant/toddler

caregivers at private and nonprofit childcare centers, public school systems, and family day homes across Greater Charlottesville area and Shenandoah Valley (a 40% increase from last year). Classrooms that scored as “needs improvement” were provided with professional development through Virginia Department of Education and University of Virginia.

Coordinated Enrollment: “Go2Grow”

In FY21, United Way launched a comprehensive online enrollment platform for early childhood care and education programs in the Greater Charlottesville area called Go2Grow. Since then, we have expanded the program to serve Staunton, Waynesboro, and Augusta County. The number of applications processed through the platform has increased dramatically since its inception, serving over 3,500 families in FY24.

- FY21: 1,069 applications
- FY22: 1,608 applications
- FY23: 2,744 applications
- FY24: 3,696 applications



Increase in the number of classroom assessments conducted by Ready Region Blue Ridge across Greater Charlottesville and Shenandoah Valley.

Early Learner Scholarships

For over 40 years, United Way has provided scholarship funding for working families to afford high-quality early childhood care and education. In FY24, 41 scholarships were awarded to families with a median income of \$35,750. The true cost-of-care for an infant or toddler in our community is over \$20,000 annually. Through our community’s generosity, families currently on our waitlist can move into full-day programs that enable children to thrive – and parents to work and scale their careers.

Targeted Grantmaking to Support Local Centers

Children cannot succeed if the centers they attend do not provide a safe, positive environment during the most critical years of brain development. Staffing shortages in the wake of Covid-19, combined with the rising costs of care, have resulted in the closure of several local centers over the past year. To address this crisis, we are providing business consultation and seed funding to promote the success of entrepreneurs working to open new centers in our community. These centers will not fully resolve our community’s dramatic shortfall in slots, yet they will make early childhood care and education affordable and convenient for economically-disadvantaged families, while serving as a model for innovation among others seeking to meet this essential need.

Photos by Dominique Attaway

Wendy and Chris Cooper

Pilgrim Baptist Church

The Coopers have served Charlottesville’s 10th and Page neighborhood as co-pastors of Pilgrim Baptist Church for over a decade. Their recent focus on opening our community’s first Black-owned Montessori program has led to significant collaboration with the team at United Way of Greater Charlottesville over the past year.

How did you arrive at the goal of opening an early learning center at your church?

Caring for our community’s children has always been a passion for our family, and a key part of our work as a church. We believe that the most significant way we can make a difference in a child’s life is by giving them

access to quality, affordable education at a young age. This is lacking in some of our communities, and we want to fill that gap.

Why is it so important to provide those opportunities in 10th and Page?

This neighborhood is full of families. We understand and see that changes are happening. And for the large part, attitudes toward that change are positive. However, we also believe that our church should reflect our community – and that includes addressing its needs. Providing educational opportunities right here in 10th and Page, within walking distance from people’s homes, gives us all something to be proud of.



How would you describe your collaborations with United Way?

We have been donating to United Way for 28 years. Experiencing the impact they are making in a personal way now, we can appreciate it even more. This program is going to change lives. We are going to give children the foundation they need to succeed in school and in life. With a Montessori education, we are planting the seeds for leadership, personal responsibility, and the ability for these children to tell their stories in an authentic way.

What’s next for you two and Pilgrim Baptist Church?

When we walk around the neighborhood, the first thing parents ask us is — “When do y’all open?” People are on the edge of their seats – and it’s incredible to know that they are just as excited as we are. We’ve learned so much over the past year... our biggest takeaways have been that relationships move mountains, and to never be afraid to reach out. If not for partners like United Way, we wouldn’t be where we are today.

Pilgrim Baptist Church began offering free toddler programs to neighborhood families during the pandemic. This fall, they are preparing to open two full-day classrooms, with the goal of adding a third as soon as possible.

Promoting a Culture

Of engagement and belonging so that everyone can thrive.

Since 1943, the beating heart of United Way of Greater Charlottesville continues to be the relationships and trust we have with our neighbors, friends, and collaborators.

The Importance of Connected Community

In order to effectively identify and address complex issues impacting local families, a truly connected community is essential. That is why, over the past year, we have built out and strengthened our unique framework for community engagement and awareness-building – through volunteering, convenings, storytelling, community events, and dialogue across a range of media platforms.

