

# 2020 ANNUAL REPORT

JULY 2019 – JUNE 2020



**GIVE. ADVOCATE. VOLUNTEER.**  
[RappahannockUnitedWay.org](https://RappahannockUnitedWay.org)

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



**2020** | THANK YOU TO ALL OUR SUPPORTERS  
FOR MAKING THIS YEAR AMAZING!





# 2020 ANNUAL REPORT

JULY 2019 – JUNE 2020

“Because you chose to **BE THERE** alongside Rappahannock United Way we were able to **BE THERE** for our community when it was needed the most.”

BECAUSE YOU CHOSE RAPPAHANNOCK UNITED WAY...



**443** volunteers  
gave over  
**\$261,331** worth  
of volunteer time,  
including **26** volunteers  
who read to local children  
virtually during Facebook  
Story Time.



**1,372** taxpayers  
filed their tax  
returns for free through  
Rappahannock United Way's  
Free Tax Program.

**258** people  
participated in Financial  
Coaching workshops.



**119** taxpayers  
committed to saving 10% or  
more of their tax refund and  
saved a combined total of

**\$114,967.**



**56** ALICE® households  
received financial assistance  
to keep their housing  
stable and their  
vehicles on the road.







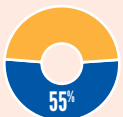
...TOGETHER WE CREATE AN EVEN BETTER COMMUNITY!

## Select Household Groups by Income, Virginia

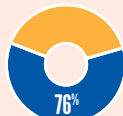
### TOTAL HOUSEHOLDS



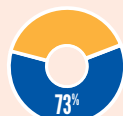
Hispanic



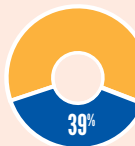
Black



Single Female Headed with Children



Under 25 Years Old



All Households

■ Below ALICE Threshold  
■ Above ALICE Threshold

## COVID-19's IMPACT ON THE ALICE® (Asset Limited, Income Constrained, Employed) POPULATION

For almost 40% of households in our community, the cost of living outpaces what they earn. These households struggle to manage even their most basic needs - housing, food, transportation, child care, healthcare and necessary technology.

There is no doubt, we have all been impacted by the COVID-19 pandemic. But differences in income and savings will determine who can afford to stay home, buy protective gear, buy essential items in bulk, take off work when sick and access quality healthcare.

- ALICE households without savings and working hourly paid jobs are more likely to fall into debt and may not be able to protect themselves or afford treatment if they get sick.
- Many ALICE households have been skimping on basic essentials for years, from healthy food to routine healthcare. Along with the added stress of living paycheck to paycheck, all these factors increase the risk for chronic health conditions, making ALICE households even more vulnerable during a public health crisis.
- Reports show that ALICE households face challenges accessing affordable healthcare services, often live in areas with fewer support services (healthcare deserts and rural areas) and make up a higher proportion of COVID-19 deaths.

While all households are impacted on some level by what is happening in our community due to COVID-19, ALICE households are some of the most vulnerable.

It will take ALICE households much longer to recover - both economically, physically and emotionally.

Here at Rappahannock United Way, our vision for a community where all people are hopeful, resilient and self-sufficient has not waived this past year.

In response to the COVID-19 pandemic and economic crisis, Rappahannock United Way provided rent and mortgage assistance to local households, and continues to do so.

Thank you to all our individual ALICE Assistance donors for making this possible.

## ALICE REPORT SPONSORS AND PARTNERS

Twenty One Local United Ways from throughout the state of Virginia have come together to produce the Virginia ALICE Report; along with the generous financial backing from sponsors:



[WWW.VIRGINIAALICE.ORG](http://WWW.VIRGINIAALICE.ORG)



## STORIES OF HOPE

### Matt

Matt is a single dad to a little girl. He had been working at a local car repair place for over a year, making good money for his family. However, because of COVID-19, Matt was laid off. Prior to this, he was able to afford all of his monthly expenses without worry. Unfortunately, his emergency fund wasn't large enough to weather this storm. Matt applied for unemployment and actively sought out alternate employment opportunities. Matt reached out to RUW to help cover his April rent, so that he could keep a roof over his and his daughter's head while actively waiting to hear back from every place he's contacted. Through the ALICE Assistance Fund, RUW quickly sprang into action and took care of Matt's rent. Now he can focus on finding a stable job and being a great father.

### Jessica

Jessica was on a medical leave of absence from her job due to an acute illness and accompanying surgery. She was on strict orders to only return to work after she has recovered. Unfortunately, while she was waiting for her surgery date to arrive, her company had to temporarily lay everyone off due to COVID-19. To make matters worse, Jessica was not eligible for unemployment assistance or the Economic Impact Payment due to her inability to file her 2018 and 2019 taxes. As you can imagine, Jessica quickly exhausted all of her savings. She came to Rappahannock United Way in need of April and May rent.

“When I first began this process, I was very worried and anxious about getting the help that I needed. But the intake worker at Rappahannock United Way helped to reassure me and gave me the hope I needed to continue through the process. I really appreciated how RUW remained in touch and refused to give up on my complex case. I really do appreciate the constant communication.”

– Jessica

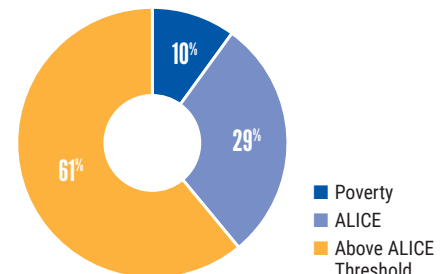
With her rent paid, Jessica is confident she will be able to sustain herself going forward with her disability check, until she has surgery and is cleared to go back to work. In the meantime, Jessica has signed up for financial coaching with a Rappahannock United Way Financial Coach and is also working with the RUW Tax Team to file her past taxes. We are thrilled to continue to be a part of her journey.

### Adam Greene

Adam Greene is a hard-working restaurant manager who lives in Stafford with his wife and three children. They've always been able to maintain their monthly expenses without issue and enjoyed a sense of Financial Stability. That was until the COVID-19 pandemic hit. Like many restaurant employees, Adam had been furloughed as a safety precaution against Coronavirus with no expected return date. He applied for unemployment and was actively searching for new employment opportunities. Understandably, Adam was worried about getting behind on their rent. Through the ALICE Assistance Fund, Rappahannock United Way was able to cover the Greene family's rent and give Adam peace of mind as he continued to navigate his job search.



