



UNITED WE RISE

2020 ANNUAL REPORT TO THE COMMUNITY

One United Way Square
Charleston, WV 25301
304.340.3500

www.unitedwaycwv.org

United Way of
Central West Virginia



PRESIDENT'S MESSAGE

HOW DO YOU SURVIVE A PANDEMIC?

I don't think any of us were prepared a year ago to answer this question, but we knew we were determined to try. I'd like to talk about this fiscal year in two parts, the first six months and the last six months. Beginning in July 2020, three months into COVID-19, our United Way was in full blown service mode. Delivering food, providing WV 211 data, creating ways to help seniors and families stay in their homes with their utilities on, ordering, handing out and delivering masks and other PPE – all while trying to keep our staff safe, making sure we were able to honor our funding commitments to our partners and looking into our crystal ball to see what a 2021 United Way campaign may look like in the fall.

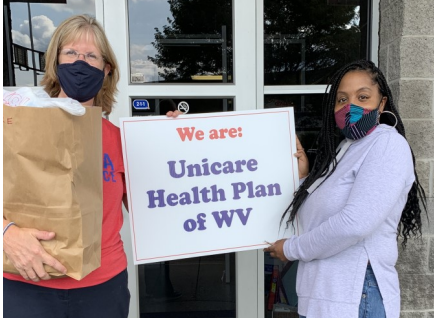


Margaret Ann O'Neal
PRESIDENT & COO

How about Day of Caring and fundraisers? *It was a lot to think about.* Here's the good news....we did it! Day of Caring happened, looking a little different, but great work was done and wonderful staff and volunteers made it happen. United Way campaigns were scheduled with mostly virtual meetings, but some in person and even some in parking lots. Women United® was fostered by three caring female board members. They even pulled off a virtual online auction for their first fundraiser. We finished the calendar year making sure we supported other important nonprofit work with our COMMUNITY Response and Recovery Fund. The following six months started off with VACCINES. We are extremely grateful that the majority of our staff was vaccinated in the first quarter. Our United Way team began aiding health care facilities by scheduling vaccines for weekly clinics. Nearly 10,000 vaccine appointments were made out of our office. It was one of the highlights of our work. Also in the first quarter, we were able to begin our partnership with WV American Water to bring back the Great Rubber Duck Race. We were so excited to have a major fundraiser on the calendar. Our Citizen Review teams again found a way to visit and vet our nonprofit partners ensuring that every donor dollar makes an impact. And as we approached the end of our fiscal year on June 30, we realized that through it all we had found a way to not only survive, but to thrive. United We Rise was our theme, our mantra, our goal. We rose above the fear, the panic and the unknown to take care of those who needed it most. We are so thankful for all of the help and support we received from our Board of Directors, our magnificent team and the resilient communities we serve.

Now it's time to look ahead. It's time to prepare for our most impactful year yet. Get ready to be UNITED for GOOD.

A handwritten signature in black ink that reads "Margaret Ann O'Neal". The signature is written in a cursive, flowing style.



PANDEMIC RESPONSE

COMMUNITY RESPONSE & RELIEF FUND

In response to the COVID-19 pandemic, The United Way of Central WV quickly established our **Community Response & Recovery Fund** in April 2020. Through the months that followed, we helped 40 non-profit agencies in our region assist 48,532 individuals. Grants awarded ranged from \$1500-\$5000 and have been used to sustain our partner agencies. Additional dollars supported our direct response to those in Kanawha, Putnam, Boone, Clay and Logan Counties in West Virginia. Overall, more than \$158,000 was put back into our communities to keep organizations thriving during the worst of times.



