



RAVI RESPETO | CEO
UNITED WAY OF GREATER CHARLOTTESVILLE

FY 23-27 STRATEGIC PLAN

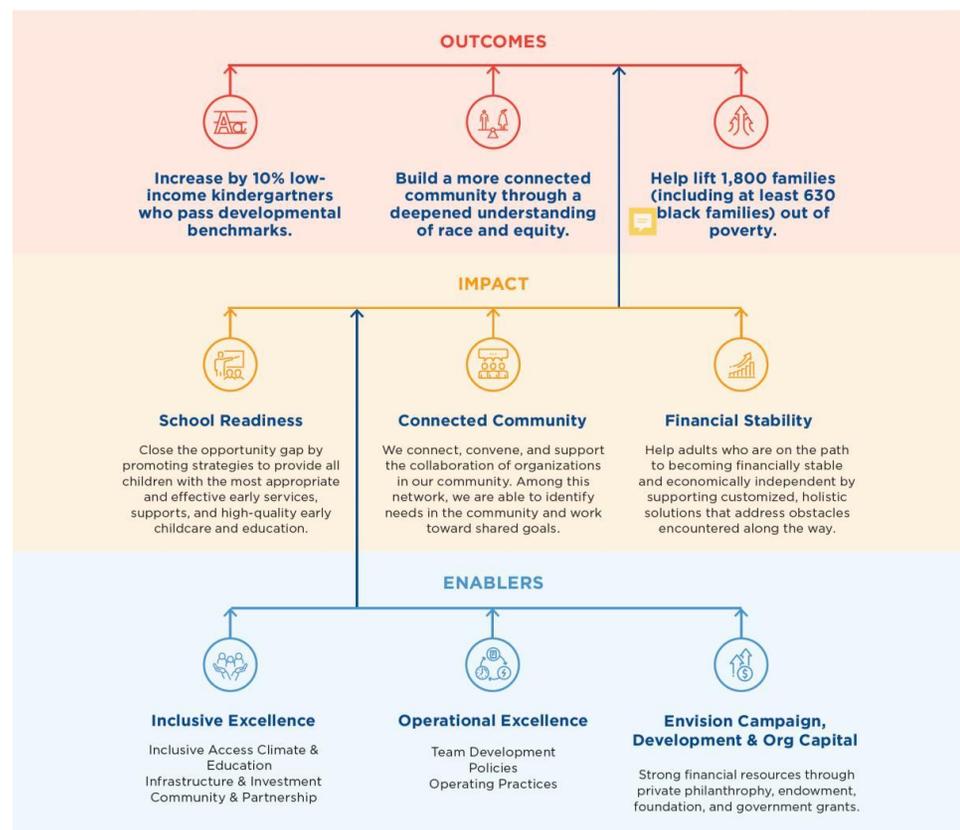


OUR VISION: A STRONG, EQUITABLE COMMUNITY WHERE EVERY PERSON THRIVES

Strategic Plan

2023-2027

The over-arching goal is to eliminate barriers for minority and economically-disadvantaged populations and enable them to achieve financial stability and thrive economically. This may be achieved through coordinated service delivery among peer agencies supported by task force coalitions focused on long-term, systems-level change. Through this, we may begin to eliminate a dependency on these services such that individuals can thrive economically and become financially stable.





ENVISION

A MORE EQUITABLE CHARLOTTESVILLE

Let's Write a New Narrative
for Our Community

A More Equitable Charlottesville

ENVISION: A More Equitable Charlottesville is a cross-sector initiative of United Way of Greater Charlottesville (UWGC) that builds upon our organization's primary impact areas—Financial Resiliency, School Readiness, and Connected Communities—to leverage the power and expertise across Charlottesville's social impact sector in a coordinated approach to address generational poverty.



GOAL ONE

Help lift 1,800 families—including at least 630 Black families—out of poverty in Thomas Jefferson Planning District (TJPD) by 2027.

