

2016
ANNUAL REPORT

LIVE UNITED
SWVA



United Way of
Southwest Virginia



United Way of Southwest Virginia fights for the health, education, and financial stability of every person in Southwest Virginia because they are the building blocks for a good quality of life.

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WHO WE ARE

FROM THE PRESIDENT AND CEO

I have a vision for Southwest Virginia. I imagine a community where individuals and families achieve their human potential through academic success, financial stability and healthy lives. In my role as President and CEO of United Way of Southwest Virginia, I get up and go to work every day for the people of Southwest Virginia. I share our community's hope for the future and our concerns for changes in our region that make it hard for individuals and families to succeed.

Working for United Way, I meet the game changers across our region. I am inspired by the passion and drive of these talented people. My role is to find ways for United Way to learn from our community while also communicating United Way's business model of:

- our focus on evidence-based impact strategies,
- our commitment to impact, and
- our focus on what is most-needed and what works locally.

I understand that the social issues we face are complex. At times, I am overwhelmed by their magnitude. But my commitment to deliver sustainable results does not waver. Our United Way's mission is to fight for the health, education and financial stability of every person in Southwest Virginia.

As I reflect on 2016, I am reminded of United Way's unique ability to democratize philanthropy. By partnering with United Way, everyone's gift can make an impact, because we bring line workers and CEO's together as one network committed to change. United Way brings people from all sectors together, which amplifies the impact all of us can have. The best part of my job is inviting people to join with us to be part of the change. The most joy I have is when I get to thank those of you who give selflessly to help solve issues no one organization can solve alone.

So, with joy, thank you for the results you helped achieve in 2016. On behalf of the Board and staff of United Way, and on behalf of the thousands of Southwest Virginians who received help last year because of you, thank you. I am sincerely grateful for all of you.

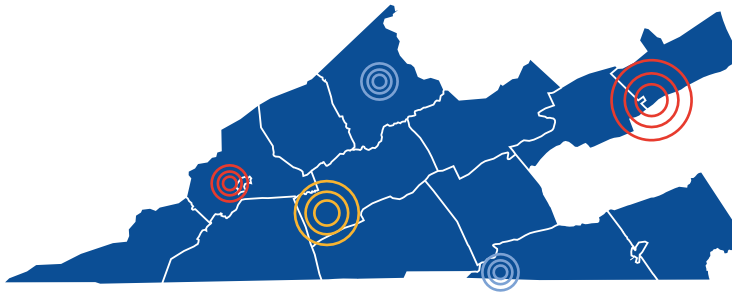
Looking ahead with great hope,



Travis W. Staton
President and CEO
United Way of Southwest Virginia

WE ARE MORE THAN THE FUNDRAISERS. WE ARE THE HAND RAISERS. THE GAME CHANGERS.

THE-STOP-TALKING-START-DOING-BAND-TOGETHER-AND-TAKE-ON-THE-IMPOSSIBLE-TASK-MASTERS.



UNITED, we confront career readiness in Norton. **UNITED**, we stand up for care for the uninsured in Marion. **UNITED**, we combat hunger in Richlands. **UNITED**, we battle for quality early education in Giles. **UNITED**, we face the struggles of working families in the Twin County region. No matter the obstacles. No matter the odds. We surround Southwest Virginia's most critical problems. And we fight. We fight for those who need a voice and those whose names we do not know. United Way fights for the health, education, and financial stability of every person in every community. Because change doesn't happen alone. Hope isn't a one-man band. And there's no such thing as self taught or self made. We have one life. **To live better, we must LIVE UNITED.**



The background features a light blue hand holding a stylized human figure. Above the figure are several concentric circles, creating a ripple effect. The text "WHAT WE DO" is centered in white, bold, uppercase letters.

WHAT WE DO

HEALTH

HEALTH

EDUCATION

FINANCIAL STABILITY

PRIORITIES

United Way of Southwest Virginia is building a healthier, more resilient community by promoting healthy eating and physical activity, expanding access to quality health care, lowering the cost of prescription medications, and integrating health into early childhood development.

INITIATIVES

HCAT

The Healthy Communities Action Team's (HCAT's) current program links elementary school students in Smyth County to physical activities (biking, fishing, golf, disc golf and swimming) and outings that align with Southwest Virginia's abundant natural resources and recreational infrastructure.

The HCAT is part of a grant initiative awarded by the Virginia Foundation for Healthy Youth.

Uniting for Play

United Way of Southwest Virginia developed the Uniting for Play grant initiative to develop and improve local partner programs that involve children in active play and limit screen time.

AI's Pals



AI's Pals is a comprehensive curriculum and teacher training program that develops social-emotional skills, self-control, problem-solving abilities, and healthy decision-making in children ages 3-8 years old.

The AI's Pal's program is part of a grant initiative awarded through the Virginia Foundation for Healthy Youth.

FamilyWize



FamilyWize improves the health and well-being of individuals, families and communities through its partnerships with more than 100,000 community organizations to make prescription medication more affordable and more accessible for all.

Backpacks Unite

Backpacks Unite provides nutritious weekend meals during each school year to almost 1,000 elementary and middle school aged students throughout Southwest Virginia ensuring that students come to school Monday ready to learn and ready to succeed.



