

ENVISION



RAVI RESPETO | CEO

UNITED WAY OF GREATER CHARLOTTESVILLE

FIVE-YEAR STRATEGIC PLAN



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.

FIVE YEAR STRATEGIC GOALS



Committed to work that breaks the cycle of generational poverty and improves outcomes through a strong, equitable community where every person can thrive.

FINANCIAL STABILITY GOAL: By 2026 our goal is to help 1800 families scale out of poverty, specifically focused on black families. This means increasing the annual income of a family to above the “survival income”¹ threshold of \$45,000.

SCHOOL READINESS GOAL: By 2026 increase the number of economically disadvantaged kindergartners who pass literacy benchmarks by 10%. By 2026, 76.8% of economically disadvantaged kindergartners should be meeting Fall Kindergarten PALS benchmarks. The assessment tool will be replaced when new or improved assessments become available.

We intend to vastly expand our direct services and partnerships, like our Family Investment Program, Driving Lives Forward, and Early Learner Scholarships, to positively impact more individuals and families and create generational change.



¹2021 Orange Dot 4.0 minimum or “survival” income required to cover basic-necessities to live in Charlottesville and Albemarle. This includes rent, food, utilities, clothing, basic medical, transportation, and the cost of childcare. For a family of 3 with one parent, one child over the age of 5 and one child under the age of 5, survival income is calculated as \$45,000 per year.

CASE FOR SUPPORT: CENSUS DATA FOR TJPD



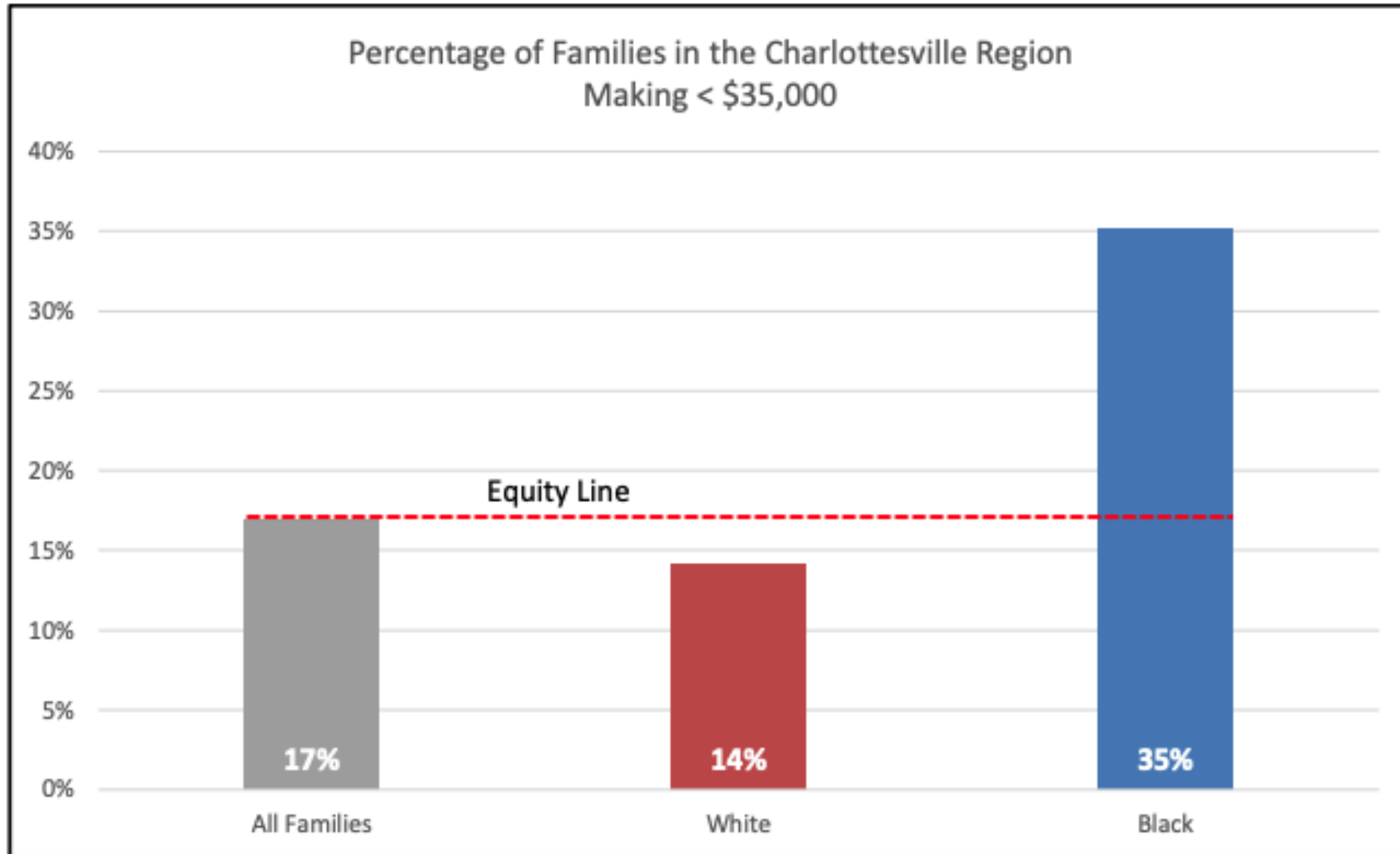
The poverty rate in the Thomas Jefferson Planning District has largely remained the same since 2013, despite strong regional economic growth and one of the lowest unemployment rates in the state. For example:

