



UNITED WAY

Virginia's Blue Ridge

Mission

UWVBR improves lives by mobilizing the caring power of people in our community.

Vision

Elevate 10,000 families to self-sufficiency by 2030.

UNITED WE IMPROVE LIVES by raising money and awareness year-round to support the Impact Fund, which allows us to:

- 1** Fund critical programs and services at high-performing nonprofit organizations through a strategic grant-making process
- 2** Support individuals in need by directly expanding early childhood education and after-school programs, strengthening families' financial security, and enhancing community health and wellbeing
- 3** Mobilize our community to take action so that every neighbor has the opportunity to thrive. We connect people and resources to tackle our region's most pressing challenges

Though there is still much work to do, we are making steady, meaningful progress and forging partnerships to advance our **3 bold goals**.



Quality, Affordable Childcare



Ready and Resilient Workforce



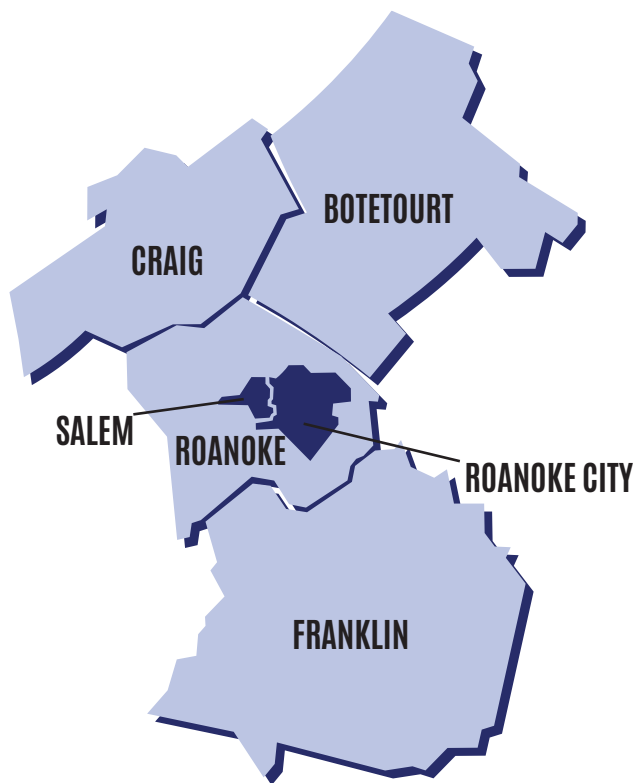
Boosting Community Wellness

WHY WE IMPROVE LIVES

29% of households in the Roanoke Valley are considered ALICE, - Asset Limited, Income Constrained, Employed - earning more than the Federal Poverty Level, but not enough to afford the basics where they live (United for ALICE, 2024)

69% of households below the ALICE Threshold in Virginia were rent burdened (paying more than 30% of their income on rent) (United for ALICE, 2024)

63% of households below the ALICE Threshold had no emergency savings (United for ALICE, 2024)



