

WHO WE SERVE

MEET ALICE



ALICE, an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, is a new way of defining and understanding the struggles of households that earn above the Federal Poverty Level, but not enough to afford a bare-bones household budget.

The future success of our community is directly tied to the financial stability of ALICE households. When ALICE is forced to make painful choices, we are all impacted.

Even before the COVID-19 pandemic, more than 44% households in the Roanoke Valley region were already one emergency away from financial ruin. Sadly, these families met that emergency head-on with the introduction of the pandemic, setting the stage for unprecedented financial hardship in our community.

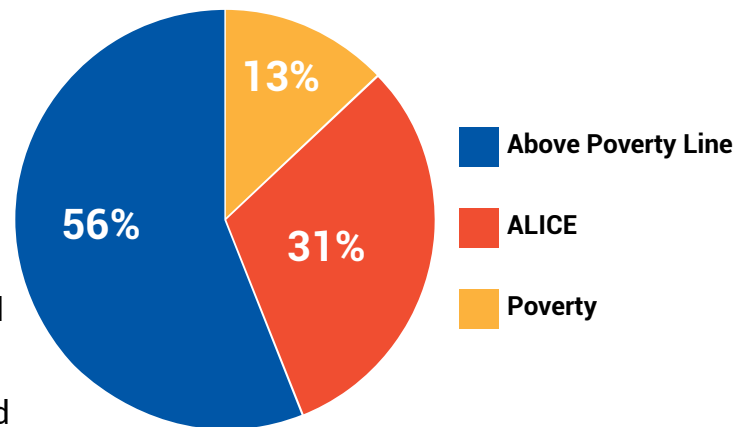
Of the Roanoke Valley's 128,108 households, 57,080 are struggling to make ends meet.

These ALICE households are held together by working adults who don't have health insurance or paid sick days, and whose children were receiving daily meals at school. With schools and businesses shut down, the pandemic shed light on significant shortcomings in our economy, and in our systems of healthcare and education, even for workers whose jobs are often considered critical.

The numbers of ALICE workers trying to keep food on the table continues to rise, with the latest statistics documented in the upcoming 2021 COVID-19 Community Survey.



ROANOKE VALLEY REGION HOUSEHOLDS



HOUSEHOLDS BELOW ALICE + POVERTY THRESHOLD IN ROANOKE VALLEY REGION

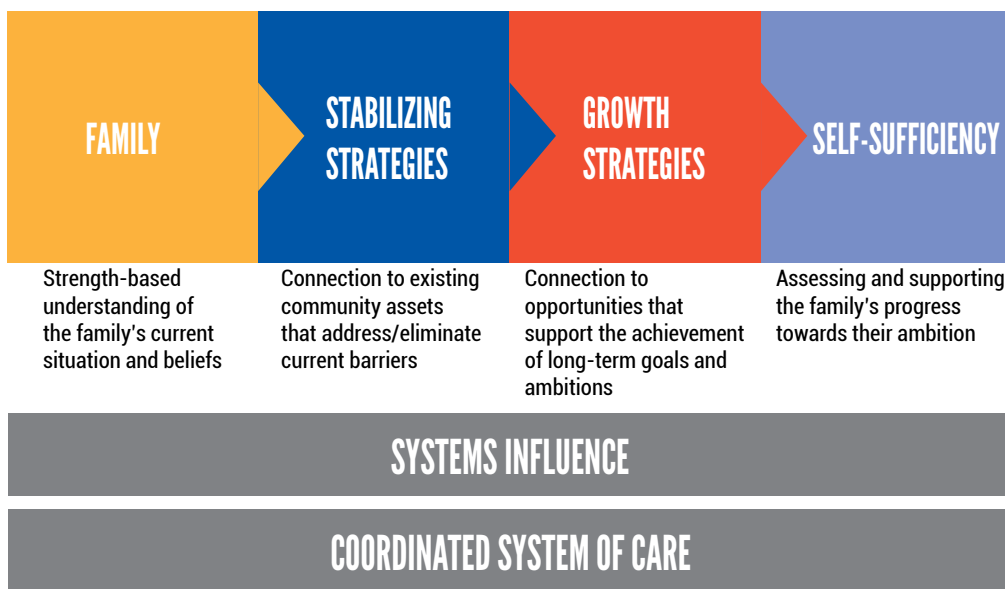
CITY/COUNTY/TOWN	HOUSEHOLDS BELOW THRESHOLD
Botetourt County	4,738
Craig County	884
Franklin County	9,242
Roanoke City	23,571
Roanoke County	13,803
Salem City	4,842
Total	57,080

WHAT UWRV DOES FOR THE COMMUNITY

It's our job to know and understand the Roanoke Valley's toughest challenges. And every day, we bring the best partners together to solve the issues that matter most.