The following organizations received funds:

10 in 10, Inc.
Faith in Action of the Greater Kanawha Valley
Friends of the Park, Putnam Parks and Rec.
Kanawha Co. Dental Health Council
Manna Meal
Kanawha-Charleston Health Department
A More Excellent Way Life Center Church
Heart + Hand Outreach Ministries
Deliciously Vivid Corporation
Daymark, Inc.
Hungry Lambs Food Initiative, Inc.
Storehouse WV
Children's Therapy Clinic
Catholic Charities WV
Alzheimer's Association WV Chapter
Kanawha Valley Senior Services
Nitro Ministerial Association
YWCA of Charleston Resolve Family Abuse
YWCA of Charleston Sojourner's Shelter
Recovery Group of Southern WV
Miracle Island Unlimited
Boone County Health Department
Domestic Violence Survivors' Support Group
Kanawha Valley Collective
Kanawha Valley Fellowship Home
Lawrence Jones III Child Language Center
Nitro Food Pantry
Rea of Hope
Recovery Point WV

Roark Sullivan Lifeway Center
Sostento
The Appalachian Reading Center
The Salvation Army
Tyler Mountain Cross Lanes CS
Food SHACK
UKV Sports & Activity Center
WV 2-1-1
WV Health Right
Zion Child Development Center

The following corporations and foundations were leading contributors to our fund:

The Greater Kanawha Valley Foundation
AEP Foundation
Philanthropy WV
Toyota Manufacturing WV
CASCI Carefirst BCBS
Wells Fargo
BB&T now Truist
Huntington Bank
MVB bank
Maroney, Williams, Weaver & Pancake LLC
WesBanco
WV American Water
Poca Valley Bank
DOW
Baltimore Life
Delray Corporation



TOGETHER WE RISE

OUR IMPACT

July 1, 2020—June 30, 2021



The United Way of Central WV was there to provide food to anyone in need. 89,543 individuals were fed by our staff and volunteers. They also distributed 123,791 shelf stable meals that were taken back home for another day.



The United Way of Central WV utilized \$351,945.35 in grant funding to provide rental and utility assistance to those in need due to the pandemic. We helped 660 families keep lights, water and heat on.



The UNITED We House program assisted 380 adults and 75 children - totaling 455 people off of the streets and into safe and secure housing.

TOGETHER, WE WERE ABLE TO PROVIDE:

12,050 masks

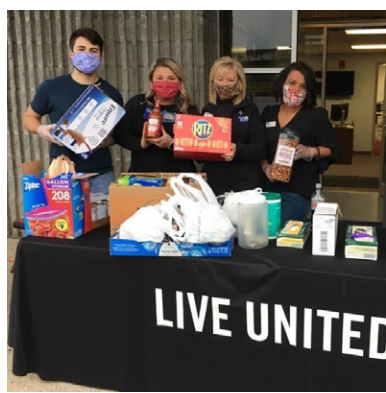
200 boxes of gloves

1,100 bottles of hand sanitizer

100 containers of Clorox wipes

400 plastic face shields

65 thermometers



BENEFICIARY DATA

2020 FUNDED PARTNER RESULTS

In 2020, United Way funded programs impacted 67,091 lives across Boone, Clay, Kanawha, Logan and Putnam counties. This included individuals who received support from multiple funded partners. Children, parents, and individuals are better equipped to live because of the support of our donors and volunteers.



