2020 Report to the Community
"Go Further - Together"
Vision

United Way of the River Cities envisions a community where everyone has the tools and opportunity to thrive.

Mission

United Way of the River Cities connects our community with resources to reduce poverty and improve lives.
Introduction

The COVID-19 pandemic made 2020 a difficult year for most of us. Our community has faced increased issues with unemployment, access to food and shelter, and meeting the needs of old and new financial struggles. United Way of the River Cities has been able to support our community through this unprecedented time because of YOU.

You have made it possible for those throughout the River Cities to face the challenges before us. Whether you are a staff member, board member, donor, volunteer, community member, or neighbor, your continued support is proof that we can go further when we work together.

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Letter from the Executive Director

I think we can all agree - it’s been a year like no other.

At United Way of the River Cities, we started off 2020 like everyone else did. And when the Covid-19 pandemic struck we had to deal with unexpected changes to our work lives and our personal lives just as everyone else did. But unlike for some, Covid-19 has really grown the need for UWRC’s work.

We began by raising support for a Relief & Recovery fund, and worked fast to create a structure for granting funds quickly to programs helping those suffering due to the pandemic. With corporate, foundation, and individual support we’ve been able to raise almost $163,000, which has been distributed to 38 programs serving thousands in our community with food, hygiene supplies, shelter and more. I’m proud to report we’ve also made over 21,000 face masks available to our 5-county service area, all free to those who needed them.

During the pandemic we’ve also launched a 2-1-1 call center in our office. Anyone can dial 2-1-1 at any time to get information on resources specific to their community, and as we all continue to deal with Covid-19 this service has been invaluable to those seeking assistance with everything from help with utility bills to information on how to register for the Covid-19 vaccine.

Our newly formed Corporate Community Engagement Council brings together area businesses to develop and implement workplace-led volunteer projects that serve our community. The Community Give Box is our first completed project: a large pantry box is installed in front of the UWRC office. This “Give what you can – Take what you need” style pantry is kept regularly stocked by a local business.

Of course, we’ve also kept up with all our usual work, including our annual grant process. Because of the pandemic we made some changes this year that reflect the uncertainty some programs are facing with providing services, as well as unusually high levels of need for safety-net programs. As always, we seek input from our community and respond to the needs we are seeing in real time.

And because we know that this pandemic won’t last forever, we’ve continued the process begun in 2019 with the completion of our community needs assessment. Building on the data from our assessment, over the past several months UWRC has put effort into looking ahead at the ways we can best support our community. This has resulted in a new Vision, Mission and

“Yes, it’s certainly been a year like no other, with challenges we haven’t seen before. But with those challenges come opportunities to take a close look at how we are doing the work that serves our community, and to make improvements in that work”

-Carol H. Bailey, Executive Director

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Strategic Plan which highlight poverty reduction as a primary goal of our work. We’re excited to begin considering how our resources can be focused to grow greater financial stability in our region.

I have to take a moment to give some credit where it’s due – the UWRC Board of Directors, particularly including all members of its Executive Committee, have been incredibly helpful as we’ve faced pandemic-related questions that have never come up before. Their availability and willingness to help have made the stresses of this year much easier to deal with. I also want to thank the members of the UWRC team. Many have put in a lot of extra hours to work on adapting and modifying usual programs and procedures, all while figuring out how to balance home and work while working from home. They’re the ones who’ve made it possible for UWRC to do so much under such difficult circumstances.

Yes, it’s certainly been a year like no other, with challenges we haven’t seen before. But with those challenges come opportunities to take a close look at how we are doing the work that serves our community, and to make improvements in that work. Thanks to each of you for joining us in this work – together, we’ll go farther growing good for our community.

Carol H. Bailey
Executive Director
United Way of the River Cities

United Way of the River Cities Staff

Carol H. Bailey | Executive Director
Michael Ash | Director of Marketing and Communications
Pam Baisden | 211 Call Specialist
Tabetha Blevins | Coordinator, Prevention Empowerment Partnership
Lena Burdette | Director of Education Initiative
David Carter | Director of Finance
Robert Greer | Community Outreach Coordinator, Prevention Empowerment Partnership
Josh Gould | VITA Program - Assistant Coordinator (2020)
Rachel Houston | Director of Community Impact
Amy Messinger | VITA Program Coordinator
Bill Rosenberger | Director of Resource Development
Angela D. Saunders | Director of Prevention Empowerment Partnership
Sarah Short | Resource Development Associate
Brent W. Sturm | Volunteer Engagement Coordinator
Letter from the President of the Board

As we began the year 2020 no one could have anticipated the magnitude of change we were about to experience. Enter the COVID 19 pandemic. For most, the world has been turned upside down. New ways to go about accomplishing work have emerged, adapting to masks and maintaining social distance have become ways of life, and imposing varying degrees of self-isolation are the norm for many.

As if life isn’t challenging enough think of those less fortunate, think of those who struggle to simply get from this day to the next, think of those who fight addiction, think of those who lack the tools to sustain employment, think of those who simply don’t see opportunities to get ahead. These, our fellow citizens, are who the United Way of the River Cities serves, pandemic or no pandemic.

That the pandemic has intensified the work of the United Way of the River Cities is an understatement. The scope of work is impressive and the compassion with which our UWRC staff and partners have embraced the challenges of this unusual year have been truly inspiring. As President of the UWRC Board of Directors I witnessed first hand how quickly and purposefully our leadership team created the United Way of the River Cities Coronavirus (COVID-19) Relief and Recovery Fund. This fund provides non profit organizations in our region with micro-grants to serve communities disproportionately impacted by consequences of the virus. Our dedicated staff designed an efficient, bureaucratic-free granting process in order to get funding immediately into the hands of those working on the front lines to combat unforeseen consequences resulting from the pandemic. Several individuals and organizations selflessly contributed to establish dedicated relief and recovery funds, and I am grateful to all of them for responding with such generosity.

