

# 2017 ANNUAL REPORT

JULY 1, 2016 – JUNE 30, 2017



**GIVE. ADVOCATE. VOLUNTEER.**  
RappahannockUnitedWay.org

*Serving the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford.*





**OUR VISION:** A community where individuals and families achieve their potential through Education, Financial Stability and Healthy Living.

*(Cover photos – Top left to right) GEICO Employee Campaign Coordinators posed with the GEICO Gecko during their Workplace Giving Campaign celebration. Employees from Quarles assisted with an Educational program during Rappahannock United Way Day of Action. (Bottom left to right) Massaponax High School students prepared to apply to colleges. GEICO associates packed meal kits and RUW Member Agencies distributed to local families. College Student saved tax preparation fees by using RUW's FREE Tax Services.*

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“

As a life-long resident I see many needs met by United Way. I'm a member of the Rappahannock United Way board and I have found that Rappahannock United Way does so much good for our community so I would urge everyone to be a supporter both volunteering and donating.”

– Ed Allison, *United Way supporter for over 40 years*

*(Left to right) Rappahannock United Way supporters Ed Allison (Board Member), Ken Lapin (Volunteer), and Cathy Davis (Board Member) enjoyed catching up during an RUW luncheon.*

# WHO WE ARE

**DONORS. VOLUNTEERS.**

## FROM THE CHAIRMAN



Dear Friends,

What an amazing year it's been at Rappahannock United Way thanks to our donors, volunteers, corporate partners, member agencies, board and staff. Together UNITED we've completed so many important initiatives to help more local individuals and families achieve their potential through Education, Financial Stability and Healthy Living.

Launching the ALICE project (Asset Limited, Income Constrained, Employed) for the entire state of Virginia was an incredible milestone. RUW collaborated with 22 United Ways from across the state to bring the report to Virginia. The results have been eye-opening as 41% of the Greater Fredericksburg Region and 39% of Virginia households struggle to afford basics such as housing, food, transportation and healthcare.

As we continue to investigate ways to help ALICE households, we are proud of the FREE Financial Stability services we already offer to this population. Over 2,000 individuals had their taxes prepared this past year at no charge. Our tax clients received \$1.8 million in tax refunds, saved \$397,000 in tax preparation fees, and put a total of \$115,000 in savings! Over 700 individuals also received FREE Financial Counseling to help reduce debt, build savings and get their finances on track.

I look forward to working with you all in the year to come as we continue to collaborate with agencies in our community on solutions for the Opioid Epidemic, Suicide Prevention, Affordable Housing and other critical needs in our community. We can make such a difference when we LIVE UNITED!

Thank you,

A handwritten signature in black ink that reads "Amanda Talbert". The signature is written in a cursive, flowing style.

**Amanda Talbert**

Chairperson of the Board, Rappahannock United Way  
Public Affairs Coordinator, GEICO



## 2016-2017 BOARD OF DIRECTORS



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“

We find that several of the kids in the program don't have books at home. We take things for granted. There are a lot of kids who don't get the same opportunities without a program like this. We're really blessed to have United Way and other groups step up and help these families.”

— John Leonard, *Stafford County teacher who sees students shine in the Summer Learning Loss Prevention Program supported by Rappahannock United Way*

*Stafford Elementary teacher John Leonard turned learning sight words into a fun activity to help prevent learning loss for local students.*



# WHAT WE DO

**WE CREATED A STATEWIDE REPORT TO BETTER UNDERSTAND  
THE FINANCIAL HARDSHIPS FACING VIRGINIANS.**

## WHO IS ALICE?



With the cost of living higher than what most people earn, ALICE families – an acronym for Asset Limited, Income Constrained, Employed – have income above the Federal Poverty Level, but not high enough to afford a basic household budget that includes housing, child care, food, transportation and health care.

Read the ALICE Report online at: [www.VirginiaALICE.org](http://www.VirginiaALICE.org)



“

The dream for me is to have my own home in a nice neighborhood that my kids can call their own, and they can tell people that's their home, I just don't make enough money. If I want my children to stay in the schools that they are in I would have to make a lot more money, or have a second job. I could afford to live in maybe Spotsylvania, or Caroline, but not in Fredericksburg.”

– Lauren Polen, *Fredericksburg*

## WHO IS STRUGGLING?

Here's a look at the number of households in our area who are identified as ALICE:

CITY OF FREDERICKSBURG	55% OF HOUSEHOLDS
SPOTSYLVANIA COUNTY	47% OF HOUSEHOLDS
STAFFORD COUNTY	35% OF HOUSEHOLDS
CAROLINE COUNTY	39% OF HOUSEHOLDS
KING GEORGE COUNTY	29% OF HOUSEHOLDS

## HOW RAPPAHANNOCK UNITED WAY BROUGHT THE ALICE REPORT TO VIRGINIA

United Ways have a vision for a community where individuals and families achieve their potential through Education, Financial Stability and Healthy Living. That's why Rappahannock United Way called together local United Ways throughout the state of Virginia to give ALICE a voice and create change to improve life for ALICE and our communities as a whole. Thanks to our statewide ALICE committee, the Virginia ALICE Report was launched in May 2017.