\$499,000

saved on prescriptions for residents in Southwest Virginia through our FamilyWize partnership in 2016



21,200

people impacted by our community investments to partner programs in health



692

children enrolled in Al's Pals during 2016 - 2017 school year

NOTE: Health community investments category also includes 2016-2017 community investments in the food and safety categories.



“I have been a member of Teen Venture since April of 2015. My favorite activities are the skate park, computer lab, game room, and the music room. In the future, I would like to graduate from Richlands High School, then go to a local college so that I can get a good job. Thank you for supporting the Teen Venture Center. I am there 6 days a week. It is my favorite place to go.”

LOGAN, PARTICIPANT

Teen Venture Center

A United Way of Southwest Virginia partner program

2016-2017 PARTNER PROGRAMS IN HEALTH

- Appalachian Community Action (Chore Service Program)
- Appalachian Community Action (Whipporwill Area Play Area Expansion)
- Bread of Life Children’s Ministry (Backpacks)
- Bread of Life Food Pantry (Food Pantry)
- Clinch River Health Services Inc. (Family Dental Program)
- Dickenson County Adult Drug Court (DREAM Team)
- Dickenson County Food Bank
- Dungannon Development Commission (Food Bank Program)
- Friends in Need Health Center (Dental Care for Working Uninsured)
- Friends in Need Health Center (Medical Care for Working Uninsured)
- Grayson County Parks and Rec (Youth Baseball/Softball Equipment)
- Hope House of Scott County (Domestic Violence Shelter Services)
- Lions Eye Clinic of the Twin Counties (Lions Eye Clinic)
- Loaves and Fishes Chilhowie (Food Pantry)
- Mel Leaman Free Clinic (Healthcare for Working Uninsured)
- Mountain Empire Older Citizens, Inc. (Adult Day Health Care)
- Mountain Empire Older Citizens, Inc. (Home Delivered Meals)
- Mountain Empire Older Citizens, Inc. (Respite)
- Mountain Empire Older Citizens, Inc. (SWVA Children’s Advocacy Center)
- Mountain Region Speech and Hearing (Financial Assistance for Families)
- Smyth County Schools (Smyth County Special Games)
- Teen Venture (Get Active, Stay Active)
- The Health Wagon (Health Care Services)

HEALTH | Spotlight on Health: Backpacks Unite

EDUCATION

FINANCIAL STABILITY

32

of schools participated in Backpacks Unite during 2016-2017 school year

↑ (Over a 200% increase from 2015 due to our partnership with Food City)

952

of students participated in Backpacks Unite during 2016-2017 school year

21

of sponsors participated in Backpacks Unite during 2016-2017 school year



“I think Backpacks Unite is a great thing for the children and their families. It has helped my family, and I know it has helped others. My four children love the food. Thank you for doing this.”

CRYSTAL, PARENT

BACKPACKS UNITE

Backpacks Unite is an initiative of United Way of Southwest Virginia that provides nutritious weekend meals during each school year to students throughout Southwest Virginia - ensuring they come to school Monday ready to learn and ready to succeed.



INVEST

You invest in Backpacks Unite.



SPONSOR

We partner with local organizations who sponsor schools in Southwest Virginia.



PURCHASE

We purchase healthy foods through our partnership with Food City.



DELIVER

Sponsors deliver food to schools.



NOURISH

Teachers discreetly place food in backpacks of school-selected students who need food over the weekend.



CHANGE

Lasting change is created.

2016-2017 SCHOOLS

Belfast Elementary School
 Castlewood Elementary School
 Clintwood Elementary School
 Copper Creek Elementary School
 Ervinton Elementary School
 Fairview Elementary School
 Givens Elementary School
 Glade Spring Middle School
 Gladeville Elementary School
 Greendale Elementary School
 High Point Elementary School
 Honaker Elementary School

Independence Elementary School
 (Head Start)
 Lebanon Elementary School
 Lebanon Middle School
 Lebanon Primary School
 Meadowview Elementary School
 North Tazewell Elementary School
 Oakland Elementary School
 Raven Elementary School
 Rhea Valley Elementary School
 Richlands Elementary School
 Richlands Middle School

Riverview Elementary/Middle School
 Rosenwald-Felts Head Start Center
 Sandlick Elementary School
 St. Paul Elementary School
 Swords Creek Elementary School
 Tazewell Elementary School
 Tazewell Middle School
 Watauga Elementary School
 Wise Primary School

2016-2017 SPONSORS

Abingdon Rotary
 Anonymous
 Camp Zion Church
 Carilion Community Hospital
 Copper Creek Elementary Volunteers
 Dickenson County Behavioral
 Health Services

Friends of Castlewood Schools -
 Castlewood Elementary
 Friendship Baptist Church
 Kingsway Baptist Church
 Main Street United Methodist Church
 Mt. Olivet United Methodist Church
 New Peoples Bank
 Northstar Church Youth Group
 Oakland United Methodist Church

Pleasant View United Methodist Church
 Rooftop of Virginia CAP
 St. Mary's Catholic Church
 Twin County Regional Hospital
 UPS Richlands
 Washington Chapel United
 Methodist Church
 Wise Primary Volunteers - Lunchbox 276

EDUCATION

HEALTH EDUCATION

FINANCIAL STABILITY

PRIORITIES

United Way of Southwest Virginia makes sure children and youth start school ready to succeed, become proficient readers at a young age, stay on track in middle school, earn their high school diploma, and pursue higher education or careers.

