United Way of Central Virginia

2015 ANNUAL REPORT

Serving Lynchburg City, Amherst, Appomattox, Bedford and Campbell Counties
Dear Friends and Loyal Supporters,

In 2014 we introduced you to the New United Way, our community impact focus for Central Virginia. We began to focus our first efforts on a bold goal in Education Readiness. This wasn’t a shift from our core mission-driven work. United Way has always been committed to mobilizing the compassionate power of our community to improve the quality of lives.

So what has changed??

Working with key community partners, we developed a strategic, measurable goal that we believe will make a difference in the lives of young children in Central Virginia. A goal of “90% third grade reading proficiency by 2025” is not just United Way's goal; it is a true community goal and we realize that it is going to take all of us – companies, neighborhoods, individuals – working together to move the needle and create the long-term change we want to see.

We are gradually moving away from setting a dollar goal in our campaign to setting benchmarks for the issues in our Community. For instance, how can we work together to improve our dropout rates in our school system, make sure kids don’t go to school hungry, and develop a strong workforce in the future?

What does a dollar figure represent? Can a yard sign or headline accurately convey our impact on our Community?

We are still being asked the question, “How much money did you raise?” But, now we are also beginning to be asked how many backpacks were you able to supply, what programs are you implementing to get our kids ready for school and what are the outcomes from your programs currently in the schools? While it is still early in the overall plan, we are seeing some encouraging results, especially with our Pre-K partnerships.

We know we will have both challenges and successes along the way. We also know that it will take the entire community working together to make real lasting change and we are honored to have you as our partner in creating this change in the Central Virginia Community.

Thank you for supporting United Way of Central Virginia!

Sincerely,

Marie Martin,    Dr. George Hurt
Executive Director                                               Chair
United Way of Central Virginia                        United Way of Central Virginia
Board of Directors
Where We Are

In order to create children who are prepared to enter kindergarten and ready to learn, in 2015/16, we did the following:

- Excellence in Children’s Early Language and Literacy (ExCELL) was successfully implemented in nine preschool classrooms and two school divisions, serving 200 children, 36 teachers and teacher aides, and over 500 family members.

- Our Family Education Partnership with HumanKind and Lynchburg City Schools provided a free home visiting program to help identify and create long-term solutions for over 325 high risk preschoolers and their families with undiagnosed mental, physical, and educational needs.

- Backpacks for Kids’ Sake provided over 18,000 meals and snacks on the weekends to over 60 food insecure-identified elementary school children in three local schools.

- Over 1000 children were visited by Smart Beginnings’ literacy buses

Education Readiness

UWCV focuses on Education Readiness and has adopted a two-generation approach in implementing its initiative: programs focus on the child and the parent/family unit. Though we are just beginning our work, we have already made great strides in reaching our goal.

How We’re Getting There

United Way of Central Virginia has joined United Way Worldwide in adopting a Community Impact, Issues-Focused way of doing business. Like many community service organizations, we believe in the Collective Impact theory; that working together in a collaborative, strategic and focused way is necessary to create long-term, sustainable change. We believe that when we assess needs, develop strategies, invest resources, and create solutions, we will not only change a child's life today, but change all of our lives in the future.
**WHERE WE WANT TO BE**

- Reduce the number of financially unstable families in Central Virginia.

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**Where We Are**

United Way focuses on Income/Financial Stability because we know that stable employment and financial literacy provide a solid foundation for families to grow.

- Last year United Way funded programs that helped 15,824 individuals receive food, shelter, job training and other assistance to improve family stability.

- United Way partially funded 17 programs addressing Income with $88,930.

- Meals on Wheels for Seniors served over 500 individuals delivering meals to avoid food insecurity and enabling seniors to remain in their homes where they also received regular health and resource information.

- Ways to Work approved 110 loans to low-to-moderate income individuals totaling $451,257. These individuals have improved access to credit, have taken steps toward economic self-sufficiency and advanced their education and career opportunities.

