Together, we LIVE UNITED for our community.
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2018/19

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Virginia Natural Gas

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Kaufman & Canoles, P.C.

Kara Werneke
ADP

Ryan Young
Cavanaugh Nelson PLC

Thank you to those whose terms ended in 2018:

J. Scott Adams
Colliers International

Tom Hurlbut
Norfolk Southern Corporation

Ray LaSalle
USAA

Donna Speller Turner
Advantage Business Strategies, Inc.
Letter from Leadership

It has been quite a year for our organization. We’ve come together in times of crisis and celebrated in times of joy.

Perhaps most prominent in our minds is the tragedy that struck our community on May 31. The profound loss we felt that day and in the weeks and months following is not something we will soon forget. The fact that the City of Virginia Beach turned to United Way of South Hampton Roads (UWSHR) in their hour of need gave us such pride in this organization and the reputation and trust we have built.

The spirit of giving we saw come alive in our community following such pain was truly inspiring. In the face of tragedy, we saw what our community was made of – heart, grit and hope.

It’s with that same spirit that we must come together to attack the everyday tragedies that our community faces – single moms struggling to make ends meet, veterans facing homelessness and children going hungry. Your support of United Way allows us to address these heartbreaks, both the unexpected and the all too common.

When we all come together – businesses, philanthropists, agencies, city governments and individuals – to support our community, change can and will happen.

Thank you for your support of United Way and our neighbors in need. It’s amazing what can happen when we all LIVE UNITED.

Dawn Glynn
Chair, United Way of South Hampton Roads Board of Directors
President, Retail & Private Banking, TowneBank

Michele Anderson
President and CEO, United Way of South Hampton Roads
Each year, UWSHR distributes more than $12 million to community partners to improve health outcomes, increase educational success for students, support military-connected families and much more. Through our annual community investments process, we directly fund 65 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 convener, bringing together nonprofit, corporate, municipal, education and faith-based partners to support our region’s most vulnerable residents.

We bring people and resources together to solve problems too big for any of us to solve alone.
UWSHR’s community investments and collective impact strategies are built upon three core components:

**Mobility Mentoring®**

Mobility Mentoring is an economic mobility coaching approach that is based upon a decade of emerging brain science research. Focusing on comprehensive and personalized mentorship, Mobility Mentoring helps clients build the executive functioning skills and behaviors necessary to attain and preserve their economic independence.

**Care Coordination**

Utilizing collaborative software solutions, we connect individuals to a coordinated system of more than 85 service providers throughout Hampton Roads, helping them seamlessly navigate complex care networks to get the support they need.

**Results-Based Accountability**

The Results-Based Accountability approach provides a simple and structured method for UWSHR and our partners to quantify the results of community programs and services. UWSHR partner agencies report on shared measures to help us evaluate the impact of their work across our region. These combined results inform UWSHR and community leadership about which organizations have had the greatest impact and help us to identify emerging needs within our community.

Our strategic and innovative approach to community funding is reshaping the health and human services industry in our region.
United Way has always been there to offer critical services to those who need us most – often those living below the Federal Poverty Level. But that’s only part of the picture.

**Meet ALICE** – an acronym we use to describe individuals and families who are Asset Limited, Income Constrained, Employed. ALICE makes **too much** to qualify for many government services but **not enough** to pay for the basic costs of living, wavering between assistance and self-sufficiency.

Without the ability to build savings, ALICE is vulnerable to unexpected expenses and are often in or only one step away from crisis.

**More than 1 in 3 households** in South Hampton Roads qualifies as **ALICE**:

<table>
<thead>
<tr>
<th>City/County</th>
<th>Households Below ALICE Threshold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Beach</td>
<td>63,863</td>
</tr>
<tr>
<td>Norfolk</td>
<td>51,867</td>
</tr>
<tr>
<td>Chesapeake</td>
<td>36,680</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>19,772</td>
</tr>
<tr>
<td>Suffolk</td>
<td>14,018</td>
</tr>
<tr>
<td>Isle of Wight</td>
<td>5,700</td>
</tr>
<tr>
<td><strong>South Hampton Roads:</strong></td>
<td><strong>191,900</strong></td>
</tr>
</tbody>
</table>

*Source: GHRconnects*
United Way has always been there to offer critical services to those who need us most – often those living below the Federal Poverty Level. But that’s only part of the picture.