While it may seem otherwise, the world has not stopped because of the pandemic and that means in addition to COVID relief and recovery grants, the UWRC continues its vital ongoing programs and partnerships that are so important to so many. The critical issues that face the five county region of UWRC are ever present. The “pillars” of our work - health, education, and financial stability for all citizens remain the focus, with safety-net services continuing to provide for basic needs to insure that everyone has access to the fundamental essentials of living.

It might be said that the only certainty in life is uncertainty, and the pandemic has brought that into focus for many. Navigating the pandemic, with all its uncertainties, underscores the importance of being able to adapt quickly. But 2020 has also reminded us that it is essential to have in place something we have not had - a general road map which helps to define basic operating parameters for the UWRC. To that end, an ad-hoc committee of current and former UWRC board members was created in October, 2020 to develop

“The support of our community is necessary, strong, and appreciated. None of us alone has the ability to meet all the challenges we face, but together we can make a real difference.”

-Donald Van Horn, President of the Board

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a multi-year strategic plan that will serve to guide the ongoing work of our organization. Informed by the 2019 Community Needs Assessment, the plan has a keen focus on poverty reduction while maintaining our long standing commitment to basic needs. The UWRC Board of Directors are in unanimous agreement that reducing poverty is critical to having a vital community and, as 2021 unfolds, the strategic plan and the work plans that complement it will become apparent to all.

It has been my distinct privilege to serve as the President of the UWRC Board of Directors during this most unusual of years. We have an excellent staff guided by the extraordinary leadership of our Executive Director, Carol Bailey. The support of our community is necessary, strong, and appreciated. None of us alone has the ability to meet all the challenges we face, but together we can make a real difference.

Donald Van Horn
President of the Board
United Way of the River Cities

Jeremy Baisden | Cabell County Schools
Susan Barnes | The Barnes Agency
Brandi Beasley | Barboursville CVB
Matt Bell | US Bank
Dr. Kim Broedel-Zaugg | MU School of Pharmacy
Michael Chirico | Chief of Staff, Cong. Carol Miller
Shane Finster | Armstrong Cable
Skip Flynn | VITA Volunteer
Matthew Hale | Vertiv
Steven Hardin | Harris, Hardin & Company
MaRia Hill | A. D. Lewis Center
Bruce Hinckson | Orange Theory Fitness
Don Van Horn | Marshall University, Emeritus
Irv Johnson | Cabell County Assessor
Rhonda Kersey | Lincoln County Schools
Bill Kuhn | FEMA
Brian Lake | Fifth Third Bank

Erik Legg | Farrell, White and Legg
Juan McCabe | Mason County Youth Day Report
Melinda Midkiff | City of Huntington
John O’Connor | Steel of West Virginia
Dr. Michael Prewitt | Marshall University
Terri Lynn Queen | Wayne County Schools
Susan Beth Robinson | Mountain Health Network
Abraham Saad | Glazer Saad Anderson L.C.
Randy Saunders | Nelson Mullins Scarborough
Bishop Charles Shaw | Huntington Black Pastors Association
Sara Simmons | Ironton Tribune
Tracy Teams | Mountain Health Network
Vanessa Washington | Community Volunteer
Lt. Phil Watkins | Huntington Police Dept
Dr. Joe Wyatt | Southwestern District Labor Council

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ROAD MAP TO IMPACT

We look to the community as a whole to create lasting change.
By combining resources, every contribution helps make a BIG collective impact.

- Community Needs Assessment is conducted every four years.
- The results from the Needs assessment are synthesized; volunteers make recommendations for the focus of our work and funding, the board of directors approves the recommendations.
- Our annual fundraising campaign combines corporate, employee, and individual gifts to create one larger amount to support the work we do.
- Funds are distributed for internal work and grant awards to target the areas that were identified through the needs assessment.
- Volunteers review grant requests and send recommendations on to the board of directors for review and approval.
About UWRC

As we close in on our 100th anniversary in 2022, we have made great strides to focus the work we do. In 2019 we completed a large community needs assessment process to review the focus areas of work throughout our community. In 2020 we started the process of strategic planning to put the results of our needs assessment into practice.

As always, our community is at the center of all the work we do. Community volunteers made up the committees that provided the structure and understanding for the changes that we are making. Those changes are reviewed by our board of directors and voted on for approval and integration into the work we do.

UWRC Internal Programs

With fourteen internally managed programs and coalitions, we work to make a collective impact with others in our community, not just provide funds.

Many of UWRC’s programs have adapted during the COVID-19 pandemic. Emphasis has been placed on digital meetings to continue the work and effort of UWRC throughout our service region, for everything from gatherings of coalition members to youth engagement.

Education

Education is essential for both individual and community success. For children, learning and understanding begin long before they enter school. Many children enter kindergarten unprepared, lacking a foundation that is critical to graduating from high school and achieving financial stability as adults. Education is essential to getting and keeping a job with a livable wage and health benefits. UWRC provides these education-related programs:

- **Brain Under Construction Zone (BUCZ)**
  Program that offers materials and training that promote the importance of healthy brain development in early childhood.

- **Education Matters**
  A coalition of agencies whose goal is to motivate the community to decrease the dropout rate and increase student success.

- **AmeriCorps on the Frontline**
  Mentor program that focuses on improving attendance, behavior, and course performance with at-risk middle and high school students. Currently in two schools in Lincoln (Lincoln High) & Wayne (Fort Gay PreK-8) counties.

- **Success By 6**
  A coalition of community partners that seeks to ensure that all children are ready to begin kindergarten.
Health

As recent emphasis on social determinants of health highlight, many factors influence well-being. Poor education and financial instability are examples of barriers to maintaining good health. Unfortunately, the physical, mental, and behavioral health status of those in our community are affected by high rates of substance use.

