

United
Way



United Way of Northern
Shenandoah Valley

UNITED WAY OF NORTHERN
SHENANDOAH VALLEY

REPORT

2020

INVESTMENTS

As soon as we raise it, we put it to work.

OUR WORK

A snapshot of our work over the last year

ONE COMMUNITY

A look at our community and our impact locally



INTRODUCTION

A letter from our CEO, Nadine Bullock-Pottinga

SLNEALNOO

INTRODUCTION

A letter from the CEO

What I know about 2020 was that nothing was “as its always has been.” It would be so easy to write this letter with the perspective that 2020 was the hardest year ever, and it was hard, but that would be doing it a great disservice. If there is one thing I learned in 2020, it was that there has to be a way for us to allow two counter-intuitive concepts to take up the same space. That while something can be difficult and awful, it can also be overwhelmingly amazing and inspiring. This annual report will demonstrate so many of the reasons I believe that to be true.

We saw an incredible increase in need this year. Our Valley Assistance Network averaged 1,600 incoming calls a month and over 220 new clients a month, a 150 percent increase over the previous year. Not a day went by that we weren't hit with the reality that so many ALICE families were struggling to get through this unprecedented health crisis.

Then there was you...YOU are the reason we have so much to be thankful for in 2020. In a year where we weren't sure we were going to be able to respond to any needs, YOU stepped up and made it happen. YOU donated to our COVID-19 Relief fund, YOU made United Way campaign gifts, YOU gave to the ALICE Emergency fund, YOU shopped our Rubbermaid sales, YOU volunteered, YOU reached out and helped, YOU spread the word. YOU, YOU, YOU. YOU made this 2020, this year that will go down in history.

I've never been prouder to work for an organization that has been able to mobilize so quickly and efficiently to respond to emergency needs in the way we have this year. When I look at the purpose of United Ways and our roles in communities all over this country, I think of 2020 and I think of how we were made for a time such as this. We will continue to be here, not just today, not just tomorrow, and not just through this crisis. Just as we have for 75 years, we will continue to be connected to this community so we can respond to the needs whatever they may be.

Sincerely,



Nadine Bullock-Pottinga
President and CEO

ABOUT US

See our financials and accountability information.

MANPOWER

Volunteers are the heart of our organization. Take a look at their work.

SNAPSHOT OF 2020



\$1.8 MILLION

raised in 2020

(campaign, program revenue
and COVID-19 relief)



3 COMMUNITY FORUMS

to examine local diversity
and inclusion issues



75 YEARS

of community
partnership

ONE COMMUNITY

2

1,328
campaign
donors



1st ever
Project
Connect

5,324+
people helped
at VAN

\$1.5+ MILLION
awarded in local
grants to community
partners



33,000+
estimated local
people impacted in
one year



ONE COMMUNITY

REAL WORK
WITH REAL PEOPLE

A LAID-OFF 87 YEAR-OLD VETERAN FINDS HOPE

“It’s nice to know you are here for people like me – and for all veterans – in our time of need.”

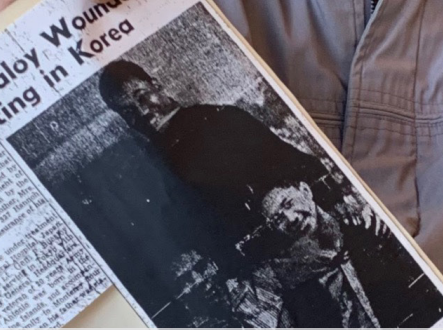
“All my life I’ve been serving people, and I really appreciate your help now when I need it.”

Tony, an 87-year old Korean War Veteran, came to us to get help with his mortgage and utilities after getting laid off this summer due to Covid-19.

Our Valley Assistance Network utilized CARES funding to help keep Tony in his house and pay his utility bills. We are committed to his success and following him on his journey toward financial stability.

We are here for every local veteran and every person in our community.

Antonio Bucaloy Wounded While Fighting in Korea



WORK. REAL LOCAL PEOPLE. REAL RESULTS.

“I’ve never had a problem working, and taking care of my son - but when the pandemic hit it was all taken away, like that”



A SINGLE MOM GETS BACK ON TRACK

Jen came to United Way not knowing where to turn or what to do. She drained her savings after losing her restaurant job and was choosing between paying the light bill and feeding her son.

Like many of United Way’s VAN clients, she found herself reaching out for help for the first time. Thanks to the COVID-19 Relief Fund, Jen got help with her rent, utilities, car payment and much more.

She is now gainfully employed and making enough once again to provide for her family. A little bit of assistance helped lift her up, and Jen is back on track.

“This is just the beginning - that dream of owning a house with a garden is still out there for me.”

Through our donors and partners, we are working on making that dream a reality for Jen.

2

ONE COMMUNITY

VALLEY ASSISTANCE NETWORK

Every day, families in our community make tough choices - like deciding whether to pay for rent or food; or whether to buy medication or put gas in their car to get to work. More than 41% of our local population is at or below the ALICE (Asset limited, income constrained, employed) threshold, and struggles to make ends meet. That is where United Way NSV's Valley Assistance Network (VAN) steps in, to help families when they have nowhere else to turn.

WE RESPOND TO REAL NEEDS, IN REAL TIME

VAN's mission is to engage community resources to move individuals and families from crisis to financial security. We provide immediate crisis intervention services to help ALICE families navigate the complex social services system and move from crisis to stability. Since 2017, we have helped over 3,800 families connect with shelter, clothing, food, medical care, job training and more.

VAN saw record growth in 2020, proving 3,500+ referrals to 2,228 households.



"This year we had almost a 150% increase in families served. The need over COVID-19 has skyrocketed and confirmed the reason why we are here and why we are vital to our community."

