

CAMPAIGN TALKING POINTS



COVID-19 RESPONSE IN 2020

United Way of Southwest Virginia responded to the needs of our communities experiencing detrimental economic effects related to the COVID-19 pandemic by focusing on our most vulnerable populations including children and families.

DURING THE COVID-19 CRISIS, UNITED WAY PROVIDED:

- **\$1,528,100** total investment in COVID-19 relief, these funds were a lifeline to those who found themselves struggling due to loss of jobs or work hours
- **\$185,000** to provide food, shelter, transportation, utility assistance and prescription medications
- **\$43,096** repurposed grant funds for childcare centers to operate during the COVID-19 crisis
- **\$55,800** for approximately 30 community hot-spots for greater Internet service availability
- **2,000** food vouchers for at-risk residents in Southwest Virginia
- **125,000** face masks to child care centers and community action programs throughout Southwest Virginia
- **660** gallons of hand sanitizer to child care centers, social service organizations, and community action programs

FINANCIAL STABILITY- A LOOK BACK AT 2020

- VITA volunteers saved Southwest Virginia tax filers **\$464,250** by preparing their taxes for free
- **\$2,507,33** returned to people who filed their taxes with VITA in Southwest Virginia through federal refund
- **1,857** federal returns prepared by VITA volunteers

YOUTH SUCCESS - A LOOK BACK AT 2020

- **30,733** middle and high school students served by the Ignite Program, with a total of 36 completed Ignite Internships
- **93** schools across Southwest Virginia participated in the Ignite Program
- **34** businesses and organizations offered internships through the Ignite Program
- **103** local employers partnered with the Ignite Program
- **4,480** middle school- aged students attended the Careers Expo for Youth
- **84** educators went on the Educators in Industry tours

CHILDHOOD SUCCESS - A LOOK BACK AT 2020

- **\$433,600** used to fill **311** childcare tuition slots at **16** provider locations through the CARES Act
- **480** hours of coaching provided to 12 childcare providers through the Virginia Infant and Toddler Specialist Network
- **750** participating Virginia Quality educators in Southwest Virginia classrooms
- **120** participating Virginia Quality centers
- **3,194** children were served by participating Virginia Quality providers
- **117** classrooms observed using the Teachstone CLASS assessment tool
- **251,424** weekend meals provided to students through our Backpacks Unite program
- **1,092** children in schools across Southwest Virginia currently receive weekend meals through Backpacks Unite
- **34** local schools are participating in United Way of Southwest Virginia's Backpacks Unite program
- **\$216** provides a child with nutritious meals every weekend for 36 weeks (school calendar)