



welcome!

THANK YOU FOR INVITING US!



CONNECTING OUR COMMUNITY
 The Virginia Peninsula
 The Virginia Peninsula
9 CITIES & COUNTIES

TO HELP AND HOPE

NONPROFITS



CORPORATE

GOVERNMENT



Do You Know ALICE?

39% of Households on the VA Peninsula are experiencing poverty or are ALICE



ALICE

cares for our sick and elderly



ALICE

keeps us safe



ALICE

teaches our children



ALICE

ASSET
LIMITED
INCOME
CONSTRAINED
EMPLOYED

ALICE HOUSEHOLDS DON'T EARN ENOUGH...

*to have savings to fall back on
in emergencies*

ALICE HOUSEHOLDS EARN TOO MUCH...

for traditional **assistance**
programs

You Ensure there are resources to help ALICE...

When You Give to



ALTERNATIVES, INC.
AMERICAN RED CROSS
THE ARC OF GREATER WILLIAMSBURG
AVALON CENTER
BIG BROTHERS BIG SISTERS
BOY SCOUTS OF AMERICA COLONIAL VIRGINIA COUNCIL
BOYS & GIRLS CLUBS OF THE VIRGINIA PENINSULA
C. WALDO SCOTT CENTER FOR H.O.P.E.
CATHOLIC CHARITIES OF EASTERN VIRGINIA
CENTER FOR CHILD & FAMILY SERVICES
CHILD DEVELOPMENT RESOURCES
COLONIAL CASA
EDMARC
FIRST SPARK
GIRL SCOUT COUNCIL OF COLONIAL COAST
GLOUCESTER MATHEWS CARE CLINIC
HABITAT FOR HUMANITY PENINSULA & GREATER WILLIAMSBURG
HAMPTON ROADS COMMUNITY ACTION PROGRAM (HRCAP)
HELP INC.

HOUSING PARTNERSHIPS, INC.
LACKEY CLINIC
LINK OF HAMPTON ROADS
LITERACY FOR LIFE
NATASHA HOUSE, INC.
PENINSULA AGENCY ON AGING
RURAL HOUSING PARTNERSHIP
THE SALVATION ARMY, PENINSULA COMMAND
THE SALVATION ARMY, WILLIAMSBURG, VA
THE SAMARITAN GROUP
FIRST SPARK
THRIVE PENINSULA
TRANSITION FAMILY VIOLENCE SERVICES
WILLIAMSBURG FAITH IN ACTION
VERSABILITY RESOURCES
VIRGINIA PENINSULA FOODBANK
YMCA OF THE VIRGINIA PENINSULA
UNITED WAY OF THE VIRGINIA PENINSULA'S COMMUNITY ASSISTANCE NETWORK (CAN)

“When Habitat for Humanity partners with United Way, opportunities are created for our employees to engage more deeply in their communities, thus making meaningful, positive change.
~ Habitat for Humanity”

“Being a United Way partner agency allows us to come together to learn and share about resources which benefit our community. It also allows us to develop new partners and work collaboratively together.
~Alternatives, Inc.”

“Being a United Way partner agency has enabled us to connect with other family-focused community agencies that help us deliver one-on-one educational opportunities that strengthen families and the communities in which they live. ~Literacy for Life”

You Give ALICE hope in difficult times...

When You Give to



One Phone Number

Access to 150+ Partners

6,768 Individuals Assisted

July 2021-June 2022

United We CAN
Community Assistance Network

(757) 229-

2222

\$3.88 million mobilized

“
Ms. Holland contacted CAN in July, owing \$4,978.76 with August rent also due. She had garnishments for a year, causing her to fall behind on her rent as she tried to maintain her household expenses as a single mother of two. Out of desperation, she cashed out her 401k and got a loan for a large portion of her arrears. Her advocate used CAN's CDBG fund to cover \$2,528.01 and save her housing **ON THE DAY OF EVICTION!** Now she can start fresh, and with the garnishment complete, is back on track!
”

You Help Us All Work Better Together...

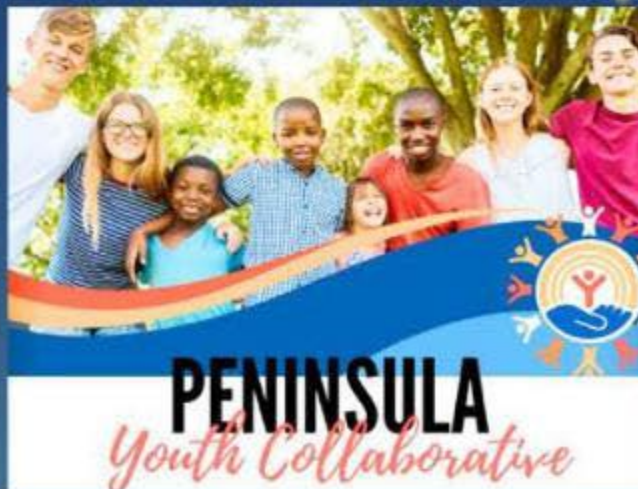
When You Give to



GREATER WILLIAMSBURG
TRAUMA-INFORMED
COMMUNITY NETWORK



HISTORIC TRIANGLE
DRUG PREVENTION COALITION



You Help Improve Lives in Our Community...