Convenings for Early Childhood Care and Education

This past spring, United Way provided bonuses to teachers and caregivers at Charlottesville/Albemarle Head

Start to encourage retention during a pivotal moment of financial crisis for the program. Head Start is a crucial community program that serves infants, toddlers, and preschoolers from low-income families. We would not have been able to respond to this immediate need without a network of parents, providers, and philanthropists engaged in the early learning sector. Ongoing coalition-building and pop-up community conversations including December's

mutual aid event collaboration with the Tom Tom Foundation and community film screening of the award-winning documentary *Clarissa's Battle*, presented in partnership with the Virginia Film Festival, facilitate critical input and guide United Way strategy.

Celebrating Black Philanthropy

Central to our ability to respond effectively to community needs

is engaging those closest to the issues. United Way's singular focus on addressing generational poverty through the ENVISION initiative demands active dialogue with Black and African American community members. So, too, we are deeply appreciative to Natisha Knight, and her colleagues at Collective 365, for joining as special guests in a conversation with community members about how diverse groups engage in philanthropy.

More than 5,000 community members directly engaged through events and convenings



Scan the QR code to learn more about the power of convening.



“It’s what this community is all about: rolling up our sleeves, helping one another out, and being there for each other.”

Photos by Dominique Attaway

ENVISION Radio

ENVISION Radio is a weekly podcast and radio program that provides an important cultural backdrop for ongoing, issues-based conversations. This dynamic and increasingly popular program spotlights local Black and African American leaders through candid, one-on-one interviews. We launched ENVISION Radio with NewsRadio WINA in the fall of 2021 and have recorded over 160 episodes since. Moderators include hosts from City of Promise and United Way. Check out the playlist below featuring a few of our team’s favorite episodes from this past year, and tune into 98.9 FM or AM1070 every Saturday morning at 7:00am to hear the latest.



Scan the QR code to listen to the ENVISION Radio podcast.

Day of Caring

Day of Caring is United Way’s flagship community event, and one of the most well-known and visible moments for volunteerism and corporate partnership in our region. In September 2023, Day of Caring brought together more than 1,600 volunteers to complete 150 service projects benefitting



schools, nonprofits, and faith-based organizations throughout the City of Charlottesville and Counties of Albemarle, Fluvanna, Greene, Louisa, Nelson, and Orange. Since its founding in 1994, Day of Caring volunteers have contributed over \$5.3 million in estimated value of service to our community. **Equally important, the event has helped to identify our community’s greatest needs while also helping to forge relationships between volunteers and organizations to collaborate in addressing them.**

Caring for Community Awards

Caring for Community Awards recognize individuals and organizations who go “above and beyond” to serve our community. These awards enable United Way and our partners to shine a light on the often unseen contributions of volunteers in our community, while promoting a more inclusive understanding of philanthropy and giving back. With over 100 nominations and 1,000 votes, 2023 was our biggest year to-date. Congratulations to the 2023 Caring for Community Awardees Honorees!

- **Business:** Beyond Fitness with Sabrina
- **Nonprofit:** Restoration and Hope House



- **Individual:** Robert Gray, Uhuru Foundation
- **Faith Community:** Fellowship of Christian Athletes
- **Care Provider or Group:** Shenise Gray, Peace of Mind Helpers
- **Voice for Equity:** Sherica Jones-Lewis, The Equity Center
- **Voice for Financial Stability:** The Solutions Team, Families Helping Families
- **Voice for Community Togetherness:** Sabrina Feggans, Beyond Fitness with Sabrina
- **Volunteer of the Year:** Nancy Cohen, Literacy Volunteers

Black Business Guide

Our community’s first-ever print Black Business Guide was distributed by United Way and partners to dozens of locations throughout Greater Charlottesville in the fall of 2023.

With over 150 businesses featured, the Black Business Guide builds awareness of the rich tapestry of small businesses in our community, while supporting conversations about financial stability and alternative forms of wealth-building, especially in marginalized communities.