GOAL TWO

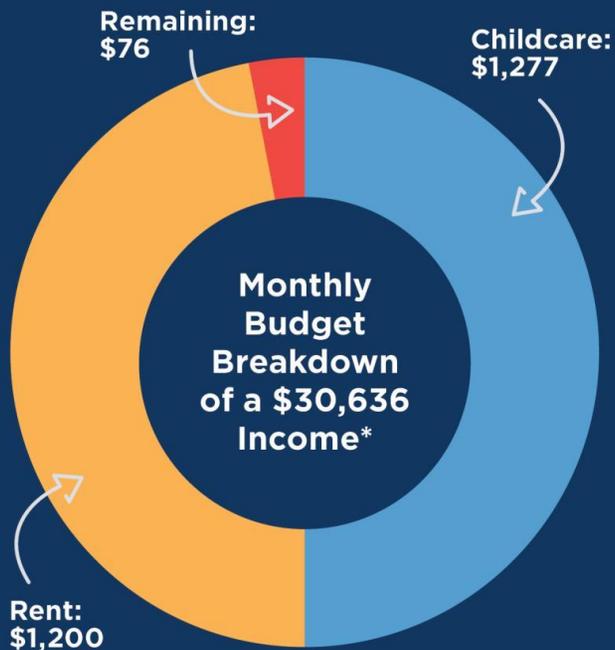
Increase by 10% kindergartners from economically-disadvantaged families who pass developmental benchmarks by 2027; increase the number of Black kindergartners who pass by 20%.

GOAL THREE

Build a more connected community through a deepened understanding of race and equity.

Poverty in Charlottesville

17% of families in our region cannot afford the essentials of life.



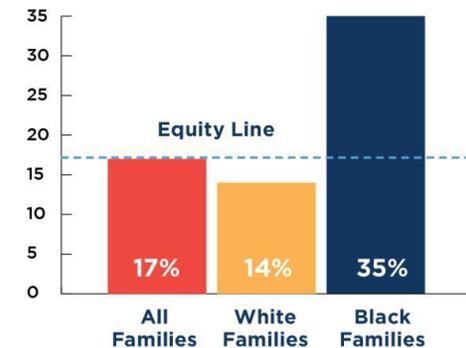
*Local jobs in this salary range include Certified Nurse Assistant, Receptionist, and Groundskeeper.

Left: United Way of Greater Charlottesville, 2021

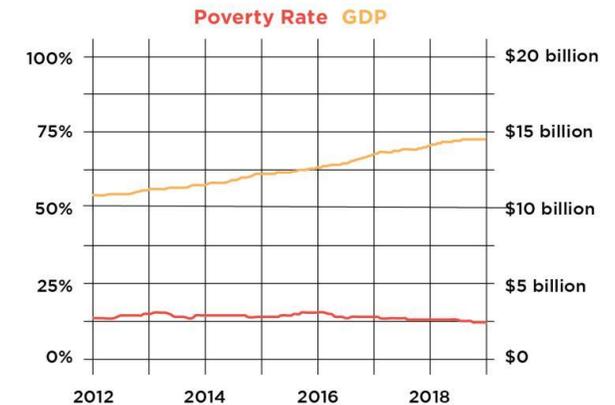
Top Right: Network2Work@PVCC, 2021

Bottom Right: United States Census Bureau, 2019

Percentage of Families in the Charlottesville Region Making Less than \$35,000 a Year



Poverty Rate & GDP of Thomas Jefferson Planning District



Key Poverty Indicators

a Focus on Equity



HOUSING



24%

of Black families own their home

50%

of White families own their home

1 in 4 Black homeowners moved or lost their home between 2000 and 2018.

Charlottesville Low-Income Housing Coalition, 2020



ACCESS TO CAPITAL

12.4%

the denial rate for Black loan applicants



4.5%

the denial rate for White loan applicants



Federal Financial Institutions Examination Council, 2021



EARLY EDUCATION

104%

lower scores for Black children than White children on kindergarten literacy assessments

145%

more likely to fail kindergarten literacy assessments if economically-disadvantaged

United Way of Greater Charlottesville, 2021



HEALTH

9%

shorter life span for Black individuals than White individuals



74.7 YRS
average life expectancy of Black individuals

81.2 YRS
average life expectancy of White individuals

Thomas Jefferson Health District, 2019



Goal One

Help lift 1,800 families—including 630 Black families—out of poverty in TJPD by 2027

2019:

Nine Core Members Convened

Charlottesville's Financial Resiliency Task Force (FRTF) is a collaboration of nine core organizations serving the Greater Charlottesville community.