2,257 CHILDREN UNDER THE AGE OF 5

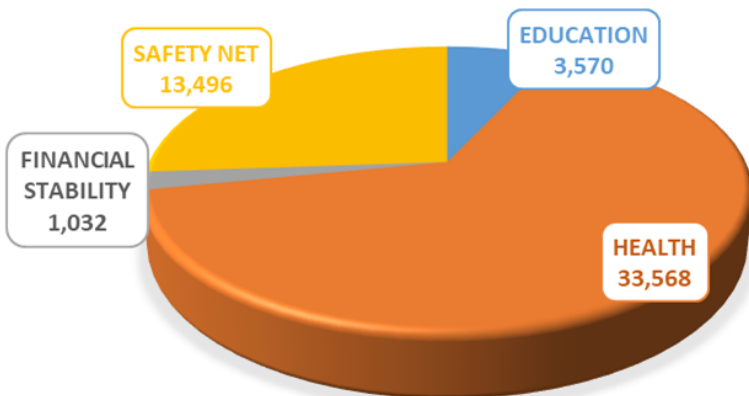


11,534 STUDENTS AGES 5-17 YEARS



53,300 ADULTS AND FAMILIES

Number of Individuals Served By Funding Category



*INFORMATION & REFERRAL 15,425



EDUCATION SUCCESS

At Risk Student Receives Basic Needs and Academic Support

“Mike” is a ten year old, 5th grader who attended the Bob Burdette Center (BBC) for two years. Mike was referred to the BBC because his family was in need of after school care that provided academic support. Mike started attending the program when he entered fourth grade at Edgewood Elementary. At the beginning of the COVID-19 pandemic, BBC staff called the families of enrolled students to see if anyone had a need. This student’s mother had been laid off and was struggling financially and, as a result, they lacked some basic necessities including pantry staples and hygiene products. BBC staff identified this need and were able to provide them with these needed resources. The BBC with the help of their United Way grant that funds teacher salaries, provided Mike with afterschool and summer programming, including skill-based tutoring. The services helped Mike by providing an educational and social-emotional support system. His mother remarked, “Thank you for everything. Words cannot express how grateful we are. It was hard for me to put my pride aside but thanks for being our angels.”



BOB BURDETTE CENTER, INC.
After School Program

FINANCIAL STABILITY

Housing Counseling to Home Ownership

“Frank and Kim” are 38 and 40 year olds respectively with two children ages 10 and 9. For years, the couple struggled to get approved for a home loan through traditional options. They came to Religious Coalition for Community Renewal (RCCR) and completed the Housing Counseling program from pre-purchase counseling, homebuyer education and finally purchasing a Single-Family Home built by RCCR. Frank and Kim were able get approved using the City of Charleston’s Home Blend program reducing their mortgage and purchasing a brand-new home. The process took almost two years to complete as we worked on improving their credit and COVID delayed the construction of their home. Frank and Kim were able to purchase a brand new home and are building assets. They shared, “Owning a home was something we never thought was going to happen until we started working with RCCR.”



RCCR

Turning Hope Into Homes

Religious Coalition for Community Renewal

BENEFICIARY DATA

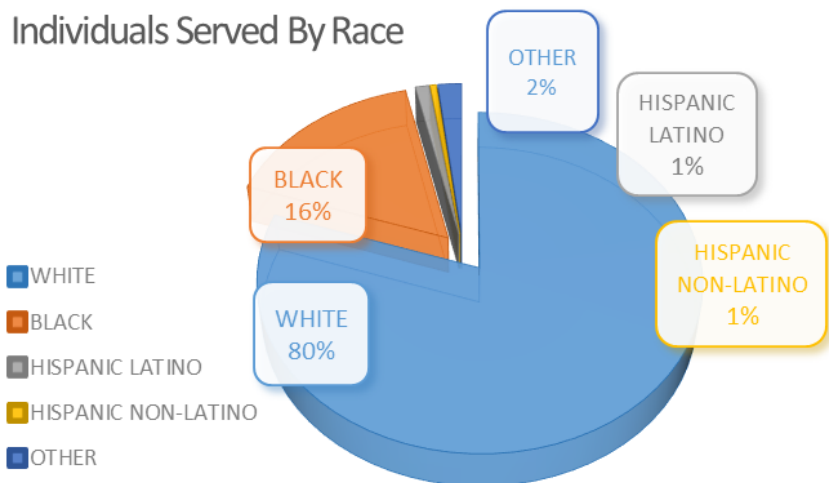
HEALTH CHALLENGES

A Life of Addiction and Homelessness to Sobriety, Child Custody and Employment



“Marie” is a 29 year old female client who was referred to the Family Counseling Connection program in November 2019. After having completed inpatient treatment for substance use disorder, she was now residing in a local sober living environment. The client had a long history of substance abuse which included alcohol, marijuana, methamphetamine, and heroin. The client’s substance use resulted in her losing custody of her daughter, unemployment, and homelessness. Marie was referred to mental health counseling at the Family Counseling Connection. With the help of their United Way funding, a therapist was able to provide bi-weekly therapy sessions. In addition to individual therapy, Marie attended local 12 Step meetings in her community. Individual services have significantly helped Marie improve coping skills, relationships and daily functioning. In the words of Marie, “My quality of life keeps going up.” Marie has remained sober for over a year, graduated from Phase I of her sober living home and moved into the Phase II independent living apartments, regained custody of her daughter, secured employment, purchased a car, and has been able to successfully save money. Marie’s future goals are to return to college and to buy a house!