Volunteers from Sentara Martha Jefferson Hospital joined teams from regional businesses, professional associations, and social groups to serve our community at Day of Caring.

Photos by Dominique Attaway

Juandiego Wade

Charlottesville City Council

Mayor Wade never planned on making Charlottesville his home – but after living here for a few years, it got “its hooks in” him, as he puts it. As a past Board Chair for United Way of Greater Charlottesville (2019-2021) and now Mayor for the City of Charlottesville, Juan knows our community as well as just about anyone.

What changes have you seen at United Way and in the Greater Charlottesville community during your time here?

United Way is part of my DNA. It's one of the reasons that I have such trust in the future of our community. Over my past 30+ years of involvement, I've seen United Way change with the economy and with society – and that's one of the reasons the organization is so successful. When I first started volunteering with United Way, our model was centered on workplace giving, and we distributed those funds to dozens of nonprofits throughout the community. Today, we have shifted our impact to focus on our role as a convenor and collaborator, leveraging the trust we’ve built over

the years to best serve our community.

What do United Way programs like Day of Caring do for our community?

It is so inspiring to see and feel the goodwill of volunteers at Day of Caring each year. To hear the laughter, see the connections happening in real-time...it’s what this community is all about: rolling up our sleeves, helping one another out, and being there for each other. United Way is the only organization that could pull it off. The millions of dollars in impact that has been made since the first Day of Caring in 1992... it's made an incredible difference.

How about programs like Envision Radio and the Greater Charlottesville Black Business Guide?

United Way is having critical conversations with our community through these programs. When we invite a community member to speak on Envision Radio, or to be a part of our small business programs like the Black Business Guide, we are ensuring that their



voices are heard. That’s really special – and it’s why I’m still involved.

What do you think the average person can do to make our community a better place?

If you want to give back, you should know that there’s a place for you to do so. Whether you have a few hours a week or just 30 minutes, there are opportunities for you to impact our community

During Juan's term as Board Chair, United Way helped distribute over \$10 million in Covid-19 emergency relief funds and launched our signature ENVISION initiative to help all families thrive.

through organizations like United Way. If all of us were to give just a little, we can change this community for the better. I've seen it at United Way when we focus on an issue like poverty. Together, we have the resources, both financially and physically, to address almost anything.

Thank You, Supporters!

We are incredibly grateful to the individuals, families, organizations, and institutions who supported United Way of Greater Charlottesville this past year. Your generosity and collaboration are helping realize our shared vision of a community where everyone can thrive.

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
- Noah Hoover*
- Ludwig Kuttner
- Miette and George Michie
- Elizabeth Nalley*
- Jim Richardson
- Robert Scharlemann*
- Wilma and Newton Thomas*
- Train Family Fund
- Michele and Wade Tremblay
- Worrell Family

Lifetime Circle

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

- Anonymous (4)
- Michael Arenton
- 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
- Deborah and George Conway
- Kari and Kent Couling
- Ruth Cross*
- Susan and David Dallas
- William Dalton
- Sarah and Victor Dandridge
- Margery and Thomas M. Daniel
- Cynn timer Davis
- Bridget and Tim Davis
- Polly and David Deck
- Alison DeTuncq and Paul Archer
- Sally and Charles Du Bose
- Peggy and John Echols
- Caroline Emerson and Sarah Horne
- Wendy Ferguson
- Donna and J. Michael Fitzgerald
- Mr. and Mrs. Donald Flow
- Dorrie and Barry Fontaine
- Jane Brown Foster*
- Pat and Bob Foster
- Gary McGee
- Ellen and Michael Geismar
- Leslie Gilliam*
- Claudette Grant and Juandiego Wade
- Valerie and Carlton Gregory
- Carolyn P. and David W. Grow*
- Mr. and Mrs. Leroy R. Hamlett, Jr.
- Alice Handy* and Peter Stoudt
- Lauretta and Peter Harbilas
- Gregory Harris
- Bebe Heiner and Bill Atwood
- Teresa and John Hickey
- Linda Hitchings
- Stuart Howards
- Lisa and Randy Huffman
- 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
- Amanda and Joel Litchfield
- Valerie and Don Long