“ I feel like I work nonstop and there's never enough funds. I make sure that everything that's necessary is taken care of the best I can. Groceries are usually the last thing I worry about. I worry about my bills first. My mom helps me out some. I don't like for my mother to be helping because I feel, if anything, I should be helping her. She helps me with part of my lot rent here. It's not enough to cover everything.”

– Alice Snyder, Spotsylvania



▲ Representatives from participating United Ways in Virginia gathered at RUW to collaborate on the Virginia ALICE Report.

## WHY THE ALICE REPORT?

Until now, ALICE has been a hidden population. ALICE households often don't qualify for governmental aid or social service programs, so they are virtually invisible to the system, their struggle unseen and unknown. Yet this Report clearly shows us who ALICE is, where ALICE lives and how ALICE struggles in the state of Virginia.



Jon Wallace (left), Union Bank & Trust, and Amanda Talbert (right), GEICO, proudly displayed the Virginia ALICE Report with RUW President Janel Donohue (center).

## WHAT'S NEXT FOR ALICE?

The Virginia ALICE Report is a call to action. Check out the full Report or Executive Summary on our website [www.RappahannockUnitedWay.org](http://www.RappahannockUnitedWay.org) and begin thinking about how together we can help more ALICE households. If you'd like to have someone speak to your organization or group about ALICE, please call Rappahannock United Way at 540-373-0041 ext. 315 today!



“There’s a lot of places in my area that are income based, but I make too much to be considered. There’s actually a place three minutes down the road from where I work and it’s income based. It’s a great little section of apartments. They have a pool and a playground but I just can’t get into something like that. More affordable housing would be fantastic.”

— Taylor Graves, *Front Royal*

**SPECIAL THANKS**  
to Union Bank & Trust and  
GEICO for sponsoring the  
Virginia ALICE Report!

**UNION**



**geico.com**

# WHAT WE DO

**WE INVESTED \$1,015,750 IN 37 COMMUNITY  
IMPACT PROGRAMS IN OUR COMMUNITY.**



# FINANCIAL STABILITY OUTCOMES in our Community

### GOAL:

More Households Emerge From Poverty and Achieve Greater Financial Stability

Families and Households Sustain Financial Self-Reliance through Positive Financial Practices



You try to find out what the individual situation is and talk them through it. For some people the Earned Income Tax Credit is just a godsend."

– Jack Rowley  
Rappahannock United Way  
Volunteer Tax Preparer



Jack Rowley helped prepare taxes at Porter Library in Stafford.



RUW Tax Client shared why she saved part of her refund.

### FREE TAX PREPARATION AND FINANCIAL EDUCATION SERVICES:

- Financial Stability Team fully staffed throughout 2017 Tax Season
- Financial Stability Manager – Full Time (1 position)
- Tax Site Coordinators – Part Time Seasonal (4 positions)
- Successful 2017 Tax Season operational entire Tax Season January 19 thru April 18
- **9** Tax Site Locations throughout PD16 - 6 days a week
- **122** Volunteers trained and **93** certified as tax preparers, greeters and coaches
- Financial Coaching offered at RUW Tax Sites and community locations
- Financial Education Workshops are held every month at RUW

## FINANCIAL STABILITY

### POSITIVE FINANCIAL PRACTICE – FILE TAX RETURN:

- **2,012** Tax Returns Filed (Goal = 1,989)
- **1,536** individuals participated in Full Service Tax Preparation (Goal = 1,069)
- **476** individuals participated in Self Service Tax Preparation (Goal = 920)
- **\$1.8** million in Tax Refunds to clients
- **\$397,000** in Preparation Fees saved by clients

### POSITIVE FINANCIAL PRACTICE – CLAIM TAX CREDITS:

- **454** individuals claimed Earned Income Tax Credits - \$645,640
- **270** individuals claimed Child Tax Credits - \$325,518
- **62** individuals claimed Education Credits - \$50,155

### POSITIVE FINANCIAL PRACTICE – FINANCIAL EDUCATION AND COACHING:

- **719** individuals received Financial Coaching assessment/intake (Goal = 560)
- **79** individuals received one-on-one Financial Coaching

### POSITIVE FINANCIAL PRACTICE – BUILD SAVINGS:

- **47** individuals have saved at least 10% of tax refund (Goal = 70)
- A total of **\$115,031** was saved



*RUW Tax Client Michael Chase Jr. had important savings goals.*



*RUW Tax Client Nancy Myers continued to save for her future.*



“

I retired in 2015 and get Social Security, which is not very much. I have a nice little part-time job that's making ends meet. This service is important. I always thank them for being here for us – for those who can't afford to have their taxes done.”

– Cynthia White, *Rappahannock United Way Tax Client*

*Cynthia White, City of Fredericksburg resident, appreciated having a free tax service she could walk to at Headquarters Library in Fredericksburg.*

**\$291,000 / 7 PROGRAMS / 7 AGENCIES**

**2,500** INDIVIDUALS BENEFIT FROM RUW FUNDED INCOME PROGRAMS



**778**

Individuals increased financial self-reliance through short-term assistance, financial stability training, and long-term improvements in financial practices.

**231**

Family law cases were settled, generating over \$275,000 in child and spousal support and increasing financial stability.