INITIATIVES

Smart Beginnings



Smart Beginnings brings together community partners dedicated to creating a quality early childhood system of care that improves the access to, the quality of, and the coordination of services for young children and their families. *Smart Beginnings is part of a grant initiative awarded through the Virginia Early Childhood Foundation.*

Virginia Quality



Virginia Quality leads the way for high quality early education for our youngest Virginians by setting standards for quality and providing a path for continuous quality improvement at child care centers, preschools and family child care homes across the Commonwealth of Virginia. *Virginia Quality is part of a grant initiative funded through the Virginia Department of Social Services.*

NEW IN 2016

Ignite Program

Ignite sparks students' interest in career opportunities by connecting schools and students with employers and employees through career guidance, shadowing, mentoring, and work-based learning.

1,044
students participated in the
Ignite pilot program

38
employers participated in the
Ignite pilot program

2016-2017 IGNITE PILOT SCHOOLS

J.I. BURTON HIGH SCHOOL (NORTON CITY)

E. B. STANLEY MIDDLE SCHOOL (WASHINGTON COUNTY)

CHILHOWIE MIDDLE SCHOOL (SMYTH COUNTY)



89

Smart Beginnings program partnerships with schools, funders, hospitals, organizations, businesses, agencies, community service boards, etc.



1,242

childcare providers attended 46 Virginia Quality professional development trainings



2,133

children served by participating Virginia Quality providers



20

adults obtained their Child Development Associate (CDA) with materials, training, and assistance from Virginia Quality



58

childcare providers began the process of obtaining their Child Development Associate (CDA) with materials, training, and assistance from Virginia Quality



367

volunteers participated in our Read Across America effort, reading to 7,189 children



6,650

individuals impacted by community investment grants to partner programs in education



652

eighth grade students attended the 2016 Careers Expo for Youth, an event that introduced local students to career choices in Southwest Virginia

2016-2017 PARTNER PROGRAMS IN EDUCATION

- Boy Scouts, Blue Ridge Mountain Council (Medical Exploring Career Awareness)
- Clinch Valley Community Action (Project Discovery)
- Habitat for Humanity (Youth Construction Project)
- HELP (Afterschool Enrichment)
- HELP (Turning Pages)
- Lonesome Pine Office on Youth (Professional Parent Services)
- Mountain Empire Older Citizens (Healthy Families)
- Norton City Schools (Pre-school Classroom)
- Washington County 4-H



“We are making considerable contributions to the lives of the next generation by teaching them career readiness – for some jobs that haven’t even been created yet. Thank you, United Way of Southwest Virginia, for your investment in our students. They are already excited about what’s taking place through the new Ignite program.”

DR. BRIAN RATLIFF, SUPERINTENDENT

Washington County Public Schools



“From what I’ve seen across the other states and across Virginia, I think that generally, people in Southwest Virginia need confidence that we can perform at the same level as people in other places. We can. We need to develop our abilities so we can.”

ALEIA, 4-H STUDENT

Washington County 4-H

A United Way of Southwest Virginia partner program

FINANCIAL STABILITY

HEALTH EDUCATION FINANCIAL STABILITY

PRIORITIES

United Way of Southwest Virginia empowers people to get on stable financial ground with proven methods like tax preparation assistance through sites across the region and community partnerships aimed at helping local families keep their hard-earned money. The result is a thriving community where everyone has more opportunity to succeed.

INITIATIVES

Financial Stability Partnerships

United Way's Financial Stability Partnerships decrease the number of families who are financially unstable by promoting community-change strategies to help families gain financial literacy skills needed to plan for, and accomplish, their long-term financial goals.

MyFreeTaxes



United Way and H&R Block have partnered since 2009 to promote MyFreeTaxes to help support the health, education, and financial stability of every person in every community. Families and individuals who earn \$64,000 a year or less are able to file state and federal returns for free, which helps them maximize their tax refunds.

VITA

Volunteer Income Tax Assistance (VITA) links individuals and families who earn less than \$54,000 a year with volunteers who prepare their tax returns for free, boosting a family's yearly income by an average of \$261. VITA helps families in Southwest Virginia keep more of their hard-earned money.

2016-2017 PARTNER PROGRAMS IN FINANCIAL STABILITY

- Appalachian Community Action (Housing Rehabilitation)
- Family Crisis Support Services, Inc. (Homeless Program)
- Mountain CAP (Smyth Emergency Assistance)
- Mountain Empire Older Citizens, Inc. (Emergency Fuel Fund)
- Rooftop of Virginia CAP (Emergency Services Program)
- Virginia Cooperative Extension (Financial Stability Center)



145

returns filed in SWVA
through MyFreeTaxes.com



\$1,274.72

average refund in SWVA
through MyFreeTaxes.com



5

agencies formed a partnership
with us to recruit volunteers
to complete taxes for free
through the VITA program



15,400+

people impacted by
community investment
grants to partner programs
in financial stability

NOTE: Financial stability category also includes investments in the shelter and emergency services categories.



TERRI, VITA VOLUNTEER

“Helping people do their tax returns is so rewarding. I’ve had people start crying with happiness and relief when they hear how much their refund is going to be. I remember one woman who paid what she owed on her mortgage. I was so happy to help her get that refund.”