**UNITED FOR
ALICE®**

IN OUR REGION



**17,437 households
in poverty**



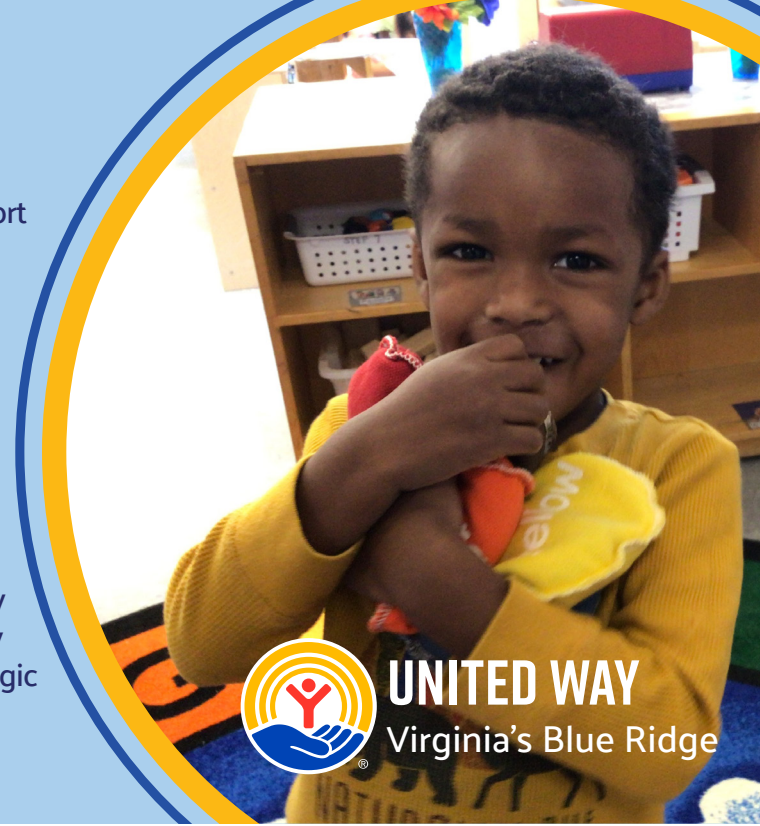
**60% of the top
20 most common
jobs pay less than
\$20 an hour**

UNITED WAY IMPACT FUND

The Impact Fund is one of the most powerful ways to support communities throughout Virginia's Blue Ridge. This fund provides annual program grants to nonprofit organizations working on the front lines of our 16-county service area and United Way direct services.

AN INVESTMENT THAT MATTERS

United Way conducts a comprehensive annual investment process that is driven by committed volunteers. The primary purpose of this work is to meet critical community needs by funding programs that are aligned with United Way's strategic funding priorities and are relevant to improving lives across Virginia's Blue Ridge.



LOCAL NON-PROFITS WITH UNITED WAY FUNDED PROGRAMS

One donation to the Impact Fund supports programs at all of these agencies.

EARLY LEARNERS

Alleghany YMCA Central
Alleghany YMCA West
Boys and Girls Club of Southwest
Virginia
Child Health Investment Partnership
(CHIP) of Roanoke Valley

Craig County Childcare Center
Creative Kids
New Horizons Healthcare
One Step Further
Small Steps Learning Academy
West End Center

Yellow Brick Road
YMCA - Land of Wonder

SUCCESSFUL YOUTH

Boys and Girls Club of Southwest
Virginia Community Youth Program
at St. John's

Cultural Arts for Excellence (CAFÉ)
Family Services of Roanoke Valley
Presbyterian Community Center

The Humble Hustle
West End Center

EMPOWERED ADULTS

Bradley Free Clinic
Bridge Institute
Craig County Department of
Social Services
Greater Roanoke Workforce
Development Board

New Horizons Healthcare
Presbyterian Community Center
Rescue Mission of Roanoke
Roanoke Valley Alleghany
Regional Commission

Roanoke Valley Trauma Informed
Community Network
STEP Inc.
Total Action for Progress
Town of Rocky Mount

EMPOWERED ADULTS

The OnRamp Collaborative, supported by UWVBR, helps build a stronger and more resilient community for all. This collective impact builds a foundation for future generational progress, ensuring a brighter future for all.



126 adults achieved employment earning a living wage and helped transform the lives of their entire families, positively affecting **494 children and adults** connected to them.



Securing a living-wage job improves their immediate quality of life and also opens doors to long-term opportunities such as savings, homeownership, and further education.



By upskilling adults for high-demand jobs, we're unlocking over **\$108 million** in potential earnings over 20 years, lifting entire families and building stronger, more resilient communities.

CHW/HUB

Community Health Workers (CHW) act as a bridge between communities, health care systems, and state health departments. Their goal is to work alongside community members to find the best path to wellness.



UWVBR Franklin County Community Health Workers made **8,689 meaningful connections** this year, each one representing a step toward better health and wellness for community members in need.



These interactions provided essential health education, helped neighbors navigate resources like healthcare and housing, and ensured individuals had access to the support they needed at the most critical times.



CHWs generate a \$3 return on every dollar invested - saving **\$1.5M in healthcare costs** every year.