Meet ALICE – an acronym we use to describe individuals and families who Asset Limited, Income Constrained, Employed. ALICE makes too much to qualify for many government services but not enough to pay for the basic costs of living, wavering between assistance and self-sufficiency. Without the ability to build savings, ALICE is vulnerable to unexpected expenses and are often in or only one step away from crisis.

When ALICE is forced to make difficult choices, we are all impacted.

The facts are staggering:

*In Virginia, nearly 40% of households struggle to afford basic household necessities.*

*37% of families with children are living below the ALICE threshold.*

Source: GHRconnects

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.*
Across our region, families are struggling to achieve self-sufficiency. On average, these families face a 35% financial gap in their ability to cover expenses for life’s essentials.

Helping them change their lives requires strategy and collaboration. That’s why we adopted Mobility Mentoring, a life-changing approach that uses intensive coaching to guide participants in setting individualized roadmaps to achieve stability and eventually self-sufficiency.

To accomplish this, we use a tool called the Bridge to Self-Sufficiency® which acts as both an assessment tool, helping evaluate someone’s current situation, and a framework for charting a path to economic self-sufficiency. The goal of the Bridge is to make progress more approachable by breaking it into four pillars: family stability, wellbeing, financial management and dependable employment. With the support of a coach, participants face one step at a time making intentional, meaningful and lasting changes that will impact the trajectory of their life.

This is the new world of human services – shifting case managers to coaches and mentors. It is no longer enough to provide safety net services. To truly transform our society, we have to give people the ability to navigate and lead their own lives.

Here’s how we’re putting Mobility Mentoring to work in South Hampton Roads:

- We are supporting our partners in applying best practices of Mobility Mentoring to create a more collaborative and comprehensive approach to service delivery.
- We are changing the way our partners work with people by understanding the impact of trauma and adopting strategies to build resilience.
- We’ve applied Mobility Mentoring most intensively with Aspire, an initiative launched by Women United. Aspire is using trained coaches to help working moms chart a path to self-sufficiency over three years.
We LIVE UNITED for families Across our region, families are struggling to achieve self-sufficiency. On average, these families face a 35% financial gap in their ability to cover expenses for life’s essentials. Helping them change their lives requires strategy and collaboration. That’s why we adopted Mobility Mentoring, a life-changing approach that uses intensive coaching to guide participants in setting individualized roadmaps to achieve stability and eventually self-sufficiency.

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Together, we are building the new world of human services.
We LIVE UNITED for veterans

Mission United provides our military-connected neighbors and families unequalled access to a comprehensive network of services, resources and care. By coordinating services from over 85 community partners through a single point of entry, Mission United breaks down silos and provides support. One call to Mission United connects our heroes to the help they need.

The facts are eye-opening:

- Nearly 200,000 veterans call Hampton Roads home
- Over 11,500 of our local veterans and their families live in poverty

Source: Department of Veterans Affairs

Together, we:

- Use innovative technology to drive collaboration and increase access to care
- Develop a comprehensive view of each client’s circumstances and create an individualized plan toward self-sufficiency
- Act as coaches, walking alongside our clients on their path toward a better quality of life
- Treat our veterans with the respect and dignity they deserve
They served our country, so it’s our honor to **serve them.**

**Our Results:**

- Served nearly 6,000 veterans and military-connected family members
- Connected veterans to over $150,000 worth of rent, utility and food assistance
- Provided 400 clients with transportation to medical appointments
We LIVE UNITED for children

Together, with over 150 community partners, United for Children is working to break the cycle of poverty to improve the lives of children in our community from cradle to career. We work to ensure children have the opportunities they deserve to succeed.