**Prevention Empowerment Partnership (PEP)**
PEP is a collective of community-based organizations that partner together to increase access to prevention services for youth and families.

**Comprehensive Addiction and Recovery Act (CARA)**
Community and after-school based substance misuse prevention programs that focus on evidence-based programming in community centers. Currently in five locations throughout Cabell County (A.D. Lewis Center, Big Brothers Big Sisters of the Tri-State, Boys & Girls Clubs of Huntington and Guyandotte, YMCA-Phil Cline Center).

**Students Against Destructive Decisions (SADD)**
In-school substance misuse prevention programing in SADD chapters in all Cabell Co. middle and high schools (Barboursville Middle, Huntington East Middle, Huntington Middle, Milton Middle, Cabell Midland High, Huntington High, St. Joe’s).

Financial Stability

Lack of education, poor health, or other environmental factors may prevent individuals from working. Low-income and financially unstable individuals and families face numerous barriers. Improved financial literacy supports self-sufficiency.

**Volunteer Income Tax Assistance (VITA)**
Free tax preparation for individuals earning $66,000 or less. In 2020, 87 volunteers worked at 11 tax sites across our four counties in West Virginia (Cabell, Lincoln, Mason, and Wayne). The program pivoted mid-season to accommodate COVID-19 regulations, and was able to complete taxes for everyone who made an appointment. Through the work of our volunteers, clients saved over $860,000 in tax preparation fees.

**Every Member Promoting Opportunity with Effective Resources (EMPOWER)**
A collaborative committee that organizes community-based education and asset building training and services to increase financial literacy in the community.

**Your Money, Your Goals**
A non-judgmental, client-focused training program for case managers, preparing them to help clients manage their money.

"Since the start of the Pandemic, PEP has been flexible and creative with finding ways to continue to connect with youth. We established virtual meetings with the What’s Up Wednesday Group and the PEP Youth Leadership Team. PEP also provided much needed prevention tools to be used in virtual and in-person classrooms. PEP believes that our youth are the most valuable resources our communities have. We must find ways to engage them in substance use prevention if we want healthy communities for them to live and grow in."

-Angela Saunders, Director of PEP
Crisis are upsetting and unexpected, and they make it impossible for people to meet their basic needs. Some may face hunger; some may have issues accessing healthcare or medications; some may end up homeless and need a warm bed. Often times, children are affected in these situations.

**The Big Cover-Up**
Sponsored by Advantage Toyota, this is a grant based, match funding program for local schools: student-led winter clothing projects benefit others at their school or a feeder school. In 2020, 10 schools received a total of $14,500 as match grants to fund their programs.

**Cabell County**
- Huntington High School

**Mason County**
- Wahama High School

**Wayne County**
- Spring Valley High School
- Wayne Elementary School
- Wayne Middle School
- Wayne High School

**Lawrence County**
- Dawson-Bryant High School
- Fairland High School
- South Point High School
- Symmes Valley High School

**2-1-1**
UWRC now hosts this non-emergency 24/7 information and referral call center for residents in our four West Virginia counties.

**Connecting to the Community**
Keeping our community, employers and agencies engaged and connected is essential for continued growth in our community.

**Corporate Community Engagement Council (CCEC)**
The Corporate Community Engagement Council was formed by UWRC in 2020 to help grow and develop partnerships with workplaces in the river cities. Its primary goal is to develop volunteer projects to build involvement of area workplaces with the work of UWRC.

**UnitedWeVolunteer.org Volunteer Center**
A virtual volunteer center that offers a place for volunteers and agencies to connect. Also coordinates in-person events such as special projects, employer engagement, and workshops.

“The Community GiveBox is the first project that came from our newly developed Corporate Community Engagement Council. This pantry box is a give-what-you-can, take-what-you-need pantry box. We do have stocking sponsors who monitor and stock the pantry weekly. We thank both of our initial sponsors, Nelson Mullins and Bloss & Dillard.”

-Bill Rosenberger
Director of Resource Development

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United Way of the River Cities grants target critical issues in the areas of health, education, financial stability, and basic needs in our community by investing in local agency programs that help solve these issues. UWRC offers two different grant opportunities:

- Impact Grants are normally awarded every two years to programs that address one of United Way of the River Cities’ critical issues in the focus areas of health, education, and financial stability. Impact programs are expected to demonstrate outcomes, that is, a positive change in participants’ knowledge, skills, or behaviors. These grants normally represent 70% of the funds awarded through our granting process.

- Safety-net Grants are awarded annually to programs that provide short-term assistance with these basic needs: food, clothing, safe shelter, prescription medication, healthcare, utilities/rent assistance, and personal care/infant essentials. These grants normally represent 30% of the funds awarded through our granting process.

COVID-19

Due to the COVID-19 pandemic, two major changes were made to the granting process available 2020. All grants were awarded for a one year term to allow for adjustments based on need in our community and available services provided by program applicants. The normal 70/30 split of funds was temporarily lifted allowing an increased focus to be applied to safety-net grants due to increased need.

FINANCIAL STABILITY

**Catholic Charities of West Virginia – $10,000**

The Catholic Charities Center for Community Achievement is a hybrid program that blends academic and career readiness services with case management and wraparound support services.

**Dress for Success River Cities – $15,000**

Dress for Success River Cities Career Center Program will provide the job skills and education necessary for women to obtain employment in career fields with high demand.

**Tri-State Literacy Council – $19,000**

TSLC provides free literacy tutoring and instructional material to adults to help them reach personal and educational goals, and to overcome achievement barriers.

We have recently moved to a new site that allows for an enhanced delivery of services to our Substance Abuse Recovery Community but also a greater outreach into Huntington’s community-at-large. And, one of our participants who came to us with a need to enhance her educational background/performance to better her life; is now enrolled at the Robert C. Byrd Institute.