### ALICE in Virginia, 2020



## CHAIRMAN OF THE BOARD LETTER



Dear Friends,

We hope this annual report finds you and your family well as we experience an unprecedented journey with the COVID-19 pandemic, which started in 2020. Living United has never been more relevant to our community and the world. Rappahannock United Way's (RUW) preparation and implementation of several new initiatives has made for

a surprisingly great year in the face of unpredictable change. We have a lot of good news to share.

In an effort to create a community where individuals and families are hopeful, resilient and self-sufficient, RUW began shifting from building community awareness of the ALICE® Project to the launch of Rappahannock United Way's strategic BE BOLD Plan. This strategic plan provides funding opportunities for a population of underserved community members known as ALICE®. The acronym ALICE stands for Asset Limited, Income Constrained, Employed.

Through the BE BOLD plan, RUW focused on opportunities for individual and family success in the areas of Education, Financial Stability and Healthy Living. RUW identified rapidly increasing needs in the areas of housing and transportation, as well as new areas of need in education and childcare. Identified deficits in any of these four major areas have proven to increase the risk of homelessness, job loss and separation among families. To help fill the gap, Rappahannock United Way proactively created the ALICE Assistance Fund. This fund is designed to bridge the financial gap for households who can't make ends meet when an unexpected crisis occurs, causing them to fall into financial instability.

RUW is grateful to report a milestone of success through the RUW Workplace Campaign. We exceeded the workplace campaign goal. Our Flagship Partner, GEICO, gave 1.25 million dollars! We could not do it without each one of our generous donors, THANK YOU!

This year, we were excited to share the launch of our new branding campaign- BE THERE. The RUW success story is rooted in people who receive support and the community partners that give support. It takes all of us. We are successful when we Live United. The BE THERE campaign shares the stories of impact and hope of those on the journey to self-sufficiency. Thank you for BEING THERE!

In addition to our BE BOLD plan, RUW also launched Women United. Women United members are women donors who go above and beyond to invest their time and talent into addressing our community's critical issues. Through directed gifts and targeted, issue-focused fundraising, these women will lead the charge and inspire the change right here in the Fredericksburg region.

We are extremely proud of our Tax Program results in FY20. Through a team of dedicated volunteers and staff support, we were able to put \$1,595,152 back into our community through Federal and State tax refunds. COVID-19 has brought about financial stress on a global scale. RUW is grateful to have been part of building positive financial practices through our tax program that has helped clients be more prepared to weather this storm. We are proud to say that 119 households committed to saving 10% or more of their tax refund, and saved a combined total of \$114,967.

This level of success is a testament to the commitment and compassion of community. We want to thank our agency partners, business partners, Board of Directors, tremendous volunteers, financial supporters and dedicated staff for making this a year of evolutionary change to not only achieve established goals, but exceed those expectations for the greater good of our community.

With deepest gratitude,

A handwritten signature in blue ink, appearing to read 'Susan J. Coleman'.

**Susan J. Coleman**

Chairperson, Rappahannock United Way  
Volunteer Department Director & VCOM Site Coordinator-  
Fredericksburg Region, Spotsylvania Regional Medical Center



## 2019–2020 RAPPAHANNOCK UNITED WAY BOARD OF DIRECTORS



**Susan Coleman**  
Spotsylvania Regional  
Medical Center  
Chairperson



**Clayton Smith**  
Patricio Enterprises, Inc.  
Vice Chairperson



**Pete Humes**  
Atlantic Union Bank  
Treasurer



**Elizabeth (Beth) Williams**  
University of  
Mary Washington  
Secretary



**Edward (Ed) Allison**  
Virginia Heartland Bank  
(Retired)



**Sean Barden**  
Mary Washington Healthcare



**Kate Boldon**  
Bank of America  
(Retired)



**Ronald (Ron) Branscome**  
Rappahannock Area  
Community Services Board  
(RACSB)  
(Retired)



**John Coker**  
Coker Orthodontics  
(Retired)



**Cathy Davis**  
Marketing Executive  
(Retired)



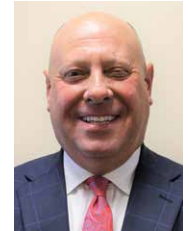
**Rob Dodd, Jr.**  
DLR Contracting, Inc.



**Reneé Gregory**  
GEICO



**William (Bill) Hession**  
Lockheed Martin  
(Retired)



**Ron Holmes**  
Janney Montgomery  
Scott, LLC



**Dale Lachniet**  
The Free Lance-Star



**Melinda May**  
Featherstone LLC



**Fred Rankin**  
Mary Washington  
Healthcare  
(Retired)



**Jack Rowley**  
CEO  
(Retired)



**Maxie Rozell**  
Rappahannock Electric  
Cooperative



**Jeanne Wesley**  
Germanna Community  
College



**Jane Yaun**  
Rappahannock Area  
Community Services Board  
(RACSB)



**MISSION:**  
Improve lives by mobilizing the caring power of our community.



# EDUCATION

A quality education is still one of the best predictors of professional and financial success in the U.S. and one of the best ways ALICE households can get ahead in the long run. One area of concern for ALICE households is the achievement gap in public schools. Across our region, low-income K – 12 students perform lower on Math and Reading tests, and have lower high school graduation rates. This makes them more likely to live in poverty or in ALICE households as adults.

When COVID-19 hit, all area schools sent students and staff home to quarantine. As a result, the need for virtual educational resources grew exponentially. Rappahannock United Way answered that need by introducing Virtual Storytime on Facebook.