In the under-resourced communities we work in:

Only 40% of children are reading on grade level – making them 5x less likely to graduate from high school
There is a 20-year lower life-expectancy

Source: GHRconnects

Together, we:

- Combat summer learning loss
- Create smooth transitions between grade levels
- Connect children to preventive health services
- Knock down everyday barriers to education with our Student and Family Needs Funds
- Support teachers and students in local schools
- Create safe spaces for learning and enrichment with neighborhood summer camps
- Deliver innovative literacy programs with one-on-one tutoring

We will be successful when:

- Infants and toddlers have the support needed to prevent early developmental delay
- Young children are socially, emotionally and intellectually prepared for kindergarten
- 100% of students are reading and on track by third grade
- Graduates are ready for success in the workforce or in college, strengthening our community

Source: GHRconnects
Our Results:

- **Over 1,600 children** assessed for developmental milestones
- **Over 5,300 children** improved literacy
- **Over 3,500 youth** served through engaging summer and after school programs
- **85% showed gains** in reading and/or math

Our best chance to **break the cycle** of poverty is by starting with our children.
The Impact of Your Investment
2018/19

Each year, thousands of people in South Hampton Roads choose to LIVE UNITED by giving to United Way. These gifts work together to accomplish amazing things for the people who need us most in our community.

Gifts like these ensure that Mission United is there for veterans like Raymond who was living in the dark when a medical emergency left him unable to pay his electric bill. They ensure that United for Children is there for moms like Latoya who received valuable coaching that enabled her to complete her high school diploma to better provide for her five children. And, gifts like these help United Way be ready to answer the call when tragedy strikes and our neighbors are in need.

This year, there were over 300 companies who each brought in $5,000 or more with their workplace campaigns.

The workplace campaign represents over 90% of United Way’s annual revenue, which means it is critical to our work in the community. Employee giving accounts for over $10 million of that—every single person makes a difference when they choose to LIVE UNITED.
Each year, thousands of people in South Hampton Roads choose to **LIVE UNITED** by giving to United Way. These gifts work together to accomplish amazing things for the people who need us most in our community. Gifts like these ensure that **Mission United** is there for veterans like Raymond who was living in the dark when a medical emergency left him unable to pay his electric bill. They ensure that **United for Children** is there for moms like Latoya who received valuable coaching that enabled her to complete her high school diploma to better provide for her five children. And, gifts like these help United Way be ready to answer the call when tragedy strikes and our neighbors are in need.

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Combined Charities Campaign

The cities and schools in South Hampton Roads are our partners in creating solutions to the challenges we face. They go above and beyond every day to keep our community safe, clean and strong and to train the next generation of leaders. They are also generous donors, investing in the change they want to see. Together, city and public-school employees contributed nearly $1 million to help change the odds for children, veterans and families in South Hampton Roads.

Revenue

- **Cities** $615,207 (59%)
- **Schools** $435,418 (41%)

City Dollars Raised

- **Virginia Beach** $255,272
- **Norfolk** $123,778
- **Chesapeake** $105,287
- **Suffolk** $76,228
- **Portsmouth** $68,406
- **Isle of Wight** $13,067

Total: $642,038

Schools Dollars Raised

- **Virginia Beach** $183,261
- **Norfolk** $80,796
- **Chesapeake** $76,149
- **Suffolk** $46,606
- **Portsmouth** $34,315
- **Isle of Wight** $14,790

Total: $435,917

Students played a significant role in giving as well, contributing over $80,000 of the total schools’ contribution!
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Million Dollar Club

Together, the leaders and employees of these companies contributed more than $1 million each to LIVE UNITED for our community.
Last year, we had the pleasure of adding GEICO to the Million Dollar Club. GEICO is one of those partners that goes above and beyond for United Way time and time again. They continue to be the poster child for increasing employee engagement, growing participation and making giving fun.

This year GEICO not only kept their club membership, but they became our largest corporate campaign raising $1,430,247!