UWGC Role:

Backbone & Service Provider

UWGC serves as the centralized organizer of responsibilities for the work of FRTF.

Distinguishing Factors of the FRTF Approach



Target population via financial resiliency metrics



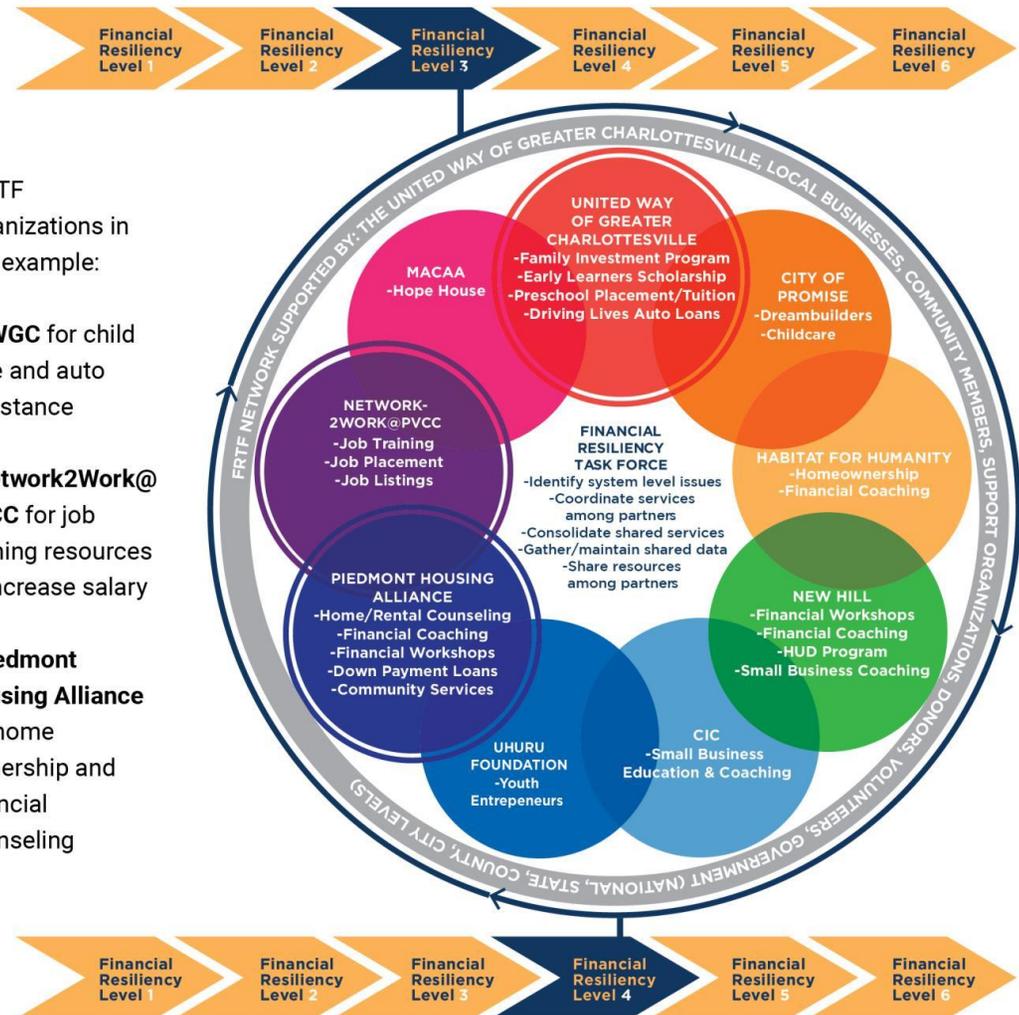
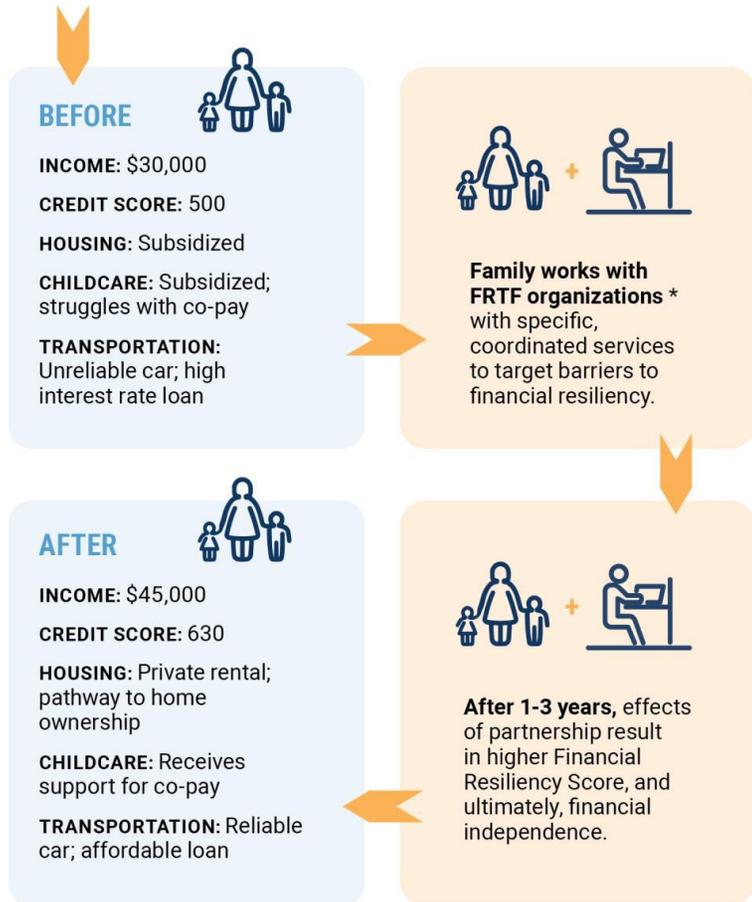
Shared data between partners & 3-year client commitment



