



2022

ANNUAL REPORT



BOARD OF DIRECTORS

Officers

President – Randy Saunders
1st Vice President – Erik Legg
2nd Vice President – Susan Beth Robinson
Secretary – Sarah Simmons
Treasurer – Tracy Teams

Term 2019-2022

Brandi Beasley | *Barboursville CVB*
Skip Flynn | *VITA Volunteer*
JoAnna Hammond | *Mtn. State Center for Independent Living*
MaRia Hill | *A.D. Lewis Center*
Brian Lake | *5/3 Bank*
Sara Simmons | *Ironton Tribune*
Capt. Phil Watkins | *Huntington Police Dept*

Term 2020-2023

Jeremy Baisden | *Cabell Co Schools*
Dr. Kim Broedel-Zaugg | *MU School of Pharmacy, Emeritus*
Shane Finster | *Armstrong Cable*
Steve Hardin | *Harris, Hardin & Co.*
Susan Beth Robinson | *Mountain Health Network*
Abe Saad | *Glazer Saad Anderson L.C.*

Term 2021-2024

Jill Briggs | *HD Media*
Elizabeth Gross | *Steel of WV*
Kathy Hettlinger | *Mountain Health Network*
Rabbi Robert Judd | *B'nai Sholom Congregation*
Erik Legg | *Farrell, White and Legg*
Michael Prewitt | *Marshall University*
Terri Lynn Queen | *Wayne County Schools*
Sylvia Ridgeway | *Community Volunteer*
Randy Saunders | *Nelson Mullins Scarborough*
Bishop Charles Shaw | *Huntington Black Pastors Association*
Toney Stroud | *Marshall University*
Tracy Teams | *Mountain Health Network*
Vanessa Washington | *Community Volunteer*

MESSAGE TO THE COMMUNITY



It has truly been a pleasure to work with Carol, Bill, and everyone at United Way of the River Cities over the past twelve months to continue to positively impact and influence our region, or better stated, the places we call home.

There is a famous quote by an Indian poet – “The one who plants trees, knowing that he will never sit in their shade, has at least started to understand the meaning of life.” We are currently in the unique position of being able to both enjoy the shade from those who planted trees before us and, at the same time, plant seeds that future generations will benefit from.

It has been an exciting time as we have looked back and celebrated the past 100 years. We have also remained focused on a continued commitment and a lasting impact. So many individuals dedicate their time, gifts, and resources toward building a better community. Planting trees for the benefit of others. For me, that is the best part of the story; people caring for their community and caring for each other, facing 100 years’ worth of ever-changing challenges. That is the legacy that is worth celebrating, a legacy worth continuing.

As we look to this next year and the decades beyond, there is one thing that I know will remain constant – the appearance of new challenges that require community-based solutions. We have 100 years’ worth of experience in that arena, but we also continue to have access to improved resources, technology, and data. Data that allows us to remove assumptions and to better face the challenges presented. Even more important, we have each other and together we can continue to create positive impactful change. One hundred years from now I hope people are still able to enjoy the shade from trees we plant.

Randy Saunders
Nelson Mullins Scarborough



2022 is the year United Way of the River Cities celebrated our centennial. This means we’ve marked the completion of 100 years of service and support for our community. What an accomplishment!

From our start in 1922 as the Community Chest, the fundraising arm of the Woman’s Club of Huntington, through our time as the United Fund, then the United Community Services, until our official launch in 1977 as the United Way of Cabell-Wayne to our current status as United Way of the River Cities, we have been a community-driven organization.

A century ago, the members of the Woman’s Club took on responsibility for identifying and working to alleviate social service needs. Fast forward 100 years and United Way of the River Cities still looks to our community to

prioritize and provide resources to address our region’s needs.

Our service area has grown from the Huntington city center and now includes five counties. Our resources now support not only outside program partners but also internal initiatives – all aimed at meeting needs and creating impact in our community. But our approach is the same as it always has been: working side-by-side with the community, United Way of the River Cities takes on the critical human services issues facing our friends, families, and neighbors in Cabell, Lincoln, Mason and Wayne counties in West Virginia and Lawrence County, Ohio.