Individuals Served By Race



Data Source: 2020 Beneficiary Report of Funded Programs



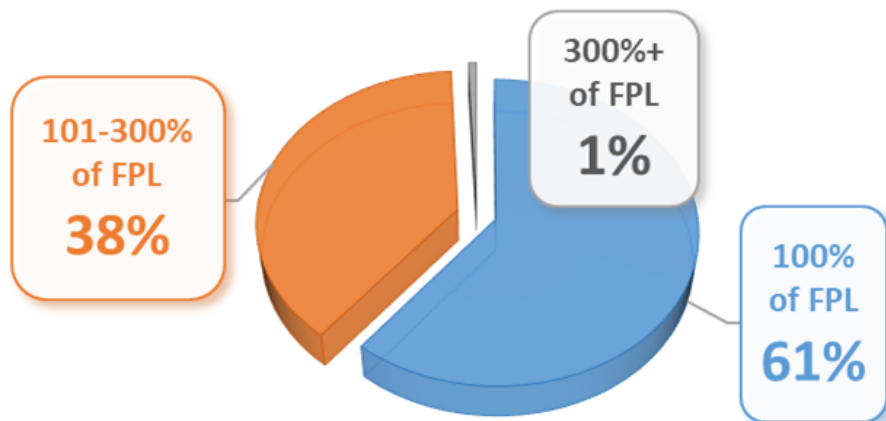
BASIC NEEDS ARE MET

Infant Crib and Food/Nutrition Insecurity to Baby Well-Being and Safety



“Julie” is a 26 year old single parent and “Timothy” is a 4 month old baby with protein intolerance who reside in Putnam County. Julie came to the Gabriel Project with an emergency need for EleCare formula which costs \$44 per can for a five-day supply. Julie told our volunteers “My son is on his last can of formula. I don’t know what to do. I had a good job, but lost it because of the virus. I don’t have much money now and I can’t get public assistance for another week. I have been watering down the formula I have left to make it last longer but it is almost gone. Please help me.” Julie received cans of EleCare formula with the help of United Way funding for her son, along with diapers and infant clothing. The formula provided the nutrition the baby needed until Julie started receiving monthly WIC benefits. Julie said, “The formula I needed cost a lot, but they just gave it to me and said if I needed more help to please come back. I almost cried I was so happy.”

Individuals Served At or Below Federal Poverty Level



Data Source: 2020 Beneficiary Report of Funded Programs

2020 FUNDED PARTNERS

EDUCATION

Arts in Action, Inc.
Urban Stage

Bob Burdette Center, Inc.
After School & Summer Program

Children's Home Society of West Virginia
Support for Children and Parents Logan Co.

Cross Roads Pregnancy Care Center
Earn While You Learn

KISRA
Harambee Learning Center

Madison Baptist Church Mission Board
Power of Three: Body, Mind, and Soul

PRO-Kids, Inc.
PRO-Kids

Step By Step
Strength Corp. Initiative

Teays Valley Community In Action, Inc.
Putnam Shoes For Children

The Salvation Army
Boys & Girls Clubs of Charleston & St. Albans

West Virginia University Foundation
Boone Co. 4-H Camping & STEM Programs

YWCA of Charleston, WV, Inc.
Mel Wolf Child Development Center

HEALTH

Children's Therapy Clinic
Comprehensive Therapeutic Services

Family Counseling Connection
The Counseling Connection

Hero House
Hero House

Kanawha County Dental Health Council, Inc.
Kanawha County Dental Health Council

Kanawha Valley Fellowship Home, Inc.
Basic Needs

Logan County Child Advocacy Center, Inc.
Mental Health Services Adult Trauma Victims