- Jennifer Hall, UWNSV



2,228 Families served in 2020



Over 3,500 referrals made to community partners

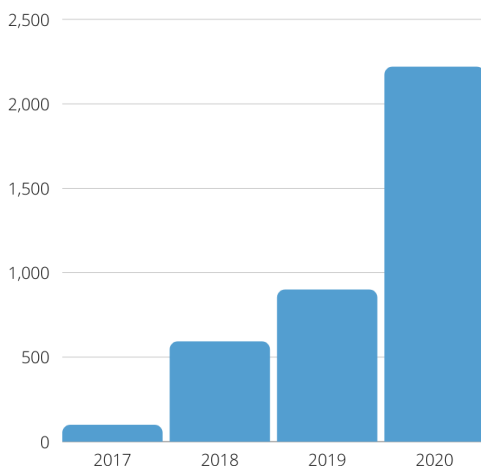


750+ families received help with rent or utility bills

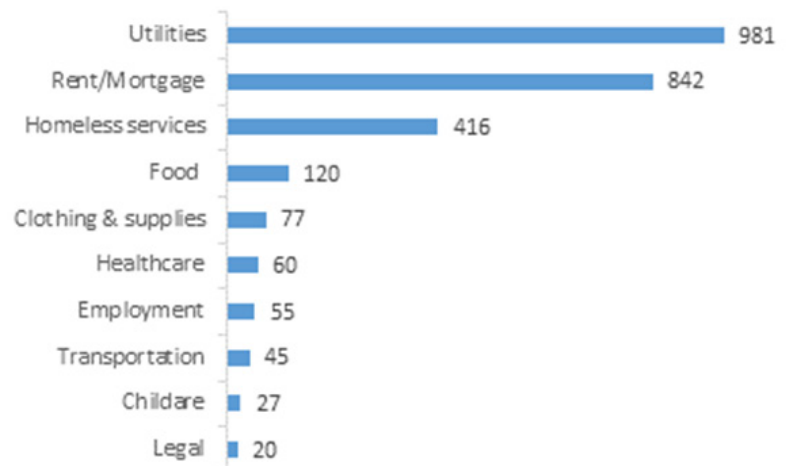
“Finding assistance through agencies like Valley Assistance Network has been a light at the end of the tunnel for many families. Knowing that, at least for another month, they can keep a roof over their kids’ heads provides a sense of stability while everything else continues to be very unsettling.”

- Sandi Webster, Faithworks

NEW FAMILIES OVER TIME



TYPES OF REFERRALS IN 2020



COVID-19 RELIEF FUND

United Way NSV has been working in partnership with community organizations and non-profits to assess the evolving needs of people in the communities we serve. We launched the COVID-19 Relief Fund to provide urgent and necessary funds for the emerging and critical needs within our community due to the Coronavirus pandemic.

Through this fund, United Way NSV has been able to provide nearly \$200,000 in support. Emergency financial assistance has been deployed to meet the needs of those experiencing a housing crises, in need of childcare with access to food, and supporting the overall health of our community. Funds have also been used to assist with utilities, medical and prescription needs, car repairs and insurance.

United Way NSV matched every donation, dollar for dollar, up to \$100,000, bringing the total raised for COVID-19 Relief locally to \$200,000 by December of 2020.





“You don’t know what a weight has been lifted off my shoulders. I have never been in this situation before and it’s very trying to make sure my son has a roof over his head. Thank you so much.”

- Rachel, Winchester City single mom and Covid-19 Relief Fund beneficiary

2020 COVID-19 RELIEF FUND GRANTS

\$74,500	Housing assistance for help making payments for rent and mortgages as well as emergency hotel assistance
\$25,000	Food pantry assistance
\$23,000	Emergency financial assistance to assist with utilities, medical and prescription needs, car repairs and insurance, and child care
\$21,150	Childcare assistance, grants for summer programs, emergency school supplies and emergency baby supplies
\$6,000	Medication assistance due to an inability to pay due to job loss and reduced hours
\$5,000	Mobile feeding programs to bring food to heavily hit communities
\$2,500	Pet food and emergency vet bill support to pet owners who are in crisis
\$2,000	Emergency transportation assistance for those needing to get to work
\$500	Advocacy and education materials for eviction
\$500	Antibacterials and hand sanitizer for at-risk individuals

\$158,350+ IN FUNDS DEPLOYED SO FAR!

OUR WORK

3

"I have always been a very independent person never have had to ask anyone for anything and it's embarrassing to have to ask for help. I want you to know am very grateful for all you do for the community and once I am back on my feet I will return generously. Thank you and God bless"

- Kelsea, CARES Act housing assistance recipient



RENT & MORTGAGE RELIEF



231

HOUSEHOLDS HELPED*

\$1,926

AVERAGE PER HOUSEHOLD

\$445,000

SPENT ON RENT/MORTGAGE

UTILITY ASSISTANCE



235

HOUSEHOLDS HELPED*

\$872

AVERAGE PER HOUSEHOLD

\$205,000

SPENT ON UTILITIES

MOTEL ASSISTANCE

130

NIGHTS OF SHELTER provided for 7 families (15 people) to quarantine or assist with weekly payments = \$5,000 spent.

*Unduplicated count. Many families submitted multiple applications if they had not maxed out assistance per the guidelines (\$3,000 max rent/mortgage, \$2,000 max utilities, \$1,000 max motel assistance)

CARES ACT GRANTS

Since the start of the pandemic, 28% of surveyed residents in the Northern Shenandoah Valley have said they were concerned they would miss a housing payment or were not confident they would make next month's payment, according to the COVID-19 Impact Survey. **Through trusted partnerships with our local governments, United Way NSV distributed \$655,00 in CARES Act Funding to help families who lost income due to COVID-19.**

Through the CARES program, UWNSV and our partner agencies:

- **Prevented 289 evictions and foreclosures**
- **Restored or saved 524 utilities from disconnection**

Funds were given to United Way NSV to be used to help pay utility bills, mortgage or rental expenses.

United Way NSV coordinated with area partners to provide this assistance, **helping more than 1,000 people in Winchester City and Frederick County.**

OUTCOME STATS:

- 289 evictions and foreclosures prevented
- 524 utilities restored or saved from disconnection
- 329 unduplicated families received financial assistance
- Over 1,000 people impacted

"Thank you so much for everything. If it wasn't for you we would be homeless this month. Words can't express my gratitude."

-Daniel, single dad of 3, Winchester City Resident who received CARES Act Assistance

OUR WORK

3

3 OUR WORK

EDUCATION

Big Brothers/Big Sisters of Harrisonburg & Rockingham

To provide for the continued support of Big Brothers/Big Sisters' school-based mentoring program in Shenandoah County

Community Care & Learning Center

To establish an infant room at the center and offer tuition subsidies to reduce the cost for families with documented need.