The following pages outline much of the work we’ve achieved in this 100th anniversary year – I’m sure you’ll be as impressed as I am by the hard work and accomplishments of our small but mighty team. Even more impressive is the fact that none of this would have been possible without the seeds planted by the handful of area women who made the decision to come together and effect meaningful change to improve life for their fellow community members. Thanks to them, and to the constant, continued generosity of the people we serve, United Way of the River Cities is incredibly pleased and proud to be CELEBRATING A CENTURY OF SERVICE!

Carol Bailey
Executive Director, UWRC

IMPACT AT A GLANCE

APPROX. 48,255

People Served

\$732,880

Invested in the Community

25 PARTNERS & 27 PROGRAMS

Supported in the Community

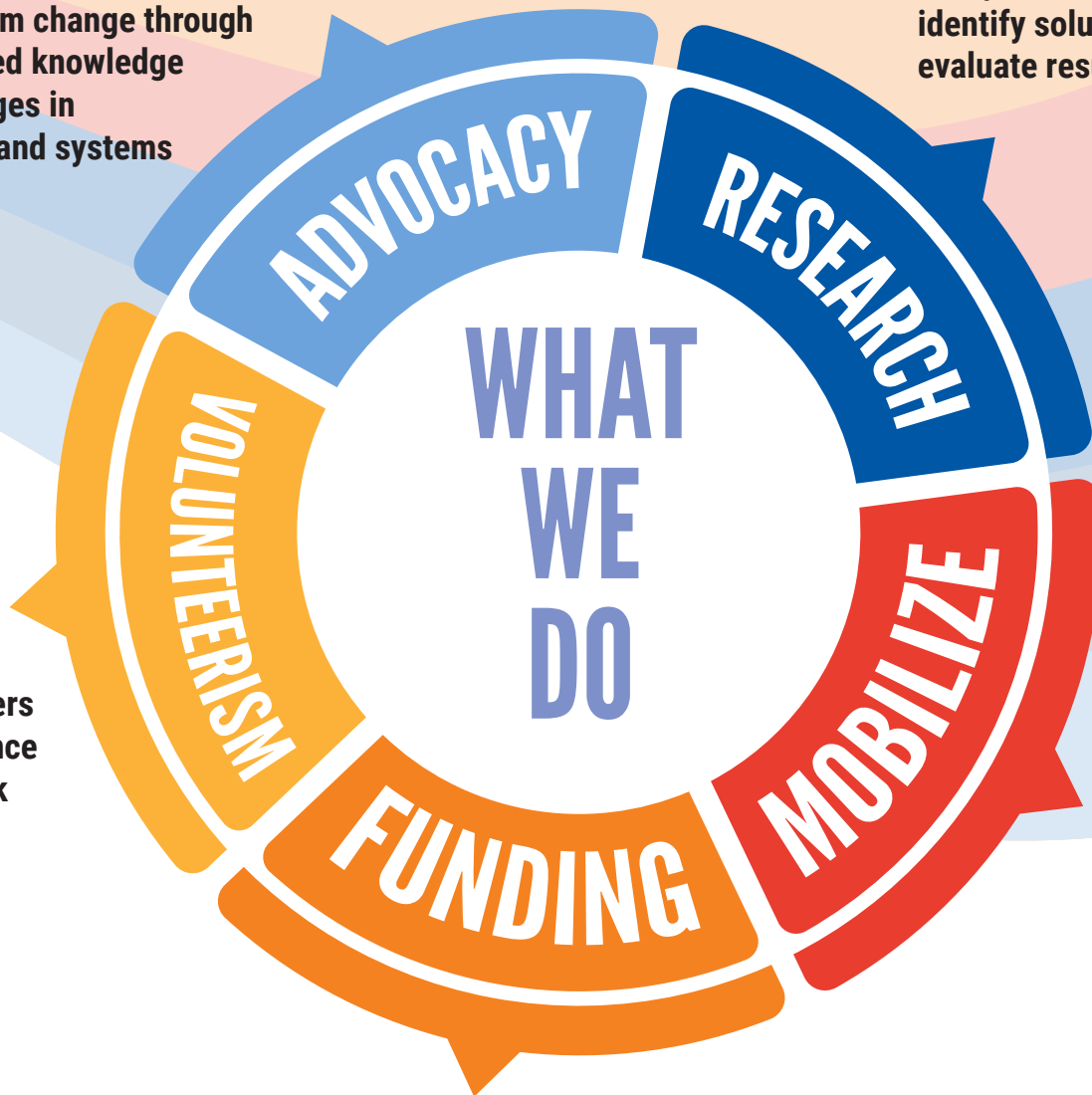
Educate and involve the broader community, ultimately effecting long-term change through increased knowledge or changes in policies and systems