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**Agency Success Story**

When Uleta came to Ways to Work she was a struggling, single mother of 5 children. Before approaching the Ways to Work program, she had fallen on hard times and had been forced to take a title loan on her vehicle to make ends meet. While paying on her title loan, she had a wreck with an uninsured motorist. Due to the high interest rate that is often found in predatory lending, such as title loans, she was forced to turn over the entire amount received from the insurance settlement to the title loan company, while still owing them a balance. Her situation going from bad to worse, she was now paying over $400 a month just to take cabs from Madison Heights, where she was caring for her grandmother, to her part-time job in Lynchburg. Not only was her situation financially difficult, she often felt that her safety was in jeopardy waiting for cabs after work at 2:00 a.m. In early 2016, a friend referred her to the Ways to Work program. This program provides vehicle loans to working, credit-challenged individuals.

Since obtaining her Ways to Work loan, she is now working full time as a hair dresser, and maintains a home-based business in order to bring in extra income. She has been able to pay off the full amount of the title loan, putting it behind her. Taking the $400 a month that was being spent on cabs; she has been able to rebuild her savings. Uleta is incredibly grateful that programs such as Ways to Work exist, because it has enabled her to be involved in all her children’s activities, and made her independent again. Her next goal is home ownership, and she sites her reasonable, low interest Ways to Work loan as one of the reasons she is able to save toward that goal.

More than anything, Uleta says that obtaining her vehicle through Ways to Work has helped her life feel manageable again, and she can sleep better at night knowing that she can get wherever she needs to go, whenever her family needs her.
WHERE WE WANT TO BE
• Low to moderate income individuals and persons with disabilities have access to medical, dental and mental health programs.

Where We Are
United Way focuses on Health as a community priority because research shows that proper nutrition and exercise habits during childhood lead to a healthy, vibrant adulthood. A few of the successes you helped us achieve last year include:

• United Way funded programs that helped 31,130 individuals receive health and safety services.

• United Way partially funded 15 programs addressing Health with $175,040.

• Medical Services assisted over 2,000 individuals with primary, non-emergency medical care, including referrals to medical specialists and basic diagnostic testing including radiology and laboratory services. 57% of the patients reduced non-urgent emergency department visits.

• 17,970 women, men and children were protected from domestic violence. Two 24 hour shelters offer shelter, food and clothing for victims of domestic violence for up to 30 days or more if needed.

Agency Success Story
Mr. Stone’s neighbor contacted Central Virginia Alliance for Community Living (CVACL) in the spring of 2015 about Mr. Stone. He and his wife had declining health and there was no apparent family to assist them with services to enable them stay together in their home. They needed transportation to medical appointments and it was becoming increasingly difficult for Mrs. Stone to prepare meals.

CVACL’s care manager made a home visit and recommended the Stone’s be approved for home delivered meals and transportation services for medical appointments. This also included monthly calls from the agency to check on their well-being. Not long after the services began, Mrs. Stone’s health declined and Mr. Stone had to begin dialysis three times weekly. Due to his weakened state after dialysis and Mrs. Stone’s health, the home delivered meals from CVACL enabled them to have a nutritious meal available to them when he returned home from dialysis.

Unfortunately, Mrs. Stone passed away earlier this summer, but with the assistance of a caring neighbor, and CVACL’s transportation services and meals, Mr. Stone was able to remain in his home until his condition required constant care. This, unfortunately, has required him to be moved to long term care. However, the meals and medical transportation provided by CVACL allowed the Stone’s quality of life to remain positive and avoided an accelerated rate of health decline.

A meal is an important part of a care plan with the goal of keeping individuals as healthy as possible and allowing them to remain securely at home. CVACL is extremely grateful to United Way of Central Virginia for its continued support for the meals and transportation programs offered through CVACL to our vulnerable vintage Virginians.
In 2015, nearly 5,101 individual donors and 84 corporations contributed approximately $2.3 million to help United Way of Central Virginia achieve our vision of being a community where children, individuals and families thrive; neighbors care for each other; and we are proud of all our residents’ quality of life.