>20% of families in the planning district fall within 200% of the federal poverty line.

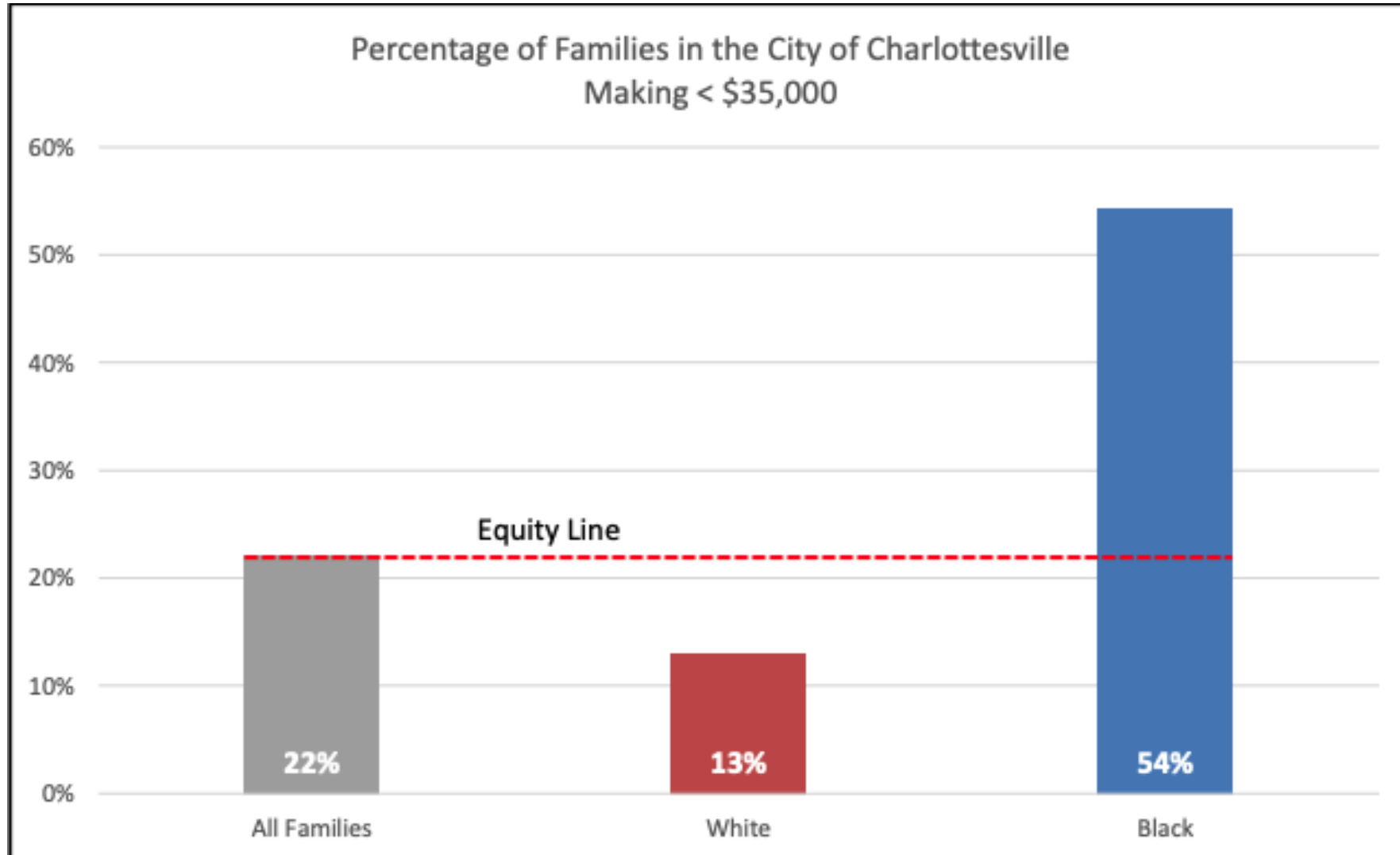
54% of children in the City of Charlottesville were eligible for free or reduced lunch at school prior to COVID. The impacts of COVID will likely increase or sustain this level of need for the near-term.