With more than 40% of households in the Roanoke Valley region struggling to support themselves, your gift to UWRV provides help to families and individuals in times of crisis. You help ensure that our children have a safe, healthy start to life, and that they stay in school and graduate. You help provide access to health care for those who would otherwise go without, and job training for those struggling for employment.

FAMILY-LED SELF-SUFFICIENCY MODEL



United Way of Roanoke Valley leads collaborations among service providers across our region so that we can better, and more quickly, help those who need it.

It's a collaborative approach to problem-solving with families working as partners in their journey towards self-sufficiency, and sharing what works with families to inform legislators and decision-makers. By addressing interrelated needs through coordinated care, the entire family - from infants to senior citizens - is able to thrive.

Did you know?

\$25 can help a family without insurance access important medical or dental care.



Your gift to United Way allows us to lead and support the following community partnerships designed to provide integrated direct services to families and coordinate efforts across organizations to address the most important issues impacting family self-sufficiency in the Roanoke Valley:

Goal: Increase 3rd grade reading scores from 79% to 90%

Research shows that investing in early childhood resources is one of the most fiscally responsible investments we can make. But it is also our best opportunity to level the playing field for at-risk children right from the start.

We're putting children of the Roanoke Valley region on the path to school readiness and academic success, helping create a more capable workforce and a more prosperous and livable hometown for all.



Smart Beginnings Greater Roanoke (SBGR) is a collaborative effort of community leaders who are working together to ensure that every child in Greater Roanoke enters kindergarten with the skills needed to succeed in school and in life by providing young children between birth and kindergarten with special support and programming.



Apprenticeship is a win-win strategy for early childhood employers and practitioners building initiative. SBGR is actively supporting providers in a low risk way to recruit, train and retain a high quality workforce to support the broader workforce across the region.



An initiative driven by the VA Department of Health, the **Developmental Screening Initiative (DSI)** has a vision to provide developmental promotion, early detection and linkages to services so that they support children who are physically, socially, and emotionally healthy and prepared to enter school.

Mixed Delivery

The Roanoke Regional Mixed Delivery Preschool Program expands and strengthens access to quality care through a multi-tiered “Ready Families; Ready Educators; Ready Communities” approach involving public schools, Head Start, and private childcare partners across six localities. It includes intensive professional development services for participating private centers; incentives for quality improvement activities; more robust two-generation supports for families; and increased institutional flexibility including possible waivers of regulations or practices that hinder family or private center participation.

The **Preschool Development Grant Birth - Five (PDG B-5)** initiative will accelerate Virginia's development of an equitable early childhood system that delivers stable, affordable, and quality early care and education for the state's families and children, particularly those who are most vulnerable and will benefit the most. In doing so, Virginia seeks to make significant progress toward the prioritized outcome of preparing children for kindergarten, putting them on track for success in school and in life.



As an extension of PDG B-5, UWRV created the nationally recognized, innovative **Smart2Start** pilot program designed to help create easier access to early education for children beginning in infancy. By streamlining recruitment, eligibility, and enrollment, Smart2Start makes it easier for all families to review and enroll in early education and care opportunities that meet the needs of children.



Also an extension of the PDG B-5 to strengthen parent engagement, UWRV brings the region **Bright By Text**, a free text messaging service for parents and caregivers of young children newborns through age 5, providing helpful information and local resources.



Choosing an early childhood program is one of the most important decision a family can make. By voluntarily participating in **Virginia Quality**, early learning programs show their staff, families, and community that they are committed to quality for young children. There are four main factors that determine what makes a successful Virginia Quality site: child to staff ratios; teacher-child interactions; the learning environment; and staff education, qualifications, and training.