UNITED WAY
Virginia's Blue Ridge



At United Way of Virginia's Blue Ridge, we believe that United is the Way for families to succeed, and for our entire community to thrive. That's why our holistic approach lifts up whole families creating lasting change and fueling economic growth.

EARLY LEARNING STRATEGIES

UWVBR wants to ensure every child enters school ready to succeed. We collaborate with the Virginia Early Childhood Foundation, the Virginia Department of Education, and local community and educational partners.



UWVBR ensured that **6,946 children under age 5** gained access to high-quality early childhood education in **523 classrooms** across our footprint.

These affordable programs empower parents to pursue work or education, meeting their family's needs while giving their children a strong start.

Expanding access to quality care equips our youngest citizens for success in adulthood, laying the foundation for an estimated **\$32 million** in lifetime earnings.

EARLY INTERVENTION COLLABORATIVE

UWVBR proudly invests in this collaborative to empower CHIP, and its partners, in delivering a holistic, community-centered approach to supporting mothers and children.



The Early Intervention Collaborative provided critical support to **774 mothers and children**, ensuring access to preventive care, mental health services, and essential healthcare.

By addressing these foundational needs, the collaborative fosters healthier futures and strengthens family well-being.

By partnering with local organizations, CHIP ensures families receive comprehensive care tailored to their unique needs, fostering healthier and stronger futures.

SUCCESSFUL YOUTH

Through the Strengthening Youth Opportunities for Success Collaborative, UWVBR proudly supports and invests in five impactful after school programs.



This collaborative enrolled **387 youth** this year and allowed **240 youth** access to on-site counseling services tailored to their needs.

The programs offered by West End Center for Youth, CAFE, Community Youth Program, Presbyterian Community Center, and Boys & Girls Club provide a safe, nurturing space for young people to learn, grow, and thrive.

Through afterschool programs that provide access to mental health services and basic needs, we're helping youth stay on a path that will generate over **\$219 million** in lifetime earning, driving our community's economic growth.



Melinda Payne

“25 years ago, I made a decision to include United Way of Virginia’s Blue Ridge in my life insurance policy, a step that marked the beginning of my deepening journey with this incredible organization. As a long-time volunteer, loyal donor, and now as Board Chair during our centennial celebration, I have seen firsthand the extraordinary impact of our collective efforts. This legacy commitment through my insurance policy is more than a financial contribution; it’s a testament to my faith in UWVBR’s mission and my unwavering belief in our community’s potential. As we look forward to the next hundred years, I am filled with immense pride and hope, knowing that our work together will continue to resonate and uplift lives for generations to come.”



Join us in forging a future filled with hope and opportunity. Let’s explore together how your legacy can continue to uplift our community and create transformative change for generations to come.

To discuss your giving options, please contact:

Abby V. Hamilton President and CEO 540.777.4201 ahamilton@uwvbr.org	Kianna Marshall VP, Advancement 540.777.4205 kmarshall@uwvbr.org
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P: 540.777.4200 | Fax: 540.344.4304
www.uwvbr.org



CREATE A LASTING LEGACY



UNITED WAY
Virginia’s Blue Ridge



As we celebrate a century of shared victories and community growth at United Way of Roanoke Valley, we recognize that our journey has been profoundly shaped by your generosity and vision.

In this landmark centennial year, join us in shaping a future filled with hope and opportunity through one or more of these suggested giving options:

- **Bequests:** Leave a thoughtful legacy gift in your estate plans. Simply instruct your attorney to include United Way as a beneficiary. Alternatively, use FreeWill.com to designate a portion of your estate to us, at no cost to you.
- **Beneficiary Designations:** Effortlessly add United Way to your retirement plan, IRA, or insurance policy's beneficiary form. This gesture ensures your legacy of support continues with ease.
- **Stock and Securities:** Gift stocks or mutual funds to meet our annual needs or contribute to our endowment, creating a lasting impact.
- **IRA Contributions:** Redirect your required IRA distribution directly to United Way, benefiting both your tax planning and our community.
- **Life Insurance:** Designate United Way as a beneficiary of your policy, or gift a United Way Life™ policy to us for a meaningful contribution to your legacy.
- **Donor Advised Fund (DAF) and Family Foundations:** Make a gift through your family foundation or designated fund from a Community Foundation. Simply request a grant be made to United of Virginia's Blue Ridge to support your intention.
- **Endowment Gifts:** Endow your annual gift to United Way, ensuring its longevity for generations.
- **Real Estate:** Gift property, like a vacation home, parcel of land, or your residence to significantly benefit our community.
- **Charitable Remainder or Charitable Lead Trusts:** Create a charitable trust to provide for your family and leave a charitable legacy.
- **Charitable Gift Annuity:** Explore a charitable gift annuity for a guaranteed lifetime income, with the remainder benefiting United Way.
- **Cryptocurrency - Modern Giving:** Donate crypto assets easily through CryptoForCharity.io, selecting United Way of Roanoke Valley as your beneficiary.