Recovery Point WV
Recovery Point Charleston

Rea of Hope
Rea of Hope

Ten Up Ministries, Inc.
Anchor Homes

West Virginia Health Right
Prescription Assistance & Dental Care

West Virginia Health Right
Mobile Dental Clinic for Rural Populations

FINANCIAL STABILITY

Goodwill Industries of Kanawha Valley, Inc.
Goodwill Mission Service Programming

Good News Mountaineer Garage
Good News Mountaineer Garage

Pollen8, Inc.
Reintegr8

Recovery Group of Southern West Virginia
Positive Self Initiatives Within Recovery

The Religious Coalition for Community Renewal
Housing Counseling & Financial Literacy

United Way of Central WV
Financial Education / Transportation for Recovery

SAFETY NET

American Red Cross of Central Appalachia
Disaster Relief Services

Branches Domestic Violence Shelter
Putnam Victim Services

Daymark, Inc.
Patchwork

Daymark, Inc.
New Connections

Gabriel Project of West Virginia
Healthy Start for Babies—Food and Formula

Heart and Hand Outreach Ministries
Heart + Hand Putnam Co. Basic Needs Assistance

Heart and Hand Outreach Ministries
Heart + Hand Basic Needs Assistance

Madison Baptist Church Food Pantry
Food Pantry

Rebuilding Together Charleston
Safe at Home

TEAM for West Virginia Children, Inc.
Western Regional CASA

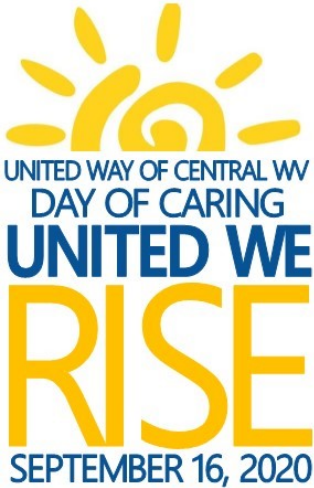
The Salvation Army
Social Services

YWCA of Charleston, WV, Inc.
Sojourners Shelter for Homeless Women and Families

YWCA of Charleston, WV, Inc.
Resolve Family Abuse Program



DAY OF CARING 2020



United We RISE was the theme as we followed all CDC, state and local guidelines to celebrate our fifteenth year matching volunteers of all ages with area service projects. Over 300 individuals were asked to log into Facebook Live at 9am to hear an inspirational message from United Way President Margaret O'Neal before beginning rehabilitation and service projects in Kanawha, Putnam, Boone, Logan and Clay counties. Our goal was to have 1500 volunteers to commemorate our fifteenth year.

Ultimately we were thrilled to have 40 businesses and organizations lend 300 volunteers to complete 35 onsite projects. Twenty additional virtual projects included sock, coat and food drives, writing senior "care cards" and collecting senior care items like puzzles, Kleenex, and personal care items. We thank our energetic volunteers who volunteered for onsite

and virtual community service projects throughout our footprint. Day of Caring 2020 was sponsored by DOW, United Bank, Suddenlink Altice, BB&T now Truist and UniCare.



VOLUNTEERS

HELPING HAND 2021



Long before the pandemic, Shawn Ball and his staff stepped up to assist our organization in countless ways. The crisis brought new opportunities to help. The team at Ball Toyota, led by General Manager Bud Dickson, jumped into action when asked to house MRE shipments from FEMA, donate supplies and lend a hand in delivery of much needed food and basic necessities. Ball Toyota allows United Way and other non-profit organizations to use their event space, and hosted numerous vaccination events free of charge. We congratulate Shawn and Bud on this award.

