

BECAUSE OF YOU, WE CAN

...**HELP** those who need us most

...**CREATE** Pathways Out of Poverty

...**STRENGTHEN** our community

...**BECAUSE OF YOU, WE CAN**

LIVE UNITED

BECAUSE OF YOU, WE CAN MAKE AN IMPACT

The VA Peninsula



9 cities and counties



GOAL:
**LIFT PEOPLE OUT OF
POVERTY**

2018: MOVE 10% OF HOUSEHOLDS OUT OF POVERTY BY 2023

ALICE



ASSET LIMITED

ALICE has no safety net
for emergencies



INCOME CONSTRAINED

ALICE's income falls short
of basic necessities



EMPLOYED

ALICE is working, but can't
afford the cost of living

BECAUSE OF YOU, WE CAN MAKE AN IMPACT



“Our community is full of trails leading to economic well-being and all that is missing is a connector and a map to the **Pathways Out of Poverty**. To fight poverty, we must align together and **rise up as a community** to help those who need us the most.”

Steven S. Kast, President & CEO

41%
of households in our community are
experiencing poverty

**2% decrease seen
between 2018-2020**



How We Do This:



Bringing the
community
together



Creating
ways
to give



Telling our
community's
story

BECAUSE OF YOU, WE CAN MAKE AN IMPACT

100% of Your Gift Goes Back Into Our Community

Our Community Impact Partners:

United Way invests in, convenes around, and advocates for the following local nonprofits:

Alternatives
American Red Cross
The Arc of Greater Williamsburg
Avalon Center
Big Brothers Big Sisters
Boy Scouts of America, Colonial Virginia Council
Boys & Girls Clubs of the Virginia Peninsula
C. Waldo Scott Center for HOPE
Catholic Charities of Eastern Virginia
Center for Child & Family Services
Child Development Resources
Colonial CASA

Edmarc
Girl Scouts of the Colonial Coast
Gloucester Housing Partnership
Gloucester Mathews Care Clinic
Goodwill of Central and Coastal Virginia
Habitat for Humanity Peninsula & Greater Williamsburg
Hampton Roads Community Action Program (HRCAP)
HELP Inc
Hospice House & Support Care of
Williamsburg Housing Partnerships, Inc.

Lackey Clinic
LINK of Hampton Roads
Literacy for Life
NATASHA House, Inc.
Peake Childhood Center
Peninsula Agency on Aging
Salvation Army, Peninsula Command
Salvation Army, Williamsburg VA
The Samaritan Group
Smart Beginnings Virginia

Peninsula THRIVE Peninsula
Transitions Family Violence
Service VersAbility Resources
Virginia Peninsula
Foodbank Williamsburg
Faith in Action
YMCA of the Virginia Peninsulas
United Way Community Assistance Network (CAN)

Learn more about our community impact partners at: www.uwvp.org/partners

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“The United Way has stayed with us all these years providing funding, mentoring, guidance, enrichment, and leadership that has led us to where we are today.”

“...supporters can be confident that their dollars are going to a local agency with proven effectiveness at meeting local needs.”

“There are far too many families and individuals that are in need and desperate to be seen, and no one agency can do the work alone, and the United Way brings us all together and makes it possible for all of their partner agencies to do what we do best, and that is serve those in need.”

“...by partnering with United Way and other local agencies, we can make a larger impact to help families experiencing hardship.”

BECAUSE OF YOU, WE CAN MAKE AN IMPACT



United We CAN
Community Assistance Network

**One Phone
Number**

**Access to Over
150 Partners**

**3,044 People
Assisted**

**Over \$2.35
million mobilized**



United Way works to bring our community together to create Pathways out of Poverty.
Because of **YOU**, we **CAN** help those who need us most.



United We CAN
Community Assistance Network

Helping our Neighbors in Need
(757-229-2222)

NEED HELP?

For assistance with food, rent,
utilities or other basic needs,
call and speak to an Advocate
TODAY!



info@uwvp.org
www.uwvp.org



(757) 229-2222



101 York Crossing Road
Yorktown, VA 23692

Your Role as a Campaign Coordinator

100% Education

Ensure that everyone knows how United Way works to make a better community for all of us.