Fremont Street Nursery

To fund six enrichment programs in order to provide high-quality childcare to low-income and single-parents, new caregivers, and at-risk youths. Funded programs include: physical fitness, gardening, summer enrichment activities, art, music therapy, and early learning assessment.

Healthy Families Northern Shenandoah Valley

To support the Car Seat Safety Project and Cribs for Kids Service Project which distributes 30 infant car seats and 50 safe sleep survival "kits" annually to families in need in the community.

Reading Road Show – Gus Bus

To provide structured learning activities, shelf-stable food bags, and book checkout services to the children and families of Page and Shenandoah counties.

Shenandoah Valley Discovery Museum

To support scholarships for a summer camp program with the NAACP. To provide field trips and educational programs for children in Winchester Day Preschool, Fremont Nursery and HeadStart programs in Winchester, Frederick, and Clarke Counties.

Winchester Day Preschool

To provide scholarships to families who could not afford a quality preschool education.

FINANCIAL STABILITY

A Farm Less Ordinary

To fund the delivery and distribution of more than 2,000 lbs. of fresh, organically grown produce to families in need in Clarke County, as well as to provide employment opportunities for individuals with intellectual or developmental disabilities as growers on the farm.

AIDS Response Effort, Inc.

To provide assistance for transportation, daycare and utilities in conjunction with case management services to area ALICE families who due to governmental program guidelines do not qualify for other assistance programs.

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Contributions
Impact Fund, v
tangible chang

Blue Ridge Habitat for Humanity

To support the critical home in Winchester, Frederick, Cla Shenandoah counties.

Blue Ridge Housing Network

Support clients with funding deposits and/or first month's homeless families secure ho providing financial assistanc or utility bills during a tempo crisis.

Blue Ridge Legal Services

Provide free legal assistance residents of NSV.

CHOICES

To assist victims of domestic to become financially stable, childcare expenses to help w and maintain employment, h repairs, and providing clothin women and children fleeing v

Faithworks

To supplement the emergenc assistance program available experiencing temporary crisi support ALICE families in pa mortgage, utilities, or utility an unexpected emergency oc

Family Promise of Shenando

To provide support services t families in crisis towards fin including help finding emplo assistance, required docume transportation assistance, an assistance.

Highland Food Pantry, Inc.

To provide personal care item including toothbrushes, tooth shampoo and conditioner, de lotion. In addition, a supply o hygiene items would also be be distributed as requested t

Grants for 2019-2020

to the Impact Fund allow United Way to collaborate with and support these vital agencies. Through the we are able to support specific programs combating a determined need in our community, resulting in ge and impact for our neighbors.

unity
repair program
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Literacy Volunteers Winchester Area
To expand computer classes via increased support to instructors; as well as to support citizenship/naturalization test preparation courses; and to continue working with Winchester Rescue Mission clients on resume development, interview skills, and case management.

Shenandoah Alliance for Shelter
To support the management of Centralized Housing Intake (CHI) and its coordinated entry process by responding to calls for financial housing assistance within a 24-hour time period and increasing walk-in hours.

Shenandoah Area Agency on Aging
To provide the local cash match to provide for a new transportation van.

The Laurel Center
To support the 24/7 emergency shelter as it feeds, clothes, and houses its residents along with providing protection, services and resources that enable women and their children to recover from violence.

The Salvation Army
To support the food costs to serve 3 meals a day to residents and the community, as well as to provide residents with bag lunches and bus tickets as they venture out to start working in order to become more self-sufficient.

Winchester Area Temp Thermal Shelter
To provide safe, reliable bus transportation of homeless guests to temporary shelter locations during 14 weeks in the winter.

HEALTH

AbbaCare, Inc.
To provide free pregnancy testing, pregnancy counselling/education, prenatal vitamins, and diagnostic ultrasounds for low-income women and families without insurance and who have not yet qualified for Medicaid through the Early Pregnancy Care Stopgap Program.

Blue Ridge Hospice
To supplement the continuation and further development of the Grief and Loss Support Services Program.

Child Safe Center CAC
To provide child abuse assessments, trauma screenings, and mental health treatment services for abuse victims and their non-offending caretakers in Winchester and Shenandoah County.

DementiaMatters
To provide quality training to individuals serving as caregivers for family members living with dementia.

Dental Clinic of NSV
To provide dental services to individuals without insurance or that cannot pay for services.

Faith In Action (Wheels for Wellness)
To provide non-emergency medical transportation to residents living in the City of Winchester and Clarke, Frederick and Shenandoah counties.

Healthy Families Shenandoah and Page County
To provide free in-home health and wellness screenings and education to families who are ALICE or in poverty

NSV Substance Abuse Coalition
To provide funding for the Peer Support Specialist Program which provides support to those suffering with addiction.

Shenandoah Dental Clinic
To provide one day of dental care monthly to uninsured children and adults with incomes below the ALICE threshold.

Shenandoah Free Clinic
To provide 40 hours per week of counselling services for students in Shenandoah County Schools by a professional counsellor.

Sinclair Health Clinic
To provide direct patient care of up to 200 ALICE families in Winchester, Frederick and Clarke counties by a primary care clinician.

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“I love to support the United Way because the organization brings so many people together in their effort to elevate many in need in our community. The United Way is a team, a family, a community dedicated to good.”

- Scott Harvard,
First Bank

LEADERSHIP DONORS

Investing in United Way is an investment in our community. Giving to United Way is powerful because we combine your gift with thousands of others to invest in the best work, happening at the best organizations, achieving the best results. That's how change happens.

In 2020, individuals made Leadership Level Gifts totalling \$317,538. Leadership givers make up roughly 12% of total givers, but raise 34% of the campaign total.