WOMEN UNITED

In November 2020, United Way of Central WV announced the creation of our Women United® affinity group to strengthen efforts to support kids and families in Kanawha, Putnam, Boone, Logan and Clay counties. Our Women United® group is chaired by three board members, Dr. Cynthia Persily, Virginia Copley and Bethany Ross. We held bi-monthly ZOOM meetings with women from all walks of life who enjoy socializing for a cause. The group kicked off fundraising efforts with our first ever, POWER OF THE PURSE online auction. The event was sponsored by BB&T now Truist, LM Communications, Dental Associates, Inc., Herman + Cormany and Childrens Dentistry. This event was followed in March by our first Morgan Rhea GRATITUDE bracelet sale. Funds raised will support kids joining Girl Scout troops with uniforms and supplies.



WOMEN UNITED®



BOARD OF DIRECTORS

Our Board of Directors and volunteer committees devoted their time and expertise to steer our organization.

CHAIRMAN OF THE BOARD

Guy Johnston
City National Bank

VICE CHAIRMAN

Dr. Cynthia Persily
Higher Ed. Policy Commission

SECRETARY

Eric Halstead
CAMC at University of Charleston

TREASURER

Trip Shumate
Merrill Lynch

PAST CHAIRMAN OF THE BOARD

Lee Edmundson, Morgan Stanley

Rob Aliff
JacksonKelly

Randell D. Foxx
Retired

Tim O'Neal
DOW

Dr. Madan Bhasin
MATRIC

Ronald Grant
Retired

Bethany Ross
Toyota

Craig Glover
FamilyCare

Tim McDaniel
ServPro of Kanawha

John Scalzo
AEP

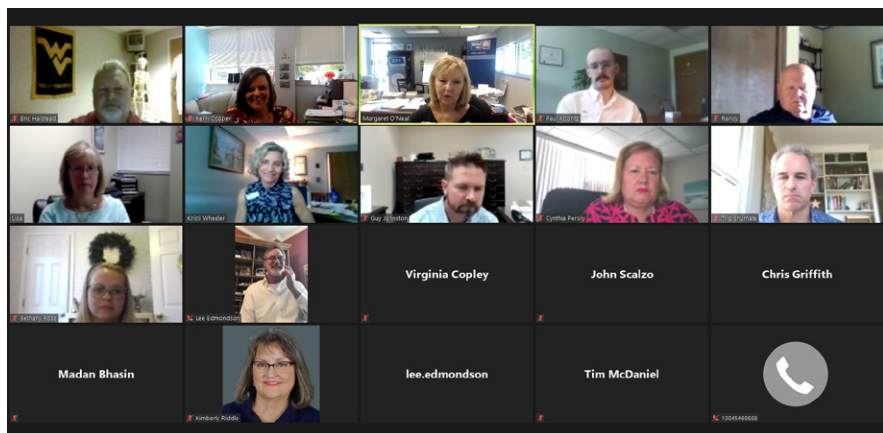
John Byrne
Enterprise Holdings

Dr. Pinckney McIlwain
CAMC

L. Newton Thomas, Jr.
Retired

Virginia Copley
BB&T now Truist

D.F. Mock
United Bank



WORKPLACE CAMPAIGNS

CORPORATE SUPPORT

We recognize and thank the organizations that fueled our fundraising and best inspired their associates to take an active role in transforming lives throughout our communities.



MEDIA PARTNERS



On Tuesday, May 5, 2020 the **Country Roads Food Drive** helped to fill shelves and feed families across the state. Thanks to WV Radio Corporation, MetroNews Networks, Kroger and Pickering Associates for making this day a huge success.



WORKPLACE CAMPAIGN COORDINATORS

Campaign Coordinators are essential to all successful workplace campaigns. We were able to recognize our coordinators virtually, delivering lunch and certificates to those who excelled in a difficult year.