100% Ask

Ensure that everyone has been given an opportunity to give and has considered a gift to United Way.

Collect Donations

Make sure all donations are collected and turned in to United Way of the Virginia Peninsula.



Campaign Dates:

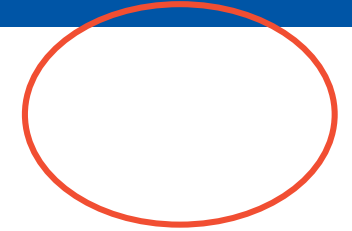
October 17 – November 18

Payroll Deductions start in the new year

Other Dates? Let us Know!

Invite a UWVP or Partner Agency Speaker to your Department's Campaign Events

Paper and ePledge Forms Available



- ☐ Customized by Department
- ☐ Links sent to Coordinators by 10/7
- ☐ Set Your Goals and Let Us Know
- ☐ Keep Track and Encourage Participation

We're Here to Help!

1. Schedule a day/time for your UWVP rep to pick up all pledges and donations. Please add your **payroll contact's information** on the **Report Envelope**.
2. Paper pledge forms can also be scanned and emailed to: development@uwvp.org
3. If your campaign is completely virtual, send us an email letting us know you've finished!

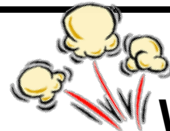
****MANDATORY** PAYROLL CONTACT INFORMATION**

Contact Name: Richard Myers

Phone: _____

Email: _____

Deadline you need donor upload by: _____



WIN A



PARTY!!!!



GIVE. ADVOCATE. VOLUNTEER.

What are you willing to give to lift our neighbors out of poverty?



A \$5
cup of coffee

OR



10 hygiene kits
for homeless persons



A \$10
movie ticket

OR



50 meals
for a family of 4



A \$15
pizza

OR



A 30-day supply
of test strips for a patient
with diabetes



A \$30
dinner out

OR



A GED test
for an individual



A \$50
jacket

OR



Financial coaching
for 10 families

100% OF YOUR GIFT GOES BACK INTO THE COMMUNITY!

Thanks to the generosity of our Board of Directors, no administrative fees will be taken out of your gift to United Way or its partner agencies.

Your gift of \$50 can support one week of healthy nutrition for a student.
(Peake Childhood Center)

Your gift of \$25.00 will provide 7 gallons of gas to transport donated furniture around the peninsula to persons moving from the streets to housing.
(LINK of Hampton Roads)

Your gift of \$50 will provide a basic dental exam for someone without dental insurance. (Gloucester-Mathews Care Clinic)

When you donate **\$150+** you receive a

SMARTCARD

Give Back. Get Back. That's the SmartCard.

Enjoy year-round discounts at 15+ businesses!

For a list of participating vendors, visit: <https://www.uwvp.org/smartcard>

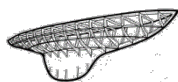
GIVE. ADVOCATE. VOLUNTEER.

Membership Groups



- Emerging Leaders Society
 - Annual gift of \$100 or more for donors in their 20's and 30's
- Women United
 - Annual gift of \$250+

Leadership Giving



- Tocqueville Society (\$10,000 and up)
- Anchor Guild (\$5,000-\$9,999)
- Keel Club (\$1,000-\$4,999)



GIVE. ADVOCATE. VOLUNTEER.



VOLUNTEER PENINSULA

A community service of United Way of the Virginia Peninsula

GET CONNECTED. VOLUNTEER. MAKE A DIFFERENCE!



<For year-round volunteer opportunities>

<https://volunteerpeninsula.galaxydigital.com>

Check Out This Video!

<For more information and to sign up>

<https://www.uwvp.org/day-caring-0>



Questions? Contact Us:

volunteer@uwvp.org

(757) 229 - 2222

We're Here to Help!

- Invite Us to Speak!
- Request More Materials!
- Get creative, Share pictures! (pg 6, Coordinator Guide)

Stay in Touch, Development@uwvp.org



BECAUSE OF **YOU,**
WE CAN

**LIVE
UNITED**

Give today at www.uwvp.org



info@uwvp.org
www.uwvp.org



(757) 229-2222



101 York Crossing Road
Yorktown, VA 23692

On behalf of those who will receive
assistance because of your generosity,
THANK YOU!

