Letter
FROM LEADERSHIP

Over the past two years, the vital role United Way of South Hampton Roads plays in our community has become clearer than ever. When tragedy struck the City of Virginia Beach, we were asked to administer the fund for those who were injured and to the families of those who tragically lost their lives. When we faced an extended government shutdown, we filled the gaps for local furloughed workers. Now, as we realize the severe impacts of the coronavirus crisis on our community, United Way is continuing to provide support to thousands of our hardest hit neighbors.

In the face of such challenges, we have found one of our greatest strengths is our flexibility – our ability to respond, to pivot and to help our partners do the same.

Like many businesses, we entered 2020 with a vision, a roadmap for the year ahead. But we learned what many of those we serve already know, sometimes life does not go according to plan. When extended closures began and economic impacts became inevitable, we launched the Coronavirus Response Hotline with a best practice triage process, holistic case management and a network of partners in under two weeks. To support these efforts and those of other nonprofits on the frontlines, we created the Coronavirus Recovery Fund which ultimately raised over $2.7 million. The first round of $500,000 in grants was awarded in just over a month and to date, we’ve invested over $1.7 million and supported over 100,000 individuals and families impacted by COVID-19, with some funding strategically reserved for long-term recovery.

Our work is still changing by the day, but the strategic approaches and systems we have built with your support over the past nearly 100 years are allowing us to harness and lean into that change for the betterment of our community.

Thank you for continuing to allow us to put your kindness into action. Together, we will create a brighter future for the 757.
At United Way of South Hampton Roads, we are solving the 757’s biggest problems so every person has the opportunity to thrive.

Every year, we distribute more than $12 million to improve health outcomes, support childhood development, help families build stability and much more. Through our community investments process, we directly fund 80 nonprofit partners working to meet identified needs in our community. Through our collective impact initiatives, United for Children and Mission United, we act as a convenor, bringing together multi-sector partners around a common purpose and supporting those who need us most.

Our strategic and innovative approach to community impact is reshaping the health and human services industry in our region.

As a convener and collaborator, we have a unique ability to unite partners around a shared goal. We’ve spent nearly 100 years building the relationships, systems and processes necessary to get things done. We use best-in-class technology, the highest standards of data quality and a collective impact approach to achieve maximum results and efficiency.

Our approach to impact has three key elements:

Data
We believe every decision should start with data. Data guides our ability to adopt the most effective practices into our programs. And it gives us insights into our progress so we can adjust along the way. We incorporate common measures into all our grant awards so we can quantify the impact of your investment. And we helped elevate the community’s use of shared data by founding GHRconnects, a regional dashboard that tracks quality of life measures and informs data-driven decision making. Data from GHRconnects helps us highlight the areas of greatest need and hone in on disparities to set a vision for community impact and target our resources.

Care Coordination
South Hampton Roads is fortunate to have a vast network of cross-sector service providers, but navigating that complex care system can be daunting. United Way connects the dots. We connect individuals to a coordinated system of more than 85 partners, helping our neighbors seamlessly access the support they need.

Collaboration
Collaboration is at the heart of what we do, and none of our work would be possible without our partners. They challenge us, teach us and inspire us. We know that when we all bring our collective strengths to the table, the entire community benefits. That’s why we practice collective impact — bringing together stakeholders from various sectors around a common goal. By sharing data, removing silos, establishing best practices and aligning efforts, we create real social impact. United Way is a natural backbone — convening partners, strengthening systems, leveraging resources and filling gaps.
Thousands of our neighbors experience a frustrating problem: they make too much money to qualify for government aid yet not enough to make ends meet. This is because the Federal Poverty Level for a family of four is just $26,200 – that’s less than half of the estimated minimum budget required to cover the basic costs of living. Understanding that many of our neighbors find themselves in this gap, we look at the bigger picture. ALICE is an acronym we use to describe individuals and families who are Asset Limited, Income Constrained, Employed. ALICE is caught in the systemic gap described above and without the ability to build savings, is vulnerable to unexpected expenses and often in or only one step away from crisis.

The future success of our community is directly tied to the financial stability of ALICE households. When ALICE is forced to make difficult choices, we are all impacted.