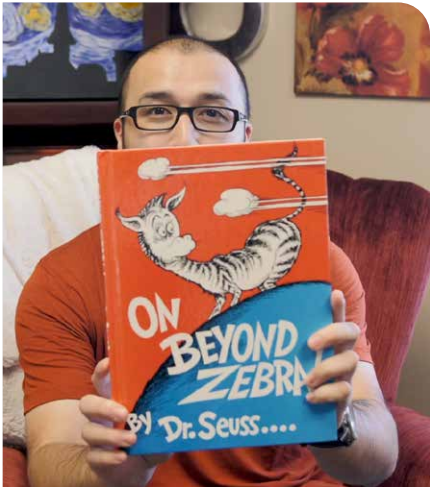
**Because you chose to BE THERE...**

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**RUW INVESTED:**

- Total investment: **\$292,500**
- **11** programs
- **7** agencies

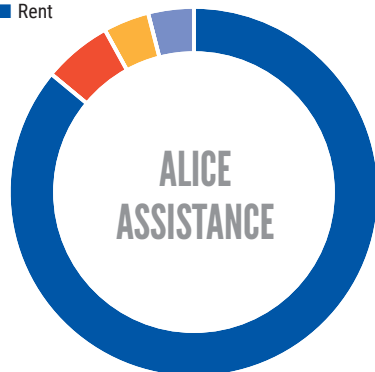
- **779** students received homework help and tutoring to avoid summer learning loss
- **83%** of students maintained or improved their math skills
- **90%** of students maintained or improved reading skills
- **248** students received mentoring and supports to ensure on time graduation
- **26** people volunteered to read a book for Virtual Story Time





## **\$101,462 ALICE Assistance Provided**

- Mortgage
- Utilities
- Transportation
- Rent



## **FINANCIAL STABILITY**

COVID-19 created a fast-moving economic crisis for many households in our community. Our ALICE® community was hit especially hard. Rappahannock United Way quickly responded to the pandemic by offering Rent and Mortgage Assistance for households affected by COVID-19. We also increased our virtual Financial Coaching workshops and one-on-one sessions. COVID-19 hit during Tax Season. This did not slow Rappahannock United Way and its hard working Tax Team down. We continued to process tax returns virtually and responded to tax related questions as they came in. We also provided IRS updates on all digital platforms.

### **Because you chose to BE THERE...**

#### **RUW INVESTED:**

- Total investment: **\$413,682**
- **5** programs
- **2,178** individuals served
- **56** ALICE households received \$101,462 in financial assistance to keep working and maintain housing stability
- **23** ALICE households directly impacted by COVID-19 received financial assistance
- **94** individuals received housing supports/transitioned to permanent housing
- **330** individuals received employment supports
- **224** individuals increased income through benefits or support
- **1,372** individuals filed state and federal tax returns through the RUW Free Tax Program
- **\$1,595,152** million in tax credits and refunds was returned to our community
- **119** households committed to saving 10% or more of their refund and saved a combined total of \$114,967
- **20** high school and college students participated in Mission: Independence
- **8** workshops were held during Mission: Independence that covered real world topics such as:
  - Employment Readiness: Resume Building and Interview Workshops, Mock Interviews, Networking Workshop with Business Lunch
  - Financial Literacy: Building a basic budget, importance of saving and investing early, Real Money Real World Simulation, Building Credit
  - LIVE UNITED: Give, Advocate, Volunteer
  - Healthy Living: Nutrition, Exercise and Mental Health



# HEALTHY LIVING

Quality of health directly correlates to income: low income households are more likely than higher income households to have poorer health. This is a two-way connection: having a health problem can reduce income and increase expenses, often causing a family to fall below the ALICE Threshold. Trying to maintain a household with limited income and few assets can also cause poor physical and mental health.

**Because you chose to BE THERE...**

**RUW INVESTED:**

- Total investment: **\$348,250**
- **10** programs
- **9,415** individuals served
- **5,000+** individuals accessed Mental Health resources and counselling
- **240** families received in-home parenting supports and **172** children, birth to 5 years were assessed for developmental milestones



**Be Well Rappahannock Council**

Staff from Rappahannock United Way, Mary Washington Healthcare and Rappahannock Area Community Services Board form the Be Well Rappahannock Council leadership team.

Members of the council include local non-profits, healthcare providers, physicians, pharmacists, school administrators, public defenders, law enforcement, youth leaders and higher education leaders.

The purpose of the council is to identify priority community needs; provide advice, oversight, and stewardship to planned community improvements; and monitor progress on priority health and social concerns impacting the Rappahannock Region.

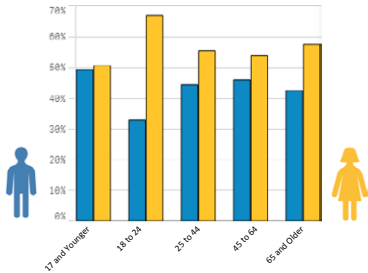


Through a partnership with **FamilyWize** 10,052 individuals saved \$630,133 in prescription costs through prescription drug discount cards.

FamilyWize is a national program that seeks to reduce the costs of prescription medicines for those in need. Rappahannock United Way distributes free discount prescription cards to connect as many low-income individuals as possible with the service FamilyWize provides.

Total Rx Savings	Total People Helped
Nationwide	
\$290,999,606	4,695,538
State (VA)	
\$8,979,667	148,924
Rappahannock United Way	
\$630,133	10,052

Percentage of People Helped by Age & Gender





### Narcan for Local Law Enforcement

Through a partnership with FamilyWize, Rappahannock United Way distributed 100 Narcan vouchers to local law enforcement throughout the Greater Fredericksburg area. Narcan (naloxone hydrochloride) is proven to save lives in the event of an overdose. Each locality received 20 vouchers to help police officers with the opioid crisis facing our communities.





## LOVE SIGN

Virginia LOVEworks have become special places, not only for local communities, but also for travelers. In February, 2020, Rappahannock United Way unveiled a life-sized LOVEwork.

The artwork is an extension of the iconic "Virginia is for Lovers" brand, which in 2019 celebrated 50 years since its inception. Rappahannock United Way's LOVEwork joins more than 170+ giant LOVE letters, called LOVEworks, in towns and cities across the Commonwealth.

The new LOVEwork at Rappahannock United Way (RUW) showcases RUW mobilizing the caring power of our community and the call to #LIVEUNITED. The LOVEwork was created by local artist Hunter Perkinson, owner of Featherstone Forge.