Personalized goals and support for families

The FRTF Process

Family of 3 (Mother + 1 Child + Toddler)



ENVISION Pilot: Year One Results

A Snapshot of Key Indicators for 2021 Participants

While ENVISION is focused foremost on Greater Charlottesville, partners will seek to determine meta-patterns in data collection and evaluation with intent to scale the program to other regions.

11 TOTAL FAMILIES

1 SINGLE GRANDMOTHER | 8 SINGLE MOTHERS | 2 MARRIED COUPLES

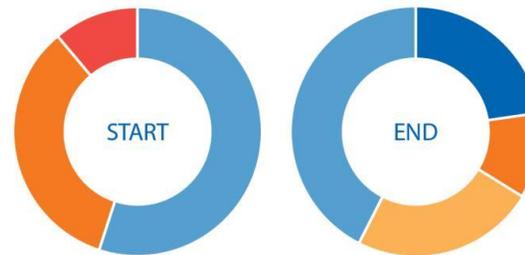
AT END OF FY21

13% INCREASE
in average credit
score (from 542
to 611)

12% INCREASE
in average monthly
income (from
\$2,467 to \$2,750)

19% INCREASE
in average hourly
wages (from
\$14.58 to \$17.37)

HOUSING



6 Renting
4 in public housing
1 Homeless

3 Purchased homes
3 Purchase pending
4 Moved from public
housing to private rentals
1 in public housing

HEALTHY DEBT

\$281,708 to \$996,456

Total increase, including 3 mortgages,
3 reliable used vehicles financed through
Driving Lives Forward, 2 new vehicles