- Carol and Kenton McCartney
- Michelle and Lawrence McConnell
- Carolyn and Gary McGee
- Sarah and Grey McLean
- Andrea Mejia and Craig Volden
- Miette and George Michie
- Bonnie Moorman Charitable Fund
- Ann and Carter Myers
- Reid Nagle
- John Nunley
- Judy and Richard L. Nunley
- Sarah J. and J. Thomas Parsons
- Susan McLeod Prindle
- Sue and Reuben Rainey
- Sally and Michael Rettig
- Kathy Rhyne and Chuck Axten
- Grace Riggs*
- Lois and Dudley Rochester*
- Ken Rosen
- Rotgin Family Fund at the CACF
- Karen and John Rowlingson
- Elizabeth and Mark Sackson
- Mr. and Mrs. Leonard W. Sandridge, Jr.
- Susan Wells Sargeant
- Caroline and Jim Satira
- Mr. and Mrs. E. Skyes 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*
- The Standish Family Foundation
- 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
- Susan and Richard Tremblay
- Linda and Michael F. Tubridy*
- Jerry Vinson
- The David S. Walker, Jr. Foundation
- Bonnie Wilfore and Chris Conti
- Lorraine Wallenborn*
- Nancy and William G. Wardle
- Kathy and Mike Wesson
- David Whitcomb

- Mickie and David Wood
- Margaret J. Wyllie*
- Nancy and John Young
- Wendy Zomparelli and Richard Handler

Envision Circle (\$10,000+)

- Anonymous (2)
- Liza and Pete Borches
- Suzanne J. and Robert L. Brooks
- Mary and Mike Chinn
- Teresa and John Hickey
- Sarah and Grey McLean
- 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 Circle (\$5,000 - \$9,999)

- Anonymous (1)
- Diane and Dick Brownlee
- Didi and Peter Chapin
- Kari and Kent Couling
- Mr. and Mrs. Donald Flow
- Meredith and Josh Gentine
- Carolyn P. and David W. Grow
- Frances Lee-Vandell
- Patty Leggett
- Kathy Rhyne and Chuck Axten
- Elsie and W. McIlwaine Thompson
- Cathy and Kirk Train
- Susan and Richard Tremblay
- Mary Walter and George K. Yin
- Louise and Donny Wyatt

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

- Carol Bauer
- Rita Bunch
- Caroline Emerson and Sarah Horne
- Wendy Ferguson
- Andrea and Peter Gavin
- Ashley and Kevin Gundersen
- Lauretta and Peter Harbilas
- Laurie and Blair Kelly
- Carol and Steve Krohn
- Amanda and Joel Litchfield

- Lolly and Tyler Lux
- Evans and Court Nexsen
- Lauren and James Record
- Ravi Respeto
- Sally and Michael Rettig
- William Sihler
- Jody and Robert Smith
- Philip Stokes
- David Whitcomb
- Mary Lyndon Whitmore

Community Circle (\$1,000+)

- Anonymous (1)
- Ruthe Battestin*
- Robert Baydush and Susan Smith
- Sara Bethea
- Pamela Biesecker
- Melanie Brede
- Bernard Bress
- Joyce Brown and Christopher Pax
- Caroline and Adam Childers
- Ellen Contini-Morava
- Deborah and George Conway
- Izzie and John Crane
- Susan and David Dallas
- Margery and Thomas M. Daniel
- Cortney and Sarad Davenport
- Polly and David Deck
- Tracy Delgado
- Drs. Cindy and John Dent
- Elizabeth and Jake Dwyer
- Peggy and John Echols
- Pamela and Frank Edmonds
- Sally Garland
- Claudette Grant and Juandiego Wade
- Bebe Heiner and Bill Atwood
- Carl Heins
- Roberta Hunt
- Dawn Hutchinson
- Barbara and David Hutchinson
- Sarah and Ed Hutchinson
- Susan Jacobson and Norm Oliver
- Pam and James Jessup
- Ella Jordan
- Justine Joscelyne
- Bill Kehoe
- Christie Kilby and William Robinson
- Arlene Lee
- Valerie and Don Long
- Stephanie and Thad Lyman
- Lynn and Larry Martin
- Karen Moran and Wistar Morris
- Lang Murray
- Matthew Murray