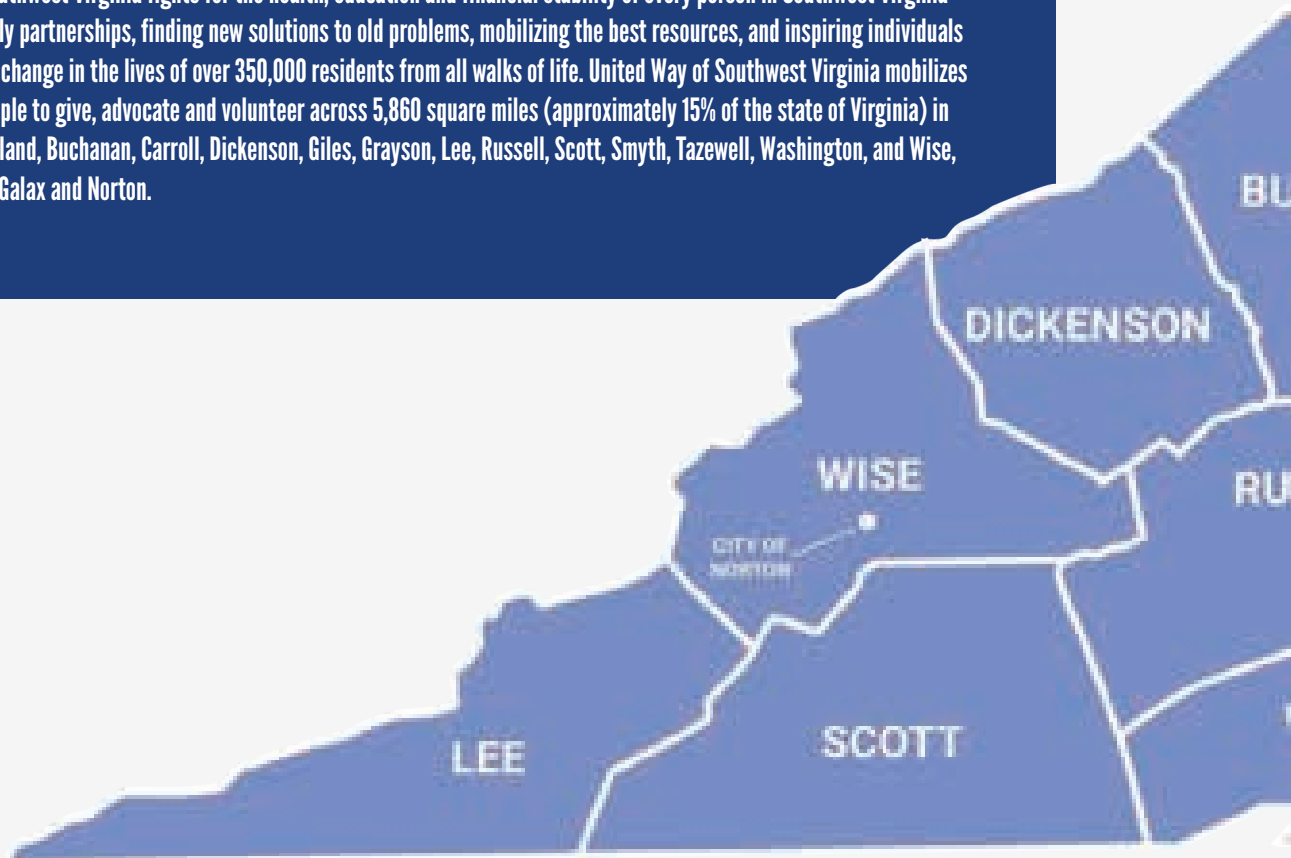


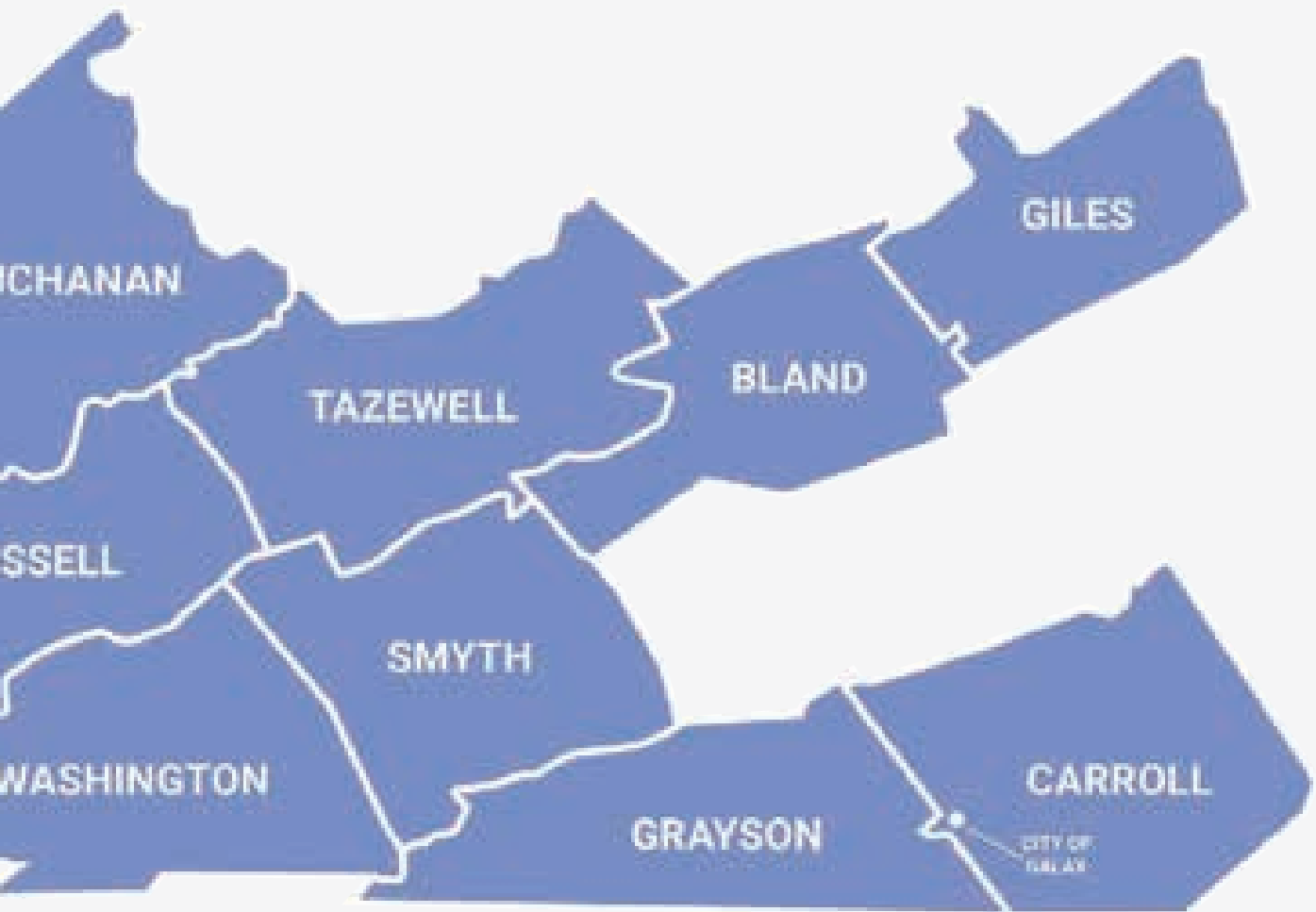
WHERE WE DO IT

OUR SERVICE AREA

ABOUT UNITED WAY OF SOUTHWEST VIRGINIA

United Way of Southwest Virginia fights for the health, education and financial stability of every person in Southwest Virginia by forging unlikely partnerships, finding new solutions to old problems, mobilizing the best resources, and inspiring individuals to create lasting change in the lives of over 350,000 residents from all walks of life. United Way of Southwest Virginia mobilizes thousands of people to give, advocate and volunteer across 5,860 square miles (approximately 15% of the state of Virginia) in the counties of Bland, Buchanan, Carroll, Dickenson, Giles, Grayson, Lee, Russell, Scott, Smyth, Tazewell, Washington, and Wise, and the cities of Galax and Norton.









HOW WE DO IT

GIVE.

ADVOCATE.

VOLUNTEER.

“I give to United Way of Southwest Virginia because I know that all of the dollars that I donate are used responsibly within the community in which I live and work.”

- Larry Bolt

Commissioner of Revenue, Grayson County
Board Member, United Way of Southwest Virginia

WHEN YOU GIVE, WE INVEST IN EFFECTIVE PROGRAMS AND INITIATIVES THAT CREATE LASTING, MEASURABLE CHANGE.

CORPORATE PARTNERS



MEDIA PARTNERS



25 MOST GENEROUS WORKPLACES (EMPLOYEE GIVING)