22% of all families in the City earn less than \$35,000 per year, \$10,000 less than the survival income required for a single parent household with 2 children (Orange Dot 4.0). 54% of those families are Black households while only **13%** are White.

ENVISION: CASE FOR SUPPORT – CVILLE REGION



ENVISION: CASE FOR SUPPORT – CVILLE CITY



ENVISION: EVALUATION OF SUCCESS



	ACCESS TO CAPITAL	INCOME	LOCALLY AVAILABLE JOBS	HOUSING	CHILD CARE	TRANSPORTATION
Financial Resiliency Level Six (10)	Qualifies for lowest interest rates, offered special incentives, generally will get loan and choice of housing. (10) FICO Score: 760-850 Excellent	Can afford to take economic risks, accounts for retirement needs. Home ownership in a neighborhood of choice. Can withstand severe economic loss. (10) [Income: >\$90,200]	Software Developer \$ 105,590.00 Lawyer \$ 122,960.00 Pharmacist \$ 134,992.00 Nurse Anesthetists \$ 254,928.00	Home ownership in a neighborhood of choice, or secure rental housing in a neighborhood of choice. (10)	Ample resources to support choice of licensed childcare or family care options that provide safe and high-quality settings with adequate supervision. (9-10)	Always has transportation through public transportation, or owns a reliable vehicle with no auto loan. (10)
Financial Resiliency Level Five (8-9)	Generally qualifies for good interest rates and special incentives, generally will get loan and choice of housing. (8-9) FICO Score: 700-759 Very good	Income covers emergency expenses and gaps in employment. Lifestyle choices somewhat limited by income. (9) [Income: \$70,000-\$90,200] Able to withstand moderate economic loss. (8) [Income: \$58,500-\$70,000]	Registered Nurse \$ 73,845.00 Dental Hygienist \$ 74,306.00 Physical Therapist \$ 89,079.00 High School Teacher \$ 61,660.00 Respiratory Therapist \$ 62,648.00 Skilled Trades \$ 62,870.00 Medical Sonographers \$ 69,760.00	Safe and secure home ownership, choice somewhat limited by income. (9) Safe and secure non-subsidized rental housing, choice limited by moderate income. (8)	Sufficient resources to support limited choice of licensed or dependable friends/family childcare options that provide safe settings with adequate supervision. (7-8)	Has most transportation needs met through public transportation, or owns a reliable auto with an affordable loan. (8-9)
Financial Resiliency Level Four (6-7)	May face slightly higher interest rates, may qualify for most loans and choice of housing. (6-7) FICO Score: 660-699 Good	Income covers basic expenses, with some savings to cover emergency expenses. (7)[Income: \$45,000-\$58,500] Gaps in employment and emergencies may require periods of frugal spending to preserve lifestyle. (6) [\$37,000-\$45,000]	Electrician \$ 48,110.00 Paralegal \$ 51,740.00 LPN \$ 45,423.00 Administrative Assistant \$ 39,850.00 Dental Assistant \$ 40,169.00 Bookkeeper \$ 41,230.00	Living in affordable private housing, 30% or less of household income spent on housing. (7) housing). (6) Living in affordable private housing, 50% or less of household income spent on housing. (6)	Limited resources to support narrow choice of licensed or dependable friends/family childcare options that provide safe settings with adequate supervision. (5-6)	Has most transportation needs met through public transportation, or owns a reliable auto but with a high interest rate loan. (6-7)
PREVENTION LINE						
Financial Resiliency Level Three (4-5)	Will pay higher interest rates, may qualify for many loans and housing choices may have some restrictions. (4-5) FICO Score: 620-659 Fair	Employed full-time with benefits with for promotion to increase household income. (5) [Income: \$30,000-\$37,000] Employed full-time but without benefits, may result in need to link to safety net resources like food banks. (4) [Income: \$30,000-\$37,000]	Receptionist \$ 30,050.00 Certified Nurse Aide \$ 30,042.00 Phlebotomist \$ 33,780.00 School Bus Driver \$ 34,450.00 Grounds Maintenance \$ 30,890.00	Living in subsidized housing, or living in private housing but more than 50% of income spent on housing. (4-5)	Insufficient resources. Qualifies for subsidized childcare that provides safe setting with adequate supervision, but struggles with copays. (4)	Owns an unreliable auto with no funds to purchase a better car. (5) Owns unreliable auto, no funds for a better car, driving on a suspended license, has no insurance. (4)
Financial Resiliency Level Two (2-3)	Has some credit issues, will struggle to qualify for a loan, interest rates will be very high and limited housing choices. FICO Score: 580-619 Poor	Under-employed. Non-living hourly wage but requires multiple part-time jobs to afford basic needs. (3) [Income: \$14,400-\$30,000] Part-time hourly wage not able to cover all basic needs. (2)[Income: \$10,000-\$14,400]	Home Health Aide \$ 19,604.00 Cashier \$ 23,650.00 Pharmacy Aides \$ 23,290.00	Living in unaffordable, overcrowded, or transitional housing. (3) Living in temporary shelter or unsafe or substandard housing. (2)	Insufficient resources and barriers exist (e.g., eligibility, transportation, paperwork, immunizations, locations, etc.) that prohibit access to needed childcare. (3)	Sometimes has transportation needs met through public transportation, but has no alternative to public transit. (2-3)
Financial Resiliency Level One (0-1)	not qualify for loans and very limited housing choices. (0-1) FICO Score: 579 and below Very Poor	Restricted income made up of benefits and entitlements, may be supplemented by SSI and/or family assistance. (1) [Income: \$0-\$10,000] No income. (0)		Households with eviction notices or forced displacement. (1) Families couch surfing or doubling up with others, or	No access to childcare and minimal supervision. (1-2) Children are unsupervised and unsafe. (0)	No Car, no drivers license, no access to public transit or lack of funding to use public transit. (0-1)