### **RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS**

- Central Virginia Housing Coalition Homeless Diversion Central Intake
- Legal Aid Works
- Greater Fredericksburg Habitat for Humanity Homebuying Program



**225**

Adult and child survivors of domestic violence were stabilized in housing.

**101**

People experiencing homelessness improved income and secured stable housing through employment or through securing benefits.

### **RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS**

- Empowerhouse Domestic Violence Housing and Employment Supports
- Micah Step Forward
- LoisAnn's Hope House Adult Services



**\$247,000 / 10 PROGRAMS / 7 AGENCIES**

**1,240+** STUDENTS BENEFIT FROM RUW FUNDED EDUCATION PROGRAMS



**513**

At-risk parents and young children received training, assessments, counseling and support in order to develop the positive behaviors necessary to achieve developmental milestones.

#### **RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS**

- Catholic Charities Filial Family Therapy
- Healthy Families Rappahannock Area



**80**

Pre-school age children from low- to moderate-income families attended quality pre-school programs, received kindergarten readiness assessments, and started school ready to learn.

#### **RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS**

- Stafford Junction HUGS
- LoisAnn's Hope House Children's Services



**730**

School age, at-risk youth benefitted from mentoring and tutoring programs that develop behaviors that demonstrate the value of education and lead to graduation.

**399**

Students maintained or improved grades in reading and math, reduced the number of school absences, and progressed to the next grade on time.

### **RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS**

- Stafford Junction – Brain Builders and Summer Junction
- Quin Rivers Project Discovery
- Rappahannock Big Brothers Big Sisters



**40**

Recent immigrants improved employability through ESL classes, job readiness workshops, and financial stability classes enabling them to improve financial self-reliance.

### **RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS**

- Catholic Charities Migration and Refugee Services  
Bridging the Gap

**\$435,250 / 16 PROGRAMS / 12 AGENCIES**

**6,300+** INDIVIDUALS BENEFIT FROM RUW FUNDED HEALTH PROGRAMS



**523**

Individuals with chronic illness managed their condition through exercise and good health habits, and they and their families improved healthy behaviors.

#### **RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS**

- Children's Home Society of VA at Risk Family Services



**2,371**

Individuals sought and received information on local Mental Health providers, and received encouragement and support to seek treatment.

**406**

Adults with intellectual disabilities improved health through exercise, access to dental care and social activities.

#### **RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS**

- Rappahannock YMCA Special Needs and Therapeutic Programs
- Mental Health America Fredericksburg HelpLine
- Rappahannock Adult Activities Dental Health and Day Health
- Lloyd Moss Clinic Diabetes Prevention



**186**

Children in the court system were placed in safe, stable homes; received court-ordered services; and learned life skills.

**1,116**

Survivors of domestic violence and sexual abuse received counseling, support, housing, employment resources, advocacy and safety planning.

**845**

Individuals received affordable counseling, including child victims of abuse who received trauma-focused therapy.

**138**

Isolated seniors increased safety and lowered their risk of depression through volunteer home visits and activities.

**78**

People experiencing homelessness improved health and reduced hospitalizations.

### **RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS**

- Catholic Charities Family Services
- Empowerhouse Domestic Violence Education and Supports
- Mental Health America Senior Visitors
- Micah Residential Recovery
- Rappahannock Court Appointed Special Advocates
- RCASA Counseling and Prevention
- Safe Harbor Child Advocacy
- Stafford Junction Healthy Living Pays

**\$42,500 / 4 PROGRAMS / 4 AGENCIES**

**4,500** INDIVIDUALS BENEFIT FROM RUW FUNDED BASIC NEEDS PROGRAMS



**553**

Individuals received shelter services.

**10**

Homes received repairs that corrected safety issues and created a healthier living environment, enabling families to stay in their homes.

### RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS

- Thurman Brisben Center
- Greater Fredericksburg Habitat for Humanity Critical Home Repair

### Basic Needs

**programs** provide short-term support for local families. These programs support the efforts of Community Impact focused programs by addressing barriers to education and health and by relieving financial burdens so families can seek stability.



**50**

Individuals received guidance on how to apply for SNAP programs.

**3,775**

Individuals, primarily in rural locations, received food through mobile pantries.

### RAPPAHANNOCK UNITED WAY FUNDED PROGRAMS

- S.E.R.V.E. Emergency Food Pantry
- Fredericksburg Regional Food Bank Mobile Pantry





“

I look forward to coming here,” said Laura Ruiz, who gets a ride to a Rappahannock United Way funded walking program in Stafford each week. “At first I didn’t come because of having no car. They said they have a van and they could come get me. That made me feel happy. Sometimes I’m depressed at home. When I walk, I feel happy or at least better. The Walking Club gives me a purpose.”

*Laura Ruiz (second from left) joined a Rappahannock United Way funded walking program to help avoid being isolated. She developed healthier habits and started walking on a regular basis.*

# WHERE WE DO IT

**WE SERVE FIVE LOCAL COMMUNITIES.**

# LIVE UNITED



“

I give to Rappahannock United Way because I have a 3-year-old daughter with cerebral palsy and there are many United Way services we benefit from.”