- Sylvie and Stephen Murray
- Chris Noland
- Sally and William O'Neil
- Joyce Pastors
- Susan McLeod Prindle
- Carolyn Rainey
- D. Kay and Glen O. Robinson
- Ann and Dennis Rooker
- Debbie and David Rowe
- Karen and John Rowlingson
- Elizabeth and Mark Sackson
- Mr. and Mrs. Leonard W. Sandridge, Jr.
- Patricia Scherle
- William Smith
- Richard Steeves
- Jodie Stevens
- Catherine Stuart and John Ellis
- Adela Su and Eddie Karoliussen
- Jane and Bryan E. Thomas
- Ann Elizabeth and Herbert Tucker
- Sam Uppala
- Miles Vance*
- Hank Wells
- The Honorable and Mrs. J. Harvie Wilkinson III
- Kerin Yates

Years of Giving

One of the most important ways we can show our appreciation for the contributions of our donor community is by acknowledging the longevity of your commitment. Those with a numbered sticker next to their name have given to United Way of Greater Charlottesville for at least that many years.

- 30 30+ Years
- 20 20+ Years
- 15 15+ Years
- 10 10+ Years
- 5 5+ Years

*Deceased

Organizations

Anonymous (2)
Albemarle County
Albemarle County Office of Economic Development
Albemarle Housing Improvement Program
Aqua America
AT&T
Bank of America
Better Living
Brown Advisory
C & Alma Hall Charitable Trust
Caplin Foundation
Caroline O. Green Trust
Carter Myers Automotive
Caterpillar Inc.
The Charles Fund
Charles M. and Mary Grant Foundation
The Chasen Family Fund
City of Charlottesville
City of Charlottesville Office of Economic Development
CMA Borches Fund at the CACF
Colonial Auto Center
Costco
C-VILLE Weekly
Daikin Applied
The David S. Walker, Jr. Foundation
Dominion Energy
Dovetail Design & Carpentry
Dryden Mutual Insurance Co.
Eli Lilly & Company
Emily Hall Tremaine Foundation
Enterprise Rent-A-Car
Exelon - Constellation Energy

First Citizens Bank
Flow Companies of Charlottesville
Four Corners Real Estate Solutions LLC
Fry's Spring Station
Grand Home Furnishing
Grange Insurance
Harris Teeter
Heiner Family Fund
Hershey Foods
IBEW Local 26
Inez Duff Bishop Charitable Trust
Ionracas Fund
Kenan Charitable Trust
L.L. Bean
Liferview Marketing & Visuals
MPS/Macmillan Publishers
Merck
MetaBank Corporate Services
Minority Business Alliance of Charlottesville Chamber of Commerce
Monticello Media
Mutual Assurance Society of Virginia
Nationwide
Northrop Grumman Corporation
Operation Blessing International
Pathward Financial Inc.
Pepsi-Cola Bottling Company of Central Virginia
Perrigo Nutritionals
Perry Foundation
PNC Bank
Principal Financial Group
R & J Nunley Fund
Renaissance Charitable Foundation Inc.
S&P Global Market Intelligence
Sentara Healthcare
Sentara Martha Jefferson Hospital

Signature Family Wealth Advisors
Snook & Haughey P.C.
SRC
Target
TowneBank Member Service Center
Truist
Truist Foundation
United Bank
United Way of Greater Charlottesville Employees
UPS
UVA Division for Diversity, Equity, & Inclusion
UVA Health
Virginia Early Childhood Foundation
Virginia State Employees
Volvo Cars of Charlottesville
Wardle Family Foundation
Wegmans Charlottesville
Wells Fargo
Whitley/Service Roofing & Sheet Metal
Whitney and Anne M. Stone Foundation
Williams Mullen
Woodard Properties

(Left) Liza Borches, President & CEO of Carter Myers Automotive and United Way Board Chair (2015-16), is a core partner in helping local families access affordable transportation through Driving Lives Forward; (Right) We rely on our community of donors, board members, and volunteers for support throughout the year, and we are grateful for moments like the United Way Annual Holiday Celebration, when we get to toast their contributions.