BAD DEBT

\$80,211 to \$34,282

Total decrease

FAMILY INVESTMENT PROGRAM



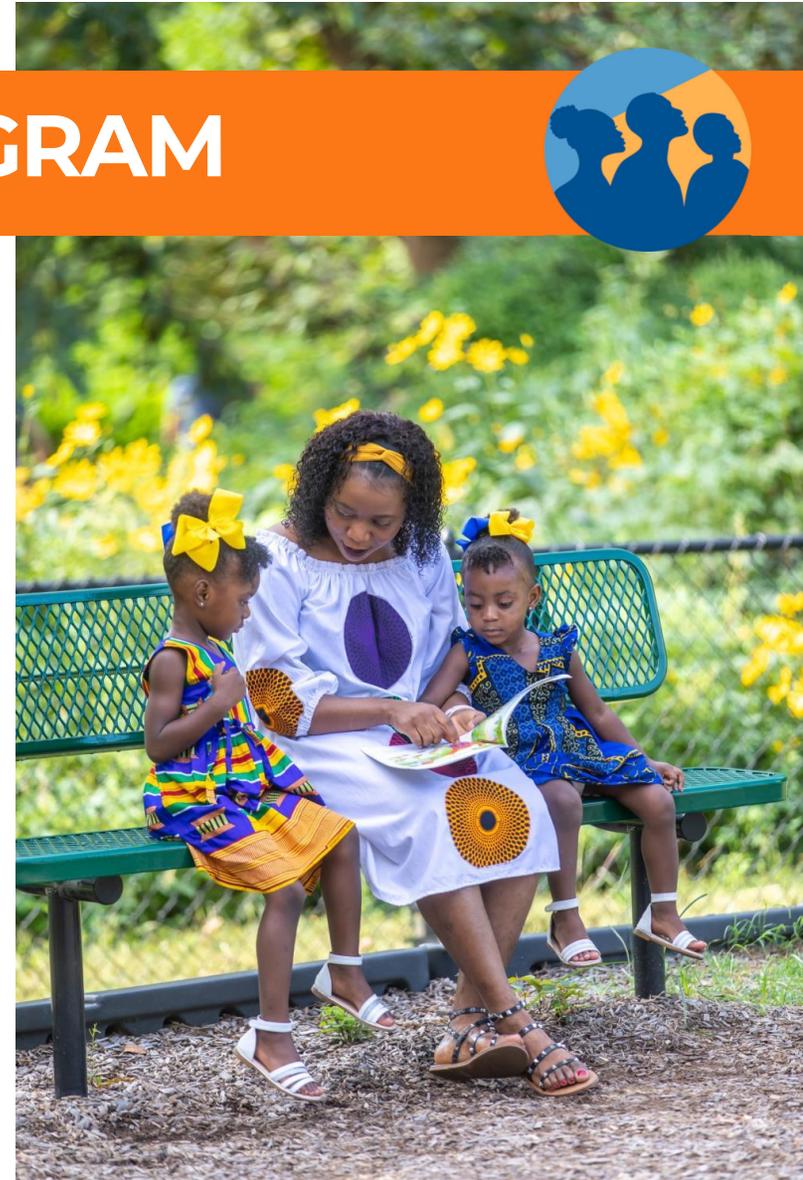
Habitat for Humanity preparing up to 20 nominations:

Up to 15 participants from the Pathways program

- Program prepares participants for home ownership program
- FIP participation allows creation of family action plan to move to new tier of financial stability prior to home ownership by decreasing debt/increasing income

Up to 5 participants from Southwood

- These families have been approved for apartments in redevelopment based on their down payment/mortgage capacity
- Because of family size, they have the opportunity to “buy up” to a larger townhome or stand-alone home
- Participating in FIP will allow family to increase down payment/mortgage capacity via matched savings





Meet Kizzy

“No matter how hard we worked or how many jobs we had, we just couldn’t keep up with the rent.”

- **Before: In search of a “forever” home**
 - Single mother of 3
 - Hotel housekeeper
- **FRTF Collaborative Services (2018-2021)**
 - Financial coaching
 - Matched savings
 - Affordable line of credit
 - Support for continuing education
- **After: Purchased first home! (March 2021)**
 - Owns private cleaning business
 - Preparing for medical billing/coding exam

DRIVING LIVES FORWARD



Driving Lives Forward connects economically-disadvantaged families with reliable vehicles and affordable auto loan financing, providing not only safe transportation, but, importantly, a way to establish sustaining employment and create or improve credit history – critical for access to affordable capital. This unique partnership relies on an equity framework to support families and individuals in the removal of transportation barriers as they seek progress on the road to economic resiliency.



DRIVING LIVES FORWARD: CLIENT STORY



Applied for a car loan with Carter Myers at 15.95% interest, \$2,000 down and a monthly payment of \$443 for a 2016 Sonata at \$17,648.

Referred to DLF, received \$2,000 down payment assistance, 5% loan, and reduced monthly payment of \$314 for 48 months, a monthly savings of \$161.

Former Network2work client who recently earned a Certified Nursing Technician license & new job at UVA working evening and night shifts, so a vehicle is required.

Increased her income to \$15/hour with benefits and moved from public housing to a rental unit.