Visitors to Rappahannock United Way's LOVEwork are encouraged to take pictures with it and share them on Facebook Instagram and Twitter.



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





# GEICO®

## FLAGSHIP CAMPAIGN


GEICO raised over  
**\$1.25 MILLION DOLLARS**  
for Rappahannock United Way!  
***Thank you, GEICO!***



EMPLOYEE & CORPORATE GIVING *through workplace campaigns*

HIGHEST CONTRIBUTORS

Flagship Campaign  
**\$1.25 MILLION RAISED!**  
**GEICO®**

**\$100,000-\$500,000**  
  
**Mary Washington  
Healthcare**

\$50,000 - \$99,999

Quarles Petroleum, Inc.  
Rappahannock Area Community  
Services Board  
Stafford County Government

\$25,000 - \$49,999

Atlantic Union Bank  
Fredericksburg City Government  
Hilldrup  
Publix  
Rappahannock Electric Cooperative  
Spotsylvania County Schools  
Stafford County Schools  
Target  
Wegmans Food Markets, Inc.

\$10,000 - \$24,999

Bank of America  
Fredericksburg Savings Charitable  
Foundation  
Intuit  
Kaeser Compressors  
M&M Auto Parts, Incorporated  
Nationwide Insurance  
PNC Bank  
Rappahannock United Way, Inc.  
The Free Lance-Star  
Truist Bank  
United Parcel Service (UPS)  
Virginia Partners Bank  
Wells Fargo Bank

\$5,000 - \$9,999

Costco Wholesale  
Fredericksburg City Schools  
McLane Mid Atlantic  
PB Mares, LLP  
PermaTreat Pest Control  
The Wagner Foundation c/o H.D. Roseth  
and Associates Ltd.  
Wal-Mart

\$2,500 - \$4,999

Allen, Allen, Allen & Allen  
Amentum  
Bishop Farmer & Co. LLP  
Dominion Energy  
Federal Express  
Healthy Generations Agency on Aging  
Hirschler  
King George County Schools  
SIEHT LEF, PC  
Silver Companies  
Una-Dyn  
W.J. Vakos & Company  
Weis Market

\$1,000 - \$2,499

Caroline County Government  
Cary Street Partners Holdings LLC  
Columbia Gas of Virginia  
DLR Contracting, Inc.  
Empowerhouse  
Falmouth Self Storage  
Fredericksburg Area HIV/AIDS  
Support Services, Inc.  
Fredericksburg Regional Chamber  
of Commerce  
Fredericksburg Regional Food Bank  
George Washington Regional Commission  
ITW-Illinois Tool Works, Inc.  
Lloyd F. Moss Free Clinic  
Lockheed Martin  
Mutual Assurance Society of Virginia  
Navy Federal Credit Union  
Rappahannock Citizens Corp.  
SAIC  
Spotsylvania Regional Medical Center  
SunTrust Bank  
The Kreative Firm  
TowneBank

\$1 - \$999

AAA Mid-Atlantic  
AT&T  
Big Brothers Big Sisters Greater Fredericksburg  
Caroline County Public Schools  
Comfort Heating & Cooling, Inc.  
Fredericksburg Chapter #1592  
Women of the Moose  
General Electric  
General Motors Powertrain  
JCPenney  
Macy's  
Mental Health America of Fredericksburg  
O'Reilly Auto Parts  
Pitney Bowes  
Safe Harbor Child Advocacy Center Inc.  
Shiloh Baptist Church Old Site  
Thurman Brisben Center  
US Bank  
Xerox

# GRANTORS

Grants are an important part of how Rappahannock United Way is able to power its impact in our community. Grants help keep our Tax Program running and equipped with necessary technology, as well as support our rapidly growing work in the ALICE Community. Thank you to all the organizations and businesses that awarded Rappahannock United Way grants in FY20!

Virginia Department of Housing and Community Development: Rent and Mortgage Relief Program
Department of the Treasury, IRS: Volunteer Income Tax Assistance (VITA)
Intuit Financial Freedom Foundation - Tax Time Allies
The Community Foundation: Community Relief Fund
PNC Foundation
Virginia Community Action Partnership (VACAP) - Virginia CASH Campaign
Truist Bank Foundation
Bank of America
Spotsylvania County
Wells Fargo Foundation
Virginia Housing Development Authority (VHDA)
Dominion Energy
Fredericksburg City
Stafford County
Fredericksburg Area Realtors Foundation

# GRANTEES

Rappahannock United Way is proud to support programs outside of our organization that make an impact in the areas of Education, Financial Stability and Healthy Living. These important programs are successfully created and executed by local non-profits. Thank you for choosing to BE THERE for those who are ALICE!

## EDUCATION

- Big Brothers Big Sisters | *One-to-One Mentoring*
- Catholic Charities | *Filial Family Therapy*
- Catholic Charities | *Migration and Refugee Services*
- Catholic Charities | *Family Services Fredericksburg*
- Loisann's Hope House | *Childrens Services Program*
- Micah Ecumenical Ministries | *Step Forward*
- Quin Rivers | *Project Discovery*
- Rappahannock Area YMCA | *Summer Learning Loss Prevention*
- Stafford Junction, Inc | *Brain Builders*
- Stafford Junction, Inc | *HUGS*
- Stafford Junction, Inc | *Summer Junction*

## FINANCIAL STABILITY

- Empowerhouse | *Domestic Violence Housing and Employment Supports*
- Fredericksburg Regional Continuum of Care | *Coordinated Assessment Program*
- Legal Aid Works | *Child and Spousal Support Program*
- Loisann's Hope House | *Adult Services Program*
- Stafford Junction, Inc | *Life Skills Workshops (Financial)*

## HEALTHY LIVING

- Empowerhouse | *Education/Supports*
- Healthy Families Rappahannock Area | *Healthy Families*
- Mental Health America Fredericksburg | *HelpLine*
- Mental Health America Fredericksburg | *Senior Visitors*
- Mental Health America Fredericksburg | *Suicide Prevention Education*
- Micah Ecumenical Ministries | *Residential Recovery Program*
- Rappahannock Council Against Sexual Assault | *Counseling Services*
- Rappahannock Area YMCA | *Therapeutic Programs*
- Rappahannock CASA | *Court Appointed Special Advocates*
- Safe Harbor Child Advocacy Ctr | *Case Management/Child Advocacy*

\* Grantees approved in FY19 and paid in FY20

# THANK YOU TO ALL OF OUR SPONSORS AND DONORS.

Your generosity made our 2019 – 2020 outcomes possible.