Photos by Dominique Attaway



We have made every effort to ensure the accuracy of these listings and encourage you to contact us if you notice any errors or omissions.

Financials

FY2024 Total Revenues
\$13,281,013

ADMIN FEES, EVENTS, RENT, PROGRAM ENCUMBERANCES
<1% | \$14,327

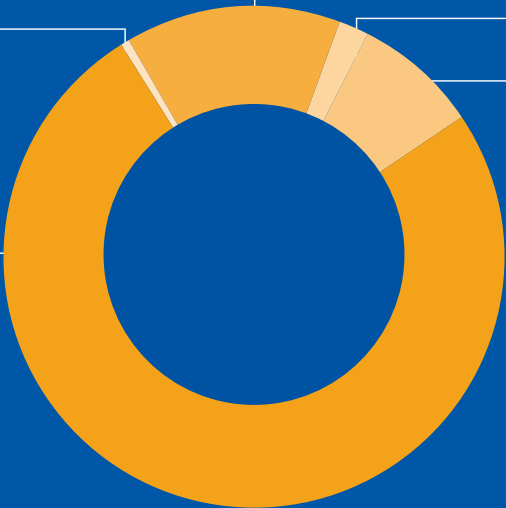
PUBLIC GRANTS
76% | \$10,097,381

PRIVATE PHILANTHROPY
14% | \$1,877,168

INVESTMENT INCOME
2% | \$324,081

ADMINISTRATIVE PARTNERSHIPS
8% | \$968,056

Pathways Community Resource Hotline: \$675,000 (5%)
Santa Fund for Schoolkids: \$217,652 (2%)
Women United in Philanthropy: \$75,404 (1%)



FY2024 Total Expenditures
\$13,281,013

ADMINISTRATIVE PARTNERSHIPS
8% | \$1,007,081

Pathways Community Resource Hotline: \$700,479 (5%)
Santa Fund for Schoolkids: \$182,527 (1%)
Women United in Philanthropy: \$124,075 (1%)

FINANCIAL STABILITY
5% | \$684,422

Small Business Grantmaking: \$245,386 (2%)
Financial Resiliency Task Force: \$217,767 (2%)
Family Investment Program: \$150,785 (1%)
Driving Lives Forward: \$70,484 (1%)

CONNECTED COMMUNITY
2% | \$238,959

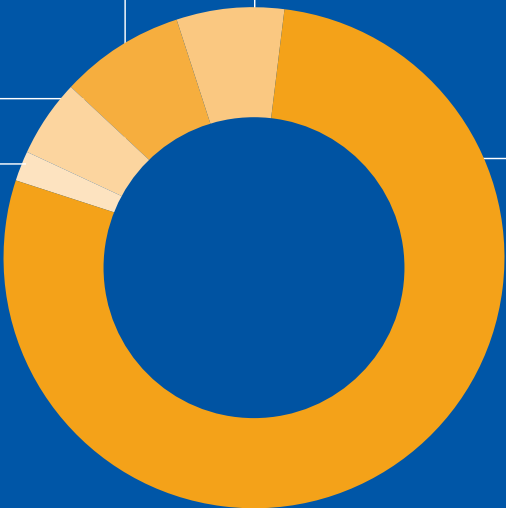
Volunteerism and Day of Caring: \$69,116 (1%)
Social Equity Initiatives: \$104,617 (1%)
Diversity, Equity, & Inclusion: \$65,226 (<1%)

OPERATIONS AND ADMINISTRATION
7% | \$897,578

Fundraising and Engagement: \$646,313 (5%)
Management and General: \$251,265 (2%)

SCHOOL READINESS
79% | \$10,452,973

Ready Region Blue Ridge: \$9,607,843 (72%)
Early Learner Scholarships: \$551,305 (4%)
Early Education Systems-Building: \$171,014 (1%)
Targeted Grantmaking: \$122,811 (1%)



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

...SINCE 1943

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

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



United Way of
Greater Charlottesville



Convene, identify,
collaborate, since 1943.

UnitedWayCville.org



@UnitedWayCville
#UnitedWayCville
#ENVISION