TOP WORKPLACE CAMPAIGN

Kelly Woodyard, Huntington Bank

BEST CAMPAIGN COORDINATOR

Emilie Love, United Bank

BEST VIRTUAL CAMPAIGN

BB&T now Truist

BEST ONSITE CAMPAIGN

UPS

TOP WINTER COAT DRIVES

DOW

FamilyCare



FINANCIAL STATEMENTS & PROGRAMS

2020 YEAR END STATEMENT

	<u>Year Ending June 30, 2020</u>	<u>Year Ending June 30, 2019</u>
Revenue, Gains, and Support		
Net pledges	\$ 1,287,400	\$ 1,395,104
Investment in com e	32,717	43,784
Grant & program income	2,184,819	2,059,803
COVID-19 relie f contributions	126,059	-
Flood relief contributions	-	85,934
Other income	144,530	35,958
Total Revenue, Gains, and Support	<u>3,775,525</u>	<u>3,620,583</u>
Expenses and Losses		
Total program costs	3,328,309	3,186,252
Management and general	346,947	378,575
Fundraising	251,360	244,550
Total Expenses and Losses	<u>3,926,616</u>	<u>3,809,377</u>
Change in Net Assets	<u>\$ (151,091)</u>	<u>\$ (188,794)</u>
	<u>June 30, 2020</u>	<u>June 30, 2019</u>
Assets		
Cash and cash equivalents	\$ 454,390	\$ 369,812
Accounts receivable	288,133	332,278
Pledges receivable (net)	298,896	297,786
Prepaid expenses	3,940	42,450
Total Current Assets	<u>1,045,359</u>	<u>1,042,326</u>
Land, building, and equipment (net)	424,368	463,382
Long-term investments	868,083	836,386
Total Assets	<u>\$ 2,337,810</u>	<u>\$ 2,342,094</u>
Liabilities		
Accounts payable	151,596	69,056
Accrued expenses	54,911	42,347
Grant funds received in advance	505,194	563,510
Donor designations	32,909	41,790
Paycheck protection program loan	118,900	-
Total Liabilities	<u>863,510</u>	<u>716,703</u>
Net Assets		
Without donor restrictions	1,073,946	1,204,088
With donor restrictions	400,354	421,303
Total Net Assets	<u>1,474,300</u>	<u>1,625,391</u>
Total Liabilities and Net Assets	<u>\$ 2,337,810</u>	<u>\$ 2,342,094</u>



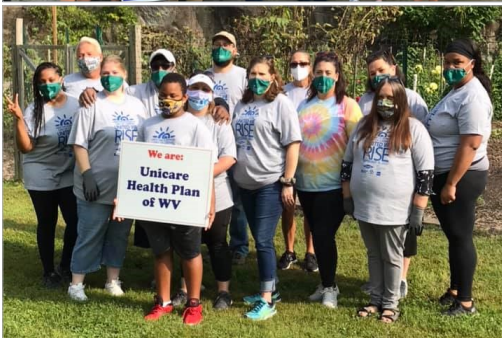
PROGRAMS

All programs supported by United Way of Central WV continued to work hard to address the needs of citizens of all ages. These programs provide information and referral services, volunteer and employment opportunities, financial assistance and education.



EVENTS

DAY OF CARING 2020



**“The best way to find yourself
is to lose yourself in the service of others.”**

Mahatma Gandhi

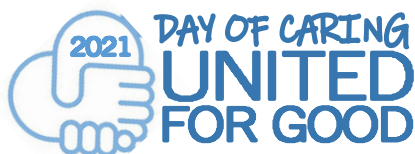


SAVE THE DATE



September 4, 2021
The Great Rubber Duck Race
South Side Bridge, Charleston

5000 Ducks will be tossed from South Side Bridge following the Charleston Distance Run. Top prize is \$4000 cash! Visit www.unitedwaycwv.org to adopt a duck.



September 15, 2021
Day of Caring
Various locations

Project and Team Registration is open. Contact Lisa Hudnall at 304.340.3521 for more information. Visit www.unitedwaycwv.org and click on DAY OF CARING tab.



Spring 2022
Dancing with the Stars
Charleston Coliseum and Civic Center

We're bringing Dancing back to Charleston! Join us for a magical night where six couples will vie for the for the Mirror Ball trophy.



Year-round Opportunities
Volunteer Service

Contact Kerri Cooper, Community Impact Director at 304.340.3502 to find out what is support is needed.

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304.340.3500

www.unitedwaycww.org