More than 40% of households in South Hampton Roads qualify as ALICE:

<table>
<thead>
<tr>
<th>City/County</th>
<th>Households below the ALICE threshold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Beach</td>
<td>61,221</td>
</tr>
<tr>
<td>Norfolk</td>
<td>50,596</td>
</tr>
<tr>
<td>Chesapeake</td>
<td>31,414</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>19,689</td>
</tr>
<tr>
<td>Suffolk</td>
<td>13,533</td>
</tr>
<tr>
<td>Isle of Wight</td>
<td>4,973</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>181,426</strong></td>
</tr>
</tbody>
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1ALICE in Virginia: A Financial Hardship Study
When our community is in crisis, they count on us to step up and provide a safety net – the most recent example being our response to COVID-19. In alignment with our mission, our response plan focused on populations who were most disproportionately impacted by the pandemic.

Our first priority was addressing the essential needs of our neighbors hit hardest by the coronavirus crisis. Using systems already in place, we pivoted our staff and technology to develop a Coronavirus Response Hotline. The case management team – a collective effort of United Way and its partners at ForKids, Catholic Charities, the Up Center and Children’s Health Investment Program – triaged each call, provided guidance and reassurance, and connected the client to resources at our network of partner agencies or to gap funding from the Coronavirus Recovery Fund. To date, we have received over 5,700 calls to the hotline – 90% were facing a total loss of income.

Maintaining our community’s vast nonprofit infrastructure was also a response priority. As closures and cancellations occurred, our partners faced a loss in funding while many of their services became more critical than ever. United Way was there with rapid response grants to ensure the continued operation of human service agencies on the frontlines. Building off of our existing funding process allowed us to be nimble and responsive, issuing the first round of grants within a month of opening the fund. To date, we have invested $1.9 million in grants and direct service and our efforts have supported over 100,000 individuals and families impacted by COVID-19. We have strategically reserved some funding to be invested in long-term recovery in 2021 and are continuing to raise funds.

#ShareASquare
Thanks to our connection to our trade association, United Way Worldwide, our community was selected to receive a donation of nearly 70,000 rolls of toilet paper from Kimberly Clark and Cottonelle as part of their #ShareASquare campaign. We worked with our friends at Dollar Tree’s local distribution center to receive and distribute the hot commodity to nonprofit partners across our region. It’s safe to say, we were on a roll!

12 Hours of Giving
On May 27, to help build momentum around the Coronavirus Recovery Fund, we hosted the 12 Hours of Giving in partnership with WAVY-TV. Each hour, we shared a story of a real person helped by the hotline. WAVY also featured interviews with corporate partners sharing why they had contributed to the fund. In just 12 hours, we garnered 2.5 million impressions, drove 1,000 visits to our website and raised nearly $45,000!

#757HealthHeroes
This year our image of heroes shifted from capes and costumes to scrubs and stethoscopes. We saw the grit and dedication of healthcare workers as they cared for their community – often at great risk to themselves and their family. To show our thanks and allow the community to do the same, we partnered with VOLUNTEER Hampton Roads to launch #757HealthHeroes. Community members from across Hampton Roads, the youngest just six years old, shared their messages of appreciation and encouragement, and we worked with our partners at the local health systems to distribute the notes to their staff.
Stories OF IMPACT

Partnering for Students

Attending school in a virtual environment poses many challenges for young learners which are amplified for students who lack an adequate learning set up at home.

After learning that many students were logging in daily from the floor of their home or from bed, Children’s Health Investment Program (CHIP) took action. With support from United for Children, CHIP contacted Premier Millwork and Lumber Company about a unique opportunity: easy-to-assemble desk kits. The kits consisted of 4 pieces of lightweight wood that are cut to be easily assembled into a sturdy and easy-to-store desk, ensuring students have every opportunity to continue learning and stay on-track. Thanks to this partnership, over 2,000 students and counting are better equipped to excel in an online learning environment.

United for Children also recognizes the impossible choices families are facing to balance work, childcare and supervision, so we’ve worked across sectors to open remote learning sites staffed with trained adults. With the help of our partners, over 300 students have already been able to learn in safe, socially distanced settings and additional plans continue.

Addressing Immediate and Long-Term Needs

Katrina* is the sole provider for her three children. As a single mother receiving no child support, she works two jobs to make ends meet. When businesses began closing due to COVID-19, Katrina was laid off from both jobs and left with no source of income.

Soon after the layoffs, Katrina set up deferred payment plans for several bills, knowing however that those balances would come due in the future along with regular monthly expenses. The unemployment checks she began receiving helped, but they didn’t come close to providing the necessities for her family.

When she called the Coronavirus Response Hotline, her voice was shaky as she held back tears. While Katrina was used to living paycheck-to-paycheck, she’d never before worried about being able to feed her children. Her United Way case manager connected her with several resources to address her immediate food insecurities and introduced Katrina to United Way’s mobility mentoring-inspired program, Aspire, which provides one-on-one coaching toward self-sufficiency. Today, Katrina has a stocked pantry and has found a new job bringing her one step closer to her savings goal. She expressed her sincere gratitude and even asked her case manager about volunteer opportunities so she could pay it forward.