– Chasity Sanchez, *GEICO associate, Rappahannock United Way donor*

*GEICO associate Chasity Sanchez proudly supported Rappahannock United Way during their Workplace Giving Campaign.*

# HELPING OTHERS HELP THEMSELVES

## RIGHT HERE AT HOME

At Rappahannock United Way, helping others in our own community is what we're all about. We help more people emerge from poverty and achieve greater financial stability right here in the City of Fredericksburg and the Counties of Spotsylvania, Stafford, Caroline and King George. We care about improving the overall quality of life in the community we serve; the community we call home.



If you're trying to find a way to connect to the community, volunteering is a great way."

– Katrida Williams,  
Rappahannock United Way Tax Volunteer Greeter



(Left to right) Rob Dodd Jr. worked hard at RUW Day of Action. New RUW Heritage Circle Members enjoyed the induction. After months of planning and saving, Amanda Hobbs reviewed the plans for her new home. Teacher Julie Leonard helped prevent summer learning loss.





“ I love to help those that are in need. It makes a difference to the community.”  
 – Chechana Bobbitt, GEICO Employee Campaign Coordinator

(Top left to right) Employees from GEICO, The Free Lance-Star and UPS participated in their Workplace Giving Campaigns.  
 (Bottom left to right) Quarles presented their Workplace Giving total to RUW and Target Employees geared up for their Workplace Giving Campaign.

# HOW WE DO IT

**GIVE. ADVOCATE. VOLUNTEER.**

# 2016 LEADERSHIP GIVING CIRCLE

## 2016 RAPPAHANNOCK UNITED WAY C-SUITE BREAKFAST

Gari Melchers Home and Studio



Rappahannock United Way hosted its first annual C-Suite Breakfast. The breakfast honored leaders from local companies whose community influence helps Rappahannock United Way increase resources and improve lives. We invited our C-Suite leaders to play a major role in Being Part of the Solution for our Community. We were excited to hear from Sam Parker Co-founder of InspireYourPeople.com. Sam is the author of three bestselling books – 212° the extra degree®, Lead Simply™, and Smile & Move®. Sam inspired attendees to give that extra degree of effort in promoting Rappahannock United Way in the community and within their companies. Amanda Talbert shared the needs in our community and RUW's impact in addressing them. Fred Rankin, 2016 Campaign Chairman, concluded the breakfast by sharing how individuals can have tremendous impact in our community through giving, advocating and volunteering with Rappahannock United Way.



Guest speaker:  
SAM PARKER

*RUW Resource Development Director Ann Jones and team spread joy to strangers around Fredericksburg in honor of RUW Tocqueville donors. People were delighted with the small gestures of kindness.*

## RANDOM ACTS OF KINDNESS

A special thank you to our Tocqueville Donors

Rather than give a plaque or a dinner, Rappahannock United Way's Resource Development team led by Director Ann Jones went out into our community to bring happiness to strangers as a surprise for Tocqueville donors. Ann focused on the areas of Education, Financial Stability and Healthy Living and each Random Act of Kindness was completed in honor of one of our Tocqueville donors. Patients and staff at Mary Washington Hospital enjoyed having Rappahannock United Way pay for their produce at the Farmers Market. Germanna Community College students and staff received treats and books. The staff at the RACSB got to start their day with donuts and coffee. Several people received a full tank of gas. University of Mary Washington incoming freshmen enjoyed receiving coloring books for "mind therapy". People outside Micah enjoyed a large tray of Chick-fil-A, Gatorade, water, snacks, sunscreen and Chap Stick. Each one of these Pay it Forward actions came directly from knowing what many of our Tocqueville donors are passionate about in our community. **Thank you Tocqueville Donors for your generous support!**





# 2016 LEADERSHIP GIVING CIRCLE

## THANK YOU FOR SHOWING YOUR LOVE!

Rappahannock United Way staff visited local workplace campaign companies to show some love for their generous donations. Thank you to everyone who dedicated their time, money and passion and are Part of the Solution in our community!



Rappahannock United Way visited our top supporters to thank them for their contributions. Visits included GEICO, Mary Washington Healthcare, and Hilldrup.

## CORPORATE SPONSORS

### PLATINUM



Mary Washington  
Healthcare



The Free Lance-Star  
fredericksburg.com

### GOLD



### SILVER

Dominion Energy  
Hilldrup  
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PNC Bank  
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### BRONZE

Chris Colgan Team Re/Max Regency  
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DLR Contracting, Inc.  
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PermaTreat Pest Control



## TOCQUEVILLE SOCIETY

\$10,000 and ABOVE

The Tocqueville Society recognizes local philanthropic leaders and volunteer champions around the world who have devoted time, talent and funds to create long-lasting changes by tackling our communities' most serious issues. Membership in the Tocqueville Society is granted to individuals who contribute at least \$10,000 annually to a United Way.



**Billy and Linda Beale**



**Ron Morrow and Melissa Mitchell**



**Ron and Mary Jane Branscome**



**Don and Bev Newlin**



**Adam and Rhonda Fried**



**Fred and Barbara Rankin**



**Ron and Anne Holmes**



**Jack and Pat Rowley**



**Michael and Chrissy McDermott**

*These Tocqueville donors were unavailable for a photo:*

- **Donald Hill**
- **Howard and Mary Owen**

## 2016 LEADERSHIP GIVING CIRCLE DONORS

We would like to thank the following Leadership Giving Circle donors who make a positive impact through their generous investments in our community.