-Catholic Charities of West Virginia, Center for Community Achievement
We have been meeting with toddler/preschool aged children in smaller groups to meet safety requirements. We have multiple children who could not recognize their name and are now practicing writing it! Working with small groups has allowed us to place even more focus on early literacy skills.”

-Mason County Public Library, KidsConnect

**Health**

**Prestera Center – $28,000**
The Renaissance program is designed to help women overcome addiction and improve parent-child relationships.

**Marshall University Research Corporation – $25,000**
This program provides behavioral health care services to adults impacted by homelessness as well as transitional youth exiting foster care.

**Goodwill Industries of KYOWVA Area, Inc. – $28,000**
Goodwill Family Services Counseling provides reduced cost or free behavioral health care services to low-income individuals. Access to behavioral health is a priority at this time.

**EDUCATION**

**Mason County Public Library – $8,000**
KidsConnect is a multi-age level approach designed to increase school readiness and grade-level reading by engaging children in fun literature activities, games, music, and play.

**John W Hereford Boys and Girls Clubs of Huntington – $28,000**
The Boys and Girls Club’s Power Hour Program provides a bridge between school and home. Power Hour provides homework help and educational enrichment—a as well as a hot meal.

**Big Brother Big Sisters of the Tri-State – $26,000**
BBBSTS makes meaningful, monitored “matches” between adult volunteers and children, through School-Based Mentoring and Community Based Programs.

There is a real service gap for those individuals who are homeless and impacted by complex, chronic behavioral health issues such as schizophrenia. Supportive services are thin and many agencies struggle to provide needed assistance. Students have benefited from this grant by becoming more familiar with the behavioral health and daily living challenges experienced by highly vulnerable groups.”

-Marshall University Research Corp
BASIC NEEDS

Facing Hunger Food Bank – $15,000
Feeding program that provides weekend meals to 600 children for 36 weeks. Also allows up to 75 families to receive additional emergency hunger relief through support from the Lincoln County High School Pantry and monthly food distributions from the three member agency pantries located in Lincoln County.

Harvest for the Hungry – $5,000
Food pantry that provides a three-day pre-pack which is enough food to provide three meals a day for three days based on the size and structure of the family. Families with children receive fruit juice, eggs, and/or milk if available. The families are eligible to receive food once every 30 days.

Huntington City Missions – $20,000
The Feeding Program serves 3 meals a day 6 days a week and 2 meals on Sundays. The HCM Community Feeding Program is the only congregate mass feeding program within a 50-mile radius and has a history of serving an average of 114,000 meals annually for the past three years. The Feeding Program targets homeless and low-income community residents who need assistance with food. Due to COVID-19, all HCM meals are “to go” only.

Community Mission Outreach – $12,000
Pantry that provides needy families in Eastern Lawrence County Ohio with food, clothing and a connection to other assistance that they may qualify for. As a Client Choice Pantry, they have a wide variety of nutritious food available. They provide the equivalent of 1 week’s supply of nutritious food to each needy family/individual each month.

Lincoln County Family Resource Network – $20,000
“Feed the Need” summer mobile food pantry was created two years ago to ease the financial burden of families on a fixed income and ensure students were getting the meals they needed while not in school.

Christian Associates, Inc. – $20,000
Cridlin Pantry serves the needs of 4,800 low-income individuals and families in Cabell/Wayne counties by providing five-day emergency food orders, clothing, toiletries, infant essentials, cleaning products, new underwear, winter coats, back-to-school shoes, and feminine hygiene products.

Children’s Home Society of West Virginia – $9,000
The Resource Center primarily serves children and families who are involved in the child welfare system through foster care, kinship care, adoption, emergency shelter and family strengthening programs AND have unmet basic needs. Typical items provided include car seats, cribs, hygiene items, school supplies, baby items, clothing, shoes and food. Additionally, youth in child emergency shelters will be provided with clothing and personal hygiene items.

We are grateful to be able to continue to meet the needs of those in our community, especially parents/grandparents of infants in need of diapers and other infant essentials. Almost with out exception, each and every client has expressed gratitude for the toiletry items, detergent, and toilet paper we are able to distribute with UWRC funding. THANK YOU for making this happen in our community.”

- Christian Associates, Inc.
Cridlin Food & Clothing Pantry

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Wayne Co. Community Services Organization, Inc. – $4,000
The Fort Gay Food Pantry provides families in need with supplemental food boxes each month to help offset their food budget. With the closure of many coal mines, families who once were financially stable are now seeking assistance in meeting their basic needs – food and personal care.

Campbell Chapel Church / Backpack Buddies – $10,300
Backpack Buddies is a ministry of Campbell Chapel Church that provides food for children who have limited to no access to food over the weekend while in school. Backpack Buddies also has an emergency food pantry that can be accessed by any Lawrence County, Ohio resident.

River Valley Child Development Services – $7,500
The RV CARES Baby Bites Pantry & Care Closet provides essential items for infants, including diapers, wipes, formula, baby food, and car seats. The pantry and closet were first created to serve families affected by Substance Use Disorder (SUD) but has expanded to serve any family with infants who have an immediate need for essential infant items.

Gabriel Project of West Virginia – $10,650
This project provides basic baby necessities to help infants in low-income families have a healthy, safe start in life. They provide new cribs, new car seats, formula, and diapers. Through in-kind donations they also provide clothing, blankets, and other baby items.

Branches Domestic Violence Center – $20,000
Branches operates a shelter and hot-line that is staffed 24/7 to provide emergency assistance to those seeking refuge from an abusive situation.

American Red Cross – $20,000
The American Red Cross provides immediate, short-term emergency assistance to families and individuals impacted by all types of disasters, which are most frequently single-family or multi-unit home fires. When a family has lost their home, they receive Red Cross assistance for shelter and other immediate emergency needs following a disaster through casework and financial assistance.