Study community needs, identify solutions and evaluate results

Recruit volunteers to advance our work

Engage multiple community partners

Support strategies and programs that directly impact our target outcomes



OUR INITIATIVES



West Virginia

West Virginia 211 has continued to grow statewide. Call specialists fielded 26,140 calls across the state. In September 2022, United Way of the River Cities hired a 211 Community Resource Specialist after a year of outsourcing calls.

433
CALLS TO UWRC

1,212
REFERRALS

TOP 5 CALL REQUESTS

1. Utility Assistance (299 calls)
2. Rent Assistance (92 calls)
3. Food Pantries (30 calls)
4. Mortgage Assistance (29 calls)
5. Holiday Gifts/Toys (18 calls)

The VITA program offers free tax return preparation for moderate to low-income households, the elderly, and persons with disabilities or with limited English-speaking ability.

2,433

TAX RETURNS FILED

67

VITA VOLUNTEERS

Approx. \$531,000

FILING FEES SAVED

\$3,059,291

EARNED INCOME TAX CREDITS



EDUCATION COALITION

The Education Initiative promotes the importance of early brain development, school readiness, early literacy and post high school success. This group annually presents Super Saturday, an outreach event that promotes kindergarten registration and school readiness. The coalition participates in community-wide partnerships, events and advocacy issues regarding children from cradle to career.

2022 COALITION

**54 MEMBERS REPRESENTING CHILDREN-
& FAMILY-SERVING ORGANIZATIONS**

BIG COVER UP GRANT

The Big Cover Up is a grant available to local school service clubs that develop a student-led project to provide coats, other basic warm clothing and food boxes to younger students in need.

2022 GRANT

**PARTICIPATING SCHOOLS: 8
INDIVIDUALS SERVED: APPROX. 563
STUDENT VOLUNTEERS: 252**

OUR ENGAGEMENT



READ ACROSS THE RIVER CITIES

Approximately 2,500 third-graders were read to and received a copy of Charlotte's Web during our largest-ever volunteer event.

APPROX. 2,500
THIRD GRADERS

218
VOLUNTEERS

53
SCHOOLS

124
CLASSROOMS

9/11 DAY OF SERVICE & REMEMBRANCE

700
EMERGENCY
PREPAREDNESS
KITS COMPLETED

106
VOLUNTEERS



UNITED TOGETHER COMMUNITY GIVEBOX

More than \$12,200 in sponsorships and matching funds helped keep our United Together Community GiveBox stocked.

Thanks to our 2022 GiveBox sponsors:

Amazon
Bloss & Dillard
Marathon Petroleum
West Virginia American Water
Nelson Mullins



WEEK OF ACTION

Community members and employees from Bloss & Dillard, City National Bank, Marathon Petroleum, OVP Health, Special Metals, Spring Hill Elementary, United Bank and Vertiv completed **9 projects** during our Week of Action.

67
VOLUNTEERS

390
HYGIENE KITS

WINTER WARMING DRIVE

More than **1,500 items** including coats, gloves, scarves and hats were collected through the River Cities Winter Warming Drive. Items were donated to the A.D. Lewis Center, Central City Elementary, Huntington City Mission, Ironton City Welfare Mission, Harmony House/The Center, Mason County Homeless Shelter, New Hope Church and Point Pleasant Presbyterian Church.