### COMMUNITY FOUNDER

\$5,000 - \$9,999

Ed and Joyce Allison  
Joanne and Sean Barden  
John and Linda Coker  
William and Theresa Crawley  
Paul and Laura Giambra  
Dale and Annette Lachniet  
Charles and Tricia McDaniel  
Joe and Mary Wilson

### COMMUNITY INVESTOR

\$2,500 - \$4,999

Kevin and Winonia Barnes  
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### COMMUNITY CHAMPION

\$1,750 - \$2,499

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\$1,000 - \$1,749

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Nancy Pierce  
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James and Jennifer Swisher  
Jonathan and Cheryl Sydnor  
Michael R. Szymendera  
Nick and Amanda Talbert  
Juliana M. Taylor  
John R. Thompson, Jr.  
Judith Thompson  
Nancy B. Tighe  
Suzanne R. Tills  
Kristi Turner  
Travis and Kim Turner  
Anthony E. Walker  
Kathy Wall  
Michael and Sarah Walsh  
Keith and Jeannine Wampler  
Russell and Krista Watson  
Scott and Shandelle Wilford  
Patricia A. Williams  
Paula M. Williams  
Lance and Beth Williams  
David and Renee Wood  
Bill and Adele Young

## EMPLOYEE & CORPORATE GIVING *through workplace campaigns*

### HIGHEST CONTRIBUTORS

#### Flagship Campaign \$500,000 - \$999,999



#### \$100,000 - \$499,999



#### Mary Washington Healthcare

#### \$25,000-\$99,000

Stafford County School  
Union Bank & Trust  
Rappahannock Area Community Services  
Board  
Quarles Petroleum, Inc.  
Stafford County Government  
Hilldrup Moving & Storage  
Fredericksburg City Government  
Wegmans Food Markets, Inc.  
United Parcel Service  
Rappahannock Electric Cooperative  
Spotsylvania County School

#### \$10,000 - \$24,999

Permatreat Pest Control  
Dominion Energy  
Virginia Partners Bank  
Fredericksburg Savings Charitable Foundation  
Lockheed Martin  
Nationwide Insurance  
McLane Mid Atlantic  
AECOM  
Rappahannock United Way, Inc.  
The Free Lance-Star  
M&M Auto Parts, Incorporated

#### \$5,000 - \$9,999

BB&T  
Costco Wholesale  
Target #2138  
Wal-Mart  
Central Rappahannock Regional Library  
Fredericksburg City Schools  
SunTrust Bank #175  
Target #772  
Silver Companies  
Eli Lilly and Company  
Comcast Cable  
Spotsylvania Regional Medical Center  
The Wagner Foundation

#### \$1,000 - \$4,999

Federal Express  
Target #1857  
King George County Schools  
Bishop Farmer & Co. LLP  
Allen, Allen, Allen & Allen  
Macy's  
Target #2175  
Carter Machinery Company, Inc.  
Columbia Gas of Virginia  
Bank of America  
Fredericksburg Regional Chamber of Commerce  
Empowerhouse  
PB Mares, LLP  
Spotsylvania County Government  
PNC Bank  
Hirschler Fleischer  
Wells Fargo Bank  
Patricio Enterprises  
Carter Bank & Trust  
Navy Federal Credit Union  
Weis Market  
Caroline County Government  
Intuit  
Cary Street Partners Holdings LLC  
Nelnet  
Fredericksburg Regional Food Bank  
Bankers Insurance, LLC  
SAIC  
Rappahannock Goodwill Industries  
ITW-Illinois Tool Works, Inc.  
Target -D457 & D466  
TD Bank  
Lowe's  
The Salvation Army of Fredericksburg  
Franklin Johnston Group  
CVS Distribution Center

Lloyd F Moss Free Clinic  
DLR Contracting, Inc.  
Fredericksburg Rotary Club  
Belk, Inc.  
Featherstone, LLC

#### \$500 - \$999

Giant Food, Inc.  
JCPenney  
Welford Engineering Associates, Inc.  
W.J. Vakos & Company  
Falmouth Self Storage  
Rappahannock Council Against Sexual Assault  
Thurman Brisben Center  
Catholic Charities Diocese of Arlington  
Fredericksburg Branch  
Shiloh Baptist Church Old Site  
John A. Nere, Jr, P.C.

#### \$1 - \$499

Pitney Bowes  
Caroline County Public Schools  
Lions Memorial Scholarship Fund, Inc.  
Leland Baker Jr. Attorney at Law  
Rappahannock Big Brothers Big Sisters  
Monro Muffler Brake, Inc.  
Kellogg  
US Bank  
H&R Block Tax Consultant  
Valkyrie Enterprises, LLC  
Gilbane  
Falls Run Stone and Stucco  
Mental Health America of Fredericksburg  
Xerox  
Thalhimer  
Best Buy  
General Electric  
S.E.R.V.E.  
Marine Federal Credit Union  
United Bank  
Smart Beginnings Rappahannock Area  
Mortenson Construction  
Raymond James and Associates, Inc.  
Verizon Foundation  
Defender  
Culpeper Wood Preservers of Fredericksburg  
Johnson Commercial R.E., LLC  
LabCorp  
Legal Aid Works  
O'Reilly Auto Parts  
Rappahannock Emergency Medical Services  
Council, Inc.