Cabell-Huntington Coalition for the Homeless – $14,000
CHCH utilizes funds to continue the operation of their day shelter and accompanying services. Services will be available to access transportation to and from the DHHR and Huntington Housing Authority, shower and laundry facilities, clothing and toiletry donations, healthy foods for adults and children, placements into employment, placements into permanent housing, and enrollment in medical and mental health services.

"We have provided several completely free virtual awareness events. We've also launched a second Rapid Rehousing program. Despite a year full of challenges, we are pleased that we were able to provide such an extensive array of safe, contact-less events to bring awareness to the dangers of domestic violence."

-Branches, Domestic Violence Center

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COMMUNITY IMPACT
2020 Campaign Donations

2020 Received Grants

2020 Fundraising Events

$710,000

$460,000

$77,000
UWRC is one of the largest fundraisers in the River Cities, helping to support many vital nonprofits. When you contribute to the United Way of the River Cities, we combine your dollars with the donations and resources of thousands of others, creating a large pool of funds. We strategically invest in programs that address areas that are most critical, making your gifts go further and have a greater impact.

$375,000 provided to local organizations through grants made to UWRC.

Nearly $1,050,000 invested back into the community. 99% of all funds raised stay in the community.

Here are just a few of the ways we work to make a change in our community.

- **485** adults better prepared to enter the workforce.
- **436** individuals received behavioral health assistance.
- **343** youth and adults received math and reading support.
- **33,206** meals were provided through pantries and feeding programs.

- **$375,000** in grants awarded to UWRC.

- **$460,000** in grants awarded to UWRC to provide services to the community.
- **$213,000** invested into the community through internal programing and community impact work.

- **2,461** households received assistance through our VITA program.
- **150** students participated in learning about and planning prevention in their schools.
- **250** adults and children received critical information for proper child development.

Nearly **27,000** individuals received assistance through United Way and our partnerships in 2020.

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COVID-19 Response

In March 2020 many states issued local stay-at-home orders to help protect citizens and slow the spread of COVID-19. Restaurants and businesses closed, stores limited the number of customers able to enter at a time, hospitals put in place visitor restrictions. Our world changed.

On March 24th, United Way of the River Cities announced the creation of our COVID-19 Relief and Recovery Fund. Local nonprofits could apply for micro grants to help meet the increasing needs of our community. Nearly $163,000 was donated to the fund from local businesses, foundations, individuals and UWRC. Nearly 60 micro grants were awarded over the span of a year to 38 different non-profits and human service agencies throughout the five counties UWRC serves. Funds were also used to purchase and distribute 21,000 masks to individuals who needed them.

**COVID-19 Relief and Recovery Fund Contributors**

**Cornerstone ($20,000 to $49,999)**
- AEP Foundation
- Huntington Foundation

**Impact Partner ($10,000 to $19,999)**
- Alcon Foundation

**Focus Partners ($5,000 to $9,999)**
- Amazon
- Huntington Clinical Foundation

**Achievement ($1,000 to $4,999)**
- American Water Charitable Foundation
- Betty Barrett
- Leslie Petteys & Skip Campbell
- Christian Associates
- City National Bank
- Fifth Third
- Philip & Sandra Herrold
- Huntington Bank
- MVB Bank
- Drs. Joseph & Omayma Touma
- Trinity Episcopal Church
- Truist (BB&T)

**Pacesetter ($500 to $999)**
- The Hutch Agency
- Woodmen of the World Unit 66

**Connector ($0 to $499)**
- Anonymous (3)
- Michael B. Ash
- Drs. Gayle & Daniel Brazeau
- Elizabeth Gross
- Rachel Houston & Lilli Ramsier
- Kristen McKee
- Phoebe & Justin Randolph
- Chuck Minsker & Jeanette Rowsey
- George and Martha Snider

"Thank you so much for helping the Grandfamilies in Lincoln County. With the $1500 grant we received from United Way we were able to help 31 Grandfamilies (grandparents raising grandchildren). Each Grandfamily received a $20 gas card and a $25 Dollar Store card. The gas cards were used to help purchase gas to pick up food bags, go to grocery store, etc. The Dollar Store cards were used to purchase things such as laundry detergent, paper towels, toilet tissue, and cleaning supplies. We also used some of the funding to help a Grandfamily install internet in their home so her grandchildren could keep up with school work."

-Lincoln County, Healthy Grandfamilies
Total Amount Raised & Distributed into the River Cities $162,913

Funding Distribution Areas
Among 38 Grant Recipients
Totaling $137,388 Awarded

Mask Distribution
Totaling 21,000 Cloth & Disposable Masks

- Given to local non-profits to continue providing services.
- Given to local libraries to distribute to the general population.
- Given to local non-profits and homeless-serving agencies for clients.

Tech/Edu 11% ($15,142)
Safety 19% ($25,800)
Masks 8% ($11,000)
Bills 8% ($10,500)
Shelter 7% ($10,000)
Personal Care 2% ($2,500)
Food 45% ($62,446)

= 500 Cloth Masks
= 500 Disposable Masks

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# 2020 Leadership Listing

We thank all those who support United Way of the River Cities. Your contributions fuel our work for the health, education, financial stability, and basic needs of every person in our community.