When You Give to



100%

**OF YOUR GIFT
GOES TO
SUPPORT
OUR
COMMUNITY IN
CREATING
PATHWAYS
OUT OF
POVERTY**

"Don't Choose One, Choose all"

OUR GOAL: TO LIFT PEOPLE OUT OF POVERTY



2023: 9.7% DECREASE IN HOUSEHOLDS EXPERIENCING POVERTY

2020: HALFWAY TO OUR GOAL

2018 GOAL: MOVE 10% OF HOUSEHOLDS OUT OF POVERTY BY 2023

Join Us in Giving Help and Hope to ALICE



GIVE TIME

Volunteer Peninsula can help you connect to your next opportunity with more than 130 projects across the community.
www.uwvp.org/volunteer



GIVE TREASURE

When you give to UWVP, 100% of your gift goes to support our community in creating Pathways Out of Poverty.



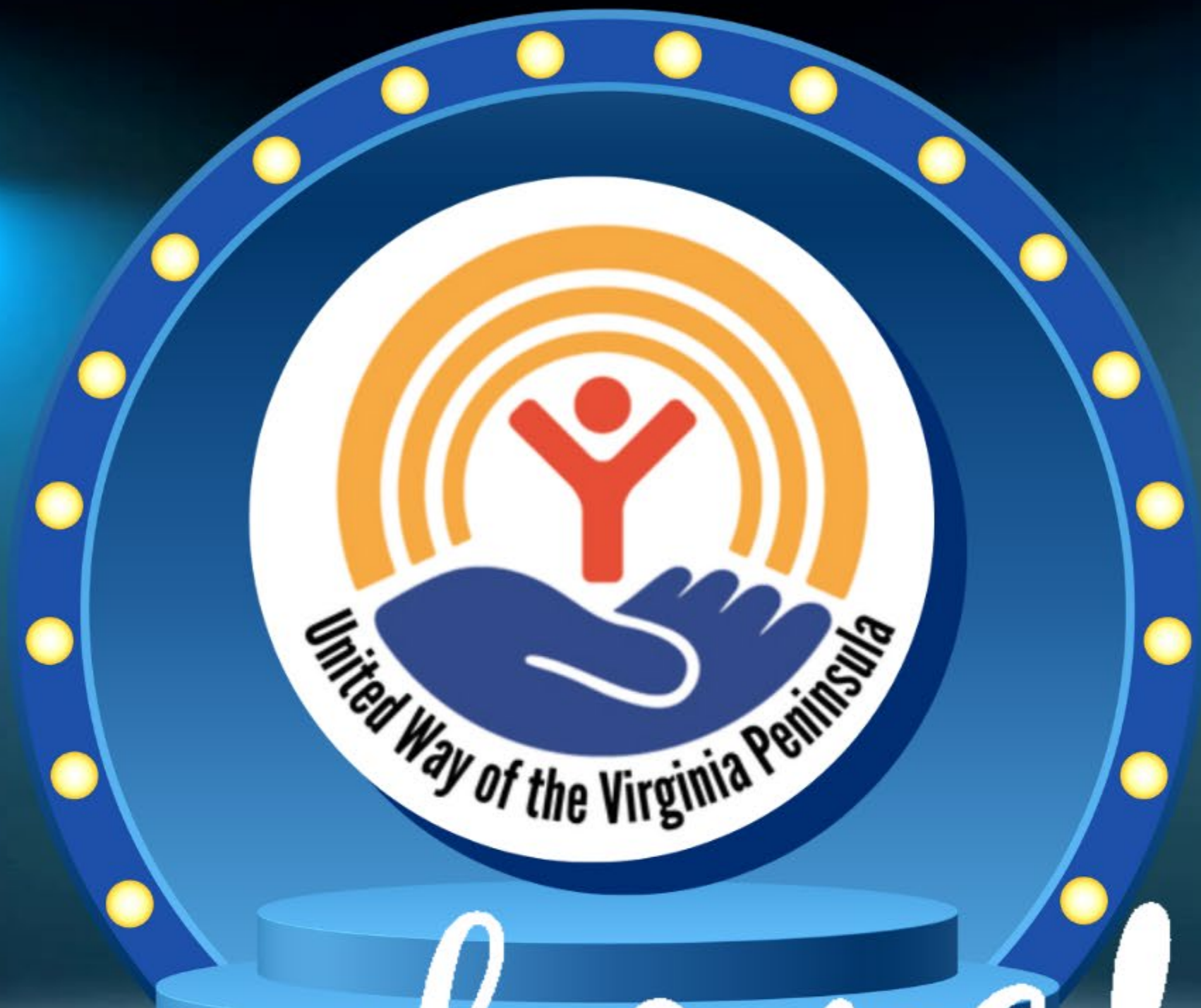
GIVE HOPE

When you show kindness to those around you, you help bring hope to those who need us most.