# Rappahannock United Way 2017 HERITAGE CIRCLE INAUGURATION CEREMONY

April 4, 2017

Gari Melchers Home and Studio

The RUW Heritage Circle is an exclusive group of volunteers who have committed time, talents and treasure to the RUW Board of Directors over the years. We wanted a way to stay connected to our past RUW Board of Directors volunteers.

Within this circle, we will strive to continue engaging members with information, volunteer and advisory opportunities and giving options.

For the Heritage Circle we chose the Fredericksburg Bridge as the symbol for the Circle. It is our hope that this special circle of RUW Champions will "BRIDGE the present and past" and keep moving us forward into the future.

Past members of the RUW Board of Directors will receive a special coin for their service. The coin displays the Fredericksburg Bridge on one face and the United Way tagline of "Give.Advocate.Volunteer." on the other.



*Many great memories were shared by this group of Rappahannock United Way Heritage Circle Inductees during our Inauguration Ceremony. It was a honor to have this group of community leaders come together.*

## RAPPAHANNOCK UNITED WAY PUBLIC POLICY AGENDA

### 2017 COMMUNITY ENGAGEMENT HIGHLIGHTS:

- Year round engagement with RUW Supporters.
- Generated 160+ emails and calls, and 5,400+ social media posts to elected officials.
- RUW Staff participated in United Way Worldwide Hill Day along with United Ways from around the country.
- RUW Staff met with the offices of Representative Wittman, Senator Warner and Senator Kaine.

Sarah Walsh, Rappahannock United Way Vice President of Community Impact, (front row, third from left) joined other United Way Advocates on Capitol Hill to meet with politicians to discuss helping our community advance in the areas of Education, Financial Stability and Healthy Living.

### EDUCATION

#### SCHOOL READINESS

**ADVOCACY:** RUW supports policies and funding for initiatives that ensure students begin school on track; hence children are developmentally ready in the areas of literacy, social skills, emotional ability, physical development and health.

#### HIGH SCHOOL GRADUATION

**ADVOCACY:** RUW supports policies and funding on the local, state and national level that ensure the highest quality K-12 education that results in increased graduation rates and subsequent entry of individuals into post-secondary education or work training to become gainfully employed.

#### WORKFORCE INVESTMENT

**ADVOCACY:** RUW supports policies and funding on the local, state and national level that ensure individuals are afforded opportunities for training and education that prepare them to participate fully in their communities and support themselves and their family, now and through retirement. RUW supports policies and funding that will help job seekers and workers access employment, education, training and support services to succeed in the labor market and match employers with the skilled workers they need to compete in the global economy.





# ADVOCATE

## INCOME

### FINANCIAL STABILITY

**ADVOCACY:** RUW supports legislation, policies and community practices that foster the development of a coordinated support system which will work to increase income, build savings and gain assets.

### EARNED INCOME TAX CREDIT (EITC)

**ADVOCACY:** RUW supports legislation and funding which reduces the tax burden for low-to moderate-income individuals and families. RUW supports tax credits for hard-working households like the Child Tax Credit, Education Credit and Earned Income Tax Credit.

## HEALTHY LIVING

### ACCESS TO HEALTH CARE AND PREVENTION RESOURCES

**ADVOCACY:** RUW supports legislation, policies and funding that increase access to public health care insurance for vulnerable populations including children, the elderly, individuals with disabilities and low-income working families. RUW supports Medicaid reforms and funding for other health services to meet the needs of this vulnerable population. RUW supports legislation, policies and funding that expand resources and enable access to mental health and opioid dependency treatment and intervention services.

## STRENGTHENING THE NONPROFIT SECTOR

### CHARITABLE GIVING & VOLUNTEER ENGAGEMENT

**ADVOCACY:** RUW supports policies and funding to promote initiatives on a local, state and federal level that encourage philanthropy and volunteer engagement; ultimately strengthening the capacity of local nonprofit organizations to work together collaboratively, promoting best practices and evidence based models in an efficient and effective manner to make lasting change and advance the common good.

### 2-1-1 VIRGINIA

**ADVOCACY:** RUW's priority is to support continued national and state funding for the 2-1-1 system and the services it provides to Virginians in need. Specifically, RUW supports promoting 2-1-1 as the hub for resource databases, directories, disaster information and special campaigns.



*RUW Tax Clients were greeted with a smile when volunteer Maureen Nolet welcomed them to a FREE tax site.*



*Mountain View High School student Brian Kersellius gained practical work experience during his volunteer hours at RUW's Tax Preparation Program.*



## Rappahannock United Way mobilizes the caring power of our community through the gift of time and talents.



Virginia Community Bank employees created quilt squares for sexual assault victims during RUW Day of Action.

Rappahannock United Way connects citizens of our community with hundreds of volunteer opportunities at local nonprofits through our online volunteer matching database.

Rappahannock United Way operates the only Volunteer Center in our region, connecting our community by promoting volunteer engagement.

The Volunteer Center also builds the capacity of local nonprofits through networking events and supports RUW programs by recruiting, matching and coordinating volunteers.

Individuals, groups, families and businesses can use the Volunteer Center website free of charge to find one-time events or long-term opportunities. It makes volunteering easy and helps individuals, families, friends and colleagues find the perfect opportunity or project.