United Way is committed to the wise and effective use of every donor dollar, and we strive to be transparent with our finances.

The charts on the following page show the total investment made in the community in FY 2015-16

Thank you for your support!

2-1-1 is an easy to remember 3 digit phone number connecting people with information on available community services. When people call 2-1-1 VIRGINIA, they are connected to a trained professional who listens to caller situations and suggests sources of help using one of the largest databases of health and human services in Virginia. 2-1-1 VIRGINIA maintains a resource database of more than 6,000 agencies, with more than 18,000 active and seasonal programs across Virginia and is constantly adding new agencies and programs. In 2015-16, 13,885 calls were made by this referral program, resulting in 28,000 referrals to citizens in need.

Thank you for advocating for our neighbors in need!

SERVING TODAY, CHANGING TOMORROW

At United Way, volunteering is fun, easy and accessible for individuals and groups alike. From working with at-risk students, our backpack programs, to serving the community through our Day of Caring event, many options are available for a variety of interests and time commitments.


Thank you for giving your time to improve our community!
In the past 11 MONTHS (July 2015-May 2016) = 1,746 volunteers

United Way has recruited and placed

1,175 Day of Caring
142 ECM’s
429 Community Impact Campaign, Planned Giving and Event Volunteers

Your support of the General Care Fund provided services to 51,584 unduplicated individuals in 2015.

For more information on the number of individuals serviced go to our website at unitedwaycv.org.
Board Members

Our volunteer board of local civic leaders is charged with identifying, planning and carrying out community-building and fundraising activities in Central Virginia. Thank you for stepping up for our community! Board titles reflect positions held during the 2016-17 campaign year,

Mike Shadler  
Chair  
Genworth

Dr. George Hurt, Chair Elect  
Centra Health

Greg Graham  
Treasurer  
Southern Air

J. Patrick Richardson  
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Tamara Rosser  
Department of Human Services

Randy Smith  
Liberty University

Len Stevens  
WSET

Bill Varner  
Centra Health

David Neumeyer  
Virginia Legal Aid Society
UNITED WAY AGENCY PARTNERS

Our community is stronger because United Way of Central Virginia identifies urgent human care needs and develops strategies to deliver quality services through 28 local nonprofit agencies.

Adult Care Center
Altavista Area/Campbell County Habitat for Humanity, Inc.
American Red Cross Blue Ridge Region
Arc of Central Virginia
Bedford Area Family YMCA
Bedford Christian Ministries
Big Brothers Big Sisters of Central Virginia
Boy Scouts, Blue Ridge Mountains Council
Camp Child
CASA of Central Virginia (Court Appointed Special Advocates)
Central Virginia Alliance for Community Living, Inc.
DAWN (Donation-A-Week-Neighbors)
Free Clinic of Central Virginia
Girl Scouts of Virginia Skyline Council
Jubilee Family Development Center
Lake Christian Ministries
Lynchburg Community Action Group, Inc.
Lynchburg Sheltered Industries
Marty Bethune Academy
Meals on Wheels of Greater Lynchburg
Mental Health America of Central Virginia
Otter River Resource Center, Inc.
HumanKind
Piedmont Community Impact Organization, Inc.
The Salvation Army
Virginia Legal Aid Society
YMCA of Central Virginia
YWCA of Central Virginia
Corporate and Foundation Gifts and Grants

Thank you to our corporate and foundation partners for their generous support.

Corporate Keystone Partners

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AREVA
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Fleet Laboratories
The News and Advance
Southern Air, Inc.
Wells Fargo
Hanwha Azdel
Bank of America
CommScope
American National Bank
Scott Insurance
Hurt and Proffitt

Foundation Grants

Lynchburg Department of Social Services
Nelson County DSS
Amherst DSS
Junior League of Lynchburg
Retail Merchants
Women’s Leadership Council
Amherst County Public Schools
Bank of America Foundation
Bedford County Public Schools
Centra Foundation
Dominion Foundation
Wells Fargo Foundation
Virginia Early Childhood Foundation
Food Lion Foundation

THANK YOU!