United Way NSV Announces Half a Million in 2019 Impact Grant Awards

Winchester, VA (May 29, 2019) - United Way of Northern Shenandoah Valley (NSV) reaffirmed its commitment to graduate more kids, lift families and individuals to financial stability and create a healthier community when its board of directors approved funding recommendations made by community volunteers for the 2019-2020 Community Impact Grant Program.

Through the Impact Grant Program, United Way will invest more than $521,000 in 39 education, income and health programs throughout the Northern Shenandoah Valley (Winchester City, Frederick County, Clarke County, Shenandoah County and Page County).

More than $714,000 was requested for 2019 Impact Grants with $512,000 available for the grant program. United Way undertook a rigorous decision-making process to determine the grant allocations. Nearly 3,000 donors entrust their contributions to the United Way Community Impact Fund with the confidence that the United Way’s Board and staff will work with community organizations and leaders to invest in the most impactful programs.

"Funding for the Impact Grant program is specifically earmarked by donors, and is only a portion of the total money raised and given out by United Way NSV. An additional 100 non-profits will receive donor designated funding which is allocated in addition to the grant program."

"Through the extensive grant vetting process, we hope to address the most pressing needs in our community that have been identified through our needs assessment, in the most efficient and effective way possible” said Kurt Beyreis, Chair of the Fund Distribution Committee.

Fifty-five community volunteers devoted more than 1,200 hours to determine the best programs and services our region has to offer. They read proposals, analyzed financial statements, visited agencies, and deliberated for many hours. The program grants for 39 different agencies that were announced today have been thoroughly vetted and evaluated on factors including alignment with United Way’s strategies; ability to make positive, lasting impact; transformative approach to working collaboratively; and capacity to achieve program goals.

The 2019-2020 Impact Grants reflect the 2017 Community Needs Assessment and ALICE® findings for the Northern Shenandoah Valley. All grant program activities tie back directly to the community’s identified needs, with all agencies serving a portion on the ALICE® population.

"The requests received this year reinforce the data collected through our Community Needs Assessment” said United Way President and CEO, Nadine Pottinga “These grants are making marked impact in the critical needs identified in Frederick, Clarke, Shenandoah, and Page Counties, as well as in the City of Winchester.”
In the area of education, a first time United Way grant recipient, Community Care & Learning Center, will receive a grant investment of $14,000. The 2019 grant will be the first ever for the Community Care & Learning Center, helping them in their first year of operation to offer affordable and accessible childcare for at-risk families in the New Market area, with the goal of reducing any barriers to employment and increasing stability within families. This investment aligns within United Way NSV’s community needs strategy to make sure that preschool aged children have access to affordable, high quality, early learning programs that prepare them for kindergarten.

Additional education programs granted funding by United Way address other priority needs such as children having access to basic needs, students having access to high quality, enriching out of school programs where students have support and encouragement for educational success from engaged parents/advocates and mentors, as well as junior high and high school students have access to age-appropriate college and career preparation and graduate equipped with skills for success.

In Financial Stability (Income) grants, United Way is investing $29,800 in a new community partner, A Farm Less Ordinary, based in Clarke County. The program will serve two purposes—to add to the number of individuals with disabilities who are employed, and to assist in providing food to families in need. This new program will supply fresh produce for families accessing food pantries while also creating gainful employment for people with disabilities. The grant aligns with community priority needs, specifically to help people in crisis meet their basic needs and become self-sufficient and to help low or no income individuals acquire the skills necessary to secure and retain self and/or family-sustaining employment.

In Income Impact Grants, United Way also supports programs where vulnerable seniors are able to access services that improve their quality of life and maintain independence.

In health related grants, United Way is investing $24,000 in The Sinclair Health Clinic. Grant dollars for this specific program will implement a comprehensive Diabetes Care Clinic to offer diabetes management services and access to the tools needed for monitoring and self-care. This program will address priority needs within our community, specifically increasing access quality and affordable health care.

Additional Health grants given by United Way NSV align within the identified priority needs to support programs where children and youth have access to emergency and ongoing mental health and counseling services, programs designed to prevent and respond to domestic violence, as well as programs that aggressively address the substance abuse crisis in our community.

“We’re committed to creating meaningful change in the Northern Shenandoah Valley,” said United Way President and CEO Nadine Pottinga. “One way we drive change is by investing in the best local education, income and health programs to impact our community’s kids and their families.”

