COMMUNITY IMPACT AGENDA

TOGETHER WE IMPROVE LIVES BY MOBILIZING THE CARING POWER OF PEOPLE IN OUR COMMUNITY.

YOU:

- **Give.** Your dollars are invested in improving the lives of children, families and individuals.
- **Advocate.** Help educate friends, community and policymakers on key social issues.
- **Volunteer.** Play a personal role in creating immediate and lasting change.

UNITED WAY OF ROANOKE VALLEY:

- Solves urgent community needs through Smart Beginnings Greater Roanoke, Healthy Roanoke Valley, Bank On Roanoke Valley, and Rehousing Youth for Success in Education.
- Leads partnerships with hundreds of nonprofits, government agencies, policymakers and business to collectively solve community-wide problems that no one organization can solve alone.
- Maximizes impact by leveraging financial and organizational support to create measurable progress in our community.

TOGETHER:

- Prepare kids to succeed in school and stay on the path to college and career.
- Ensure that individuals and families are financially stable.
- Improve the region’s well-being by helping individuals lead healthier lives.

WHY

To create lasting change we must work together. That’s why we focus on education, financial stability and health—the building blocks for a good life. Remove any one building block, and the other two topple. Build them all up, and we have a strong foundation for a better community.
United Way of Roanoke Valley is working at critical points along the education spectrum to ensure the success of local youth. Quality early childhood development and support for students, both in and out of the classroom, is essential for our youth and community.

**EDUCATIONAL OBJECTIVES:**

- Kids age 0-18 have access to quality, affordable learning opportunities
- Parents are empowered and supported to serve as their child’s first teacher
- Kids are empowered to read at grade level and graduate on time

**EACH YEAR, YOUR INVESTMENT HELPS LOCAL KIDS SUCCEED IN SCHOOL**

- **1,578** Roanoke Valley children entered Kindergarten ready to learn
- **1,283** students got afterschool help and passed on to the next grade
- **529** kids were paired with a mentor or tutor to make sure they stayed on the path towards graduation

**SMART BEGINNINGS GREATER ROANOKE**

Getting our kids ready for school requires the commitment of our entire community; from parents and schools to childcare providers and social service organizations, we all have a role to play. Smart Beginnings serves as the public-private connector, building a stronger early education network in the Roanoke Valley to ensure our teachers and childcare providers are trained and equipped to provide the best education possible.
United Way of Roanoke Valley invests in income strategies that help people in crisis meet basic needs and move towards self-sufficiency, gain access to employment and manage personal finances. Our work in this area expands the economic potential of local families and the Roanoke Valley as a whole.

INCOME OBJECTIVES:

- Access to employment and other economic opportunities
- Financial education and improved ability to manage personal finances
- Assistance in crisis and support for basic needs

EACH YEAR, YOUR INVESTMENT HELPS LOCAL INDIVIDUALS AND FAMILIES

- 2,500 Roanoke Valley residents received financial assistance for permanent housing and utilities
- 947 tax forms were filed, returning $1.5 million to low- to moderate-income families
- 1,241 people received job training and became employed

BANK ON ROANOKE VALLEY

A growing number of families in the Roanoke Valley are without the most basic financial tool—a checking account. Bank On is a partnership between financial institutions, community organizations, and local government agencies who work together to connect individuals with checking/savings accounts and financial education.

REHOUSING YOUTH FOR SUCCESS IN EDUCATION

Through partnership with Roanoke City Public Schools and many local service providers, RYSE provides housing and life stabilizing support services for families with school-aged children who face homelessness. Case managers work to secure services related to the family’s underlying challenges in the areas of academic support, employment, health/wellness, adult education, income stability, food assistance and other crisis interventions. RYSE targets the 80% of homeless children who are not eligible for government-funded homelessness intervention programs.
United Way invests in health strategies that pursue and promote wellness, provide access to affordable healthcare services, and provide crisis and intervention services for those in need. Building a culture of health in our community improves the lives of thousands of children, families and individuals, which also improves the health and wellbeing of the entire Roanoke Valley.

HEALTH OBJECTIVES:

• Pursue and promote healthy living and lifestyle
• Provide accessible and affordable healthcare services
• Provide crisis and intervention services needed for health and wellness

EACH YEAR, YOUR INVESTMENT HELPS LOCAL INDIVIDUALS AND FAMILIES

![Healthcare Statistics]

1,146 Roanoke Valley residents received quality oral healthcare

1,624 people received mental health services

$1.8 M dollars were saved by local residents on costly prescriptions

HEALTHY ROANOKE VALLEY

Healthy Roanoke Valley is a partnership of more than 50 organizations who are committed to transforming the way our community thinks about and values health. By improving access to dental and mental health services; identifying underserved geographic areas; and empowering residents to make informed decisions about their diet and exercise, Healthy Roanoke Valley is emboldening our community to achieve optimal health.