- Appalachian Power / AEP
- Bank of Marion
- Bristol Compressors
- Cardno
- County of Carroll, VA
- County of Grayson, VA
- Emory & Henry College
- First Bank & Trust
- Food City
- Jacobs Engineering Group
- Mohawk Industries
- Mountain States Health Alliance
- National Bank
- Old Dominion Power / LG&E
- TRW
- Twin County Regional Healthcare
- United Way of Southwest Virginia
- Universal Fiber Systems
- UPS Richlands
- Utility Trailer
- Vanguard Furniture
- Vaughan-Bassett Furniture
- Wal-Mart
- Wellmont Health System
- Wells Fargo

LEADERSHIP DONORS

GIVE
ADVOCATE
VOLUNTEER

We are grateful for every person who contributes to help us make a lasting impact. Leadership donors are those who invest \$1,000 or more in our community by supporting United Way of Southwest Virginia.

Marc and Tammy Ammen
Jonathan Applebaum
Wayne and Jeannie Austin
Howard and Libby Bartholomay
Don and Mary Begley
Wayne and Carole Bell
Tye D. Bentley
Thomas and Kyra Bishop
Bob and Gay Breakfield
Abigail E. Caldwell
Jerry and Tina Camper
John and Betty Carrico
James and Gene Cole
Daniel W. Collins
Valeri J. Colyer
William Compton
Dwight and Brenda Crane
Henry C. Dawson
Robert Duff
Estate of Justin Trivett
Barbara Farmer
Hugh and Annette Ferguson
Rachel Fowlkes
Tom and Donna Fowlkes
Linda G. Fritsch
James and Karen Gardner
Dan and Leigh E. Gleib