## Alexis de Tocqueville Society ($10,000 & up)

- Anonymous (1)
- Dr. David & Mrs. Darlene Humphreys
- Alan & Catherine Morrison
- Mr. & Mrs. Marshall Reynolds
- Doug & Maria Reynolds
- Michael & Betty Sellards
- Mrs. Joan Weisberg

## John Campbell ($5,000 to $7,999)

- Mrs. Betty Barrett

## Eli Thayer ($2,500 to $4,999)

- Ms. Nina Bevels-Thompson
- Dr. Jerome & Mrs. Leigh Gilbert
- Mr. & Mrs. Michael Mullins
- Randy & Ashley Saunders
- Mr. & Mrs. Madison Sayre
- Paul & Bunny Smith
- Ms. Angela Swearingen

## Jacob Proctor ($1,500 to $2,499)

- Anonymous (3)
- Mrs. Doris Andrews
- Carol H. & Brian P. Bailey
- Mr. & Mrs. Thomas Bosley
- Drs. Gayle & Daniel Brazeau
- Chris & Diana Curry
- Mr. Daniel Edwards III
- Rocky & Ann Harris
- Kathy & Mike Hettlinger
- Mr. Laurence Kerrigan
- Mr. & Mrs. R.O. Robertson, Jr.
- Mrs. Susan Beth Robinson
- Dr. & Mrs. Tully S. Roisman
- Drs. Joseph & Omayma Touma
- Larry & Cheryl Tweel
- Mr. David M. Ward
- Mr. & Mrs. Marc Williams, Esq.

## Carter Woodson ($1,000 to $1,499)

- Anonymous (7)
- Charles & Teresa Abbott
- Drs. Jeffrey & Marie Archambault
- Carolyn J. Bagby
- Mr. Daniel P. Bickerton
- Mrs. Shelia Brownfield
- Mr. Jeffory Cassity
- Dr. Felix & Mrs. Cara Cheung
- Ms. Tammy Collins
- Mr. & Mrs. Michael Cornfeld
- Kerry & Susan Dillard
- Jim & Melony Fitwater
- Kevin & Karen Fowler
- Subrina Gebhardt
- Drs. Zach & Rebecca Hansen
- Cindy & Pat Jones
- Mr. Kenneth Kennedy
- Mr. Fred Kuhn
- William & Anne McGee
- Grant & Kheng McGuire
- Ms. Leslie Morris
- Mrs. Carolyn Mount
- Ms. Sally Oxley
- Bob & Nancy Palmer
- Shailesh & Jyotsna Patel
- Mr. Nicolas Phan
- Ms. Judy Rule
- Mr. Raymond Sawyer
- Dr. Joe & Mrs. Mary Shapiro
- Mr. Geoffrey S. Sheils
- Mr. Stephen Stacks
- Ms. Emily L. Stacy
- Mr. Michael Sturgeon
- Dr. Stanley & Mrs. Ann Barrett Tao
- Mr. Toby Taylor
- Mr. Benjamin Wilson
- John & Katherine Zitter
- Dr. & Mrs. William P. Zitter
### Dr. Henry Drury Hatfield ($800 to $999)

| Anonymous (2) | William & Lena Burdette | John O’Connor |
| Mr. & Mrs. Jeremy Baisden | Mrs. Nona L. Callihan | Mr. Joseph Perry |
| Mr. John DeBarbadillo | Mr. John DeBarbadillo | Chief Jan Rader |
| Mr. Darrin L. Bird | Mr. Steven P. Hardin | Dr. & Mrs. Thomas F. Scott |
| Scott Boggs | Mr. Wade Newell | Ms. Carolyn Wright |

### Claudia Peyton ($600 to $799)

| Anonymous (3) | Mr. Benjamin Fletcher | Philip Queen |
| Todd & Natonya Alexander | Mr. Gregory Gibson | Ms. Jo Ann Rakes |
| Dr. & Mrs. R.B. Bookwalter | Elizabeth Gross | Don & Becky Ray |
| Mrs. Jill Briggs | Mr. Justin Hainer | Mr. David Robinson |
| Dr. Timonthy & Mrs. Sarah Bryan | Mr. Caleb Hill | Mrs. Angela Saunders |
| Mr. Todd A. Campbell | Mr. Mark Holderby | Mr. David Sheils |
| Mrs. Lynn Campbell | Mrs. Kathy Jackson | Mrs. Valerie Smith |
| William Carter | Mr. Roger Jaramillo | Mr. Timothy Smith |
| Ms. Ginger Charles | Ms. Katherine Kitchen | Ms. Valerie Tabor |
| Dexter Childers | Ms. Theresa Gilmore Kee | Don & Diana Van Horn |
| Ms. Angela Coburn | Mr. William Kuhn | Mr. Jack Vital |
| Mr. Kevin C. Copenhaver | Ms. Rachel May | Colin & Brenda Wills |
| Beatrice Crane-Banford | Mr. Paul Newman | Philip Wolfe |
| Mr. Gregory Dean | Mr. Allen E. Parsley | Ms. Joyce Wolford |
| Mr. David Field | Bailey Peyton | Ms. Betty L. Woodrum |
| Mr. Geoffrey Fleming | Dr. Michael W. Prewitt | |

### Leadership Level ($500-$599)

| Anonymous (10) | Dr. David Dampier | Dr. & Mrs. Richard E. Oakes |
| Dr. & Mrs. Richard E. Oakes | Mr. Gregory Dean | Ms. Melanie Oliver |
| Ms. Angela Adkins | Drs. William & Sarah Denman | Keith Perry |
| Mrs. Leigh Allen | Ms. Jamie C. Falls | Mrs. Barbara Ramsey |
| John & Patty Anderson | Bill & Karen Foster | Mr. Shane Randolph |
| Kit & Mary Beth Anderson | Mr. Alexander Frampton | William & Frances Rosenberger |
| Jim & Judy Bailes | Mrs. J. Churchill Hodges | Julian & Jihad Saad |
| Chad Barry | Mrs. Lisa Holbrook | Mr. Steven Sarver |
| Jan & Dennis Bills | Ms. Rebecca Hughes | Bruce & Massie Schemmel |
| Mr. Keith Blake | Ms. Judy Jennings | Ms. Sarah Simmons |
| Dr. Rodger & Mrs. Debbie Blake | Ms. Carol J. Jordan | Mr. Ray Spencer |
| Mr. Jason Bleigh | Mr. Zachary Campbell | Mrs. Alissa Stewart Sparks |
| Mr. Richard J. Bolen | Mr. Emmett Kirsty | Dr. & Mrs. Marc A. Subik |
| Mr. Carl E. Bowen | Ms. Ann B. Langdon | Ms. Stacie Trotter |
| David Bruce | Dennis & Lindsay Lee | Mr. James W. Turner |
| Cathy & Dale Burns | Erik & Cynthia Legg | Rodney Wayne |
| Ms. Liza Caldwell | Zachary Marcum | Dr. John H. Weber |
| Mr. David Campbell | Ms. Kimberly D. Mallory | Mr. Stephen Wells |
| Mrs. Annette J. Cartwright | Mr. Robert Massie | Dr. & Mrs. S. Kenneth Wolfe |
| Ms. Beth Darby | Ms. Shawn Maynard | Dr. Joseph Wyatt |
| Kerry Connelly-Johnson | Ms. Lisa McClung | |
| Mr. Frank Layton Cottrill Jr. | Mr. David Noble | |
| Howard & Patricia Crews | | |