## FLAGSHIP



## LIVE UNITED



**Mary Washington Healthcare**

## PLATINUM



## GOLD



## SILVER



## BRONZE

Community Bank of the Chesapeake

PermaTreat Pest and Termite Control



## CELEBRITY WAITER EVENT



Rappahannock United Way (RUW) hosted the **3rd ANNUAL CELEBRITY WAITER EVENT** in October 2019, at Park Lane Tavern-Fredericksburg. The crew of Local Celebrities did not disappoint us with their tricks and talents in exchange for tips from the guests. \$17,581 was raised in one day at lunch time, for RUW's mission and impact in the community. An appearance was made by the "Dancing Deputy" and internet sensation, Lt. Deuntay Diggs from Stafford County. Thank you to all who were a part of this event and its success!

*Thanks to generous sponsors, no donor dollars were spent on Rappahannock United Way events.*



## WOMEN UNITED® KICK OFF EVENT *featuring Jeannette Walls, December 2019*



Rappahannock United Way launched a new affinity group, Women United, with a business luncheon held at Gari Melchers Studio Pavilion. The event was hosted by Rappahannock United Way's Women United Leadership Council (WULC) and attended by over 120 women. The WULC was honored to have Jeannette Walls as their keynote speaker. A celebrated author, Jeannette is best known for her #1 New York Times best-selling memoir, "The Glass Castle," which details her life growing up in extreme poverty and the tale of her emergence from it. Named by Amazon as one of the top 10 books of the decade, her inspiring story was brought to the big screen in the 2017 major motion picture. Walls shared her unforgettable journey and triumph of overcoming unrelenting adversity and discussed how each person has the power to turn their greatest weakness into their greatest strength.

Jeannette's story tied into Rappahannock United Way's focus for Women United; Women helping Women at Work. Through intensive study of our population, and our published ALICE report, United Way has identified possible barriers for women in our community who are asset limited, income constrained, employed (ALICE). Top on the list of barriers are: childcare, transportation, work certification and stable housing. RUW's Women United will help women overcome these barriers helping to create and maintain a strong and vibrant workforce in the Fredericksburg Region.

RUW Women United members are engaged leadership donors who are part of a larger, global network of more than 70,000 women in 165 communities across six countries, all dedicated to improving lives and creating stronger communities. Worldwide, Women United has raised more than \$1.5 billion to solve local issues.



### *Founding members of the Rappahannock United Way Women's Leadership Council include:*

- Sally Cooney Anderson
- Jo Ellen Armstrong
- Susan Coleman
- Cathy Davis
- Renée Gregory
- Donna Krauss
- Amanda Talbert
- Beth Williams



# LEADERSHIP GIVING CIRCLE



## 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 community's most serious issues. Membership in the Tocqueville Society is granted to individuals who contribute at least \$10,000 annually to Rappahannock United Way.



Sean and Joanne Barden



Billy and Linda Beale



Ron and Mary Jane Branscome



John and Linda Coker



Ron and Cathy Davis



Ron and Anne Holmes



Dale and Annette Lachniet



Don and Bev Newlin



Fred and Barbara Rankin



Jack and Pat Rowley



Joe and Mary Wilson



# LEADERSHIP GIVING CIRCLE DONORS

Rappahannock United Way recognizes those individuals who provide leadership support to the community through their generous contributions of the \$1,000 or more. Throughout the year, we recognize our Leadership Giving Circle at our many community sponsored events.

## TOCQUEVILLE SOCIETY

\$10,000 OR MORE

Sean and Joanne Barden  
Billy and Linda Beale  
Ron and Mary Jane Branscome  
John and Linda Coker  
Ron and Cathy Davis  
Ron and Anne Holmes  
Dale and Annette Lachniet  
Don and Bev Newlin  
Fred and Barbara Rankin  
Jack and Pat Rowley  
Mary and Joe Wilson

## COMMUNITY FOUNDER

\$5,000 - \$9,999

Ed and Joyce Allison  
Kevin and Winonia Barnes  
William and Theresa Crawley  
Paul and Laura Giambra  
Samuel and Gale Graham  
Charles and Tricia McDaniel  
Mike and Chrissy McDermott

## COMMUNITY INVESTOR

\$2,500 - \$4,999

Elmore and Jiyeon Becker  
Arthur J. Copeland, Jr.  
Janel and Michael Donohue  
Thomas Falkenberg and  
Heather Hagerman  
Kent and Sharon Farmer  
Trinity Figueroa  
Eric and Gidget Fletcher  
Steven Fowler and Peggi Howell  
Steve and Joyce Hanscome  
Bill and Sherry Hession  
Dianne W. Holmes  
Jud and Christy Honaker  
Henry Pabon Quintero  
Randal D. and Patti L. Rantz  
Amy and Jay Sellers  
Clayton and Jamie Smith  
James and Jennifer Swisher  
Jonathan and Cheryl Sydnor  
Lee Ann Tate  
Jon and Kathy Wallace  
Amy Wolfe  
Addam and Gina Wright

## COMMUNITY CHAMPION

\$1,750 - \$2,499

Bobby and Sally Anderson  
Keith and Kathleen Bourgault  
Delese Braxton  
Nancy Brobston  
Armandina Castillo  
Judith A. Crissman  
John and Brenda Davenport  
Kelly Diffenbaugh  
Eileen and Herman Dohmann  
Kathleen Dooley  
Betty Drew  
Stefanie Gelo  
Joe and Gail Greene  
John and Laura Hewa  
Patricia Holland and Valerie Hopson-Bell  
Ann-Lloyd and Dale Jones  
Ryan and Shannon Keohane  
Stephen and Brooke Kingsley  
Amanda Maggio  
Richmond and Rennie McDaniel  
Marty and Elaine Miller  
Jeffrey and Nancy Parsons  
Sammie Pixley  
Matthew Powell  
Mary C. Reese-Snellings  
Florence O. Ridderhof  
Linda Rivera  
Laura Rudy  
Karl and Felicia Schaeffer  
Michael and Suzanne Smith  
Richard and Susan Spears  
Michael and Laura Szymendera  
Travis and Kimmarie Turner  
Robert Upshur  
Kathryn Wall  
John and Susan Warlick  
Janet F. Wishner  
Harold and Kathleen Wood