ENVISION: EVALUATION OF SUCCESS



Financial Resiliency Level Four (6-7)	May face slightly higher interest rates, may qualify for most loans and choice of housing. (6-7)	Income covers basic expenses, with some savings to cover emergency expenses. (7)[Income: \$45,000-\$58,500]	Electrician \$ 48,110.00 Paralegal \$ 51,740.00 LPN \$ 45,423.00	Living in affordable private housing, 30% or less of household income spent on housing. (7)
	FICO Score: 660-699 Good	Gaps in employment and emergencies may require periods of frugal spending to preserve lifestyle. (6) [\$37,000-\$45,000]	Administrative Assistant \$ 39,850.00 Dental Assistant \$ 40,169.00 Bookkeeper \$ 41,230.00	Living in affordable private housing, 50% of less of household income spent on housing. (6)
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	FICO Score: 620-659 Fair	Employed full-time but without benefits, may result in need to link to safety net resources like food banks. (4) [Income: \$30,000-\$37,000]	Grounds Maintenance \$ 30,890.00	

FINANCIAL RESILIENCY TASK FORCE



Ravi Respeto	President, United Way of Greater Charlottesville
Ridge Schuyler	Dean of Community Self-Sufficiency Programs, PVCC
Stephen Davis	President, Community Investment Collaborative
Janette Kawachi	Chief Partnership Officer, Habitat for Humanity of Greater Charlottesville
Sunshine Mathon	Executive Director Piedmont Housing Alliance
Mary Coleman	Interim Director, City of Promise
Yolunda Harrell	New Hill Development Corporation
Sarah Hanks	Executive Director, MACAA
Robert Gray	Concientious Capitalists, Inc.
Claudette Greene	Charlottesville Housing & Redevelopment Authority
Phyllis Savides	Director, Albemarle County Department of Social Services
Kaki Dimock	Director, City of Charlottesville Department of Human Services
Siri Russell	Director, Albemarle County Office of Equity & Inclusion
Barbara Hutchinson	VP of Community Impact, United Way of Greater Charlottesville
Dave Norris	Financial Opportunity Center Manager, Piedmont Housing Alliance