DLF will allow a greater margin in monthly income but will still be tight for a single mother with rent, car insurance and car payment; 69% of monthly income prior to utilities, food, medical, taxes, gas, repairs, living expenses associated with having a child in school.





Goal Two

Increase by 10% kindergartners from economically-disadvantaged families who pass developmental benchmarks by 2027; increase the number of Black kindergartners who pass by 20%

Increase the number of children receiving early education

- Go2Grow
- Early Learners Scholarships

Elevate quality of early education providers

- Preschool Development
- Mixed Delivery Grants

Identify, develop, and leverage resources to meet rising costs

- Ready Regions Blue Ridge (\$2M for 21 localities)

READY REGION BLUE RIDGE



In December 2021, UWGC was awarded the lead agency for Ready Region Blue Ridge, a geographic region covering 21 Virginia localities. The intent of Ready Regions is to bring access to early education to every child in Virginia regardless of race, ethnicity, economic status or place of residence.

The Virginia Department of Education and the Virginia Early Childhood Foundation have oversight of the program.



Ready Region Will Help Every Virginia Community Be:

Accountable:

Virginia's early education system must prepare children for success

Parent-Centered:

Families must be engaged in designing a system that works for them

Responsive:

Parents must be able to choose the childcare they want and need

Reliable:

Early education programs need supports to delivery quality services

Bold:

Every community in VA should be a place where families can thrive

READY REGION BLUE RIDGE



Who will be Included?

READY
REGIONS

Lead organizations must partner with **school divisions, social and human services, quality improvement networks, early education programs**, and other public and private organizations involved in the early childhood system.

Region	Lead Organizations
1 - Southwest	United Way Southwest Virginia
2 - West	United Way Roanoke Valley
3 - Southside	Smart Beginnings Danville Pittsylvania
4 - Central	Smart Beginnings Greater Richmond
5 - Southeastern	EVMS Minus 9 to 5
6 - Chesapeake Bay	Smart Beginnings Virginia Peninsula
7 - Capital Area	Fairfax County Office for Children
8 - North Central	Coming soon!
9 - Blue Ridge	United Way of Greater Charlottesville



MIXED DELIVERY



The Mixed Delivery Program allows for parent choice among high quality options that meet the needs of their child and family. This program, now codified by Virginia as a sister program to the Virginia Preschool Initiative, works to address inequities in early education by increasing access and funding for preschool slots in private early care and education programs. UWGC was allocated 77 slots in FY22 and has been allocated 127 slots for the FY23 renewal period. New in FY23 is an Infant-Toddler Mixed Delivery Pilot funded by the VA Department of Education. UWGC is one of three organizations in the state selected for this pilot and has been allocated 75 of the 200 pilot slots.

FY22 PROGRAM STATISTICS



\$30,500

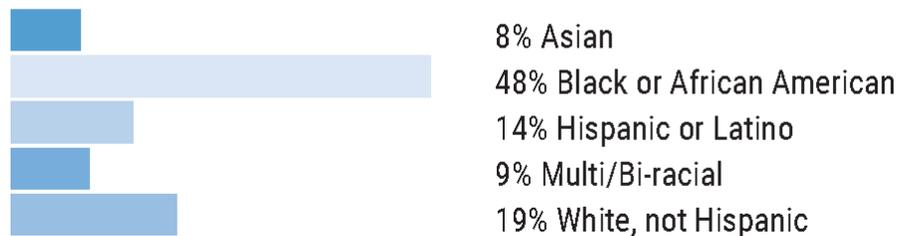
Median household income of a Mixed Delivery Program family