## COMMUNITY BUILDER

\$1,000 - \$1,749

William Adkins  
Nancy and Edward Allen  
Ashley Nichole Allen  
Darla Allen-Redcay  
Cheyonna Anderson  
Yvonne Anderson  
Mableclare Arbitrario  
Melody Arends  
Jo Ellen S. Armstrong  
Elaine Avery  
Matthew Bakerian  
Robert J. Barnhart  
Carlos J. Barrios  
Thomas Bartley  
Phil and Cheri Basso  
Stephen and Mary Ann Batsche  
Tiffany Belling  
Sydnae Bender  
Daniel Bender  
Fred and Anne Betz  
Kassie Biller  
Cody and Cameron Blankenship  
Bill and Kate Boldon  
Emily Bond  
Jackie Bowman  
Melanie Bragg  
Amanda Brazet  
Sue and Marty Bridi  
David Brockwell  
Holly Brooks  
Emma Brooks  
Charles and Carrol Brown  
Zane Brown  
Kirsten Brown  
David G. Brown  
Tyler Bryant  
Joseph A. Buchanan  
Nicole Budd  
Daniel Buford

Lauren Michelle Bush  
Reaven Laura Campbell  
Marcy Campbell  
Michael N. Carey  
Dawn Carey  
LaMonda Carter  
Michael Cashion  
Alberto R. Castro  
Porsha Cherry  
Patricia J. Childs  
Robert Cleveland  
Dennis and Susan Coleman  
Wendy Collins  
Elizabeth A. Cook  
Adam Coulter  
Kathy Cox  
Susan Crane  
Ashley Cropp  
Marianetta Cropp  
Kevin and Terri Crowder  
Craig Cummings  
Michele Cummings  
David W. Cupps  
Bruce Cushing  
Mechelle Cutshaw  
Kevin Cyrus  
Dawn M. Darby  
Davis Family  
Bruce and Sandy Davis  
Melissa Dean  
Wendy Dent  
Denise Desgrosseilliers  
Frank Dixon  
Rob and Melissa Dodd  
Jalesa Dodson  
Gregory Donovan  
Weston Dubois  
Lynette M. Duboski  
Al Dunham  
James Eaton  
James Eck

Richard S. Ehrle  
David W. Ellis  
Michele Elswick  
John Ertle  
Tina and Greg Ervin  
Denise Evans  
Lisa and Robert Farmer  
Matthew and Lora Faulconer  
Doug Fawcett  
Barbara Fischer  
Emily Fletcher  
Kristin Flickinger  
Skyla Flock  
Thomas C. Foley  
Maria Franklin  
Marie Fredrick  
Jennifer Freeland  
Rocky Furrow  
Mickie and Stan Galik  
Melissa Gallaro  
Christen Gallik  
Gannon-McDermott Family  
Joanna Gentry  
Amanda Giambattista  
Katherine Gibson  
Indra Gibson  
David Goodwyn  
Mary Grant  
Amber Graves  
Arden J. Green  
Sally G. Green  
Renee and Peter Gregory  
Kara R. Groves  
Tracy Harden  
Andrea Harder  
Ronald and Cheryl Harris  
Lloyd and Lynn Harrison  
Joan Marie Hart  
Jenna Heggie  
Deborah L. Hendricks  
Steven B. Herndon

*(continued on page 26)*

**COMMUNITY BUILDER** *(continued)*

Cassidy Hewitt  
Dustin Hicks  
Laura Hild  
Don Hill  
Hinkley Family  
Daryl Hoblitz  
Juliana Hockaday  
Ashley Hollis  
Cindy and Bruce Huffman  
Stephen and Julie Hughes  
Jared Hughes  
Pete and Sharon Humes  
Kristin Hunter  
Faye Hussion  
Deborah Ita  
John and Kathleen Izzo  
Ashley Jenkins  
Phillip Jenkins  
Danielle Jensen  
Edmond Johnson  
Jamar Johnson  
Chrystie Johnson  
Amanda Johnson  
Shawnta Johnson  
Christopher and Natalie Johnston  
Joseph Jones  
Debbie Jones  
Joan Jones  
Mary I. Jordan  
Jessica Keehner  
Tameca Shawntee Keels  
Reginald Keels  
Autumn Keller  
Chris Kelly  
Joshua Kendrick  
Michael and Karen Kennison  
Melinda K. Kern  
Eric and Mandy Killmon  
Wallace N. King  
Will and Kristen Kinnamon

JoAnne Kinnamon  
Jessica Ashley Knudson  
Raymond Kolafa, III  
David and Margie Koogler  
Donna S. Krauss  
Terry Kubalewski  
Graham S. Kyer  
Peter LaMarca  
Becky and Lance Lane  
Ken Lapin  
Tiffany M. LaPre'  
Christina Large  
Lisa C. Lash  
Geoffrey Lawson  
Melanie Leake  
Stephen R. Lebeau  
Jonas Lee  
Julie S. Leitch  
Jamie Leonard  
Kener Lipscomb  
Raymond and Marlene Little  
Theresa and Bill Livelsberger  
Tanya L. Livesay  
Thomas and Diana Magrino  
Stephen M. Mandell, Jr.  
Debra Marinari  
Scott and Debra Markel  
Richard Neal Marks  
Pete and Cindy Marshall  
Minerva Martin  
Chip and Celie Massey III  
Maurice Michael  
Brian McCaslin  
Charles and Mary Wynn McDaniel  
Hannah McDonald  
Nicola M. McKenzie  
Colleen McLaren  
John and Lori McLean  
Martin McNamara  
Shannon McQuoid