*Name changed to protect identity

While we’ve made great strides towards a sustainable future amid an ongoing pandemic, we recognize there is still much work to be done. COVID-19 has had devastating impacts on our community:

- 40,000 more people unemployed
- 30,000 new families struggling to make ends meet
- 10,000 additional children experiencing poverty
- 21% of all rental households behind on rent and evictions rising
- 54% increase in food insecurity
- Shelters running at half capacity, reducing already limited space
- Increased rates of depression, anxiety, suicide and substance abuse
- Children sliding a full grade level backwards, further for low-income students
- Nonprofits operating with less resources and higher demand for services

We are collaborating with our partners to problem solve around these challenges:

- Diving deeper into issues of hunger and food security, particularly in St. Paul’s where the neighborhood’s only grocery store recently closed
- Expanding our United for Children program into low-income areas of Chesapeake
- Creating safe spaces for socially distanced learning
- Helping local families beat COVID learning loss
- Hosting collaborative conversations with other experts to build lasting solutions to homelessness
- Adapting our grants process to allow for greater flexibility
CITIES and SCHOOLS

CONTRIBUTIONS

Cities $578,525 59%
Schools $409,120 41%

Students played a significant role in giving as well, contributing almost $90,000 of the total schools’ contribution!

CITIES

City/County | Dollars Raised
--- | ---
Virginia Beach | $216,361
Norfolk | $112,308
Chesapeake | $99,125
Suffolk | $73,057
Portsmouth | $66,487
Isle of Wight | $11,187
Total: | $578,525

SCHOOLS

School | Dollars Raised
--- | ---
Virginia Beach | $164,045
Chesapeake | $79,371
Norfolk | $70,065
Suffolk | $43,509
Portsmouth | $33,792
Isle of Wight | $18,338
Total: | $409,120
YOUR Dollars AT WORK

When you do complex community work, it can be hard to boil the impact down to a statistic or a story. We can’t possibly capture all of the collaboration, the advocacy, the details, the sweat equity and the little moments that go into creating one success. You can’t hear the catch in a veteran’s throat when they say, ‘thank you.’ You can’t see the smile on a child’s face when they pronounce that tough word all on their own. You can’t feel the pride beaming from a single mom when she opens her first savings account.

But we can show you the vastness of your impact. The lives changed. The opportunities created. The hope gifted.

In the past year, thanks to the support of United Way donors and in collaboration with our agency partners:

• 8,000 children received access to key wraparound services and state-of-the-art educational programs
• 2,877 unique service needs from active duty military veterans and their families were met through Mission United
• 2,673,752 meals were provided to people experiencing food insecurities
• 71,522 health visits and screenings kept our neighbors healthy
• 2,541 people participated in financial management programming
• 162,204 bed nights were provided to keep people safe and warm
• 1,883 people received mental health supports and 88% reported improved mental health

Thank you.

MOVING Forward

Long-Term Recovery
In the wake the coronavirus crisis, our work is more important than ever. The Coronavirus Response Hotline remains open and we’ve turned our attention to helping address the new challenges and long-term impacts created by COVID-19 in South Hampton Roads.

Doubling Down on Equity
Moving forward, we’re committed to doing more to advance equity and ensure everyone has the same opportunity for success. We’re listening to the voices of our partners and those we serve, and we’re working to identify ways we can help lead the lasting and transformational changes needed.

The Modern United Way
Recognized as a leader in our region, we’ve been selected to join a small cohort of other United Ways from across the country in a pilot initiative designed to accelerate our journey toward:
• Leveraging new technologies to develop data informed strategies
• Improving equitable community outcomes for long-term, systemic change
• Responding to our community’s most pressing needs
• Providing exceptional engagement experiences for donors and volunteers

United for the Future
Thanks to the above and beyond generosity of our donors, we are nearing our goal of raising $35 million through the United for the Future endowment campaign. We launched this campaign as an investment in our future to ensure our ability to serve our community for generations. Understanding our work is both immediate and long-term, the United for the Future committee recently designated $1 million over the next two years from campaign funds to expand current programs and advance our mission.

The road ahead is paved with opportunity and thanks to your support, our organization is well situated to play a leadership role in creating a brighter future for the 757.
PURPOSE
IS THE REASON YOU JOURNEY.

PASSION
IS THE FIRE THAT LIGHTS YOUR WAY.