77%

Percentage of students at or below 200% of federal poverty level

RACE/ETHNICITY BREAKDOWN

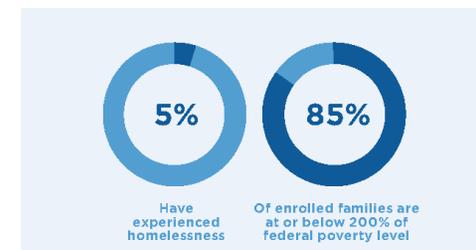
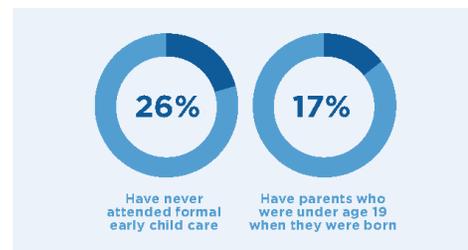
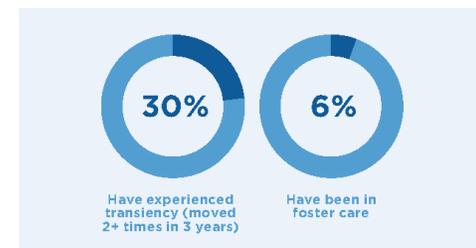
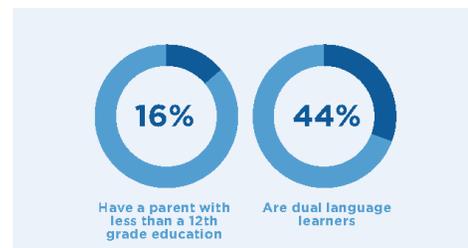


COORDINATED ENROLLMENT



UWGC developed its Coordinated Enrollment, or single-point-of-entry program, that was deployed in all public preschool programs in Charlottesville/Albemarle for the current school year. Applications for all 3 and 4 year-olds wanting to enroll in the Charlottesville or Albemarle School System's public preschool programs, MACAA Head Start or the community Mixed Delivery program managed by UWGC were accepted and processed for eligibility through this online system last spring.

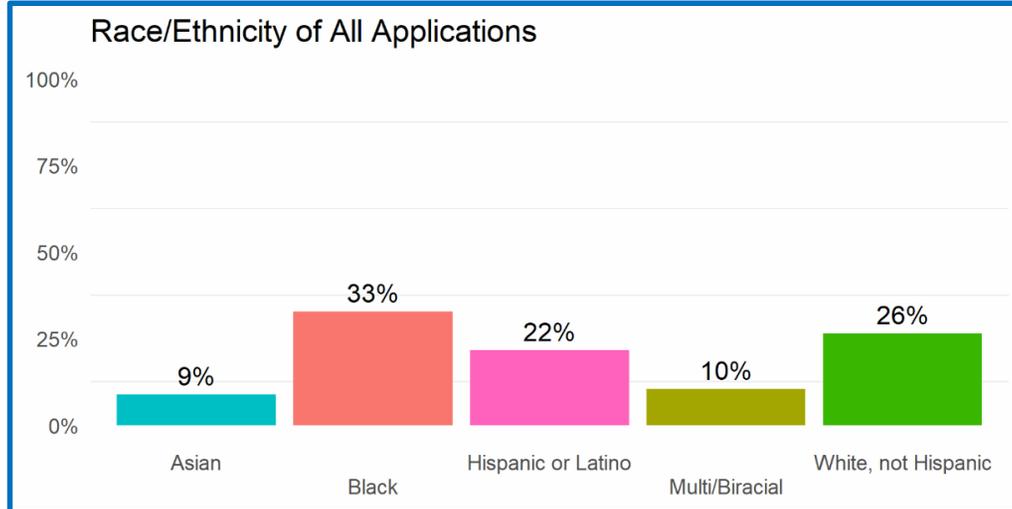
The single-point-of-entry allows a parent a convenient and efficient way to apply. In addition, navigators are available for parents who require assistance or who may have questions about the programs and eligibility.



COORDINATED ENROLLMENT: BY THE #s



COORDINATED ENROLLMENT – School Years 21/22 and 22/23



Other Indicators

# of families experiencing homelessness:	40
# of parents under age 19 at child's birth:	33
# of single parent households:	1,084
# of parents with <12 th grade education:	310

****Total applications: 2,377 over 2 years***

EARLY LEARNER SCHOLARSHIPS



Cost of care continues to increase and continues to be exacerbated by COVID. Pre-COVID, the cost of infant care rose from \$40+ per day to \$50+per day. Now infant rates range from \$55-\$63/day with one provider recently increasing their rate to \$73/day, costing families \$14,300 to \$16,380 per year. A single parent making \$28,000 per year will pay 53%-60% of their annual income for infant care without financial assistance. Many parents resort to friends and family for childcare, keeping their children out of the high-quality environment that will help minimize the impact of living in poverty and help these children arrive at kindergarten better prepared to learn.