Please see the below full list of Impact Grant Awards for 2019. Distribution of 2019-2019-year Impact Grant funds will begin July 1:

{AWARD LIST ON NEXT PAGE}

About United Way of Northern Shenandoah Valley: Since 1946 the United Way of Northern Shenandoah Valley has worked to impact the community human care needs that matter most to the people of Clarke, Frederick, Shenandoah Counties and the City of Winchester. United Way of Northern Shenandoah Valley convenes the people and organizations necessary to create solutions to our region’s most pressing challenges and collaborates with effective partners. United Way of Northern Shenandoah Valley seeks to serve as the catalyst for community change by supporting over 42 partner agencies in the area on Income, Health and Education. For more information, visit our website www.unitedwaynsv.org. Follow us on Twitter @UWNSV.
Investing in our Children (Education)

A total of ten agencies will receive funding in the education category, totaling $90,427.

Funding Priorities

1. Children have access to basic needs
2. Preschool aged children have access to affordable, high quality, early learning programs that prepare them for kindergarten
3. Students have access to high quality, enriching out of school programs where students have support and encouragement for educational success from engaged parents/advocates and mentors.
4. Junior high and high school students have access to age-appropriate college and career preparation and graduate equipped with skills for success.

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<thead>
<tr>
<th>Organization</th>
<th>Grant Amount</th>
<th>Purpose</th>
<th>Priority Needs Addressed:</th>
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</thead>
<tbody>
<tr>
<td>Big Brothers/Big Sisters of Harrisonburg &amp; Rockingham</td>
<td>$4,000</td>
<td>To support the expansion of Big Brothers/Big Sisters’ school-based mentoring program into Shenandoah County with the goal of matching up to 25 children with volunteer mentors who live or work in Shenandoah County.</td>
<td>3 &amp; 4</td>
</tr>
<tr>
<td>Big Brothers/Big Sisters of Northwest Virginia</td>
<td>$1,800</td>
<td>To support the 2019 Igniting Potential Campaign which strives to increase the number of youth served by 25, focusing on reducing the number of boys who have been waiting for a Big Brother for six months or more.</td>
<td>3 &amp; 4</td>
</tr>
<tr>
<td>Clarke County Education Foundation</td>
<td>$5,500</td>
<td>To fund 10 months of service for CCEF’s existing Kajeet SmartSpot® devices which allow students to connect to the internet from any of the nation’s five leading cellular networks when they do not have access to an internet signal at their home.</td>
<td>4</td>
</tr>
<tr>
<td>Community Care &amp; Learning Center</td>
<td>$14,000</td>
<td>To provide high-quality care and enriching activities for 28-30 children ages 2 1/2 to 12 in Shenandoah and Page counties with priority enrollment given to working parents who have struggled to find dependable, safe child care. The center will initially offer care from 6 a.m. to 6 p.m. with the goal of adding 2nd shift care (until midnight) down the line. Tuition subsidies will be available to reduce the cost for families with documented need (i.e. free/reduced lunch, Medicaid, WIC) and/or more than one child in the program.</td>
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<tr>
<td>Fremont Street Nursery</td>
<td>$18,000</td>
<td>Funds five enrichment programs in order to provide high-quality childcare to low-income and single-parents, new caregivers, and at-risk youths. Funded programs include: physical fitness, gardening, summer enrichment activities, music therapy, and early learning assessment.</td>
<td>2</td>
</tr>
<tr>
<td>Healthy Families Northern Shenandoah Valley</td>
<td>$12,187</td>
<td>To support the Car Seat Safety Project and Cribs for Kids Service Project which distributes 30 infant car seats and 50 safe sleep survival “kits” annually to families in need in the community through partnerships with the Department of Social Services and the Lord Fairfax Health Department. Also to implement a monthly Parenting Education Class for 50+ parents of children age 0-5 years in Frederick and Clarke counties, and the city of Winchester through a partnership with the Department of Social Services, Virginia Department of Health, and the local school systems.</td>
<td>1</td>
</tr>
<tr>
<td>Reading Road Show – Gus Bus</td>
<td>$4,000</td>
<td>To provide structured learning activities, shelf-stable food bags, and book checkout services to the children and families of Page and Shenandoah counties. The Gus Bus will visit the towns of Stanley, Luray, and New Market once a week for one hour at each location.</td>
<td>3</td>
</tr>
<tr>
<td>Shenandoah Valley Discovery Museum</td>
<td>$7,440</td>
<td>To support scholarships for a summer camp program for up to 50 children in partnership with the NAACP.</td>
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<tr>
<td>The Kids Club</td>
<td>$5,000</td>
<td>To provide high quality out-of-school programs to students ages 6-18 where they have support and encouragement for educational success, as well as age-appropriate college and career preparation for middle and high school students, and to reduce substance use and abuse through positive action drug prevention programs.</td>
<td>3 &amp; 4</td>
</tr>
<tr>
<td>Winchester Day Preschool</td>
<td>$18,500</td>
<td>To provide scholarships to families who could not afford a quality preschool education.</td>
<td>2</td>
</tr>
</tbody>
</table>
Promote financial stability and independence/Supporting Our Most Vulnerable Neighbors (Income)

A total of seventeen agencies will receive funding in the income category, totaling $267,133.