### GEICO Stats:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers</td>
<td>155</td>
</tr>
<tr>
<td>Volunteer Hours</td>
<td>465</td>
</tr>
<tr>
<td>Total Raised</td>
<td>$1,430,247</td>
</tr>
</tbody>
</table>

A Leader in Giving
Our longest tenured Million Dollar Club member, Sentara Healthcare embodies what it means to LIVE UNITED. Their employees not only give generously of their treasure but also their time and talents. Sentara employees sit on our boards, councils and committees, and every year they show up in droves to volunteer at Day of Caring. They recognize health to be a complex community issue that requires a collaborative and holistic approach. Together, we are using data, care coordination and best practices to improve the health of our neighbors – a true partnership.
We owe a special thank you to Norfolk Southern for their unwavering commitment to this community and to United Way. In the midst of a major announcement, they still hit their goal of one million dollars and have committed to $750,000 next year and $500,000 the following year so that support will continue as long as possible during their relocation.

This year, Norfolk Southern also sponsored Page It Forward which provided over 3,000 books to help students across South Hampton Roads build their in-home libraries. Even as they are leaving the station, they truly value this community and care about its future.

Norfolk Southern Stats:

<table>
<thead>
<tr>
<th>Volunteers</th>
<th>110</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Hours</td>
<td>195</td>
</tr>
<tr>
<td>Total Raised</td>
<td>$1,000,478</td>
</tr>
</tbody>
</table>
Chairman’s Accounts

Organizations raising at least $150,000 during the 2018/19 campaign:
**Trailblazers**

**Going Above and Beyond**

Organizations that qualify as **Trailblazers** demonstrate a high rate of employee participation as well as an impressive level of generosity. This year, we celebrate over 80 companies that distinguished themselves as Trailblazers.

### Gold
- AAA of Tidewater
- American Borate Company
- Anders Williams Ship Agency
- Burns & McDonnell
- Checkered Flag Motor Car Company Inc.
- Dominion Enterprises
- Foodbank of Southeastern Virginia
- Harbor Group International, LLC
- Hobart Corporation
- Meredith Construction
- Norfolk Southern Corporation
- Palladium Registered Investment Advisors
- Raymond James Financial, Inc.
- Southern Auto Group
- Southern Bank
- Summit Group of Virginia
- The Up Center
- Tidewater Fleet Supply
- TowneBank
- United Way of South Hampton Roads
- UPS
- Waypoint Advisors

### Silver
- Bank of America
- BB&T
- Birdsong Peanuts
- Cherry Bekaert LLP
- Children’s Harbor
- Christian Broadcasting Network
- Chubb
- Clark Nexsen
- Colliers International
- Damuth Trane
- Dixon Hughes Goodman LLP
- Fairlead Integrated
- Financial Security Management, Inc.
- First Team Auto Group
- GEICO
- Girl Scout Council of the Colonial Coast
- Hampton Roads Planning District Commission
- Hanbury
- Harris Teeter
- Harvey Lindsay Commercial Real Estate
- Jewish Family Service of Tidewater
- Kaufman & Canoles
- KPMG, LLP
- Mancon

### Bronze
- Norfolk Airport Authority
- Old Point National Bank
- Palms Associates
- Pembroke Real Estate
- Primrose School at Cahoon Commons
- Q.E.D. Systems, Inc.
- Regent University
- Roof Engineering Corporation
- S. L. Nusbaum Realty Company
- Salvation Army - Hampton Roads Area Command
- Signature Family Wealth Advisors
- StratusLIVE
- SunTrust Bank
- The Franklin Johnston Group
- Trader Interactive
- Vandeventer Black LLP
- Virginia Media
- Virginia Natural Gas
- Wall, Einhorn, & Chernitzer, P.C.
- WAVY-TV 10 / FOX 43
- Western Branch Diesel Inc.
- Willcox & Savage, P.C.
- Williams Mullen

