

NEWS RELEASE/MEDIA ALERT

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United Way NSV Announces Impact Grant Programs Investments, After Receiving a 38% increase in Grant Requests

Winchester, VA (May 14, 2018) - 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 2018-2019 Community Impact Grant Program.

Through the Impact Grant Program, United Way will invest more than \$545,000 in 45 education, income and health programs throughout the Northern Shenandoah Valley (Winchester City, Frederick County, Clarke County, Shenandoah County and Page County). Although the \$545,000 available for distribution was a 11% increase in funding available through the impact grant program from the previous year, requests from local agencies were made totaling more than \$1,119,000 in funding, an increase of 38% from the previous year.

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.

"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.

Sixty 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 41 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 2018-2019 Impact Grants are the first to reflect the new 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, one of the United Way grant recipients, Winchester Day Nursery, will receive a grant investment of \$15,000. This will fund provides scholarships to families who could not afford a quality preschool education. 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), United Way is investing \$15,000 in housing program from Page One of Page County. The program will provide assistance to low income families with emergency financial needs, such as rent and utility bills in order to prevent homelessness for at-risk families. This new program for United Way of Northern Shenandoah Valley aligns with community priority needs, specifically to help people in crisis meet their basic needs and become self-sufficient.

In Income Impact Grants, United Way also supports programs where families in our community are self-sufficient and move from financial instability to financial stability, low or no income individuals acquire the skills necessary to secure and retain self and/or family-sustaining employment, as well as 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 \$30,000 in grant dollars for programs within The Laurel Center, an intervention facility for domestic and sexual violence. Grant dollars for this specific program will provide support for the comprehensive emergency shelter program, 24-hour confidential hotline, education and supportive counseling for parents and children in shelter, and environment of wellness, advocates and support for women and families. This program will address priority needs within our community, specifically addressing the need for prevention and response to domestic violence.

Additional Health grants given by United Way NSV align within the identified priority needs to support programs where families and individuals are able to access quality and affordable health care (which includes: physical, dental, mental health, and wellness), programs where children and youth have access to emergency and ongoing mental health and counseling services 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 2018. Distribution of 2018-2019 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)

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.

Organization	Grant Amount	Purpose	Priority Needs Addressed:
Big Brothers/Big Sisters	\$10,000	To support a new School-to-Work program to help Littles aged 15-18 years old discover their aptitudes in the workplace and learn what opportunities are available in the workforce in our community. This will guide students to take high school classes appropriate to prepare them to enter the workforce after high school.	3 & 4
Kids Club of NSV	\$50,000	To provide breakfast for children during summer for families experiencing food insecurity. To support after school programs, with programs focusing on studying, mentoring, and making positive decisions. To support middle and high school youth with goal setting and career development skills.	1, 3 & 4
Fremont St. Nursery	\$15,500	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.	2
Heritage Child Development	\$4,500	Provides scholarships to two families who could not afford a quality preschool education.	2
Shenandoah Valley Discovery Museum	\$4,500	To support scholarships for a summer camp program for children in partnership with the NAACP.	3
Shenandoah Education Foundation	\$6,000	Supports the Dolly Parton Imagination Library, which provides a free book to	2

		registered children every month until they turn five, upon which they receive a graduation book.	
Winchester Day Nursery	\$15,000	Provides scholarships to families who could not afford a quality preschool education.	2
Gus Bus	\$6,000	To support the mobile literacy program "Gus Bus" during summer months. The Gus Bus goes to neighborhoods in Page County to bring reading and writing activities to children. Stops are especially focused on neighborhoods where there is a high rate of need as identified by the school system.	3
Families Reaching Out Group (FROG)	\$1,000	Provides essential items to foster children, and other children in need including strollers, cribs, baby gates, beds, clothing, and other items that will support ALICE families or families in crisis.	1
Healthy Families of NSV	\$9,000	To fund a free monthly parenting Education class for 50+ parents of children ages 0-5 years. This funding will support the classes that were unable to continue due to a budget cut from the City of Winchester.	1

Promote financial stability and independence/Supporting Our Most Vulnerable Neighbors (Income)

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.

