

UNITED IS THE WAY™

YOUR INVESTMENT. YOUR COMMUNITY. YOUR IMPACT.



- **United is the Way to foster strong schools and thriving communities**
- **United is the Way to build wellness, hope, and resilience together**
- **United is the Way to ensure support and services are within reach**

Every dollar you give stays in the Valley. A diverse team of community volunteers — trained and facilitated by UWNSV — uses real data to direct your investment where it is needed most. No endowment. No carryover. Every dollar deployed the same year it is raised.

\$535,000

deployed in the 2024-25 investment cycle

50+

portfolio organizations funded annually

27,000

Valley residents served each year

40%

of Valley households below the ALICE threshold

YOUR GIFT ADDS UP

\$5/mo

= \$60 a year directed to local families in need

\$10/mo

= \$120 a year funding nonprofits across 6 counties

\$25/mo

= \$300 a year helping stabilize families in crisis

40% of Valley households can't make ends meet. When you give — even a small amount each paycheck — your investment combines with thousands of others to fund the programs that keep families stable, kids in school, and neighbors housed. **Every dollar stays local. The community decides where it goes.**

WHY IT MATTERS TO YOU

It stays in the Valley

Every dollar raised is deployed the same year across Winchester, Frederick, Clarke, Warren, Shenandoah, and Page Counties — the communities where you live and work.

The community decides

40+ local volunteers review every grant application. Your investment joins a rigorous, data-driven process — not a top-down allocation. The Valley decides where help is needed most.

You can direct your gift

Choose to direct your investment toward one or more of the four 2026 portfolio areas, or give to the general fund and let the community investment team place it where data shows it is needed most.

2026 COMMUNITY INVESTMENT PORTFOLIO AREAS New for 2026

Healthy Community

Healthcare access, mental health, wellness, and coordinated care for Valley families

Youth Opportunity

Kindergarten readiness, tutoring, mentorship, and workforce pathways for young people

Financial Security

Eviction prevention, emergency assistance, and access to opportunity for ALICE families

Community Resiliency

Basic needs, shelter, food access, and systems that stabilize families in crisis

HOW TO GIVE — ONE FORM, ALL PAYMENT TYPES

☰ PAYROLL DEDUCTION Most Popular

Complete the online pledge form and select payroll deduction. A small amount is deducted automatically each pay period. **No paper, no follow-up needed** — set it once and your investment runs all year.

■ CREDIT CARD OR CHECK

All pledges are submitted through the same online form. Select your payment method and follow the instructions to complete your gift. Make checks payable to **United Way of Northern Shenandoah Valley**.

★ SPECIAL EVENTS & FUNDRAISERS

Jeans days, raffles, bake sales, and team events all count toward your organization's campaign total. Your campaign coordinator tracks and submits these proceeds on your team's behalf.

All pledges go through the online form regardless of payment method. It is fast, accurate, and easy to track. Your coordinator receives a confirmation automatically through UWNSV's system. No paper pledge forms, no triplicate copies.

BE THE WHY BEHIND THE WAY

40% of Valley households can't make ends meet. Your investment — even \$5 a month — combines with thousands of others to directly fund the programs that keep families stable.

YOUR INVESTMENT FUNDS

- Healthy Community
- Youth Opportunity
- Financial Security
- Community Resiliency



UNITED WAY
Northern Shenandoah Valley

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Serving Winchester, Frederick, Clarke, Warren, Shenandoah, and Page Counties since 1946

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PREVIOUS INVESTMENT ROUNDS

- 2024-25** | **\$535,000 deployed across 50+ portfolio organizations**
Nearly 75% funded through workplace investment campaigns. 27,000 residents served across all 6 counties.
- 2023-24** | **\$525,000 deployed across 46 programs**
Record demand: 51 organizations requested \$1,051,809. 60+ community volunteers reviewed every application.
- 2020-21** | **34 programs funded across education, financial stability, and health**
53 community volunteers on 9 panels. \$780,000+ requested. Investments included childcare access, dental care for uninsured children, and school counseling for families below the ALICE threshold.



85 cents of every dollar reaches the community. The 15 cents that does not is what guarantees the 85 cents lands in the right place. Every dollar raised in a program year is deployed that same year.



HOW DO UNITED WAYS WORK?

Local United Ways **unite community resources** from donors and workplaces with the most effective programs that intervene in crisis and empower people to **build toward self-sufficiency**. United Ways provide connection to resources, coordinate services, address gaps in services and support nonprofits that provide access to nutritious food, secure housing, quality education and childcare, mental health services, job training and employment and more. We make data informed investments to meet immediate needs, and **strive to transform systems** that contribute to creating need in the first place.

TOGETHER, WE'RE CREATING BRIGHTER TOMORROWS FOR ALL

WHAT DOES UWNSV DO? IN SHORT — EVERYTHING.

Because there is no single solution to meet the needs of ALICE, UWNSV develops an array of strategies to wrap around those who need support most.

We work to better the education, health, and financial stability of every person across Winchester, Frederick, Clarke, Warren, Shenandoah, and Page Counties — showing up every day ready to tackle our community's toughest problems.

UWNSV is uniquely positioned to respond to emerging needs while empowering change-seekers to work toward a vision where every Valley family can thrive. We marshal every resource, every relationship, and thousands of volunteers to create positive, measurable, and sustainable change.

If you're looking to solve a problem, make a change, and improve the lives of those around you — United Way of Northern Shenandoah Valley is ready.



NONPROFITS ARE COMING TOGETHER TO WORK SMARTER AND BECOME STRONGER.

The landscape of philanthropy is changing and nonprofits are changing along with it. Every day, organizations across our region are coming together to do their work in more efficient and effective ways so that we can provide the biggest benefit to local communities.

- At UWNSV, we **coordinate resources, address gaps, and support community nonprofits** — because no single organization can solve our community's toughest challenges alone.



COORDINATE RESOURCES



ADDRESS GAPS



SUPPORT COMMUNITY NONPROFITS