LEADERSHIP GIVING LEVELS

- Alexis de Tocqueville Society - \$10,000 +
- William M. Battaile Society - \$5,000 - \$9,999
- Harrison/White Society - \$2,500 - \$4,999
- Red Feather Society - \$1,000 - \$2,499
- Shenandoah Heritage Society - \$500 - \$999
- Society of Emerging Leaders (SEL) - \$250+ (40 or under)

DE'TOCQUVILLE SOCIETY

Founded in 1984, the United Way Tocqueville Society is an opportunity for passionate individuals to become more deeply involved in United Way's mission. (\$10,000+ gifts qualify)

2020 DE'TOCQUVILLE SOCIETY MEMBERS



Mr. & Mrs. Kurt & Ann Beyreis

Mr. & Mrs. Jimmy & Susan Brooks

Mr. & Mrs. Thomas & Sharon Byrd

Dr. & Mrs. Damon & Nancy DeArment

Mr. & Mrs. Bryan & Stephanie Fairbanks

Mr. Charles R. Gillespie

Mr. & Mrs. John & Margaret Harrell Charitable Trust

Mr. & Mrs. Mark & Courtenay Nantz

INVESTMENTS

4

LEADERSHIP DONORS CONTINUED

*Donors as of 2/6/2021

William M. Battaile Society

\$5,000 - \$9,999

Mr. Kevin L. Branner
 Mr. W. H. Clement
 Dr. & Mrs. Charles H. Hagan III
 Mr. & Mrs. Scott & Katie Harvard
 Mr. & Mrs. Mark & Teri Merrill
 Mr. Grady W. (Skip) Philips III
 Mr. Mark N. Reed
 Anonymous - 1

Harrison/White Society

\$2,500 - \$4,999

Mr. & Mrs. Chad Bales & Lori
 Fountain Bales
 Mrs. Adrienne Bloss
 Mr. David L. Hershey
 Dr. Daniel Lill
 Dr. & Mr. Linda Luong & Philip
 Winston
 Mr. & Mrs. Wilborn & Martha
 Roberson
 Mr. Chris Rucker
 Dr. & Mrs. Blake H. Watts
 Mr. Joe Zmitrovich

Red Feather Society

\$1,000 - \$2,499

Dr. & Mrs. John & Christine Armstrong
 Mr. & Mrs. Scott & Margaret Arthur
 Mr. H.K. Benham III
 Mr. Marshall J. Beverley Jr.
 Mr. Barry Lee Bowser
 Mrs. Darcus Breneman
 Ms. Mary L. Brown
 Ms. Mary Broy
 Ms. Debbie L. Buckner
 Mrs. Nadine Bullock-Pottinga
 Mr. Travis Clark
 Mr. John Claybrook
 Mr. William Blake Curtis
 Ms. Ida Dennis
 Mr. Alexandros Diamantis
 Mr. Dennis A. Dysart
 Ms. Julie Ann Elrick
 Ms. Judith Elizabeth Falu

Dr. Jeffrey Feit
 Mr. Bradford Felix
 Mr. John Fisher
 Dr. & Mrs. Thomas & Sharen Gromling
 Mrs. Beatrix Hayes
 Mr. W. Jackson Helm
 Mr. Keith Jones Pomeroy
 Dr. & Mrs. Llewellyn Kitchin
 Dr. Ashley E. Larson
 Mr. Brandon Lorey
 Mr. & Mrs. Earle & Glenna MacKenzie
 Ms. Karen Mackie
 Mr. Gary S. Nichols
 Mr. Mark Pennypacker
 Mrs. Jennifer L. Piasecki
 Ms. Cherlynn Porter
 Ms. Kimberly Pritchard
 Mrs. Teresa Puller
 Mr. Jay Rudolph
 Mr. George Rust Jr.
 Dr. Iyad Sabbagh
 Ms. Elizabeth Anne Savage
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 Mr. Ethan Silver
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 Ms. Emma Ridgeway Trust
 Ms. Christina Tylka
 Mrs. Karen Vacchio
 Dr. Jason Van Heukelum
 The Honorable David S. Whitacre
 Dr. & Mrs. H. George White
 Dr. Audra H. Wynn
 Anonymous - 3

Shenandoah Heritage Society \$500 - \$999

Mrs. Dulce Elizabete Alves Reis
 Mr. & Mrs. Dennis Argall
 Ms. Arpedella Barnes
 Mr. Chad M. Brant
 Dr. Gregory S. Byrd
 Mrs. Laura Lee Cadden
 Ms. Kathleen Chappell
 Mr. Christopher Cotterell
 Mr. John Crandell
 Ms. Carla Dallman
 Ms. Candace Davenport
 Mr. Mark Bradley Davis Jr.
 Mr. & Mrs. Warren & Janna DeArment
 Mr. Vernon Dobson
 Ms. Carol S. Dodson
 Ms. Karen Dorr
 Mr. Alan K. Ellinwood

Dr. Robia Fields
Ms. Tammy Fitzwater
Dr. & Mrs. Bruce Flax
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Ms. Carol Hemmen
Mr. Michael Hobgood Jr.
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Dr. Mark Johnston
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Ms. Susan Lessar
Dr. Jill L. Lindsey
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Mr. Juan R. Lopez
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Mr. Matthew Toomey
Mr. Jeremiah J. Trewartha
Mr. John Henry Tyson
Ms. Tammy L. Unger
Mr. Peter Warren
Mrs. Carol Weare
Mr. Barry L. Whiteman
Dr. Deran R. Whitney
Ms. Heather Wilson
Mr. Cecil Wayne Worden
Anonymous - 5

Society of Emerging Leaders \$250+ and under 40

Mr. & Mrs. Jason Aikens
Mrs. Joanne E. Altendorf
Mrs. Stephanie D. Andrews
Mr. Dan A. Arguirre
Mr. Benjamin M. Arthur
Mrs. Brittini E. Athey
Mr. Amir J. Bell
Mr. Gregory K. Berg
Mrs. Katherine Victoria. Boyle
Mr. Joshua Bradley
Ms. Emily Buhl
Mrs. Pamela Beth Burke
Mrs. Julianne M. Carlisle
Mr. Justin R. Chapman
Mr. John V. Coffman
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Mrs. Elizabeth A. Cribb
Mrs. Tasha Demko
Mr. Justin Dennis
Mrs. Katherine Dishong
Mr. Vernon Dobson
Mrs. Brandy Dove
Mr. Jeff Dugger
Mr. Casey L. Dunithan
Ms. Erin E. Ebersole
Ms. Maria Estevan
Ms. Annamarie M. Everett
Ms. Judith Beth Falu

Mr. Ronald Fitzwater
Ms. Devan M. Ford
Mr. William D. French
Mrs. Noel S. Frye
Mr. Joseph D. Graham
Mrs. Anna L. Green
Mrs. Jennifer Hall
Mr. Eric Hawes
Mr. Sergio A. Herrarte
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Mrs. Elise Stine-Dolinar
Mrs. Kara Strosnider
Ms. Kirstie S. Svehla
Mrs. Letasha Thompson
Mrs. Ashlynn N. Walther
Mr. Nathaniel W. Walton
Mr. Sean M. Warby
Mr. Gary L. Welch
Mrs. Emily Whitacre
Mr. James A. White
Ms. De'Nae Whittington
Ms. Hope Wisler

4 INVESTMENTS

VALLEY ASSISTANCE NETWORK

CORPORATE AND COMMUNITY DONORS \$500+

Our VAN donors, along with United Way, are helping ensure people have the building blocks to a successful life. All of us at United Way, our partner agencies, and the thousands of people who will be helped are thankful that our donors are creating many, many better tomorrows!