Virginia Mercado  
Leah Middleton  
Jennifer Millar  
Stephanie Millholland  
Don and Nelda Mohr  
Mildred Moncure  
Roger Engels and Nancy Moore  
Rodney D. Moore, II  
Cinnamon Moore  
Heather Moorehead  
Frank Moorehead  
Evelyn Morgner  
Donna R. Morris  
John and Rebecca Murray  
Michael Muse  
Ann Myers  
John and Susan Neal  
Sig-Britt Nilsen  
Shanna Norton  
Jon-Michael Oakes  
Gina Ober  
Meghan M. O'Connor  
Jason and Sarah Ogle  
Marc Ohler  
Kelsea Olszewski  
Carrie and Michael O'Malley  
Robert C. O'Neill  
Ashley Oriel  
Michael Osnowitz  
Kathleen Outland  
Lisa W. Owens  
Jennifer Painter  
James and Lisa Palmer  
Erin Kelly Panzano  
Cara Parker  
Latoria Parker  
Ronald and Miriam Parsons  
Jordan Peltier  
Denise Perrilloux  
James Phelps

Timothy Pippen  
 Suzanne Poe  
 Frederick and Kelly Presley  
 Judith Price  
 Beenish Raja  
 Raynelle E. Rammacher  
 Kala Regalia  
 Kari Rochez  
 Stephanie A. Rollins  
 Rosemary Ross  
 George W. Roth  
 Elexis Rowe  
 Lamond Royce  
 David and Crystal Rozell  
 Tina Samuels  
 Paul Santay  
 Sara Saundercock  
 Charisma Saunders  
 Christina Sayles  
 Kyle Sazama  
 John and Mindy Seal  
 Marc and Lisa Seay  
 Anthony and Christine Sequera  
 Maranatha Servais  
 Jack Seymour  
 Cindy Shelton  
 Douglas Shifflett  
 Shawn B. Shipp  
 Jaen Sidhom  
 Kris Sieber  
 Christine Simpkins  
 Christopher Sions  
 Ronda J. Smith  
 Molly Snyder  
 Brittany and Blair Spicer  
 Steve and Linda Spratt  
 William Stanley, Jr.  
 Kathy Staples  
 Diane H. Stetler  
 Gwendolyn Stewart

Douglas G. Stewart  
 Alexandra Stewart-Corey  
 Estaleah Stocking  
 Erik Stone  
 Martell Swanigan  
 Nick and Amanda Talbot  
 Jason Talbot  
 Jasmine Terrell  
 Amy Thamvanthongkham  
 Chelsea Thomas  
 John R. Thompson, Jr.  
 Molly Thomson  
 Billy A. Tibbs, Jr.  
 Suzanne R. Tills  
 Rebecca Tolley  
 Melissa Tran  
 Tammy L. Trogdon  
 Guy L. Tuel, IV  
 Dawn H. Tune  
 Jerold Unruh  
 James Vanhoy  
 Melissa Visage  
 Anthony Wallace  
 Sarah and Michael Walsh  
 Keith and Jeannine Wampler  
 Russell and Krista Watson  
 Christopher Weaver  
 Gregory Weisman  
 Aaron Wells  
 Molly Wells  
 Timothy White  
 William C. Whiteside  
 Joe and Michelle Wickens  
 Scott and Shandelle Wiliford  
 Paula M. Williams  
 Stephan Williams  
 C.M. and Barbara Williams  
 David and Cathy Williams  
 Lance and Beth Williams  
 Charity Wondree-Butenko

Brittany Wright  
 Kathleen Wright  
 Michael Wyatt  
 Cathy and David Yablonski  
 Miguel and Paula Yasser  
 Jane McDonald Yaun  
 Bill and Adele Young  
 Christopher Zipper



Rappahannock United Way works to create a community that is hopeful, resilient and self-sufficient. One way we accomplish this is by working side-by-side with nonprofit organizations in our community that share our vision and goals. Every year, we fund local grants that support critical programs in the areas of Education, Financial Stability and Healthy Living.

Together, we are stronger.  
Together, we must LIVE UNITED

## R UW Internal Program Investments:

- Total \$ amount invested in RUW Financial Stability programs – \$235,055
- Total \$ amount invested in RUW Education programs – \$30,017
- Total \$ amount invested in RUW Healthy Living programs – \$19,574
- Total \$ amount invested in ALICE and Lawrence Davies Fund (LDF) Assistance – ALICE: \$97,694.03  
For LDF: \$3,767.97

## STATEMENT OF ACTIVITIES

2020

2019

### REVENUE

Campaign	\$ 2,453,309	\$ 2,213,612
Other Direct Public Support	\$ 286,761	\$ 277,092
Allowance for Uncollectible Pledges	\$ (9,824)	\$ 3,015
Grants*	\$ 752,531	\$ 222,772
Other**	\$ 587,010	\$ 163,678
<b>Total Revenue</b>	<b>\$ 4,069,787</b>	<b>\$ 2,880,169</b>

### EXPENSES

Distribution to Agencies & Programs	\$ 2,143,724	\$ 2,270,365
Fundraising & Administration	\$ 584,102	\$ 597,409
<b>Total Expenses</b>	<b>\$ 2,727,826</b>	<b>\$ 2,867,774</b>

### Net Change in Assets\*\*\*

<b>\$ 1,341,961</b>	<b>\$ 12,395</b>
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### CAMPAIGN SUMMARY

RUW Campaign	\$ 2,039,774	\$ 1,849,061
LG Campaign	\$ 182,962	\$ 182,186
Individual Campaign	\$ 230,573	\$ 182,365
<b>Total Raised</b>	<b>\$ 2,453,309</b>	<b>\$ 2,213,612</b>

### % (Decrease)Increase over prior year

<b>16.58%</b>	<b>(6.64%)</b>
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\* Grants include \$450K of Rent and Mortgage Relief Program received at year end

\*\* Other Income includes: Service Fees, Campaign Processing, Sponsorships, Interest, Licensing, and Other Miscellaneous Income.