ANY QUESTIONS





welcome!

CAMPAIGN COORDINATORS

CAMPAIGN COORDINATOR ROLE

A Campaign Coordinator is a volunteer leader, or Ambassador, for UWVP and our community in their workplace. A Coordinator encourages and facilitates giving, volunteerism, and kindness among their peers.

Logistics

- Ways to Give
- Event and Meeting Dates

Engagement

- Encourage Leadership Involvement
- UWVP and Partners Can Speak at Events
- Every Employee gets an Opportunity to Participate

Have
FUN!

Collection Types

Paper Pledges

Online Pledges

Giving Methods

Payroll Deduction!!!

One time

Bill Me

Timeline

Kick Off Date

Build on the Current Calendar

Schedule Meetings or Events

Draft email reminders and announcements



LEADERSHIP ENGAGEMENT

- ✓ Kickoff email
- ✓ Get on the Calendar Early
- ✓ Invite to participate in FUN!draising



UNITED WAY ENGAGEMENT

- ✓ Invite Us To Share
- ✓ UWVP and Partner Agencies can demonstrate impact



EMPLOYEE ENGAGEMENT

- ✓ Use various means to engage all employees



ENGAGEMENT

FUNDRAISER Ideas

RAFFLES:

- ★ Department Gift Baskets
- ★ Pieing the CEO
- ★ Reserved Parking Space
- ★ Sleep in Pass

PAY TO PLAY:

- ★ Dress down/Jeans Day
- ★ Photo Contest (cutest pet, best lawn)
- ★ Door/Cubicle Decorating Contest
- ★ Send Kindness Gram (a note with treat/flower/balloon)
- ★ Penny Wars

VIRTUAL/HANDS OFF:

- ★ Lunch & Learn
- ★ Auction
- ★ Video Game Competition

OVERALL WINNER PRIZES:

- ★ Department pizza party
- ★ Movie Night



“...giving our campaign a theme and making it all about cross-departmental events and FUN-draisers is our opportunity to improve morale, practice team building, and socialize across the organization. That’s the secret sauce – and a little competition doesn’t hurt either.
~Paula Hersh”

Have Fun!



You're Part of A Community Solution!

OUR COMMUNITY

\$4M

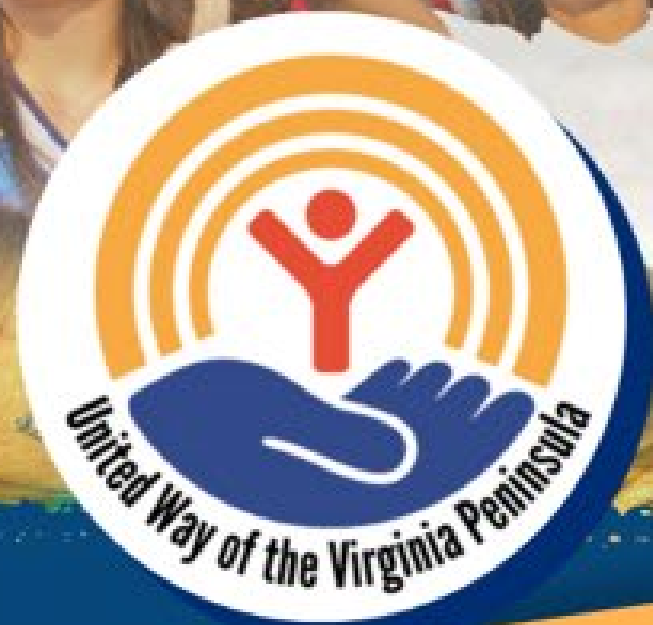


CONTACT US

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OVER 200 CAMPAIGNS ON THE VA PENINSULA EACH WITH A COORDINATOR!



JOIN US

FOR OUR

**2024
CAMPAIGN KICKOFF
PEP RALLY!**

***LIVE DJ*
*CONCESSIONS***

**READY, SET,
GOAL!!**

**SEPT. 15TH
12-2PM**

RSVP

BY SEPT. 11TH

**BOYS & GIRLS CLUB
TOWNEBANK ATHLETIC PARK
731 ADAMS DR.
NEWPORT NEWS 23601**

CONNECTING OUR COMMUNITY TO HELP AND HOPE