FUNDED PARTNERS

\$502,880 was contributed back into the community through the 2022-23 impact and safety-net grants.

\$1,000 was given to each funded partner for capacity-building projects as a part of our 2022 Centennial Celebration.

HEALTH

Goodwill Industries of KYOWVA Area, Inc. – \$25,000

Provide increased access to behavioral health care services through outreach presentations-virtually, in-person and social media.

Lily's Place – \$35,000

Implement the inside out program to help children develop coping skills, enhance communication with parents/teachers/caregivers, and learn ways to de-stress.

Lincoln County Library Self-Care Program – \$7,500

Working to increase the emotional and physical well-being of Lincoln County residents through self-care lectures, classes, and presentations.

Marshall University Research Corporation Prevention Empowerment Partnership Substance Use Prevention Trainee – \$15,000

This program will provide enrichment programming to Prevention Empowerment Partnership participants by providing comprehensive substance use prevention to 200 local youth.

YMCA of Huntington – \$13,000

The YMCA Kids in Motion program is targeted to kids aged 5-12 and their parents to learn healthy exercise and eating habits.

FINANCIAL STABILITY

Tri-State Literacy Council – \$21,000

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

Catholic Charities West Virginia – \$24,500

Funding will be used to maintain services through providing free adult learning services certifications, workforce readiness courses, and academic readiness courses.

Dress for Success River Cities – \$24,000

Empower women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and life.

EDUCATION

Big Brothers Big Sisters of the Tri-State – \$35,000

To provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

John W. Herford Boys & Girls Clubs of Huntington – \$30,000

Provide funding to support the program staff helping youth grow in academics, physical fitness, character development, and drug prevention.

Lincoln County Library Reading & Education Program – \$7,500

Funding provides supplies and presenters for youth education programs that include live animals, live music, nature walks, and gardening.

Mason County Public Library – \$10,000

Continue to implement the KidsConnect program that helps to increase school readiness and grade-level reading by engaging children in fun literature activities.

MURC Prevention Empowerment Partnership – \$21,120

Provide training, supplies, and contract services for three college level trainees to provide evidence-based substance use prevention, leadership, mentoring, teaching, and advocacy for local youth.

BASIC NEEDS

Community Mission Outreach – \$12,000

Help needy families in Lawrence County with personal care items like laundry detergent, shampoo, tooth paste and quality food items.

Christian Associates/Cridlin Food Pantry – \$15,000

Providing personal care items, infant essentials and food for low-income families and infants in Cabell and Wayne Counties.

Saint Peter's Episcopal – \$20,000

Help provide food to the local community through a small blessing box outside the church; conduct bi-monthly care bag distributions on the streets where they hand out bags to those living unsheltered.

Gabriel Project of West Virginia – \$5,160

Help establish a client service site in West Huntington and maintain services in east Huntington and in Mason County. Services include providing baby cribs, car seats, various sizes of diaper packages, and infant formula.

Wayne County Community Services Org. Inc. – \$4,000

The Fort Gay Food Pantry provides families in need with supplemental food boxes each month to help offset their food and personal care items budget.

Huntington City Mission – \$35,000

The Feeding Program serves 3 meals a day 6 days a week and 2 meals on Sundays.

Harvest for the Hungry – \$16,100

Food pantry that provides food as well as hygiene/ personal care kits to families and individuals in Lawrence County, Ohio.

Facing Hunger Food Bank – \$15,000

Provide PK-8 schools with provisions of fruits, vegetables, fruit juice and shelf stable milk products.

Campbell Chapel Church/Backpack Buddies – \$20,000

Help provide Lawrence County families with clothing, personal care items, food, and safe shelter. Also assist in the maintenance of the van used to help transport these items to the families.

Cabell-Huntington Coalition for the Homeless – \$14,000

Help maintain the Day Shelter program by providing safe shelter, personal care items, prescription assistance and transportation for Cabell and Wayne County homeless.