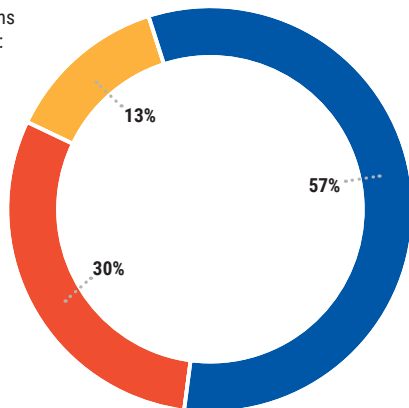
\*\*\* For more details on the Net Change in Assets and its future uses for impact, please see RUW's posted FY20 990 at [www.rappahannockunitedway.org/about/accountability/](http://www.rappahannockunitedway.org/about/accountability/)

Rappahannock United Way has established comprehensive accountability guidelines that are regularly reviewed by our Board of Directors and Finance Committee. Our annual audit and IRS Form 990 are available on our website [www.rappahannockunitedway.org/about/accountability](http://www.rappahannockunitedway.org/about/accountability)

Rappahannock United Way does not charge any membership dues and/or fees to its member agencies.

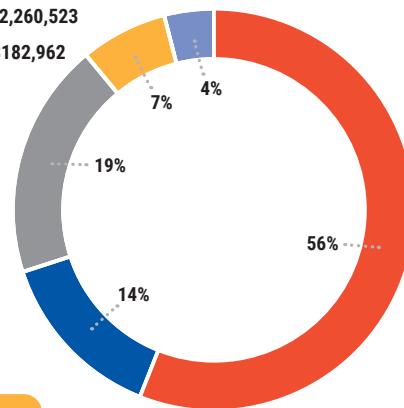
## WHERE RUW SPENT MONEY ON PROGRAM SERVICES

- RUW Programs: **\$635,954**
- 16 Community Impact Programs—  
13 Member Agencies **\$284,840**
- Donor Designations  
to Other Charities:  
**\$1,222,930**



## WHERE RUW MONEY COMES FROM

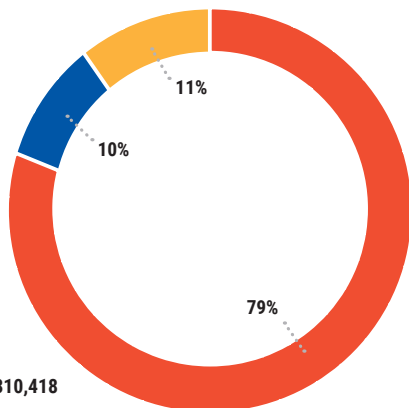
- RUW Workplace &  
Individual Campaigns: **\$2,260,523**
- Federated Campaigns: **\$182,962**
- Out of Area Campaigns:  
**\$286,761**
- Grants: **\$752,531**
- Other Revenue:  
**\$587,010**



**RUW REVENUES \$4,069,787**

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

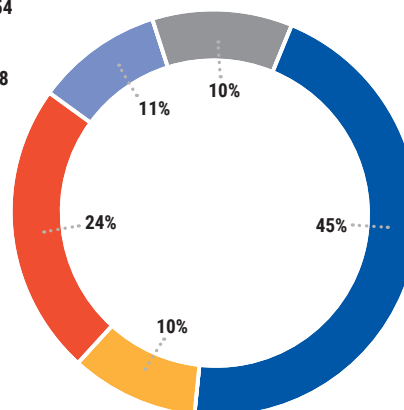
## RUW KEY RATIOS



- Administrative: **\$310,418**
- Fundraising: **\$273,684**
- Program Services: **\$2,143,724**

## WHERE RUW MONEY IS INVESTED

- RUW Programs: **\$635,954**
- Fundraising: **\$273,684**
- Administrative: **\$310,418**
- Donor Designations  
to Other Charities:  
**\$1,222,930**
- 16 Community  
Impact Programs—  
13 Member  
Agencies: **\$284,840**



**RUW EXPENSES \$2,727,826**

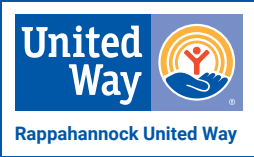


# MEMBER AGENCIES

## 2020 RAPPAHANNOCK UNITED WAY MEMBER AGENCIES

- Big Brothers Big Sisters Greater Fredericksburg
- Brain Injury Services
- Caroline County Habitat for Humanity
- Catholic Charities of the Diocese of Arlington - Fredericksburg
- Central Virginia Housing Coalition
- Children's Home Society of Virginia
- Empowerhouse
- Fredericksburg Area HIV AIDS Support Services
- Fredericksburg Regional Food Bank
- Fredericksburg Counseling Services – Mental Health Clinic
- Girl Scouts of the Commonwealth of Virginia
- Greater Fredericksburg Habitat for Humanity
- Healthy Families Rappahannock Area
- Healthy Generations – Area Agency on Aging
- Legal Aid Works
- Lloyd F. Moss Free Clinic
- Loisann's Hope House
- Mental Health America of Fredericksburg
- Micah Ecumenical Ministries
- National Capital Area Council, Boy Scouts of America
- Rappahannock Adult Activities
- Rappahannock Area YMCA
- Rappahannock Council Against Sexual Assault
- Rappahannock Court Appointed Special Advocates
- Rappahannock Emergency Medical Services Council
- Rappahannock Goodwill Industries
- Safe Harbor Child Advocacy Center
- S.E.R.V.E.
- Smart Beginnings Rappahannock Area
- Stafford Junction
- The Salvation Army Fredericksburg Corps
- Thrive Virginia
- Thurman Brisben Center

# BOARD OF DIRECTORS SPOTLIGHT



*Rappahannock United Way would like to extend a special thanks to Cathy Davis for the significant work she did to make our FY20 Campaign one of the most successful in the organization's history. Cathy is a Tocqueville donor, a founding member of Women United and its first chairperson.*



CATHY DAVIS





**THANK YOU** for choosing to BE THERE to help us build a community that is hopeful, resilient and self-sufficient.



**RAPPAHANNOCK UNITED WAY**

3310 Shannon Park Drive, Fredericksburg, VA 22408  
[www.rappahannockunitedway.org](http://www.rappahannockunitedway.org)

(540) 373-0041 x 300 | [info@rappahannockunitedway.org](mailto:info@rappahannockunitedway.org)