Funding Priorities:

Promote financial stability and independence (Income/Financial Stability):

1. Families in our community are self-sufficient and move from financial instability to financial stability.
2. Low or no income individuals acquire the skills necessary to secure and retain self and/or family-sustaining employment
3. Vulnerable seniors are able to access services that improve their quality of life and maintain independence.

Support our most vulnerable neighbors (Basic Needs):

4. Help people in crisis meet their basic needs and become self-sufficient.

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<tr>
<td>A Farm Less Ordinary</td>
<td>$29,800</td>
<td>To fund the delivery and distribution of more than 3,500 lbs. of fresh, organically grown produce to families in need in Clarke County.</td>
<td>4</td>
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<tr>
<td>Adult Care Center</td>
<td>$5,000</td>
<td>To implement a dementia-specific information and referral arm of the Adult Care Center that will help families access resources they currently need or may potentially need down the road as they care for a loved one with dementia, such as bi-weekly support groups, sharing sessions, and financial planning.</td>
<td>1</td>
</tr>
<tr>
<td>Blue Ridge Habitat for Humanity</td>
<td>$37,500</td>
<td>To support the critical home repair program in Winchester, Frederick County, and Clarke County. The program is open to homeowners living at or below 60% area median income, with priority towards aging adults who have mobility and accessibility issues, to help keep homeowners in their homes.</td>
<td>4</td>
</tr>
<tr>
<td>Blue Ridge Housing Network</td>
<td>$5,000</td>
<td>Support clients with funding for security deposits and/or first month’s rent to help homeless families secure housing as well as providing financial assistance to cover rent or utility bills during a temporary financial crisis.</td>
<td>1 &amp; 4</td>
</tr>
<tr>
<td>Blue Ridge Legal Services</td>
<td>$20,000</td>
<td>Provide free legal assistance to low-income residents of NSV.</td>
<td>1 &amp; 3</td>
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<td>Organization</td>
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<tr>
<td>CHOICES</td>
<td>$9,000</td>
<td>To assist victims of domestic violence to become financially stable. This includes assisting with childcare expenses to help women find and maintain employment, helping with car repairs or registration fees, and providing clothing and food to women and children fleeing domestic violence.</td>
<td></td>
</tr>
<tr>
<td>Faithworks</td>
<td>$5,000</td>
<td>To supplement the emergency financial assistance program (Pay it Forward) available to families experiencing temporary crisis. Funds will support ALICE families in paying rent/mortgage, utilities, or utility payments when an unexpected emergency occurs.</td>
<td></td>
</tr>
<tr>
<td>Family Promise of Shenandoah County</td>
<td>$9,000</td>
<td>To provide support services to homeless families in crisis towards financial stability including child care assistance, required document assistance, and rental assistance.</td>
<td></td>
</tr>
<tr>
<td>Highland Food Pantry, Inc.</td>
<td>$7,500</td>
<td>To fund the Special Delivery Project, which reduces food insecurity among senior citizens by providing bags of nutritious food to identified persons-at-risk each month.</td>
<td></td>
</tr>
<tr>
<td>Horizon Goodwill</td>
<td>$5,000</td>
<td>To support and expand the Get Onboard! Job Readiness Program through the purchase of a license to the NorthStar Digital Literacy Platform, which would allow those in the course to participate in assessments and training to further their digital literacy, as well as complete Microsoft Office certifications at no cost to them.</td>
<td></td>
</tr>
<tr>
<td>Literacy Volunteers Winchester Area</td>
<td>$20,974</td>
<td>To expand computer classes via increased support to instructors and the purchase of three desktop computers for student use; as well as to support citizenship/naturalization test preparation courses; and to continue working with Winchester Rescue Mission clients on resume development, interview skills, and case management.</td>
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<tr>
<td>Page One of Page Co.</td>
<td>$14,500</td>
<td>To assist low income families of Page County with emergency financial needs, such as fuel and electricity.</td>
<td></td>
</tr>
<tr>
<td>Shenandoah Alliance for Shelter</td>
<td>$14,000</td>
<td>To support the management of Centralized Housing Intake (CHI) and help establish a coordinated entry.</td>
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</tbody>
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process in order to respond more quickly and effectively to the calls received.