Branches Domestic Violence Shelter – \$20,000

Provide utilities assistance for emergency safe shelter for victims of domestic abuse in Lincoln, Cabell, Mason, and Wayne counties.

Children's Home Society of WV – \$20,000

The Resource Center provides clothing, food, personal care items, and transportation services to low-income families.

MURC Explorer Academy – \$10,000

Provide assistance to the EAFCAP program that helps families in the school community to learn about resources at their disposal including food, clothing, personal care items and transportation.

Marshall Health Healthy Connections – \$15,000

Provide families with infants born exposed to substances with emergency clothing, infant essentials, personal care items, and transportation in the Huntington area.

2022 LEADERSHIP LISTING

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

Dr. David & Mrs. Darlene Humphreys
Alan & Catherine Morrison
Dr. Leslie Petteys & Mr. Skip Campbell
Marshall Reynolds
Mr. & Mrs. Doug & Maria Reynolds
Michael & Betty Sellards
Brad & Alys Smith
Drs. Joseph B. & Omayma Touma
Mrs. Joan Weisberg

Visionary Level (\$5,000.00 to \$9,999.99)

Eddie & Betty Barrett

Pillar Level (\$2,500.00 to \$4,999.99)

Rocky & Ann Harris
Mr. Nate Kuratomi
Mr. Donald & Mrs. Martha O'Dell

Mr. Madison Sayre
Paul & Bunny Smith
Angela Swearingen

Cornerstone Level (\$1,000.00 to \$2,499.99)

Anonymous (9)
Drs. Jeffrey & Marie Archambault
Carol H. & Brian P. Bailey
Gayle & Daniel Brazeau
Mrs. Shelia D. Brownfield
Mrs. Nona L. Callihan
Mr. Jeff Cassidy
Mr. Anthony Cavalier
Felix & Cara Cheung
Michael & Melissa Cornfeld
Mr. Howard R. Crews Jr.
Chris & Diana Curry
Mr. Jack DeBarbadillo
Drs. William N. & Sarah N. Denman
Mr. & Mrs. Kerry Dillard
Jim & Melony Fitzwater
Alex&er Frampton

Stephen J. Golder
Mr. & Mrs. Robert & Linda Hansen
Bob & Mary Hardin
Mr. Steven P. Hardin
Kathy & Mike Hettlinger
Mrs. J. Churchill Hodges
Mr. Kenneth Kennedy
Mr. Brian S. Lindsay
Kheng & Grant McGuire
Ms. Sally B. Oxley
Bob & Nancy Palmer
Mr. Shailesh Patel
Jodie Penrod
Nicolas Phan
Ancil & Hannah Ramey
Reps & Nancy
Susan Robinson

Mr. Charles David Robinson
Dr. & Mrs. Tully S. Roisman
Ms. Judy K. Rule
R&y & Ashley Saunders
Ray Sawyer
Mr. David Sheils
Stephen Stacks
Ms. Emily L. Stacy
Mr. Robert H. Sweeney, Esq.
Mr. Toby Taylor
Mr. David M. "Monte" Ward
Mr. & Mrs. Marc Williams, Esq.
Christopher Wolford
John & Katherine Zitter
Bill & Mary Lind Zitter

Impact Level (\$500.00 to \$999.99)

Anonymous (12)
Dr. Glenn J. Abraham
Mr. John S. Anderson
Mary Beth and Kit Anderson
Michael B. Ash
Jim & Judy Bailes
Jeremy & Carrie Baisden
Mr. Chad D. Barry
Mr. & Mrs. Dennis & Jan Bills
Mr. Darrin L. Bird
Ms. Virginia Bramblette
Mrs. Jill Briggs
Dr. Monica Brooks
Dr. Timothy & Mrs. Sarah Bryan
William & Lena Burdette
Cathy & Dale Burns
Mrs. Lynn Campbell