Vaughn and Mary Groves
Jared Haga
Charlotte M. Hanes
Josh Harper
Matthew Harrington
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Kimberly N. Johnson
Sharon Johnson
Alan and Charlotte Jones Jr.
James P. Jones
Teresa Keller
Greg and Paige Kelly
Andy and Stacey Kestner
Gary and Susan Kimbrell
Michael T. Lockard
James D. Losse
John and Becky Matney
Justin and Callie Matney
Conrad and Marjorie McNeer
Casey and Kendra McReynolds
Brendan and Connie McSheehy
Donnie Meadows
Robert and Teresa Mercer
French H. and Laura O. Moore III

Don and Etta Nicewonder
J. Kevin Nicewonder
James and Mary Lily Nuckolls
George and Debbie Owens
Jeffery and Jackie Phipps
Joe Pippin
Richard M. Quesenberry
Michael and Deborah Quillen
Jeff and Debbie Renfer
Neel Rich
Keith M. and Kathryn Roark
Jake and Jane Schrum
Mark and Naoma Seamon
Michael Sharpe
Steve and Debbie Smith
Gregory A. Sparks
Caroline K. Spires
Edward Spivey
Travis and Ryah Staton
Kris M. Stoerner
Brenda Street
John E. Stringer
Mike Thomas
Dale Vernon
William O. Weaver
Caryl Wilson

Donors recognized in this listing give directly to United Way of Southwest Virginia or through a workplace campaign where the employer shares donor names with United Way of Southwest Virginia. Leadership donors, whose employer does not share names with United Way of Southwest Virginia, who wish to be recognized in future donor acknowledgement lists can send an email to mholbrook@unitedwayswva.org.



“We support United Way of Southwest Virginia as Leadership Donors because it’s important to us to fight for the health, education, and financial stability in all of Southwest Virginia.”

DAN AND MARY BEGLEY

FINANCIALS

GIVE
ADVOCATE
VOLUNTEER

CONSOLIDATED STATEMENTS

ASSETS

Cash and cash equivalents	\$ 820,035
Investments	229,817
Pledges receivable	766,368
Other receivables and prepayments	125,308
Land, building and equipment	1,356,140

TOTAL ASSETS	\$3,297,668
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LIABILITIES

Allocations payable	\$ 64,250
Donor designated allocations payable	55,221
Accounts payable and accrued expenses	39,246
Notes payable	772,302

TOTAL LIABILITIES	\$ 931,019
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NET ASSETS

Unrestricted	\$ 2,131,129
Temporarily restricted	235,520

TOTAL NET ASSETS	\$ 2,366,649
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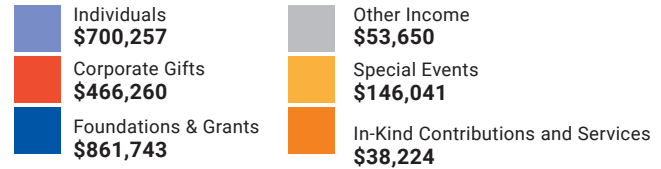
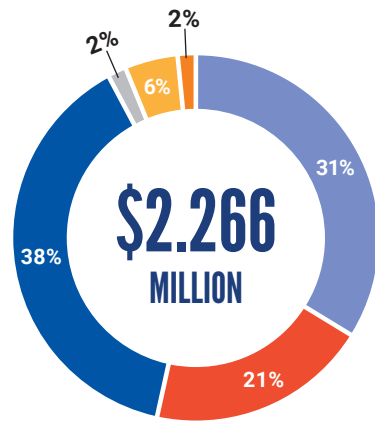
TOTAL LIABILITIES & NET ASSETS	\$ 3,297,668
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INVESTMENTS IN OUR COMMUNITY

- Education
\$1,036,360
- Program Support
\$358,517
- Health, including Backpacks Unite
\$377,624
- Basic Needs Grants
\$127,500
- Volunteerism
\$101,445
- Donor-specified gifts paid out to other organizations
\$63,939
- Disaster Assistance
\$67,324



SOURCES OF SUPPORT



MARK SEAMON JOINS STAFF AS DIRECTOR OF FINANCE

Mark Seamon retired from a 33-year tenure with Washington County, Virginia in 2015 and joined our team as Director of Finance to oversee our organization's fiscal integrity. During his tenure as Director of Budget and Finance with the county government, he was responsible for the financial planning, management of revenues and expenditures, and other related fiscal operations of the county's 130 million dollar annual budget. Mark was called upon to serve as Acting County Administrator on various occasions, and he had the opportunity to work with many charitable organizations, including United Way of Southwest Virginia. Mark's experience and intellect will continue to move our organization forward, and we are excited that he has joined our team.

GIVE.
ADVOCATE.
VOLUNTEER.

“United Way is good for my heart. After 30 years of supporting United Way, I am still inspired by the work United Way does in our community and the difference they make in people’s lives.”

- Hugh Ferguson

Senior Vice President, First Bank & Trust Company

ADVOCACY IS LESS ABOUT HELPING ONE PERSON AT A TIME AND MORE ABOUT CHANGING SYSTEMS TO HELP ALL OF US.