38 scholarships maintained for FY22

54 families benefitted from scholarships

Average annual income < \$28,000

125% of Federal Poverty level



SANTA FUND

FOR SCHOOLKIDS

Annual partnership with
Daily Progress & WINA
(separate from UWGC annual campaign)

Provides essentials like clothing, shoes,
medicine, eyeglasses, and school
supplies/books for schoolchildren in
need in our community.

\$213,525

FY23 total raised



SantaFund

FOR SCHOOLKIDS

IMPACT GRANTS



Financial Stability Impact Funding

PROJECT	INVESTMENT	BENEFICIARIES	STRATEGY
New Hill Development Corp	\$25,000	275	Financial literacy & asset-building for adults
Piedmont Housing Alliance Housing & Financial Coaching	\$25,000	825	Financial literacy & asset-building for adults
Habitat for Humanity Pathways to Housing	\$30,000	27	Financial literacy & asset-building for adults
Community Investment Collaborative Entrepreneurship Program	\$30,000	85	Employment & improved-employment pathways for adults

TOTAL GRANT INVESTMENT
\$210,000

TOTAL GRANTS FUNDED
7

School Readiness Impact Funding

PROJECT	INVESTMENT	BENEFICIARIES	STRATEGY
Piedmont YMCA Early Learning Center	\$30,000	108	High quality early care & education interventions including socio-emotional skill-building under the age of five (evidence-based or best-practice)
MACAA Extended Day & Summer Enrichment Program	\$30,000	117	High quality early care & education interventions including socio-emotional skill-building under the age of five (evidence-based or best-practice)
Child Health Partnership	\$40,000	500	Evidence-based home-visiting

FY22 BENEFICIARIES
1,937

No MBA grants awarded in FY22 (MBA COVID Assistance grant in FY21 and back to UWGC/MBA awards FY23)

Goal Three

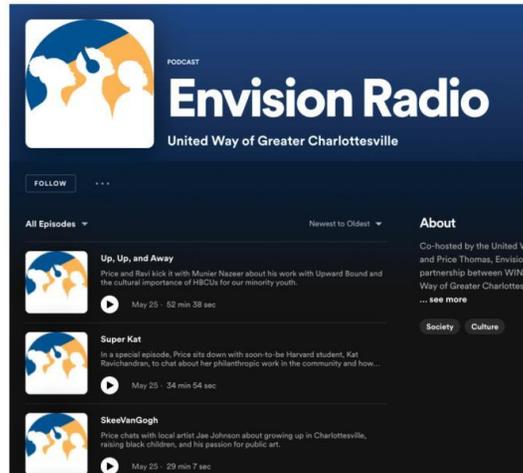
Build a more connected community through a deepened understanding of race and equity

Community Table



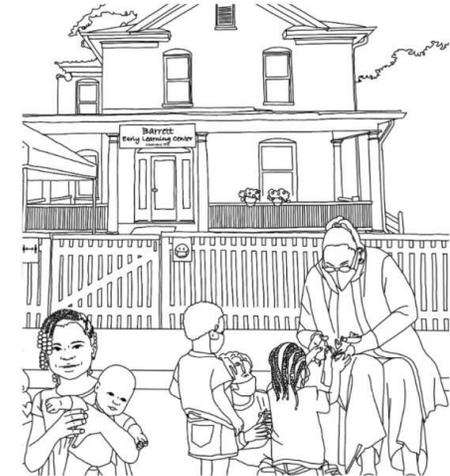
Community Table brings people together a share a meal and have conversations about race and equity.

Envision Radio



ENVISION Radio hosts candid conversations with Black community leaders about economic mobility and opportunities in education, business, and health.

Color Cville



Color Cville introduces our youngest learners to the complex history of our hometown through the pages of a print and digital coloring book.

FALL PARTNERSHIPS



Nearly 11,000 local families spend 97% of their monthly resources on childcare and rent, leaving only \$76 a month to cover remaining expenses.

Category	Amount
RENT	\$1,200
CHILD CARE	\$1,277
LEFT	\$76

What does it take to help lift 1800 local families out of poverty? Let's write a new narrative for our community. Together.

Quick, scan the code below before they tear your ticket to learn more about **ENVISION** and check out expanded digital content

United Way United Way of Greater Charlottesville

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**THANK YOU FOR YOUR SUPPORT OF,
AND INVESTMENT IN, OUR WORK!**