- **520** New Volunteer Users
- **44** New Volunteer Opportunities
- **1,200** Volunteer Responses

To learn more about how to get involved and make a real and lasting impact in our community, visit [www.ruwvolunteer.org](http://www.ruwvolunteer.org) or call **540-373-0041 ext. 314**.



Stafford County Government employees Donna Krauss (left) and Stephanie Beamer (right) posed for a selfie with RUW's Sarah Walsh (middle) during the Day of Action Rally.





## DAYS OF ACTION

Rappahannock United Way organizes and coordinates annual volunteer events called Days of Action. These events connect hundreds of volunteers from local businesses to join forces and complete unique one-day projects with area nonprofit organizations. 2016 marked the 23rd annual Day of Action event in Fredericksburg.

### FREDERICKSBURG

- 320 Volunteers from 33 businesses
- 45 projects from 27 nonprofits

### KING GEORGE

- 27 Volunteers from 5 businesses
- 7 projects from 7 nonprofits



Rappahannock United Way President Janel Donohue captured a group selfie at the Day of Action rally.



Quarles employee Wendy Lattimore helped landscape at RUW's Day of Action (left). Stafford County Public School employees Misti Anderson and Cathy Torkos helped reorganize a storage room as part of Day of Action (right).



King George residents worked on projects to help their community during Day of Action.

# OUR VOLUNTEERS TAKE US TO NEW HEIGHTS

## VOLUNTEER CELEBRATION 2017

At Rappahannock United Way, we couldn't operate without our amazing volunteers. Volunteers help RUW on a number of levels. People volunteer as board members, citizen review panel members, committee members, site visitors, Tax Greeters, Tax Preparers and Financial Coaches throughout the year. We appreciate all their hard work and dedication and held a special celebration at Robin's Nest Café at Shannon Airport to honor them.

As volunteers arrived for the celebration, they added a small plane graphic to a poster to illustrate how many different volunteers we depend on at Rappahannock United Way.



Volunteers enjoyed mini milkshakes, food, prizes and socializing at the event.



RUW Board Member Bill Hession and Tax Volunteer Jim Shelton shared a few laughs.



RUW Citizen Review Volunteer Andrea Hornung and other guests appreciated the chance to win prizes such as concert tickets as a small token of thanks.

“Volunteering at Rappahannock United Way is important to me because it keeps me involved in the community, it helps me become more aware of bright new initiatives and developing needs that, without RUW, might take years to discover.”

– LaBravia Jenkins  
Rappahannock United Way Board Member



## MEMBER AGENCIES

- Boy Scouts of America, National Capital Area Council
  - Brain Injury Services
  - Catholic Charities of the Diocese of Arlington, Inc.
  - Central Virginia Housing Coalition
  - Childrens Home Society of Virginia
  - Empowerhouse
  - Fredericksburg Area HIV AIDS Support Services, Inc.
  - Fredericksburg Regional Food Bank
  - Girl Scouts Commonwealth Council of Virginia
  - Greater Fredericksburg Habitat for Humanity
  - Healthy Families Rappahannock Area (HFRA)
  - Legal Aid Works
  - Lloyd F. Moss Free Clinic
  - Mental Health America of Fredericksburg
  - Micah Ecumenical Ministries
  - Open Hand Society of Fredericksburg
  - Quin Rivers, Inc.
- Rappahannock Adult Activities, Inc.
  - Rappahannock Area Agency on Aging
  - Rappahannock Area YMCA
  - Rappahannock Big Brothers Big Sisters
  - Rappahannock CASA, Inc
  - Rappahannock Council Against Sexual Assault (RCASA)
  - Rappahannock Emergency Medical Services Council
  - Rappahannock Goodwill Industries, Inc.
  - Loisann's Hope House
  - Safe Harbor Child Advocacy Center
  - Smart Beginnings Rappahannock Area
  - Stafford Emergency Relief through Volunteer Efforts of Stafford County
  - Stafford Junction, Inc
  - The Salvation Army
  - Thurman Brisben Homeless Shelter, Inc

“

The purpose of our program is to get kids kindergarten ready.”

– Carrie Evans  
*Stafford Junction Executive Director*



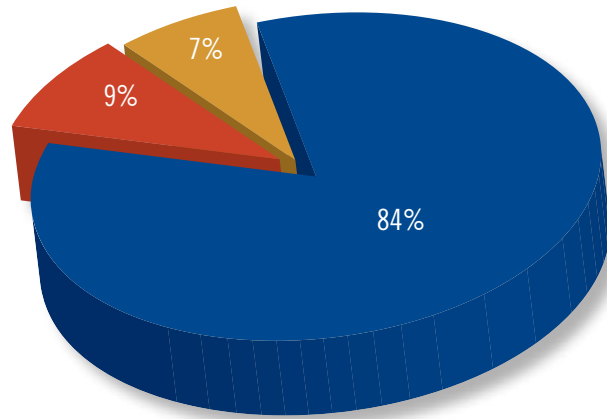
*A fun, safe environment helps children learn at Rappahannock United Way Member Agency Stafford Junction.*