Valley Health System

Wells Fargo

The John & Margaret Harrell
Charitable Trust

Dominion Energy

Our Health

Data Across Sectors for Health

Braddock St. United Methodist

United Bank

The Woltz-Winc. Foundation

Crossroads Church

Navy Federal Credit Union

Paul & Martha Rees Fund

Welltown United Methodist
Church

COVID-19 RELIEF FUND

RELIEF EFFORT DONORS

Hosted by United Way of Northern Shenandoah Valley, in partnership with Valley Assistance Network, the COVID-19 Relief Fund provides flexible resources to organizations in our region working with communities who are disproportionately impacted by coronavirus and the economic consequences of this outbreak. So far over \$200,000 has been raised to combat the COVID-19 outbreak effects.



CORPORATE DONORS

Borden Foundation

First Bank

First Presbyterian Church

Hottel & Willis, P.C.

Interchange Group, Inc.

LFB Real Estate

Navy Federal Credit Union

The Mirza Family Foundation

The Winchester Group

Trex Company

Truist

Winchester City Sheriffs Foundation

COVID-19 RELIEF EFFORT DONORS CONTINUED...

Individual Donors

Carlena Austin
Elmo Ball
Jane Bauknecht
Martha Beitzel
HK Benham
Kurt Beyreis
Adrienne Bloss
Karlina Bohn
Ann H Bohnet
Allison Bosse
Woody & Jenny Bousquet
Rebecca Bowers
Susan & Jimmy Brooks
Dorian Heather Brown
Stewart Brown
Mary Broy
Nadine Bullock-Pottinga
Kerri Burkhart
Beverley Byrd
Cynthia Cave & Marion
Bradley
Wayne Chrismore
Jennifer Collins
Jeanne Coyhis
Dr. Richard Creasy
Richie Crim
Mark Davis
Rhonda Dean
Damon DeArment
Moirra DeWilde
Sharon Dixon
Eda Doyle
Margaret Doyle
Alan Ellinwood
Munoz Emmanuel
Liz England
Siona Escoto
Deborah Flanigan
Reed Flinn
Walter Floyd, Jr.
Virginia Fluet
Andrew Franke
Michael Galderisi
John & Christine Gerbi
David Glover

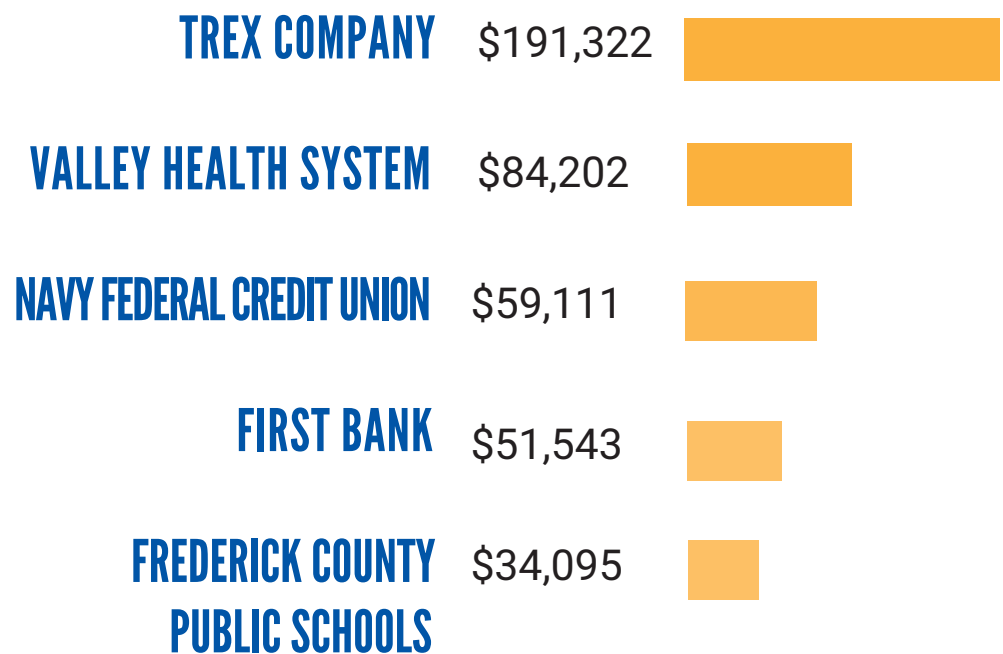
Cynthia Greenya
Frank Gregory
Rebecca Hall
Christopher Hanna
Shelia Heishman
Ralph Hensley
Brad Hodgson
Bailey Hunter
John & Joanne Jacobs
Walter Johnson
Cheryl Johnson
Keith Jones Pomeroy
Kat & Dan Kelley
Mr. & Mrs. R.P. Kercheval
Margarete Kern
Irina Khanin
Joan Kibler
Cary Kimble
Karen Kimble
Nicole Klebieko
Edward Lerner
Deborah Lewis
Rochelle Lloyd
John Madera
Kenneth Mason
Wendy May
Sharon Maynard
Adina McInturff
Joyce and Fred McKay
Rachel McMillan
Janet Michael
Stephen Miller
Sheila Miller
Robert Miller
Jeremy Mills
Xiomara Morales Hernandez
Ashley Moslak
Walter Munster
Rebecca Nathan
Bryan Newlin
Amon Nixon
Douglas & Linda Norell
Nancy Owens
Judy Paige-Grim
William & Rebecca Parkin
Charles Perdue

Rachel Perry
Jennifer Pickrell
Steve & Pat Pierce
Keith Pomeroy
Bethany Potter
Kristy Powers
Heather Rambo
Jonathan Reimer
Karen Ridings
De Ritchie
Barbara Rupert
Katie Ruscito
George Rust Jr.
Rosslyn Selzer
Samoma Sheikh
Bisma Sheikh
Robert Sherwood
Dona Smallwood
Kathy Smart
Karen Smith
Ari Sommer
Julie Spaid
Jeffrey Stanford
Barbara Stewart
Johnnie Stewart
Kathy Strotheide
Stan & Sally Styfco
Valerie Taylor
Brenda Thompson
Charles Uphaus
Karen Vacchio
Jody Wall
Peter Warren
Kelsea Watson
Sandi Webster
Lana Westfall
Amelia Wheeler
Tab and Angie White
Laura Wiley
Nate Zuckerman

TOP WORKPLACE CAMP

We are grateful for the support of the following organizations doing so, they demonstrate a commitment to supporting and address the community's most critical issues.