2020 YEAR IN REVIEW: PROGRAMMATIC IMPACTS OF COVID



CANCELLED

Cville Tax Aid

Tom Tom Partnership

Building Strong, Equitable College Towns

Spring Community Table

RESHAPED

Early Education Scholarship program

Virtual Early Education Symposium

Day of Caring

COVID SUPPORT

Coordinated volunteers for emergency operations center

VA 30 Day Fund partnership

Minority Business grants

Early Ed & Family Day Home grants

Caring for Community Awards

Santa Fund for COVID Recovery

CARES Act Funding disbursement for Pathways Program

RMRP for City/County

COVID COMMUNITY IMPACT - FUNDING



DIRECT ASSISTANCE ALLOCATIONS SINCE MARCH 2020

Student/Virtual Learning support

VECF Ready Regions, for teacher incentives and prepaid tuition

\$1,450,000

Santa Fund for virtual learning

100,000

\$1,550,000

Small business support

Minority businesses

106,000

Early Education providers

74,000

\$180,000

Emergency assistance to individuals

UW Relief Fund

180,636

CERF partnership: CACF, City of Charlottesville, Albemarle County, Cville Community Cares

4,031,077

CARES Act partnership: City of Charlottesville, Albemarle County, TJPDC

4,214,651

\$8,426,364

CERF INTAKE DATA

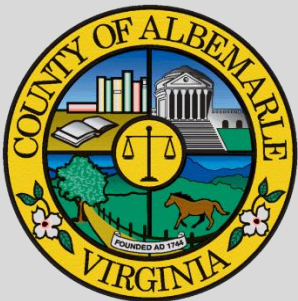


4,879 Funded requests

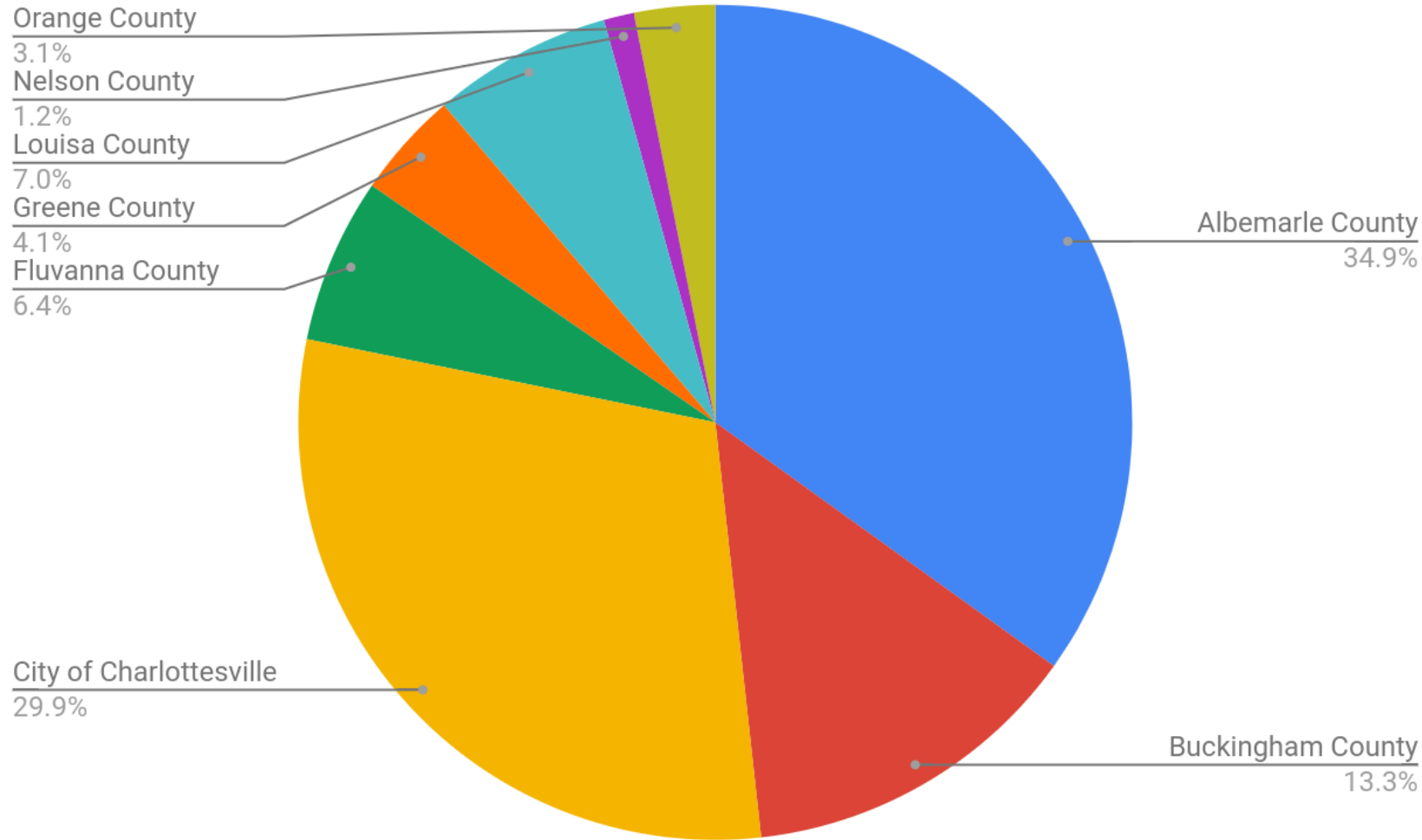
17,866 Individuals

\$4,010,532 Total amount awarded

