



United Way of the Virginia Peninsula (WE) (ALL) (OUR) definition-*everyone* who lives, works, or plays on the Virginia Peninsula.

WE believe that equity is the guiding principle of OUR work and the reason WE exist. By acknowledging the impacts of generational poverty and the historical precedent of racism, bias, and gender inequality, WE are empowered to focus OUR resources and influence on addressing the root causes of poverty and ensuring access to services and economic mobility for ALL.

WE began this work in 2016 with a comprehensive community needs assessment that studied the demographic and structural composition of **OUR** diverse community, and established **OUR** community's Collective Impact Agenda: Pathways Out of Poverty. **OUR** work seeks to achieve Ten Community Aspirations which are measures of key community results in equitable systems and access for **ALL**.

WE remain steadfast in ensuring organizational leadership and structure align with the community **WE** serve by prioritizing diversity in gender, race/ethnicity, age, and geographical representation on its Board of Directors, Campaign Cabinet, Affinity Groups, and Staff.

WE acknowledge the pervasive and perpetual nature of poverty, **OUR** Collective impact plan of action 'Pathways Out of Poverty' works to engage **OUR** key stakeholders from government, corporate, and nonprofit sectors to ensure a systemic approach to creating equitable solution for **ALL**.

OUR advocacy and resource mobilization is based on a comprehensive understanding of poverty on the Peninsula which includes Asset Limited, Income Constrained, Employed (ALICE) households that are not represented in common economic measurements, and are most often unable to access mainstream benefits for basic needs like food, housing, and childcare.

WE acknowledge that **WE** cannot solve **OUR** community's complex problems alone and it will take **ALL** of **US** working united.