All individuals have pledged $500 or more to United Way of the River Cities and the pledge has been processed between the dates of Feb. 19, 2020 - Feb. 18, 2021.

www.unitedwayrivercities.org • • • • 20
Volunteer of the Year

Wallace Harris, known to his friends as Rocky, was selected as Volunteer of the Year by a landslide vote of UWRC staff members. Rocky served on our Board of Directors for six years, and spent most of those years as Board Secretary, faithfully producing minutes every month for many years. He went on to serve as Board Treasurer in his final year of Board service. Being an officer of our Board means Rocky was asked to attend multiple monthly meetings, as well as serving on the Board of Directors for the UWRC Foundation. If awards were given for attendance, Rocky would certainly get one of those too!

In his time with UWRC Rocky also served on our Community Investment Council, helping make decisions about grant awards for area programs and agencies. He made dozens of site visits over the years and spoke passionately about the needs he saw and work being done to meet those needs. It was this work that was most important to Rocky, and what made him most proud to be associated with United Way of the River Cities.

Rocky always came in the door with a smile and a friendly greeting for staff members, and he has been a great cheerleader from both the internal governance side and the public ambassador role he played on our behalf. We are more than grateful to Rocky for ALL he has given to us over the years, and we'll miss him in our monthly meetings.

Ball Toyota Gives Back to WV

The pandemic may have created a new normal, but that wasn’t about to stop Ball Toyota from helping kids in West Virginia.

Brothers Dave and Shawn Ball are principals at three Toyota dealerships in West Virginia, and they consider giving back to the state a critical part of their duties. And while Covid-19 meant schools were interrupted, the brothers wanted to ensure services and supplies to kids in need would not be.

The result was a $216,000 donation from their dealerships to create a partnership with area nonprofits Handle With Care and the United Way across the entire state.

Handle With Care connects law enforcement with local schools to ensure that children who may have experienced trauma get the particular attention they may need in the following days. The Ball’s donation created Handle With Care pantries, which provide food and supplies to affected children. Their donations to local United Ways will help them administer the pantries, getting supplies to children quickly and without red tape.

For UWRC, this meant $20,000 to help fund these resources. And that’s in addition to the $20,000 we received from the Toyota Dealer Fund match (annually the largest contribution to UWRC’s Big Cover Up grant program to area schools) and a corporate gift from Advantage Toyota.

We thank Advantage Toyota for not only continuing their support of UWRC’s community work, but also growing that support to reach even more broadly to serve and support children in our counties.
## 2020 Corporate Listing

We thank all of the business leaders, employers, and employees who set an example for corporate social responsibility with their support of United Way of the River Cities, and the work we do in and on behalf of our community.

### Visionary - $100,000 and up
- Steel of West Virginia

### Pillar Partner -- $50,000 to $99,999
- Mountain Health Network (including Cabell Huntington Hospital, St. Mary’s Medical Center and HIMG)

### Cornerstone -- $20,000 to $49,999
- Advantage Toyota/Toyota Dealer Match
- Huntington Federal Savings Bank
- Marathon Petroleum

### Impact Partner -- $10,000 to $19,999
- Alcon Manufacturing
- CITCO Water
- City National Bank
- Dutch Miller Auto Group
- J.H. Fletcher & Co.
- Midland Behavioral Health
- Nelson Mullins
- United Parcel Service
- Vertiv

### Focus Partners -- $5,000 to $9,999
- AEP (Ohio, West Virginia)
- Bloss & Dillard
- City of Huntington
- Fifth Third Bank
- Johnson & Johnson
- Pritchard Electric

### Achievement -- $1,000 to $4,999
- AK Steel
- Americas Styrenics
- Assured Partners
- Big Brothers Big Sisters of the Tri-State
- Braskem
- Cabell County Public Library
- Cabell County Schools
- Campbell Woods, PLLC
- Chapman Printing Company
- Creative Kitchens, Inc.
- Edward Tucker Architects
- Farrell, White & Legg, PLLC
- Goodwill Industries of KYOWVA Area, Inc.
- Harris, Hardin & Company, A.C
- Huntington Housing Authority
- Huntington Museum of Art
- Huntington Physical Therapy Services
- Northwestern Mutual Life Insurance
- Ohio University Southern
- Peoples Bank
- Prestera Center
- Raymond James
- Security National Trust
- Servicemaster of the Tri-State
- Somerville & Company, PLLC
- State Electric Supply Company
- Steptoe & Johnson, PLLC
- Sterling Supply Company
- Wayne County Board of Education
- WesBanco
- West Virginia American Water
- WV Division of Corrections
- YMCA

### Pacesetter -- $500 to $999
- Bailes, Craig, Yon and Sellards
- Dingess Rum Properties
- India Association of Huntington
- Enterprise Rent-A-Car
- C.W. Campbell Company
- Chad D. Barry, L.C.
- HD Media
- Jim’s Steak & Spaghetti

All businesses have pledged $500 or more to United Way of the River Cities and the pledge has been processed between the dates of Feb. 19, 2020 - Feb. 18, 2021.