### Silver
- Anthem
- Eastern Virginia Medical School
- General Dynamics
- NASSCO Norfolk
- Hampton Roads Community Action Program, Inc.
- Hampton Roads Sanitation District
- Lyon Shipyard, Inc.
- Maersk Line, Limited
- Paxton Company
- PRA Group
- Sentara Healthcare
- Taylor’s Do It Centers
- The Lawson Companies
- The Port of Virginia
- URS Federal Services/AECOM
- USAA Mid-Atlantic Region
- WAVY-TV 10 / FOX 43
- Western Branch Diesel Inc.
- Willcox & Savage, P.C.
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Heart of South Hampton Roads – AAA of Tidewater

A long-time partner, AAA of Tidewater’s unwavering commitment to their mission of helping their members – and by extension, their community – is evident in their support of United Way. Having a heart for the community is deeply engrained in their culture and when a volunteer opportunity is available, you can always count on AAA of Tidewater employees to be there.
Spirit of South Hampton Roads – **CHIP**

**Children’s Health Investment Program (CHIP)** of South Hampton Roads shares our passion for children and the community. This year, during the government shutdown, CHIP stepped up in a big way, offering their time to help Mission United staff the phone lines and input callers into the Unite Us system. This above and beyond display of support shows the spirit that lives within CHIP and its employees.
The **African American Leadership Society** is comprised of **over 130 professionals** that are passionate about diversity, advocacy and giving back to the community. Established in 2007, they strive to advance diversity by increasing the number of African American philanthropists, board members and leaders in our region. Last year, they collectively invested **over $196,000** in our community.

Here are some highlights from the past year:

- With support from USAA, members delivered over 50 baskets full of school supplies to teachers at Tidewater Park Elementary.
- To celebrate the *Stars of Philanthropy*, AALS hosted a white attire reception featuring guest speaker, Terry Brown, Superintendent of Fort Monroe.
- Members celebrated the graduation of the 22nd class of Project Inclusion, United Way of South Hampton Roads’ award-winning Board Governance Leadership Development Program.
Named for French author Alexis de Tocqueville, the Tocqueville Society is a group of over 225 local community leaders who share a passion for transformative philanthropy and service. They collectively invest more than $3.4 million a year in South Hampton Roads to improve the lives of women, children, veterans and families.

Here are some highlights from the past year:

- We had 26 new members join the Tocqueville Society, the largest increase in the past 10 years.
- We boasted our largest attendance in our history at the annual Community Leaders Luncheon which was held at the Town Point Club.
- Sandra & Miles Leon and Ashlin & Wayne Wilbanks hosted a lovely farm to table dinner for our members in July.
Women United is a local network of over 850 women that are passionate about improving the lives of women and children. These women are innovators and visionaries in our community, investing in programs that lead the charge and inspire the change. In fact, Women United was the catalyst for bringing Mobility Mentoring’s strategic approach to our community. This local force invests over $1.8 million in our community annually, in addition to their endowment fund which currently totals over $7.7 million – the largest endowment of its kind in the country.

Here are some highlights from the past year:

- Aspire, a Mobility Mentoring-informed partnership funded by Women United, began coaching ALICE women in our area, helping them chart a pathway toward self-sufficiency.
- At the annual Stone Soup event, members made over 2,700 meals for our neighbors in need.
- Through a partnership with REACH, 22 members volunteered over 50 hours to read to local elementary school students. Women United also donated over 1,500 books to help the children build their in-home libraries.
Young Philanthropists (YP) is a group of over 1,000 young professionals (20s, 30s and 40s) from over 100 of the area’s top employers. A diverse group, they are passionate about giving back to the community through their time, talents and financial resources. This past year, YP members collectively invested over $1 million in the local community.

Here are some highlights from the past year:

- The annual Young Philanthropists Summit opened with a panel discussion including leaders from Sentara, TowneBank and GEICO.