SMART BEGINNINGS COMMITTEES AND COALITIONS

Regional Leadership Council

Wythe/Bland/Tazewell Coalition
Appalachian Region Coalition
Virginia Highlands Region Coalition
Twin County Coalition
Public Awareness Committee
Finance Committee

UNITED WAY OF SOUTHWEST VIRGINIA BOARD MEMBERS

Deb Icenhour, President

Town Attorney, Town of Abingdon
Virginia

Marie Appleby, Vice President

General Counsel, TruPoint Bank

Donnie Meadows, 2nd Vice President

Vice President of Human Resources,
Food City

Alan Jones, Jr., Treasurer

VP - Accounting, Mission Coal Company

Barbara Farmer, Secretary

Associate Pastor, Pleasant View United
Methodist Church

Jonathan Applebaum

Chief Executive Officer, Twin County
Regional Hospital

Larry Bolt

Commissioner of Revenue, Grayson
County

Tommy Casteel

Regional Director, Virginia Department of
Social Services

Paul Cox

Vice President of Finance, Food City

Lori Crisp

Director of Marketing, Norton Community
Hospital, Mountain States Health Alliance

Henry Hartsock

Team Manager, Eastman Chemical
Company

Steve Kegley

General Manager, Berry Home Centers
Abingdon

Dan Minahan

Director, SWVA Operations at Crutchfield
Corporation

Audrey Powers

Vice President and Small Business
Specialist, BB&T Bank

Dr. Mike Robinson

Director, A. Linwood Holton Governor's
School

Brad Robinson

Vice President and Branch Manager,
New Peoples Bank Clintwood



BUCKEY BOONE

After a career-long mission to make life better for children and families in our region, Buckey Boone has passed the baton to the next generation of advocates. From his early work with the Margaret Blair Preschool in Abingdon to his recent work with Smart Beginnings, he has been an impassioned advocate for children. He spent many years as a member of the Washington County Virginia School Board and the Appalachian Peace Education Center, volunteering his time and expertise to make our community better. We are so grateful to Buckey for his love for all children and his work on their behalf. We will miss Buckey's hearty, joyful laugh in our office, and wish him all the best in his retirement.

GIVE. ADVOCATE. VOLUNTEER.

“I was raised by a strong person who believed that if you are a part of a community you give back to that community. And you don’t have to give money. If you don’t have a lot of money, you can still share your time.”

- Jackie Phipps

Director of Human Resources, Johnston Memorial Hospital

WHEN YOU VOLUNTEER –WHETHER IT’S FOR AN HOUR, A DAY, ONCE A WEEK, OR ONCE A MONTH – YOU CAN CREATE AN EXTRAORDINARY IMPACT ON ANOTHER PERSON’S LIFE – AS WELL AS YOUR OWN.



FOR MORE INFO, VISIT VOLUNTEERSWVA.ORG

THE UNITED WAY OF SOUTHWEST VIRGINIA'S VOLUNTEER CENTER

United Way's Volunteer Center mobilizes volunteers across Southwest Virginia to unite the people and organizations that have the will, expertise and resources to create measurable and lasting impact through service to their community. United Way's Volunteer Center is part of a grant initiative awarded through the Virginia Office on Volunteerism and Community Service.



17,000+

volunteer hours logged on our Volunteer Center website by community members

TOP VOLUNTEER GROUP

- Project Healing Waters Fly Fishing (PHWFF) - Southwest Virginia Region with 1,000+ hours

Volunteer firefighter Henry Hartsock of Hiltons Volunteer Fire Department stands with volunteers George Owens, James Christian, and Doug Harris of Project Healing Waters Fly Fishing during United Way of Southwest Virginia's 2016 9/11 Week of Service.





The background features a large, faint, orange-toned graphic. It depicts a hand at the bottom, cupping a stylized human figure. Above the figure are several concentric, semi-circular lines that radiate outwards, resembling a signal or a protective shield. The entire scene is set against a solid orange background.

WHEN WE DO IT



January: We celebrated Healthy Youth Day at Saltville Elementary.



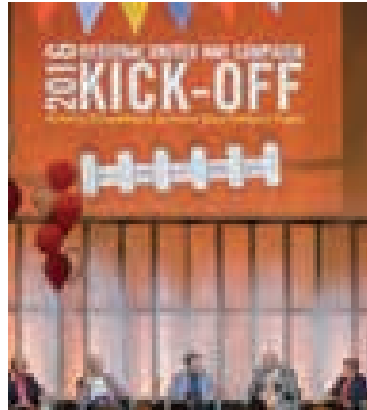
March: We participated in and promoted volunteering for Read Across America.



March: We honored community businesses and volunteers at the Impact Awards celebration.



April: We promoted Teach Children to Save Day to help young people develop lifelong savings habits.



August: We hosted the Regional United Way Campaign Kick-Off with Phillip Fulmer (UT) and Frank Beamer (Virginia Tech).



April: United Way of Southwest Virginia was awarded \$58,815 to launch the "Physical Fitness for a Lifetime: Teach It! Learn It! Live It!" initiative in partnership with our Smyth County Healthy Communities Action Team (HCAAT) and Smyth County Public Schools.



April-May: Wise County and Bland County students participated in a "Reality Store" financial simulation in partnership with 4-H.



July: We recognized Pam Pruitt, a teaching assistant with Scott County Public Schools Head Start, who recently received her Child Development Associate (CDA) credential, with materials, training, and assistance from our Virginia Quality program.



September: We hosted a 9/11 Week of Service across the region to show support and give back to first responders.