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Every year we host a Celebration of Excellence during which we recognize and give thanks for the support we receive from organizations and individuals who make a change in our community. In 2020, our Celebration of Excellence was scheduled at the same time many restrictions were placed on gatherings due to the COVID-19 pandemic.
Though we had to cancel our event, we didn’t let that stop us from giving out awards! We recognized six organizations for their continued support and growth under the categories of large, medium, and small business of the year and trend-setter, trailblazer, and comeback campaign. We also recognized those businesses who donated over $20,000.
2018-2019 DOLLARS RAISED

- Grants Received 31% ($383,405)
- Special Fundraising Events and Other 8% ($102,779)
- Workplace Campaign and Individual Giving 61% ($761,235)

TOTAL REVENUE ($1,247,419)

SUPPORT COST:
- Management and General ($226,509)
- Fundraising and Marketing ($134,854)

TOTAL AVAILABLE TO BE INVESTED IN THE COMMUNITY ($886,056)

2018-2019 DOLLARS INVESTED IN THE COMMUNITY

- UWRC Health 24% ($267,493)
- UWRC Education 10% ($105,947)
- UWRC Financial Stability 13% ($141,766)
- Community Impact and Safety Net Grants 50% ($548,690)
- Other Programs 3% ($31,005)

TOTAL INVESTED IN THE COMMUNITY ($1,094,901)

TOTAL NET ASSETS ($2,505,586)
### STATEMENT OF FINANCIAL POSITION
June 30, 2019 and 2018

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$589,435</td>
<td>$867,519</td>
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<tr>
<td>Investment Reserve Portfolio</td>
<td>$975,157</td>
<td>$788,694</td>
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<tr>
<td>Accounts Receivable</td>
<td>$</td>
<td>$56,533</td>
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<tr>
<td>Pledges receivable (net of allowance)</td>
<td>$287,011</td>
<td>$295,700</td>
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<tr>
<td>Property and equipment, net</td>
<td>$622,785</td>
<td>$650,647</td>
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<tr>
<td>Other Assets</td>
<td>$472,733</td>
<td>$439,376</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$2,947,121</strong></td>
<td><strong>$3,098,469</strong></td>
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<tr>
<td>LIABILITIES</td>
<td></td>
<td></td>
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<tr>
<td>Accounts Payable</td>
<td>$61,622</td>
<td>$52,360</td>
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<tr>
<td>Agency Grants Payable</td>
<td>$340,888</td>
<td>$347,644</td>
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<tr>
<td>Accrued Liabilities</td>
<td>$18,139</td>
<td>$11,358</td>
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<tr>
<td>Other Liabilities</td>
<td>$20,886</td>
<td>$6,452</td>
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<td><strong>Total Liabilities</strong></td>
<td><strong>$441,535</strong></td>
<td><strong>$417,814</strong></td>
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<tr>
<td>NET ASSETS</td>
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<td></td>
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<tr>
<td>With Donor Restrictions</td>
<td>$432,526</td>
<td>$429,087</td>
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<tr>
<td>Without Donor Restrictions</td>
<td>$2,073,060</td>
<td>$2,251,568</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$2,505,586</strong></td>
<td><strong>$2,680,655</strong></td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$2,947,121</strong></td>
<td><strong>$3,098,469</strong></td>
</tr>
</tbody>
</table>

### STATEMENT OF ACTIVITY
For the years ended June 30, 2019 and 2018

<table>
<thead>
<tr>
<th>REVENUES, GAINS AND OTHER SUPPORT</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Campaign Contributions</td>
<td>$761,235</td>
<td>$783,065</td>
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<tr>
<td>Grant proceeds</td>
<td>$383,405</td>
<td>$378,871</td>
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<tr>
<td>Program proceeds</td>
<td>$4,550</td>
<td>$16,847</td>
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<tr>
<td>Special Events</td>
<td>$39,123</td>
<td>$40,884</td>
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<tr>
<td>Interest and other</td>
<td>$58,031</td>
<td>$53,096</td>
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<tr>
<td><strong>Total Support and Revenues</strong></td>
<td><strong>$1,246,344</strong></td>
<td><strong>$1,272,763</strong></td>
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<tr>
<td>DONOR RESTRICTED NET ASSETS</td>
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<tr>
<td>released from restriction</td>
<td>$1,075</td>
<td>$24,000</td>
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<tr>
<td><strong>Total Revenues and Other Support</strong></td>
<td><strong>$1,247,419</strong></td>
<td><strong>$1,296,763</strong></td>
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<tr>
<td>EXPENSES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program expenses</td>
<td>$1,094,901</td>
<td>$1,010,236</td>
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<tr>
<td>Supporting services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admin &amp; Community Impact Expense</td>
<td>$226,509</td>
<td>$248,684</td>
</tr>
<tr>
<td>Fundraising &amp; Marketing Expense</td>
<td>$134,854</td>
<td>$128,856</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,456,264</strong></td>
<td><strong>$1,387,776</strong></td>
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<tr>
<td>Unrealized (loss) gain on Investment</td>
<td>$30,336</td>
<td>$33,573</td>
</tr>
<tr>
<td>Change is Net Assets without Donor Restriction</td>
<td>$(178,509)</td>
<td>$(57,440)</td>
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<tr>
<td>Change in Net Assets with Donor Restrictions</td>
<td>$3,440</td>
<td>$5,454</td>
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<tr>
<td><strong>Net Assets at beginning of year</strong></td>
<td><strong>$2,680,655</strong></td>
<td><strong>$2,732,641</strong></td>
</tr>
<tr>
<td><strong>Net Assets at end of year</strong></td>
<td><strong>$2,505,586</strong></td>
<td><strong>$2,680,655</strong></td>
</tr>
</tbody>
</table>