The top five organizations represent more than \$420,000 in contributions, including corporate gifts, as well as employee giving through United Way NSV.




“With help from folks just like you and me, the United Way has been providing answers to challenges that make the biggest sort of differences in the lives of others, and corporate partners and community leaders are integral to the success of these programs”

- Jay Rudolph, Trex Company

ons that support United Way's Impact Fund with their workplace campaigns. In the highest-performing agency partners who are finding long-term solutions that

"*Based on results received as of 2/1/2021

- | | |
|--|--|
| 1. Trex Company, Inc. | 26. O'Sullivan Films/Continental |
| 2. Valley Health System | 27. City National Bank |
| 3. Navy Federal Credit Union | 28. Atlantic Union Bank |
| 4. First Bank | 29. Target Store #2379 Rutherford Crossing |
| 5. Frederick County Public Schools | 30. Rappahannock Electric Cooperative |
| 6. Shenandoah University | 31. Valley Proteins, Inc. |
| 7. Shenandoah Valley Orthodontics | 32. Perry Engineering Co., Inc. |
| 8. Bank of Clarke County | 33. Avient |
| 9. The Winchester Group, Inc. | 34. Martin's (Giant) |
| 10. United Bank - Parent | 35. Grafton Integrated Health Network |
| 11. Southeastern Container | 36. Sheetz, Inc. |
| 12. Costco Loc. #239 | 37. Water Street Financial |
| 13. United Parcel Service (UPS) -VA District | 38. Handley Regional Library |
| 14. Pioneer Bank | 39. Blue Ridge Hospice |
| 15. Winchester Imaging | 40. Winchester City Schools |
| 16. Yount, Hyde & Barbour, PC | 41. Federal Express Fedex™ |
| 17. Shenandoah County Public Schools | 42. Reading Landscapes Inc. |
| 18. Kennametal Inc. | 43. Insurance Center of Winchester, Inc. |
| 19. Truist | 44. Winc- Am/Fm Centennial Broadcasting |
| 20. LFB Real Estate LLC | 45. W.H. Emmart & Sons |
| 21. Shentel | 46. Our Health |
| 22. Howard Shockey & Sons, Inc. | 47. Blue Ridge Legal Services, Inc. |
| 23. DuPont Community Credit Union | 48. Ford Motor Company |
| 24. United Way of Northern Shen. Valley | 49. Wells Fargo Bank |
| 25. Frederick County Government | 50. Wagman Geotechnical Construction |



“The value of giving back is found in the lasting and transformative impact for all involved.”

- Top 20 Campaign ECM

THANK YOU TO OUR LOCAL COMPANIES FOR THEIR SUPPORT!

2020 WORKPLACE AWARDS

Running a workplace campaign strengthens connections between employees and their community, raises the organization's public profile, builds team spirit among employees and makes the biggest impact in our community.

The below companies showed our community what it means to LIVE UNITED by dramatically growing their contributions in 2020.

GOLD AWARD LEVEL COMPANIES (\$2,500+ or more increase or \$100 per cap.)

Blue Ridge Legal Services, Inc.	Our Health Shenandoah Valley Orthodontics	United Way of Northern Shen. Valley
Costco Location #239	The Winchester Group, Inc.	Valley Health System
First Bank	Trex Company, Inc.	Wagman Geotechnical Construction
LFB Real Estate LLC	United Bank	Water Street Financial
Manpower Staffing Services		Winchester Imaging

SILVER AWARD LEVEL COMPANIES (\$1,500+ or more increase or \$75-\$99 per cap.)

Avient	DuPont Community Credit Union	Kennametal Inc.
Bank of Clarke County		Southeastern Container

BRONZE AWARD LEVEL COMPANIES (20% or more increase or \$50-\$74 per cap.)

ABH Services	Jordan Springs Elementary	Top of Virginia Regional Chamber
Aikens Group	Literacy Volunteers	WINC AM/FM
Beth El Congregation	Napa Auto Parts	Winchester City Schools Administration
Blue Ridge Hospice	Reading Landscapes Inc.	Winchester Oral Surgery Center
Exclusively Faces	RealPage	Yount, Hyde & Barbour, P.C.
Frederick County Public Schools	Shenandoah Community Health Clinic	
Frederick Douglass Elementary	SHP Management Company, Ltd.	
Gregory's Inc.	Southern Industrial Constructors, Inc.	
Handley Regional Library	The UPS Store	
Insurance Center of Winchester, Inc.		

INVESTMENTS

4

THE HEART OF OUR ORGANIZATION IS IN OUR VOLUNTEERS.

Meaningful community solutions require more than money or programs or policies. The kind of real and lasting change that benefits everyone is only possible when people from all walks of life are willing to roll up their sleeves and go where they are most needed.



UWNSV VOLUNTEERS DONATED MORE THAN 7,948 HOURS IN 2020, AN IMPACT VALUED AT **\$216,185!**

United Way volunteers donated time to volunteer at events like Project Connect, Fund Distribution, Rubbermaid Sales, and Day of Caring!



VALLEY ASSISTANCE NETWORK VOLUNTEERS DONATED 3,252 HOURS, AN IMPACT VALUED AT **\$88,454!**

Valley Assistance Network volunteers helped with everything from client intakes, budgeting, resource navigation, and mental health screenings. Our volunteers were vital to the CARES program.

For the first time ever, the Campaign Cabinet volunteered 100% virtually, coming together exclusively online to fundraise in 2020!



