United Way of Northern Shenandoah Valley, P.O. Box 460, Winchester, VA 22604

NEWS RELEASE/MEDIA ALERT

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United Way NSV To Launch the Inaugural Project Connect, an Event Offering Free Nonprofit Services to the Entire Community

(Winchester, VA) – December 18th, 2020 - Project Connect is a one-day, one-stop event where people experiencing homelessness or financial instability can access multiple services and the resources they need, all under one roof. Participants will be able to access free medical screenings, job assistance, veterans' services, housing information and even a haircut in addition to many other services on-site. Attendees will also be provided with a hot lunch.

More than fifty local agencies are lending a helping hand to those in need at the inaugural Project Connect event on January 23rd, 2020 at the Winchester Moose Lodge from 8:00am-2:00pm. United Way NSV estimates serving 200 area people who are currently utilizing area shelters as well as the ALICE® population.

"At United Way we’re all about moving people from crisis to stability, and what better way to do that than introduce them to all the services we have here in the community for them to take advantage of," said Nadine Pottinga, President and CEO of United Way NSV.

Project Connect events are held in more than 300 communities across the nation. They are recognized as an effective, organized effort to coordinate services and best assist people who are dealing with poverty and homelessness. United Way NSV is excited to bring this successful event to our local community for the first time.

“We’re aiming to connect people with all of the wonderful resources in our area. Material donations and drives are very important, but we also want to make sure that each person who needs and wants assistance is being helped,” said Pottinga. “The event supports United Way’s work to empower area families to become self-sufficient by focusing on the building blocks of a better life: education, employment, housing and health.”

What makes the event unique is the personalization and service clients will receive when they attend. Volunteers will be matched one-on-one with an adult or family experiencing or at-risk of homelessness and guide them to the services they needed the most. Volunteers can sign up for shifts working part of the day or all day, as well as volunteering in other roles at registration, in the giveaway area, setup, cleanup, lunch service or as a general event assistant.
For more information on attending, volunteering, sponsoring or providing a service at Project Connect, please visit United Way’s website, www.unitedwaynsv.org/projectconnect.

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.