Mr. David Campbell
Mrs. Annette J. Cartwright
Ms. Angela Coburn
Gregory Dean
Mr. Beau Evans
Ms. Jamie C. Falls
Mr. Geoffrey Fleming
Ms. Michelle Goodman
Mr. & Mrs. Thomas Hanshaw
Ms. Lisa Holbrook
Ms. Rebecca Hughes
Mr. Roger Jaramillo
Ms. Anna L. Johnson
Pat & Cindy Jones
Mr. Zachary R. Keller
Ms. Ann B. Langdon
Ms. Kimberly D. Mallory

Mr. Gary A. Matthews
Mr. Shawn Maynard
Mr. Aaron Maynard
Mr. Paul Newman
David Noble
Ms. Melanie N. Oliver
Mr. Leon K. Oxley, Esq.
Virginia R. Painter
Mr. Jonathan C. Palmer
Ms. Jo Ann Rakes
Mr. & Mrs. Don & Becky Ray
Ms. Stephanie L. Rigsby
Bill & Frances Rosenberger
Mr. & Mrs. Julian & Jihad Saad
Steven Sarver
Massie Schemmel
Dr. & Mrs. Thomas F. Scott

Sarah & Russell Short
Mr. Timothy Smith
John Smith
Mrs. Alissa Stewart Sparks
Dr. & Mrs. Marc & Susan Subik
Tracy & Jon Teams
Mr. Bradley B. Tweel
Larry & Cheryl Tweel
Dr. Monica Valentovic
Donald & Diana Van Horn
Mr. Jack Vital
Dr. John H. Weber
Mr. Kent Wells
Mr. Zachary & Mrs. Sarah Whitfield
Mr. Colin & Mrs. Brenda Wills
Dr. & Mrs. S. Kenneth Wolfe
Ronna Woods

2022 CORPORATE LISTING

Visionary Partner (\$100,000+ Campaign)

Steel of West Virginia

Pillar Partners(\$50,000 to \$99,999)

Mountain Health Network:
*Cabell-Huntington Hospital * St. Mary's Medical Center * HIMG * Pleasant Valley Hospital

Cornerstone Partners (\$20,000.00 to \$49,999)

Advantage Toyota
Huntington Federal Savings Bank
Marshall University
Dutch Miller Auto Group
Midland Mental Health Services
Marathon Petroleum
Special Metals

Impact Partners (\$10,000 to \$19,999)

Alcon Manufacturing
City National Bank
CITCO Water
J.H. Fletcher & Co.
Jenkins Fenstermaker
Pritchard Electric
WSAZ
Vertiv

All individuals and businesses have pledged \$500 or more to United Way of the River Cities and the pledge has been processed between Feb. 2, 2022 and Feb. 14, 2023.