Please let us know when you add United Way in your will or estate plan.



For more information visit:
uwwbr.org/ways-to-give

Initiatives and Programs

Healthy Roanoke Valley (HRV) is a partnership of more than 50 organizations committed to transforming the way our community thinks about and values health. HRV mobilizes partners and resources in shared problem-solving to address the vital conditions of well-being of residents in key medically underserved areas, and create pathways to improved community health outcomes.



For questions, contact: lclark@uwvbr.org, 540-777-4209

HRV Community Resource Hub is a collaboration that was developed to help our neighbors at greatest risk receive coordinated healthcare and direct services with the help of neighborhood-based Community Health Workers (CHWs). CHWs housed at key partner sites guide residents needing assistance - helping them to set goals, connect to available resources, and create a customized pathway of services leading to improved health for the entire family.



Healthy Franklin County (HFC) is the Franklin County counterpart of HRV, connecting residents with health and human services, as well as education and quality nutrition from Community Gardens and area food banks. With access to healthy food, information and partner support, Franklin County residents in traditionally medically-underserved areas are able to address barriers to health and well-being for themselves and their families.

United Way of Virginia's Blue Ridge also employs two **Certified Community Health Workers (CHWs)** in Franklin County, Lashara Wade and Lucas Tuning. Since July of 2022, Lucas and Lashara have worked with **5,355 individuals** and have supported dozens of Franklin County community initiatives and projects.



Franklin County CHWs

Lashara Wade - lwade@uwvbr.org, 540-589-4147 | **Lucas Tuning** - ltuning@uwvbr.org, 540-588-4155

Ready Region West (RRW) (RRW, formerly Smart Beginnings Greater Roanoke) is one of nine Ready Regions Hubs established in Virginia in 2022. RRW is a collaborative effort of community organizations and leaders working together to ensure that every child in our 16-county region enters kindergarten with the skills needed to succeed in school and in life by providing young children between birth and kindergarten with special support and programming.



For questions, contact: dellis@uwvbr.org, 540-777-4206

Smart2Start (S2S) provides a one-stop-shop resource for parents and caregivers to search for, and apply to early care and education programs for their children. Smart2Start utilizes a single application filled by the parent to check for eligibility and help connect families to available local early childhood resources that best fit their unique needs and preferences.



The **Ready Regions West Mixed Delivery Program** expands and strengthens access to publicly funded quality care through partnerships with private and public childcare partners across sixteen localities. It includes intensive professional development services for participating private centers; incentives for participating in quality improvement activities; and, robust two-generation supports for families enrolled at these programs.

In addition, UWVBR serves as the regional office for the following state-funded initiatives that complement the work of RRW in serving early childhood programs, children, parents and caregivers.

Ages and Stages Questionnaire (ASQ) is available for free to parents and caregivers online and on paper through the Developmental Screening Initiative (DSI) of the Virginia Department of Health. The vision of DSI is to promote the healthy development of children, encourage early detection and provide linkages to services so that children are physically, socially, and emotionally healthy and prepared to enter school.



For questions, contact: families@uwvbr.org, 540-777-4200

Infant and Toddler Specialist Network (ITSN) provides assistance to strengthen the capacity of early care and education programs serving birth – 3 years old so they can deliver high quality services to their families. ITSN offers on-site mentoring and support, training and technical assistance for caregivers, teachers and administrators, as well as professional development opportunities.