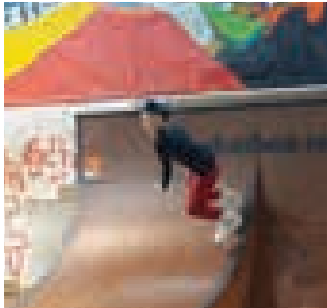
September: Thanks to the Leadership Giving Society, our Packin' Partners event, a western-themed fundraiser hosted by Marc & Tammy Ammen, brought in over \$40,000 for our Backpacks Unite program.



September: We celebrated the opening of the playground at the Whippoorwill Hills Public Housing Community, a partnership with Appalachian Community Action Agency, Scott County Housing and Redevelopment Authority, and the LENOWISCO Planning District.



October: We hosted the Unite SWVA Leadership Summit, where top executives and community leaders gathered to share their strategies, experiences, and best practices on becoming more collaborative in today's challenging economy at the Unite SWVA Leadership Summit.



October: We visited our community partner, the Teen Venture Center, to help advocate for our "Get Active, Stay Active" initiative.



November: We announced our newest program, Ignite, which has big plans for the next generation of employees in the region.



November: Our 2016 SWVA Careers Expo for Youth introduced over 600 local eighth grade students to career choices in Southwest Virginia, the importance of interview skills, and the "reality" of life through a Reality Store.



November: The 10th annual Celebrity Bagging Event in partnership with Food City raised over \$27,000 for United Ways across Southwest Virginia, East Tennessee, and Northern Georgia, making this by far the largest year on record for the event.



November: We announced the addition of a new pre-school classroom, which presents up to 18 more children in Norton, VA with a quality early childhood education because of a partnership between United Way of Southwest Virginia, Norton City Schools, and Norton Department of Social Services.



December: Over 200 early childhood professionals gathered at our 3rd annual Tender Loving Caregivers Conference with motivational humorist Kay Frances and keynote speaker Ron Mohl for a fun, educational, and inspiring day of learning.





JOIN THE MOVEMENT

TRAILBLAZER AWARDS

Several organizations were honored during the 2016 Trailblazer Awards – given in the categories of Education, Financial Stability, and Health. Award winners had successfully created and/or supported community partnerships that improved and continue to improve Southwest Virginia.

The 2016 Trailblazer Awards were presented by Todd Haymore, Virginia Secretary of Commerce and Trade (presented award in Financial Stability); Pamela Kestner, Virginia Deputy Secretary of Health and Human Resources (presented award in Health); and Dr. Michael Robinson, Director of A. Linwood Holton Governor's School (presented award in Education).

TRAILBLAZER AWARD IN FINANCIAL STABILITY

- New River/Mount Rogers Workforce Development Board
- Southwest Virginia Workforce Development Board
- Western Virginia Workforce Development Board.

These three groups are leading a Regional Rapid Response initiative to serve individuals and supply chain companies impacted by the large number of plant layoffs and closures throughout the region.

TRAILBLAZER AWARD IN EDUCATION

- Wythe County Public Schools
- Wythe County Health Department
- Wythe County Department of Social Services
- Wythe County Pre-K Partnership Sites

Working collaboratively with many agencies, Wythe County Public Schools has expanded and enhanced preschool services in Wythe County through the Wythe County Public

Schools Preschool Access Project. The project is unique because of the collective impact planning model the group used during the earliest planning stages. The partnership is strengthening as it grows.

TRAILBLAZER AWARD IN HEALTH

- Wythe-Bland Foundation
- Town of Wytheville
- Mt. Rogers Health District

These three groups are implementing a community based program for the prevention of obesity called Fit for Life based on the nationally recognized "Biggest Loser" program.



Dr. Mike Robinson, Dr. Jeff Perry, Pam Kestner, Travis Jackson, Caitlin King, Rachel Patton, Secretary Todd Haymore, and Marty Holliday.

IMPACT AWARDS

United Way of Southwest Virginia celebrated the companies and individuals whose contributions to the organization in 2016 had a direct impact on the lives of working families in Southwest Virginia.

At the Impact Awards, United Way of Southwest Virginia acknowledged volunteers, individuals, employee groups and corporations who lent their outstanding support to volunteer efforts, the campaign, and impact initiatives in 2016.

Top Giver

Utility Trailer - Atkins
Utility Trailer - Glade Spring

Volunteer of the Year in Education

Kent Berryman

Volunteer of the Year in Financial Stability

Virginia Cooperative Extension – Southwest District

Volunteer of the Year in Health

Chris Owens

Next Generation Award

Community Scholars Program
Washington County Virginia Schools

Growth & Innovation Award

Mohawk Industries
Grayson County

2016 Corporate Partners

Utility Trailer – Atkins
Utility Trailer – Glade Spring
Universal Fibers
Food City

2016 Media Partners

Bristol Herald Courier
WCYB
FM94

Spirit of the Community Award

Appalachian Power

Community Partner of the Year

Virginia Early Childhood Foundation

Women of Distinction Award

Tammy Ammen



Kent Berryman and Mitch Smith

JOIN THE MOVEMENT

The time has come to connect across all industries for a better region, and a better future for the next generation. We are ready for action.

Together, we will create lasting collective impact – collaboration among all community partners – through our movement to Unite Southwest Virginia.

**WE HAVE ONE LIFE.
TO LIVE BETTER, WE MUST LIVE UNITED.**

#uniteSWVA



WWW.UNITEDWAYSVA.ORG

A web version of this report is available at
unitedwayswva.org/annualreports

UNITED WAY OF SOUTHWEST VIRGINIA

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