2023 Celebration of Excellence Honorees

Large Business of the Year

Steel of West Virginia

Mid-Sized Business of the Year

Huntington Federal Savings Bank

Small Business of the Year

Huntington Museum of Art

2022 Trendsetter of the Year

DIRECTV

2022 Campaign Coordinators of the Year

Sherry Lewis, City of Huntington, & Elijah Underwood, WSAZ

2022 Community Impact Award

Tri-State Literacy Council

2022 Volunteer of the Year

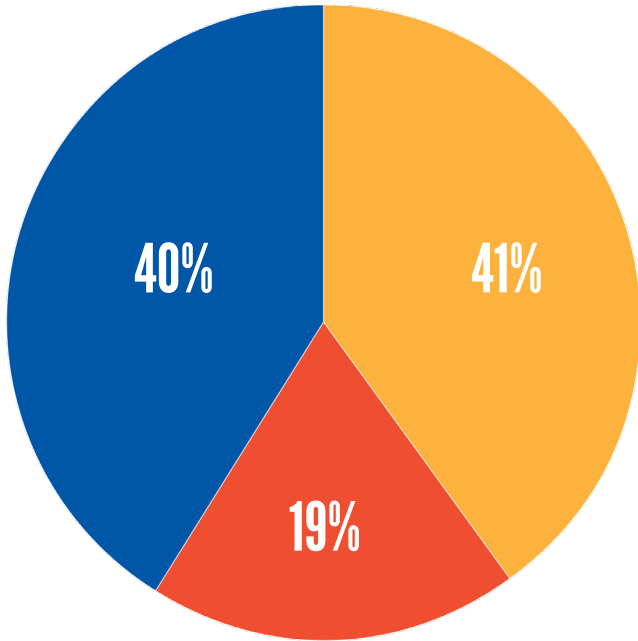
Amy Messinger

THANK YOU TO ALL OUR CENTENNIAL SPONSORS

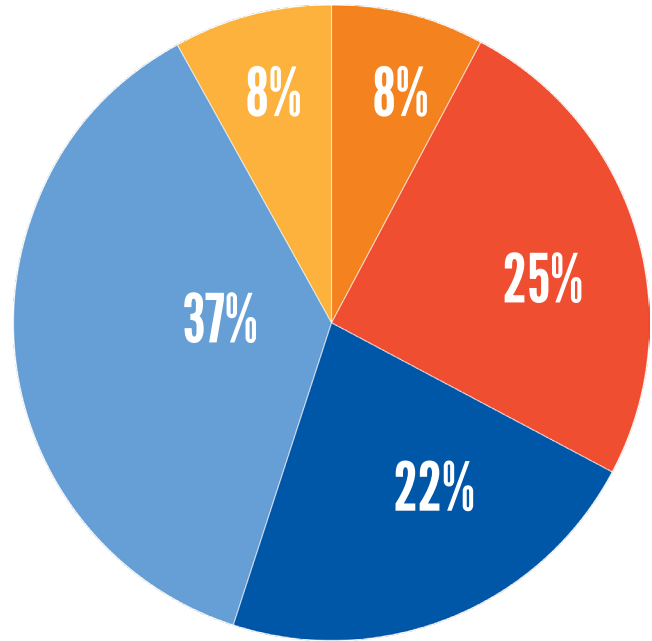
Presenting Sponsor:



2020-2021 Dollars Raised



2020-2021 Dollars Invested



| | |
|--|----------------------|
| Grants Received..... | \$ 662,670 (40%) |
| Special Fundraising Events & Other..... | \$306,962 (19%) |
| Workplace Campaign & Individual Giving.... | \$666,315 (41%) |
| Total Revenue..... | \$1,635,947 |
| SUPPORT COST | |
| Management & General..... | \$(229,612) |
| Fundraising & Marketing..... | \$(314,451) |
| TOTAL AVAILABLE TO BE | |
| INVESTED IN THE COMMUNITY..... | \$(1,091,884) |

| | |
|---|-----------------|
| UWRC Education..... | \$101,949 (8%) |
| UWRC Health..... | \$321,435 (25%) |
| UWRC Financial Stability..... | \$290,731 (22%) |
| Impact & Safety-Net Grants..... | \$481,828 (37%) |
| Other Programs..... | \$104,381 (8%) |
| TOTAL INVESTED IN THE COMMUNITY... \$1,300,324 | |

OUR STAFF

Carol H. Bailey | Executive Director
Bud Bradley | Process Administrator
Lena Burdette | Director of Education
David Carter | Director of Finance
Steve Cline | Director of Community Impact
Michelle Goodman | Director of Marketing and Communications
Natosha Henderson | Financial Programs Coordinator
Tara Herbert | Engagement Coordinator
Angela Kelley | Office Administrator/Executive Assistant
Stacey Norman | WV 211 Community Resource Specialist
Bill Rosenberger | Director of Resource Development
Sarah Short | Resource Development Coordinator

NEED MORE INFORMATION ABOUT
UNITED WAY OF THE RIVER CITIES?

[UNITEDWAYRIVERCITIES.ORG](https://www.unitedwayrivercities.org)

304-523-8929

Scan to give



Thank you

FOR 100 YEARS OF GROWTH AND IMPACT!

STAY CONNECTED!

UNITEDWAYRIVERCITIES.ORG



**United Way
of the River Cities**