**all CERF numbers are estimates based on data from partner organizations*

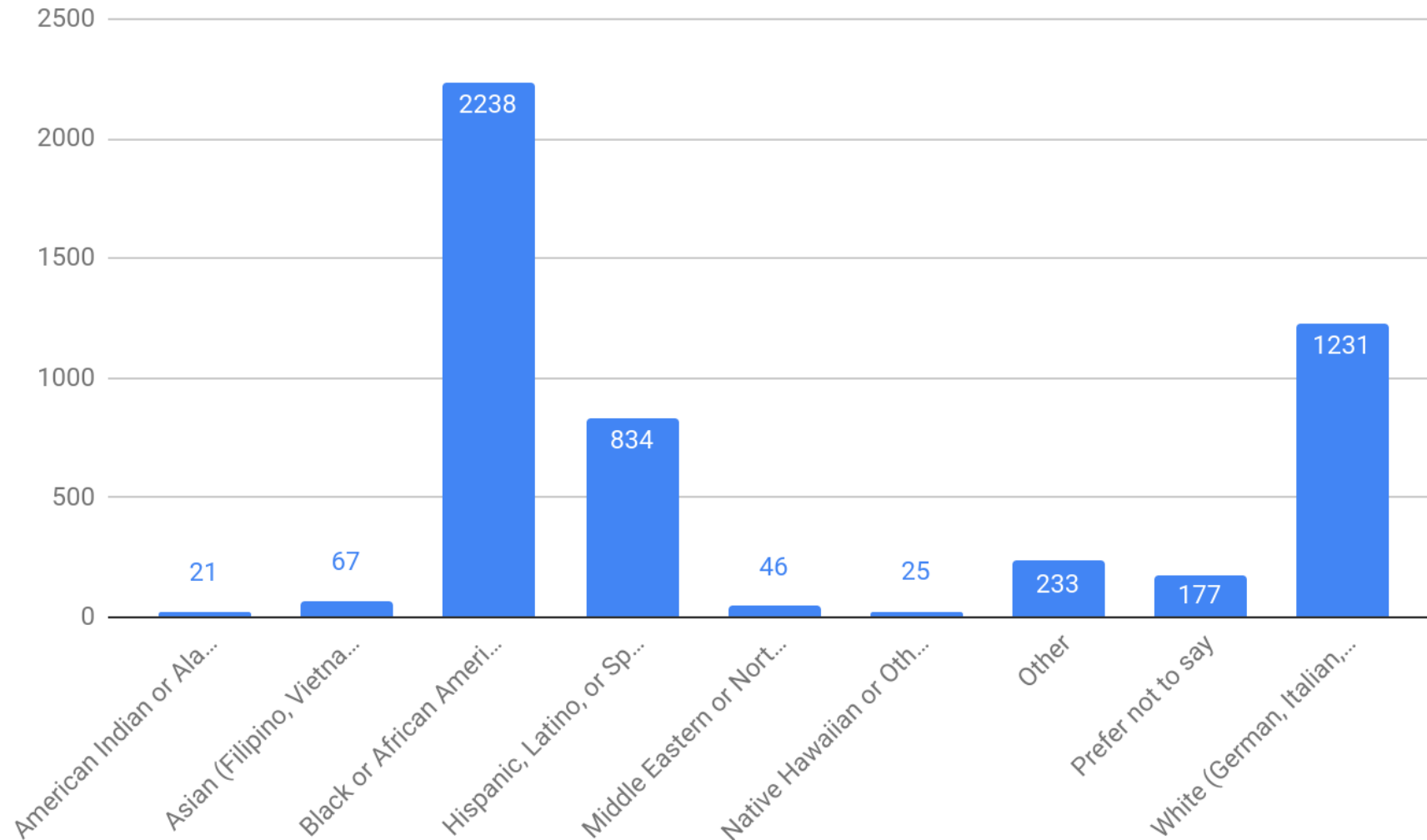


CERF REQUESTS BY LOCALITY



Total Numbers:
Albemarle County – 1,702
City of Charlottesville – 1,460

CERF REQUESTS BY RACE/ETHNICITY



PATHWAYS CLIENTS: Emergency COVID Funds



\$3,583,116

Total Pathway Funding

\$2,531,017

Total County Spend

\$1,052,099

Total City Spend

	Albemarle	Charlottesville	TOTAL
American Indian	2	4	39
Asian	24	15	6
Black/African American	1,041	785	1,826
White	412	167	579
Not Provided	26	43	69
Hispanic	716	141	857
TOTAL	2,221	1,155	3,376
<i>% Black/African American</i>	<i>47%</i>	<i>68%</i>	<i>54%</i>
<i>% White</i>	<i>19%</i>	<i>14%</i>	<i>17%</i>

RENT & MORTGAGE PROTECTION PROGRAM



\$1,094,977 Total RMRP Funding

\$800,127 Total County Spend

\$294,850 Total City Spend

	Albemarle	Charlottesville	TOTAL
Black/African American	225	113	338
White	108	31	139
Hispanic/Latino	68	7	75
American Indian	0	2	2
Not Provided	3	0	3
Asian	3	0	3
TOTAL SERVED	407	159	566
<i>% Black/African American</i>	<i>55%</i>	<i>71%</i>	<i>60%</i>
<i>% White</i>	<i>26%</i>	<i>19%</i>	<i>24%</i>

SANTA FUND FOR SCHOOLKIDS



Santa Fund for Schoolkids is an annual collaboration between The Daily Progress, WINA AM1070, and the United Way of Greater Charlottesville, providing essentials like clothing, shoes, medicine, eyeglasses, and school supplies/books for schoolchildren in need in our community.

This year, the Santa Fund for Schoolkids took on new urgency, creating the Santa Fund COVID Assistance Program to help families with COVID-19 related needs, such as internet access for virtual learning and assistance with other tools to provide a safe learning environment.

Charlottesville City Service by Ethnicity		
Black/African American	75%	79
Hispanic/Latino	20%	17
White	9%	9
Total Students		105

\$20,000

To Charlottesville City schools to support supply drive for children who are learning from home virtually.

\$20,000

Grant to the Conscious Capitalists Group Foundation to support virtual learning and scholastic support for middle school students.

Reasons for assistance

- Parent(s) unemployed, laid off and hours reduced due to COVID
- Unable to afford supplies and tuition associated with virtual learning
- Fathers died (2) or incarcerated (1) unable maintain virtual learning for multiple children
- Evicted and single father and 4 children living in motel room and need tuition assistance

56% Cost of internet service

28% Virtual learning tuition

16% Electric bills, car insurance, phone service, virtual learning supplies

EARLY LEARNER SCHOLARSHIPS



Provide economically-disadvantaged children access to quality, stable early education environments to prepare them for success in school and life.

