



United Way of Northern  
Shenandoah Valley

# IMPACT OF YOUR INVESTMENT



2021 Fundraising Campaign



# THANK YOU

# FOR LIVING UNITED

# FOR A STRONGER

# COMMUNITY

**At United Way of Northern Shenandoah Valley, we are on a mission to end poverty—the kind that traps families for generations and prevents our entire region from reaching our full potential.**

Your support for United Way initiatives builds the success of our youth and the stability of their families. Because of you:

More children have access to a quality education



More adults build skills to earn and save more to secure their futures



More individuals and families receive the health and basic needs supports they need to thrive at home, in the classroom and on the job

# A HOLISTIC APPROACH TO STRONGER COMMUNITIES

Our community is full of pathways leading to well-being. All that is missing is a connector and a map to the way out of poverty. That's where our Valley Assistance Network comes in, to align together and rise up as a community to help those who need us the most.

## OUR TOOLS THAT MAKE CHANGE HAPPEN

Volunteer mobilization



Convening power



Leveraged funding



Capacity-building for nonprofits



Advocacy for sound public policy



Low-cost fundraising



Community expertise

Each gift enables United Way and our programs to surround complex issues of intergenerational poverty to help families break the cycle that holds them back.

“When you partner with United Way, you understand that you are part of something greater than one organization. We are a community—a network of partners across the public, private and nonprofit sectors changing lives together.”

*- Nadine Bullock-Pottinga,  
President/CEO of United Way NSV*

## YOUR INVESTMENT AT A GLANCE

Because of your support and volunteerism last year, United Way NSV, along with our program Valley Assistance Network, was able to deploy 1.5 million in funds to advance Education, Financial Stability, Health & Basic Needs across our region!

\$94,717 education

\$334,705 financial stability

\$235,625 health

\$655,000 CARES Act Funds

\$200,000 COVID-19 Relief

# EDUCATION

## United Way fights for the success of our youth by helping children:

Preschool aged children have access to affordable, high quality, early learning programs that prepare them for kindergarten.



Children have access to basic needs



Students have access to high quality, enriching out of school programs where students have support and encouragement from engaged parents, advocates and mentors.



# FINANCIAL STABILITY

## United Way fights for the stability of our families by helping adults:

Support our most vulnerable neighbors by providing them access to basic needs supports.



Families have access to a continuum of housing solutions that provide safe, decent and affordable housing options.



Identify & remove the gaps and barriers that currently exist for individuals to enter the workforce and attain and retain family sustaining employment.



Create opportunities for families to move from financial instability to financial stability.



# HEALTH

## United Way fights for the health and well-being of everyone in our region by connecting individuals in need with:

All households have easy to access and ample, affordable, high quality, preventative, health and dental care.



Increase access to health, safety, and developmental services.



Improve behavioral health, mental health and a reduction in substance abuse.



## BECAUSE OF YOUR INVESTMENTS LAST YEAR



Provided over 2,000 hours of quality childcare and learning opportunities

Gave out over \$10,000 in preschool scholarships

Conducted 129 Health and development screenings for new mothers and their babies

Provided 112 students with art and physical fitness programs

Sent an entire preschool of students home with food baskets over the holidays

## BECAUSE OF YOUR INVESTMENTS LAST YEAR



We were able to connect more than 2,000 families with services through our Valley Assistance Network

Delivered 430 meals to food insecure seniors and served 14,330 hot meals to the community

Distributed 8,600 pounds of fresh, organically grown food to the hungry

Completed 47 vital home repairs

## BECAUSE OF YOUR INVESTMENT LAST YEAR



Provided 2,450 people with showers, meals and medical access

Provided 811 transports to medical appointments /treatments

Filled 4,992 perscriptions

Screened 952 dental patients and provided 699 of them with dental care

Saw 1,100 patients for medial care

Helped 30 women with vital OBGYN care

# THANK YOU

for choosing United Way as  
your local partner to drive  
measurable, lasting Impact  
that none of us can achieve  
alone.

United Way of Northern  
Shenandoah Valley  
329 N. Cameron Street.  
Winchester, VA 22601



United Way of Northern  
Shenandoah Valley

[info@unitedwaynsv.org](mailto:info@unitedwaynsv.org)

(540) 536-1610

[UnitedWayNSV.org](http://UnitedWayNSV.org)

CFC#87253  
CVC#200675