Organization	Grant Amount	Purpose	Priority Needs Addressed:
American Red Cross	\$2,500	Helps fund the Disaster Cycle Services program to alleviate human suffering in times of disaster. The program provides immediate direct assistance by providing basic needs to families in an emergency, recovery planning services and preparation resources.	4
Blue Ridge Legal Services	\$7,500	Provide free legal assistance to low-income residents of NSV.	1 & 3
Faithworks	\$10,000	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.	4
Habitat for Humanity	\$30,000	To establish critical home repair program in Winchester and Frederick Counties and expand program in 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.	4
Highland Food Pantry, Inc.	\$7,500	Funds the Special Delivery Project, which reduces food insecurity among senior citizens by providing bags of nutritious food to identified persons-at-risk each month.	4
Literacy Volunteers Winc. Area	\$21,650	To expand volunteer recruitment and training efforts and expand office hours to cater to ALICE students who require tutoring after work hours. Additionally, funding will continue to support the job	1 & 2

		readiness literacy program by assisting with resume development, interview skills, and case management.	
LFCC Education Foundation	\$1,750	To support the food pantry, started with last year's impact grant funding, by utilizing funds to purchase food for their pantry that help meet the needs of low-income and food insecure students at the college.	2 & 4
Shenandoah Alliance for Shelter	\$14,400	Partially funds a Centralized Housing Intake coordinator to serve Clarke County, Frederick County, Shenandoah County and the City of Winchester. CHI offers a coordinated intake assessment for the homeless and near homeless population.	1
CHOICES	\$8,000	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.	1
The Salvation Army	\$38,000	Funding to provide food boxes for those in need, both residents of the shelter and members of the community. Additionally, funding will be used to provide utility assistance to families in need to prevent homelessness due to inability to pay their utility bills.	4
Winchester Area Temp Thermal Shelter	\$7,500	Supports operations by assisting with the cost of training high quality shelter managers that stand ready to open the shelter on time every day of the 20-week season and are trained to address the challenges associated with low barrier shelter operation.	4
Adult Care Center of NSV	\$10,000	Provides scholarship support for families who become a one-income household due to Alzheimer's disease or similar dementia.	1 & 3
Blue Ridge Housing Network	\$10,000	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.	1 & 4
Horizon Goodwill	\$10,000	To support the Get Onboard! Job Readiness Program. The program is a two-week course offering participants a framework for the essential skills required to be successful both in their personal and professional lives. Classes focus on concepts of emotional intelligence, conflict negotiation, and social skills in addition to employability skills including a financial and digital literacy curriculum.	1 & 2

Family Promise of Shenandoah County	\$8,000	To provide support services to homeless families in crisis towards financial stability. Services include transportation to and from shelter, Child Care assistance grants, case management services, and emergency supplies for families in crisis when they arrive to Family Promise.	4
Page One of Page Co.	\$15,000	To assist low income families with emergency financial needs, such as rent and utility bills in order to prevent homelessness for at-risk families.	4
Shenandoah Area Agency on Aging	\$8,000	To support funding for a new van which would provide transportation for persons with disabilities and seniors, as well as to transport meals for the Meals on Wheels delivery program for homebound seniors.	3

Building Healthier Communities (Health)

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.

Organization	Grant Amount	Purpose	Priority Needs Addressed:
Aids Response Effort	\$900	To support efforts to expand the reach of ARE to more community members by providing promotional materials to give to expand public awareness about services offered.	1
Child Safe Center CAC	\$20,000	Provide child abuse assessments, therapy for abuse victims at both the Winchester and Shenandoah County locations.	1, 2 & 4
CLEAN	\$8,500	To help implement the Children of Divorce Program which helps children build coping skills to deal with problems to prevent them from turning to substance abuse.	3
Dental Clinic of NSV	\$7,000	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.	1
Faith In Action	\$6,000	To provide non-emergency medical transportation to residents living in the City of Winchester and Clarke, Frederick and Shenandoah Counties.	1
Sinclair Health Clinic	\$45,000	Expand the reach of Project Empower –a program that improves transitions in case and provides comprehensive case management services to vulnerable clients. Funding will also support a Mental Health Professional to engage in home visits with program participants.	1

Northern Shenandoah Valley Substance Abuse Coalition	\$25,000	Provides funding for the Peer Support Specialist Program which provides assistance and support to those suffering with addiction.	3
Shen. Co. Free Clinic	\$20,000	To provide counseling services for students in Shenandoah County Schools by a professional counselor.	1 & 2
Shen. Dental Clinic	\$16,500	To provide free or low-cost dental treatment to those who are uninsured and/or ALICE families.	1
The Laurel Center	\$30,000	Supports comprehensive emergency shelter program, 24-hour confidential hotline, education and supportive counseling for parents and children in shelter, and environment of wellness, advocates and support for women and families.	4
Infant & Toddler Connection	\$3,100	To provide funding for two employees to receive their Infant Mental Health endorsement, which will enable them to identify early trauma in infants and adjust their practice to promote greater social-emotional development with a more comprehensive system of care.	2
Page Co. Free Clinic	\$18,000	To provide dental equipment and partially fund a dentist to expand dental services to Page County residents who are uninsured and/or ALICE families.	1
Concern Hotline	\$5,000	To support the cost of the telephone answering service which allows Concern Hotline to provide an around the clock emergency hotline	1, 3 & 4
Healthy Families SC/JMU	\$8,700	Provides free in-home early learning and preschool services to families who are ALICE or in poverty and cannot access childcare and preschool.	1 & 2