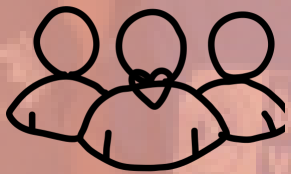
THE COMBINE VOLUNTEER TIME A GIFT OF MORE GIVEN BACK TO

MANPOWER



“Volunteering with United Way and Valley Assistance Network was an amazing experience for me personally and professionally. I got an insight into the people who make up our community and learned new things each day. I will take all of my experiences with me as I continue my journey and grow into a career.”

- Lindsay Fairbanks, a VAN Intern and Volunteer



More than a dozen volunteers worked virtually during COVID-19 to keep operations going.



**THE VALUE OF ALL
TIME IN 2020 EQUALS
MORE THAN \$304,639
FOR OUR COMMUNITY!**

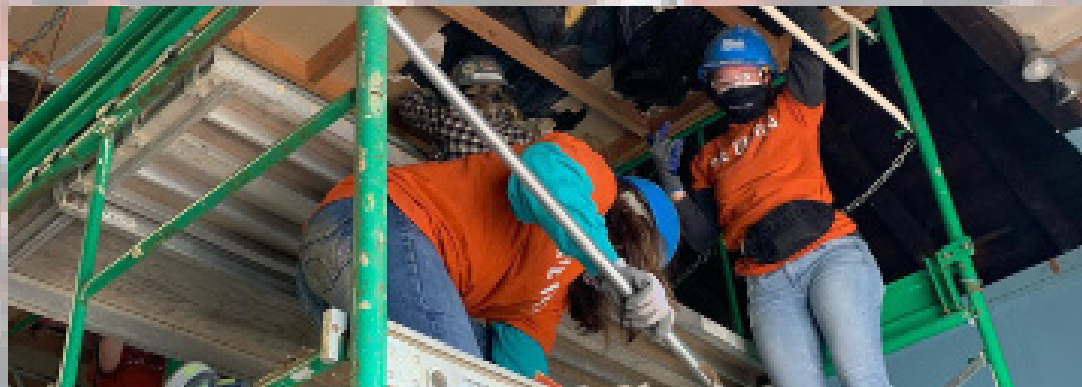
5

MANPOWER 5



DAY OF CARING

The work of United Way w
Each year, they step up to
the work they have done in



Volunteers worked over 6,000 hours on Day of Caring - a value of more than \$150,000 given back to our community. That's a lot of helping, that's a lot of Living United!

- 38 teams
- Over 700 volunteers
- 87 projects across the region

NG 2020

ould not be possible without a strong legion of corporate and community leaders. advocate, donate, and inspire others to volunteer their time. Please learn about all n our community by visiting www.unitedwaysv.org/volunteer.

THANK YOU TO OUR DAY OF CARING SPONSORS FOR THEIR COMMUNITY INVESTMENT!



Presented by:



**Bowman-Shoemaker
Companies
Stephanie Leigh Photography
and Design**

**Tolley Dental
Valley Health System
Yount, Hyde & Barbour, P.C.**

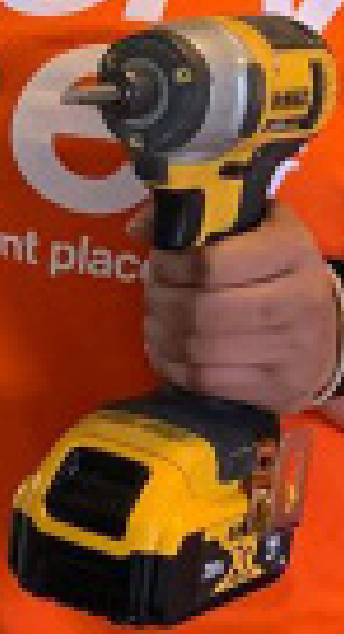
**Blue Ridge Association of
Realtors
Shenandoah Valley Orthodontics**

**Shenandoah Valley Westminster
Canterbury**

5 MANPOWER

every
one
deserves a decent place

every
one
deserves a decent place



SEL VOLUNTEERS

Over 100 local donors who are making a difference

“When it comes to helping out the community, I try to encourage everyone I know to act as an example for their friends, colleagues, neighbors and family. Talk to them about the many ways they can get involved. If there is a cause that we may not be able to commit time to ourselves, with our encouragement and example, our peers may be willing to lend a hand for the betterment of the community.”



“I love that when I volunteer at VAN I am immersed in the community and helping our local population. I’ve always wanted to volunteer and I love the work. It’s inspired me to pursue a career in social work.”

- Joly Nield, a two-year VAN volunteer

VAN VOLUNTEERS

donated over 3,200 volunteer hours in 2020

Adrianna celebrated volunteering over 450 hours this summer for Valley Assistance Network. She now works full-time helping local people in recovery.



CHARITY TRACKER 4 STARS AWARD

CONFIDENCE IN FINANCIAL STEWARDSHIP

We are proud to announce United Way of Northern Shenandoah Valley has earned a third consecutive 4-star rating with Charity Navigator! This is our highest possible rating and indicates that United Way NSV adheres to sector best practices and executes its mission in a financially efficient way. Attaining a 4-star rating verifies that United Way of Northern Shenandoah Valley exceeds industry standards and outperforms most charities in your area of work.

Only 25% of the charities evaluated have received at least 3 consecutive 4-star evaluations, indicating that

United Way of Northern Shenandoah Valley outperforms most other charities in America.

This exceptional designation from Charity Navigator sets United Way of Northern Shenandoah Valley apart from its peers and demonstrates to the public its trustworthiness.

To review our Form 990 and other financial reports, please visit: unitedwaynsv.org/accountability



9

ABOUT US



6 ABOUT US

ABOUT US

Our board of directors is responsible for making sure United Way is on the right track. They meet monthly to discuss strategic issues facing the organization. The board ensures that United Way is an organization you can trust. The board serves the Shenandoah Valley.