Ethnicity	Number	%
Black/African American	26	87%
White	3	10%
Hispanic/Latino	1	3%
2-parent household	2	7%
Single-parent household	28	93%
TOTAL SERVED	30	

\$21,220

Average household income **WITHOUT** scholarship



Rent
Utilities
Food
Transportation
Clothing
Taxes
Insurance

\$15,600

Average rent in Charlottesville



\$5,620

Annual income less rent payments



\$468.33

Monthly income after rent

\$32,750

annual

Average household income **WITH** scholarship
(single mother with 3 children)



READY REGIONS VIRTUAL LEARNING & GO2GROW LAUNCH



Ready Regions for Virtual Learning

- \$1,450,000+ to support virtual learning in the planning district
- 133 slots expanded to 152 as of March 2021
- \$555 bonuses to all site employees
- \$5,000 bonuses to new sites
- Supplies to providers: desks, chairs, office supplies, microwaves, air purifiers, fridges, etc.
- Overall, 70% full with waitlists at City sites
- Opportunity for summer program



- Website opened in February
- Full-time Navigator hired in February
- 450+ applications received and processed since 4/4
- 350+ applications for the public preschools
- 40+ applications that did not specify preference
- 60+ applications for private providers
- Additional 70+ paper applications submitted directly to public programs

FAMILY INVESTMENT PROGRAM



Our family investment program works to help families reduce debt, set aside savings, and work towards financial stability.

Two current clients have high-interest debt (35% and 36% interest rates) that we are refinancing as part of their plan.

Another client, Germina, is just graduating from our program and the Habitat Pathways program and is moving into the Habitat home ownership program. She is purchasing a Habitat home currently under construction in Albemarle County and will move in this year. She is a single mother with 4 children, grew up in public housing in the City (Westhaven), graduated from PVCC, and is employed at Sentara Martha Jefferson where she has been promoted and increased her wages by 56% since she joined our program.

A fourth client in the program has moved out of public housing and into an apartment. She is close to graduating into the Habitat Home Ownership program having reduced her debt and saved for the down-payment. Recently her car engine just blew up. We were able to put her through our new Driving Lives Forward transportation program helping with her down-payment for a reliable used vehicle at a market interest rate and an affordable monthly payment that will not impact her home ownership schedule.



REIMAGINE CVA PUBLIC LAUNCH



- Town Hall was held for NPOs mid-February
- Public Launch on March 30: email, social media, media campaign

Causes to Help



Places to Help

Explore organizations by cause, location and other aspects



WorkSource Enterprises

Virginia Industries for the Blind

Market Central

Madison Free Clinic

Charlottesville NOW

Central Virginia's new resource to help you get connected to over 200 local nonprofits and positively impact your community.

ReImagine CVA

Visit www.reimaginecva.org to learn more about our local nonprofits and how you can get involved!

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DEI UPDATE - INCLUSIVE EXCELLENCE FRAMEWORK



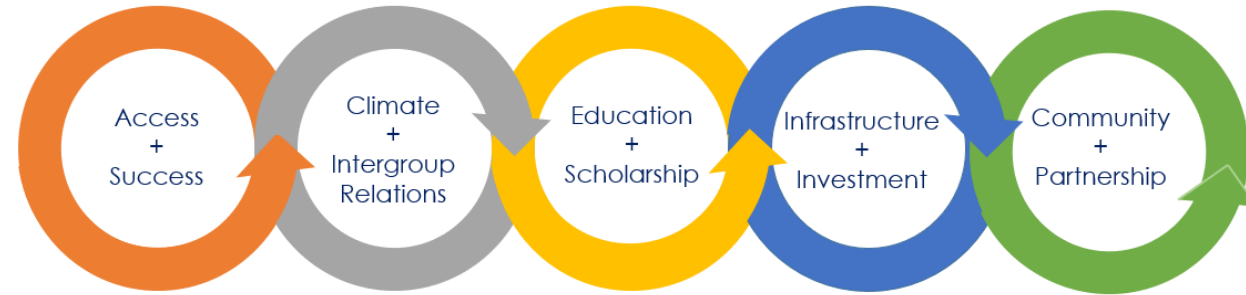
Decision to utilize the Inclusive Excellence Framework made in the winter of FY2019

DEI committee established April 17, 2020 and chaired by Kevin McDonald Vice President of DEI & Community Partnerships at UVA

With the support of his Ferguson, MO consultant, the committee established the overall framework of UWGC's DEI Plan and established a sub-committee to complete the IE Framework to align with the 5 Year Strategic Plan and the individual division/program workplans

Staff are now completing the application of the framework within all areas of the organization by updating the strategic plan one-year workplans

The UWGC DEI Coordinator is helping establish an equity audit for the organization and DEI training opportunities for staff.



- Access & Success
- Climate & Intergroup Relations
- Education & Scholarship
- Infrastructure & Investment
- Community & Partnership



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