Infant and Toddler Specialist Network (ITSN) provides assistance to strengthen the capacity of early care and education programs so they can deliver high quality services to their families. ITSN offers on-site mentoring and support, training and technical assistance for caregivers, teachers and administrators, as well as professional development opportunities.

The Early Learners Collaborative led by **CHIP of Roanoke Valley** is a cross-generational, multi-agency approach which provides an array of support to identified low-income children and families. Numerous non-profit organizations and public agencies work together to integrate services for children beginning prenatally through third grade, and include supports to strengthen the family and engage them as active partners in the implementation of the project.

Goal: Increase the graduation rate from 91% to 95%

When students struggle academically due to poverty and instability, they are far more likely to drop out of high school. Research shows that increasing high school graduation rates means more jobs, more spending and investments, more tax revenue, more home and auto sales, more post-secondary degrees, less crime and decreased health care costs. United Way investments ensure the availability of quality before- and after-school care for school-aged children and youth that emphasizes character development, academic performance, and prevent youth risk behaviors – preparing them for college and career.



Rehousing Youth for Success in Education (RYSE) provides help to homeless children whose families do not qualify for government funded homelessness intervention programs. RYSE case managers from Family Promise of Greater Roanoke secure services related to the family's underlying challenges in the areas of academic support, employment, health and wellness, adult education, income stability, food assistance and other crisis interventions.

Strengthening Opportunities for Youth Success (SYOS), a collaborative of afterschool programs, led by **Family Service of Roanoke Valley**, who are working together to address interrelated needs of youth and their families. SYOS provides integrated programs that address academic, behavioral, emotional, health needs, and job skills for youth through after school centers, Boys and Girls Club of Southwest Virginia, CAFÉ Arts, Community Youth Program at St. John's, Presbyterian Community Center, Teen Outreach Program, Total Action for Progress (TAP) and West End Center.



Goal: Reduce regional poverty rate from 13% to 9%

Many individuals and families in Virginia do not earn enough to afford the five basic household necessities of housing, child care, food, transportation, and health care. When households cannot make ends meet, they are forced to make difficult choices such as forgoing health care, accredited child care, healthy food, or car insurance. Differences in health are striking in communities with unstable housing, low income, unsafe neighborhoods, or substandard education. That's why UW is focused on integrating approaches to improve health by addressing access to basic needs (food, housing, healthcare), and eliminating barriers to securing employment.



Building a culture of health in our community improves the lives of thousands of children, families and individuals, which also improves the health and well being of the entire Roanoke Valley.

Healthy Roanoke Valley works to achieve optimal health and safety by providing medical resources and educating citizens to make healthier decisions, especially in medically-underserved areas.



Healthy Franklin County connects residents with health and human services, as well as education and quality nutrition from Community Gardens and area food banks. With access to healthy food and information, Franklin County residents in traditionally medically-underserved areas are able to make the best possible decisions for themselves and their loved ones.



Bank On Roanoke Valley is a partnership of UWRV, the City of Roanoke, local financial institutions, and community organizations working together to connect individuals to safe, affordable banking products. Free one-on-one financial coaching, provided by the City of Roanoke's newly-formed Financial Empowerment Center, is getting us one step closer to a community of financially healthy and stable adults.



HRV Pathways HUB was developed to help our neighbors at greatest risk receive coordinated medical and direct service care with the help of neighborhood-based Community Health Workers, who guide residents through a pathway of customized services leading to improved health for the entire family.

OnRamp - Adult Employment Project is a collaborative project led by **Total Action for Progress (TAP)** in partnership with Blue Ridge Career Works and City of Roanoke to improve workforce development and employment outcomes through shared screening and referrals that address barriers and increase likelihood of training completion and employment. OnRamp enhances the performance of the workforce system to increase employment outcomes for families in poverty by cultivating better practices for working with the target population, better referral partnerships with employers, and strengthening the integration of training and employment programs available to residents.

THIS COMMUNITY COUNTS ON YOU

For nearly a century, United Way of Roanoke Valley has been a pillar of strength for our local community, offering support at every stage of life. In just the last decade alone, UWRV has raised more than **\$50 million** to lift struggling individuals and families in the region to a position of stability.

Our 2019-2020 fundraising campaign raised approximately \$2.75 million, and for 2020-2021, we must raise even more! The coronavirus pandemic has resulted in dire economic consequences for a growing number of local families, and we are counting on community members just like you, who truly understand what it means to **LIVE UNITED**.



