



United Way of Southwest Virginia 2021 Workplace Campaign



United Way of
Southwest Virginia

About United Way of Southwest Virginia

Mission

We unite the community and mobilize resources so that every child, individual, and family thrives.

Vision

We envision a community where every person- no matter their background, their circumstances or their zip code- has an equal chance at a bright future.



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What We Do

- we bring individuals, businesses, government decision makers and nonprofit agencies together
- **identify our community's most pressing needs**
- **make investments that will break the cycle of poverty**
- ensure every individual and every family in our community thrives



How We Work



If we work together, we can...

- **Break the cycle of poverty**
- **Give kids in an equal chance**
- **Build strong, healthy communities**



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Breaking the Cycle of Poverty

United Way of Southwest Virginia is mobilizing resources to help individuals receive the education and training they need to obtain a livable wage that will set them on the path toward a stable, financially secure future.



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Giving Kids an Equal Chance

United Way of Southwest Virginia works to ensure that every child across our region has the opportunity to have a good life, succeeding in school and staying on track to graduate so that they can enter adulthood ready to take on the world.



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Building Strong, Healthy Communities

United Way understands that Southwest Virginia residents have a strong connection to where they live—their city, their town, their neighborhood. But, we also understand the barriers to success.

Our goal is to create equity by partnering on initiatives that bring community leaders together to pursue a collective mission.



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\$1,528,100

COVID relief funds

were a lifeline to provide help to those who found themselves struggling due to loss of jobs or work hours.



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251,424

**Weekend meals provided to students through
our backpacks united program**



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2020 in Review



**156,000
masks**



**660 gallons of
hand sanitizer**



**no-touch
thermometers**



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2020 in Review

Internet accessibility was a great challenge for students and workers who were suddenly not in offices, so UWSWVA helped to provide 30 **WiFi hotspots** across our region to help community members access the internet for work and school.



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2020 in Review



We were able to provide **grocery store vouchers** to over 2,000 people in Southwest Virginia so they could go to the grocery store to get what they needed most.



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What We're Up Against in 2021

As the COVID-19 crisis continues, individuals and families are struggling. Many families still struggling to recover from recent events makes financial stability even more challenging.

Children, single parent families, and senior citizens are particularly vulnerable.



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Importance of Your Support

ALICE, stands for Asset Limited Income Constrained Employed. **The ALICE population represents those of us (men, women, and families) who work hard and earn more than the official Federal Poverty Level, but less than the basic cost of living.**

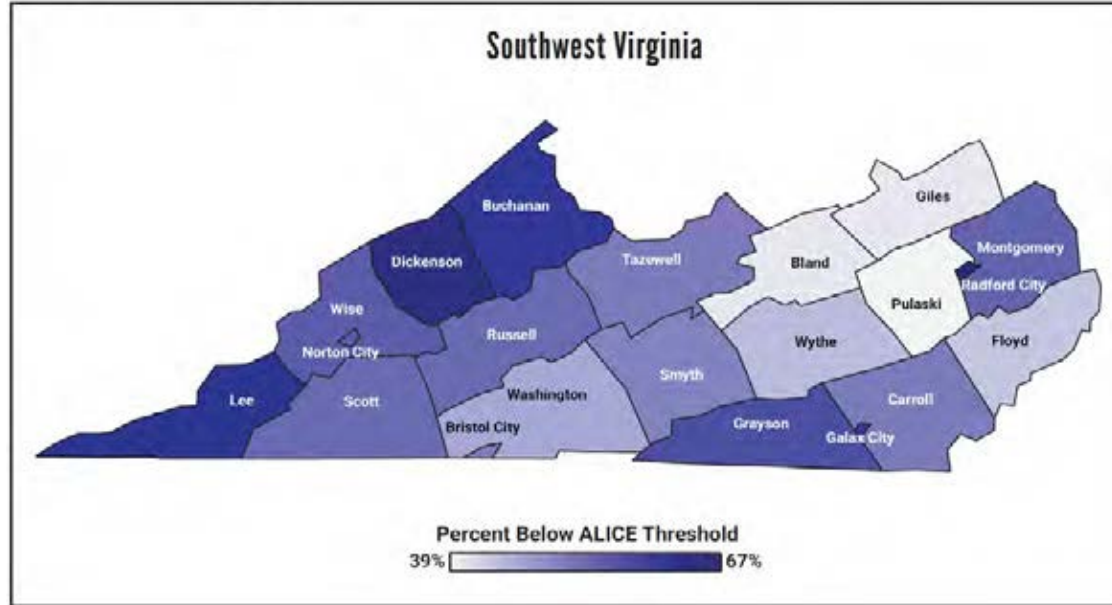
The COVID-19 crisis has made the situation even worse for these families who are earning, spending, paying taxes, yet still struggling to make ends meet.



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Importance of Your Support

Percentage of Households with Income Below the ALICE Threshold, Counties and Independent Cities, Southwest Virginia, 2018



The ALICE population was particularly vulnerable to hardship due to the impacts of COVID 19.



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Importance of Your Support

- Together, we can be the ***hand raisers, game changers, and problem solvers.***
- We can be the voice for those who are struggling.
- We can create bold, change when we all work together.
- Every dollar counts and every person can make a difference.



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**United we lead.
United we empower.
United we transform.**

UNITED WE WIN.



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Help Us, Help Others.

Give now.



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