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<tr>
<td>Shenandoah Area Agency on Aging</td>
<td>$11,500</td>
<td>To provide the local cash match for one of the four vans applied for in the FY 19/20 Department of Rail and Public Transportation Van Replacement Grant. This van is needed to replace a 2004 van with 139,590 miles on it.</td>
<td>3</td>
</tr>
<tr>
<td>The Laurel Center</td>
<td>$24,359</td>
<td>To support the 24/7 emergency shelter as it feeds, clothes, and houses its residents along with providing protection, and services and resources that enable women and their children to recover from violence</td>
<td>4</td>
</tr>
<tr>
<td>The Salvation Army</td>
<td>$38,000</td>
<td>To support the food costs to serve 3 meals a day to residents and the community, as well as to fund utility assistance for low-income families, and to fund bus tickets to provide residents with the transportation necessary to become more self-sufficient.</td>
<td>1 &amp; 4</td>
</tr>
<tr>
<td>Winchester Area Temp Thermal Shelter</td>
<td>$11,000</td>
<td>To provide safe, reliable bus transportation of homeless guests to temporary shelter locations in the mornings and evenings for at least 13 weeks, going between Winchester’s downtown and 13 locations operated by partnering host organizations in Winchester, and Frederick and Clarke counties.</td>
<td>4</td>
</tr>
</tbody>
</table>

**Building Healthier Communities (Health)**

A total of ten agencies will receive funding in the health category, totaling $163,440.

**Funding Priorities**

1. Families and individuals are able to access quality and affordable health care which includes: physical, dental, mental health, and wellness.
2. Children and Youth have access to emergency and ongoing mental health and counseling services.
3. Aggressively address the substance abuse crisis in our community.
4. Prevent and respond to domestic violence.
<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Child Safe Center CAC</td>
<td>$24,000</td>
<td>To provide child abuse assessments, trauma screenings, and mental health treatment services for abuse victims and their non-offending caretakers at both the Winchester and Shenandoah County locations.</td>
<td>1, 2 &amp; 4</td>
</tr>
<tr>
<td>Dental Clinic of NSV</td>
<td>$7,000</td>
<td>To provide dental services to individuals without insurance or that cannot pay for services and to provide dental screenings during the Healthy Living Events in exchange for a healthy food voucher.</td>
<td>1</td>
</tr>
<tr>
<td>Faith In Action</td>
<td>$6,000</td>
<td>To provide non-emergency medical transportation to residents living in the City of Winchester and Clarke, Frederick and Shenandoah counties.</td>
<td>1</td>
</tr>
<tr>
<td>Healthy Families Shenandoah and Page County</td>
<td>$13,000</td>
<td>To provide free in-home health and wellness screenings and education to families who are ALICE or in poverty and lack the transportation needed for medical and prevention services.</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td>LFCC Education Foundation</td>
<td>$4,500</td>
<td>To provide mental health evaluation and therapy/counseling services to students in need to prevent situations that escalate a crisis.</td>
<td>1</td>
</tr>
<tr>
<td>Northern Shenandoah Valley Substance Abuse Coalition</td>
<td>$20,000</td>
<td>Provides funding to continue the Peer Support Specialist Program which provides assistance and support to those suffering with addiction.</td>
<td>3</td>
</tr>
<tr>
<td>PACA</td>
<td>$12,940</td>
<td>To assist with the costs of random drug screenings for student athletes and drivers at the two Page County high schools in order to deter youth in Page County from using substances.</td>
<td>3</td>
</tr>
<tr>
<td>Shenandoah Dental Clinic</td>
<td>$22,000</td>
<td>To provide one day of dental care monthly to uninsured children and adults with incomes below the ALICE threshold.</td>
<td>1</td>
</tr>
<tr>
<td>Shenandoah Free Clinic</td>
<td>$30,000</td>
<td>To provide 20 hours per week of counseling services for students in Shenandoah County Schools by a professional counselor.</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td>Sinclair Health Clinic</td>
<td>$24,000</td>
<td>To enhance services for diabetes care by implementing a comprehensive Diabetes Care Clinic within the clinic to offer diabetes management services and access to the tools needed for monitoring and self-care.</td>
<td>1</td>
</tr>
</tbody>
</table>