Year In Review: Progress Toward Goal FY 2019 - 2020

10,000 Families to
Self-Sufficiency by 2030



EARLY LEARNERS

Ages 0-12

- **350 Families** serviced by the Early Learning Collaborative
- **488 young children and adults** received preventative care screenings
- **4,001 children** benefited from quality early childhood programs in the Roanoke Valley
- **7,346 children, birth to age 5**, overall enrolled in Virginia Quality learning sites
- **145 hours** of early childhood training sessions reaching over **1,355 educators**



SUCCESSFUL YOUTH

Ages 13-18

- **492 youth** participated in the Strengthening Youth Opportunities for Success (SYOS) collaboration
- **68 youth** accessed mental health services
- **25 parents** participated in 4 or more engagements in activities through the collaboration
- **100%** of students participating in SYOS earned a high school degree or GED



HEALTHY ADULTS

Ages 18+

- **347 individuals** across 7 agencies improved job readiness and employability skills
- Since July, **over 250 individuals assisted** using new protocols at the career center
- **7,507 people** saved **\$364,000** on prescription medications

Healthy Roanoke Valley Pathways HUB

179 patients enrolled, connecting through **598 community pathway supports**. **74 patients** received **37 medical visits**. Community Health Workers conducted **more than 4,000 successful patient encounters**.

UNITED WAY OF ROANOKE VALLEY & COVID-19

In times of need, we discover the full impact of a community united.

As soon as COVID-19 made its menacing presence known, it was clear that United Way would be urgently needed to help support the stability of our region's families, both during and after the pandemic.

The **COVID-19 Community Response Fund** was created as an essential and forward-looking approach supporting the work of area nonprofit partners providing direct services to families. The fund quickly raised **\$214,000**, and assistance was allocated for access to food and supplies, healthcare, childcare, housing, utilities, employment and transportation.

As was the case for many of our partners, United Way of Roanoke Valley flexed our innovation muscle and pivoted like never before. UWRV convened the entire Roanoke Valley nonprofit community with public health and government entities, thereby expanding local capacity to address all aspects of the outbreak as efficiently and effectively as possible. Our team worked with public and private schools, care providers and nonprofit partners to lead the region's efforts addressing emergency childcare. United, we kept children in secure and nurturing environments when schools shut down and many parents were needed on the front lines.



OUR COVID-19 RELIEF PARTNERS

- ARCH Roanoke
- Blue Ridge Legal Services
- Boys and Girls Clubs of SWVA
- Bradley Free Clinic
- Carilion Clinic
- Faith Network of Franklin County
- Family Service of Roanoke Valley
- Feeding SWVA
- Franklin County / Feeding Franklin County Partners
- Heavenly Manna Food Bank
- Kids Soar
- Lake Christian Ministries
- LEAP for Local Food
- Local Office on Aging
- Roanoke Area Ministries
- Total Action for Progress (TAP)
- The Community Youth Program
- YMCA of Franklin County
- YMCA of Virginia's Blue Ridge

COVID FUNDS AWARDED

THANKS TO THE GENEROUS DONATIONS OF OUR COMMUNITY

- Phase 1 - \$60,000 (8 Partners/Programs)
- Phase 2 - \$104,900 (10 Partners/Programs)
- Phase 3 - \$32,000 (3 Partners/Programs)
- AEP Grant Directly for PPE supplies - \$14,000
- Feeding Franklin County - \$3,932 (Partnership)

TOTAL \$214,832*

**Total includes pledged amounts*



COMMUNITY RELIEF BY THE NUMBERS

- **27,981 individuals** supported by the COVID-19 Community Response Fund
- **19,678 people** received food assistance
- **96,212 meals** served
- **255 households** received rent/mortgage assistance
- **206 households** received childcare/afterschool care
- **341 people** received employment/employment support
- **47 people** received mental health care, totaling 150 counseling sessions
- **7,190 people** received health supplies
- **46 people** received medical/dental services
- **3,500 bottles of hand sanitizer** distributed
- **25,000+ disposable masks** distributed



THANKS TO OUR MAJOR SPONSORS!



**Ed & Anne Kohinke | Dr. Paul S. Frantz
Bill and Diane Elliot**