- YP hosted a series of “fireside chat” happy hours with local business and government leaders sharing their tips for those looking to advance in their careers.
United for the Future

was launched to ensure our ability to serve our community for years to come. It is an ambitious campaign to raise $35 million over three years to improve opportunities for children, families and veterans in Hampton Roads. Currently, we have over $25 million pledged, of which almost $9 million is already paid.

This campaign is about looking to the future and creating systematic change that will improve our community for generations.

Our community needs solutions – so, we’re creating them, with your help.

Planned Giving Goal:
$10,000,000

Outright Gift Goal:
$25,000,000

Foundation Assets

- United for the Future: $9,937,360
- Women United: $7,726,765
- UWSHR: $4,789,913
- Agency Affiliates: $1,897,893
- Donor Advised Funds: $1,435,402
- African American Leadership Society: $146,632
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Outright Gift Goal: $25,000,000

Planned Giving Goal: $10,000,000
As we’ve noted, for ALICE households, stability is fragile. One unexpected expense can cause a crisis – something like a health challenge, a car breaking down, or an interruption in paychecks. This was ever clear this year when our government shutdown for 35 days, the longest in our country’s history.

Our community is full of government employees including TSA, Coast Guard, Customs and Border Patrol, and others – many of whom missed at least two paychecks. These hard-working individuals work every day – long hours, nights, weekends, holidays – to protect us. Many of them aren’t making enough money to have savings and are already struggling to make ends meet, so a missed paycheck can mean the difference between feeding their family and keeping the lights on.

On May 31, 2019, our community was struck by a senseless tragedy. Immediately following the tragedy, the City of Virginia Beach reached out and asked us to create the Virginia Beach Tragedy Fund, which we were honored to do. As a trusted community organization, we were tasked with doing what we do best: taking care of needs through the careful collection, management and distribution of funds.

We approached this as we do the rest of our work. We started by looking for best practices among other United Ways and community organizations that had encountered a similar tragedy. We sought guidance from experts in relevant fields, including a victim’s rights attorney. And our volunteer board provided oversight to ensure we were being true to our mission and serving those in most need.

Thanks to gifts from two donors and funding from USAA, United Way of South Hampton Roads was there to help those affected.

Our Unite Us system was perfect for the case management and coordination needed, so we directed all calls to Mission United and went to work helping families fill the gap. We worked with our local agency partners to divide responsibilities and ensure our neighbors received the help they needed particularly in the areas of rent, mortgage payments, transportation, childcare and utilities.

In all, we helped 127 individuals and families that were affected by this crisis!

Watch a video of one of the families we helped at: unitedwayshr.org/shutdownvideo.
Up in Times of Crisis

Virginia Beach Tragedy Fund

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TowneBank was the first company to make a gift to the fund – $500,000 which they wanted to ensure covered funeral expenses. Following their lead, over 150 companies added their support as well as donations from over 3,500 individuals. Together, those donations totaled over $4 million, 100% of which was gifted to the victims.

We heard stories of children gifting their birthday money and retirees making donations from their pension. Our community stepped up when our neighbors were hurting, as we must do every day. We were honored to stand with the Virginia Beach community when they needed us most, and with your help, we are proud to be there for our neighbors in need on a daily basis.
Tocqueville

Qualified Gifts of $10,000 or More

Scott and Monique Adams
Stephanie Adler Callcott and Don London
Warren and Helen Albeck
Jake and Pamela Allison
Michael and Nancy Alston
Michele and David Anderson
David and Valerie Arias
Nancy and Emmanuel Arias
Bob and Cindy Aston
Shirley Baldwin
Herbert and Carolyn Bangel
Charles and Susan Barker
Carolyn and Dick Barry
Thomas and PJ Barton
Frank and Aimee Batten, Jr.
Jane Batten
Sumner and Susan Bell
David and Helen Bendl
Stanley and Susan Bever
Mary Jane and Cabell Birdsong
Charles and Darwin Birdsong
George and Sue Birdsong
John and Kelly Bishard
Bruce and Sarah Bishop
Susan Blake
Mary Blunt
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“Alone we can do so little; together, we can do so much.”

– Helen Keller