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A QUICK GUIDE TO LOCAL RESOURCES



United Way of Virginia's Blue Ridge invests in the education, health and financial stability of every family in every community. **NEED SOMETHING SPECIFIC?** Check out these services available in the Roanoke Valley region and beyond:

EDUCATION (SERVICES BENEFITING BIRTH - 18)



Ages & Stages Questionnaires®

Equip parents to catch developmental delays and celebrate growth milestones. Let the ASQ questionnaire guide you on what to expect at 2, 6, 12, 18, 24, 30, 36, 48, or 60 months of age.

Visit: asqonline.com/family/f51923 to access the online tool directly.



Smart2Start

Find affordable childcare and preschools that are just the right fit. Parents can complete one single application to find affordable childcare and discover if they're eligible for publicly-funded programs that may provide free or reduced cost options.

Sign up at www.smart2start.org or call **540-283-2777** for assistance.



Early Learning Collaborative

Help pregnant and existing parents and caregivers support young children's healthy development. Access physical, mental and dental services for children birth - five, and connect to adult resources to strengthen the entire family.

Contact the collaboration lead, **Dana Mabry** at **CHIP of Roanoke Valley** at **540-587-6993 ext 103** for more information.

Strengthening Youth Opportunities for Success (SYOS)

Connect school-age children to one of six partnering out-of-school programs that combines academic supports with onsite behavioral, emotional and health resources.

Contact the collaboration lead, **Jamie Starkey** at **Family Services of Roanoke Valley** at **540-563-5316** for more information.

HEALTH (SERVING ADULTS 18 AND UPWARDS)



SingleCare Prescription Discount Program, formerly Familywize, helps individuals and families save money on their prescription medications. The card can be used by anyone, including those on Medicaid or Medicare or any other insurance. Just present it when you pick up your prescriptions at a participating local pharmacy to save.

[CLICK HERE](https://www.singlecare.com/prescription-discount-card) or visit:
www.singlecare.com/prescription-discount-card

Community Health Workers (CHWs)

Tear down barriers that can keep generations of families spiraling in poor health and in a cycle of poverty. CHWs can coordinate services and support care across many organizations, leading to a custom map of solutions and opportunities unique to each individual's needs and health goals.

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For COVID-19 RELATED ISSUES

Get help with a United Way or health department CHW working on COVID vaccinations and education throughout the region, including offices in Franklin County.

During the week, CHWs are on rotation at Franklin County Department of Social Services, Lake Christian Ministries, Support to Eliminate Poverty (STEP), Inc. and VA Department of Health – West Piedmont Health District office.

Call **540-588-4147** or **540-588-4155** to connect with a **CHW**.

FINANCIAL STABILITY (SERVING ADULTS 18 AND UPWARDS)

OnRamp

Adult Employment Project Find job training, employment services and supports to get back in the workforce earning a family sustaining wage.

Contact the collaboration lead, **John Reed** at **Total Action for Progress** at **540-283-4800** for more information or visit www.vcwblueridge.com/job-seeker-services/

Get the assistance you need to file your federal and state taxes done easily and accurately. Use of self-preparation software is completely free, and users have two options based on their income. Users who need more support filing their return can be connected to a national network of partner nonprofits who are part of the IRS' Volunteer Income Tax Assistance (VITA) program

Available in English and Spanish. Visit <https://myfreetaxes.com/> or Call **866-698-9435** 10 AM - 6 PM ET

**myfree
taxes**

NEED SOMETHING ELSE?

United Way also partners to connect people to existing resources whenever, wherever they are!

DIAL 2-1-1 and speak to a trained professional who will suggest sources of help using one of the largest databases of available health and human services wherever they are in Virginia. You can search for these same services on the 2-1-1 VIRGINIA website.



www.211virginia.com

Use the United Way website link to submit your request for information, and someone will follow-up within 48 hours to respond regarding local resources to everything from housing or utility assistance, to food and mental health counseling using a network of participating health and social service providers in our region and statewide.



<https://virginia.uniteus.com/get-help/>

For questions or additional information, contact Cheryl Mosley at cmosley@uwvbr.org or call 540.283.2786.