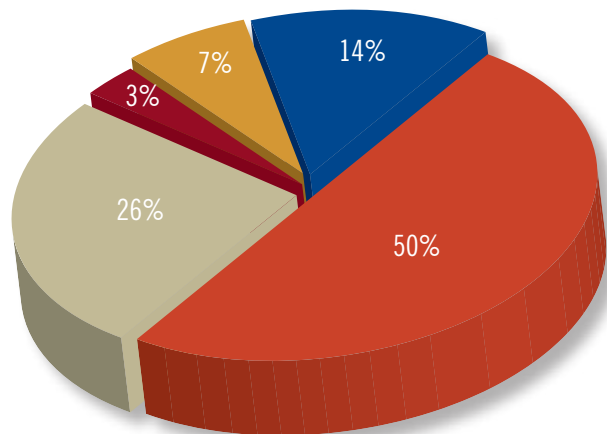
## 2017 RUW KEY RATIOS

- Administrative: \$326,101
- Fundraising: \$267,857
- Program Services: \$3,110,942



## WHERE RUW MONEY COMES FROM

- RUW Workplace & Individual Campaigns: \$1,855,222
- Federated Campaigns: \$943,090
- Grants: \$122,060
- Out of Area Campaigns: \$264,990
- Other Revenue: \$523,522



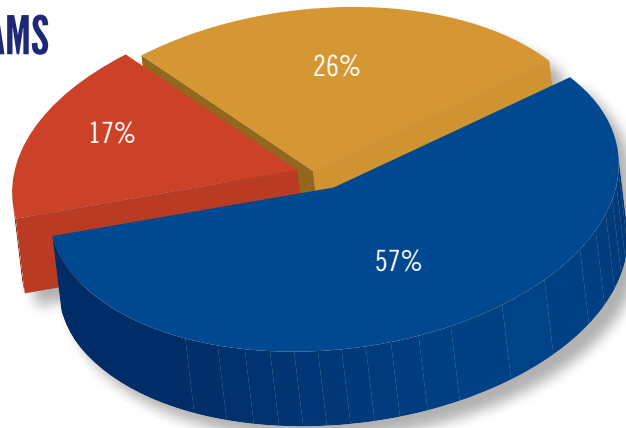
**RUW REVENUES \$3,708,886**

*All campaign figures are net of the allowance for uncollectible pledges.*



## DISTRIBUTIONS TO AGENCIES AND PROGRAMS

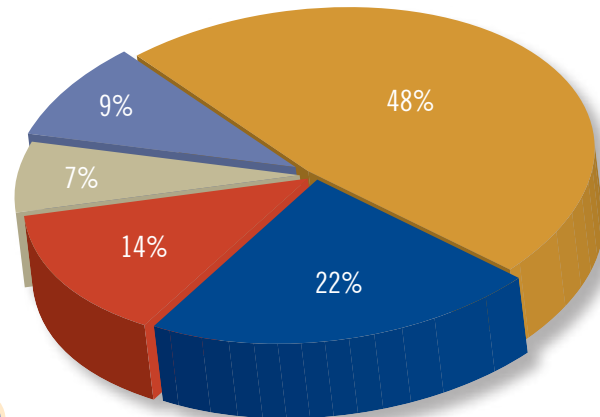
- RUW Programs: \$531,215\*
- 27 Community Impact Programs —  
Member Agencies: \$818,250
- Donor Designations to Other Charities: \$1,761,477



\*RUW Programs include Tax and Financial Education Services, Volunteer Services, Community Resources, Charity Tracker, and Nonprofit Technical Assistance and Capacity Building.

## WHERE RUW MONEY IS INVESTED

- RUW Programs: \$531,215\*
- Fundraising: \$267,857
- Administrative: \$326,101
- Donor Designations to Other Charities: \$1,761,477
- 27 Community Impact Programs —  
Member Agencies: \$818,250



**RUW EXPENSES \$3,704,900**

\*RUW Programs include Tax and Financial Education Services, Volunteer Services, Community Resources, Charity Tracker, and Nonprofit Technical Assistance and Capacity Building.



“

I give to Rappahannock United Way because it gives me a sense of community by sharing in the responsibility to ensure each and every neighbor is successful and has the needed resources to be a productive member of society."

– Terri Therrien

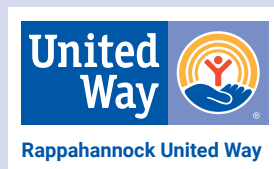
*GEICO associate, Rappahannock United Way donor*

*Amanda Talbert, GEICO associate and Rappahannock United Way Chairperson of the Board (left) and GEICO associate Terri Therrien sported their LIVE UNITED shirts at a GEICO Workplace Giving Campaign celebration to show their passion for helping others in our community.*

# JOIN THE MOVEMENT

When it comes to taking action, there's no time like the present. Will you join us as we work together to create an even better future for our community and the next generation? We need YOU to GIVE, ADVOCATE and VOLUNTEER. Find out how right now at [www.RappahannockUnitedWay.org](http://www.RappahannockUnitedWay.org) or call us at 540-373-0041.

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





## **RAPPAHANNOCK UNITED WAY**

3310 Shannon Park Drive  
Fredericksburg, Virginia 22408  
[RappahannockUnitedWay.org](http://RappahannockUnitedWay.org)



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