OFFICERS

Jay Rudolph
Trex Company
Board Chair

Dr. Damon DeArment
Shenandoah Valley Orthodontics
1st Vice Chair

Lori Fountain Bales
Greenfield & Behr Residential
2nd Vice Chair

Darcus Breneman
First Bank
Secretary

Karen Vacchio
Frederick County Government,
Virginia
Marketing

Ted Troxell
Belk
Treasurer

Kurt Beyreis
Retired Exxon-Mobil
Fund Distribution

Richie Crin
Shenandoah
Community

Tammy Ga
Shenandoah
Health
Personnel

Wilborn Ro
BB&T now
Nominatin

BOARD MEMBERS

Adrienne B
Shenandoah

Kim Bloss
Lord Fairfa

Susan Bro
Navy Fede

Lori Evers
City Nation

OUR BOARD OF DIRECTORS

Our board holds United Way's senior staff responsible for carrying out our mission. They ensure our board is composed of community leaders from throughout the Northern Shenandoah

...m
...ah University
...y Impact

...sper
...ah Memorial Hospital, Valley

...oberson
...Truist
...g

MEMBERS

...loss
...ah University

...er
...ax Community College

...oks
...ral Credit Union

...ole
...nal Bank

Carolyn "Callie" Fitzwater
Adams & Jones, PLC

Janet Michael
The River 95.3

William Nordman
Historic Properties of VA, Inc.

Diana Patterson
DSP Services, Inc.

Jenny Piasecki
YHB

Mark Reed
Pioneer Bank

Chris Rucker
Valley Health System

Michelle Thomas
Shenandoah Valley Westminster Canterbury

Jason Van Heukelum
Winchester City Schools

Peter Warren
United Bank

FISCAL YEAR 2020 FINANCIAL STATEMENTS

For a complete listing of our program funding, a copy of our audit report or a copy of our Form 990 visit www.unitedwaynsv.org or contact our office.

- Total assets \$2,158,011
- Total current liabilities \$568,084
- Total net assets \$1,589,927
- Total revenue \$1,230,985
- Total expenses \$1,176,434

84.9%
Community
Impact

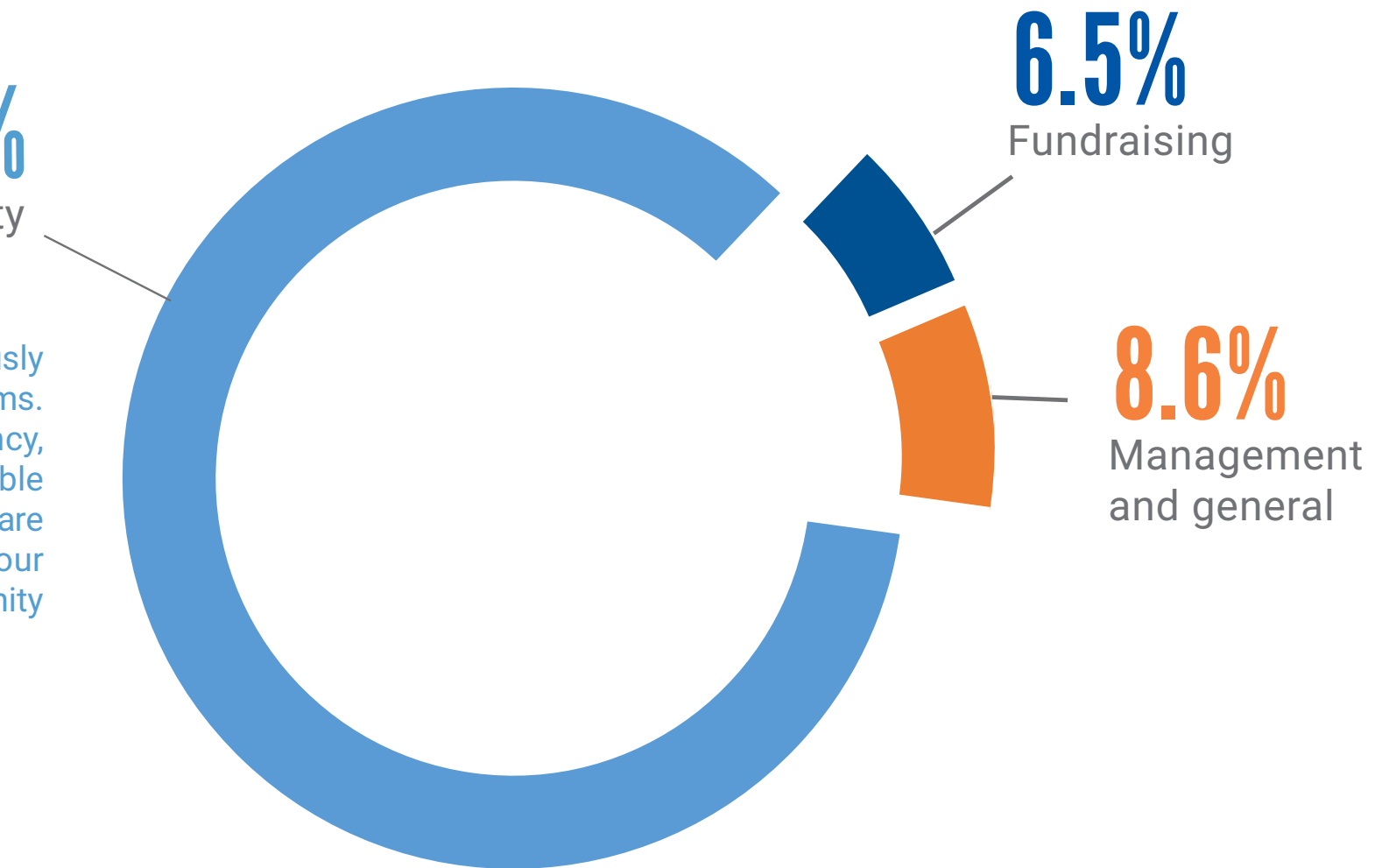
Community volunteers rigorously review agencies and programs. Selections are based on efficiency, collaboration, and the measurable results to ensure your dollars are making the greatest impact in our communities.

OUR COMMITMENT TO DIVERSITY EQUITY AND INCLUSION

United Way believes that every person is entitled to be treated with dignity and to experience positive community change. We are in the process of establishing a Board of Directors. United Way will conduct regular equity training with Staff, Board members, and volunteers.

We publicly reaffirm our commitment to listen to and lift up marginalized voices, supporting people of color, providing resources needed for everyone in our communities the places that we need them to be – equitable, respectful, and safe.

OUR EXPENSES



and respect. Racism obstructs and undermines any effort to create of Directors Committee to focus on Diversity, Equity, and Inclusion (DEI). and Committee volunteers.

choices. We will continue to award grants to programs run by and r community to succeed. We must all do our part, working United, to make ul and opportunity-filled.

LIVE UNITED

UnitedWayNSV.org