

UNITED IS THE WAY™

THE COMMUNITY DECIDES.
YOUR COMPANY AMPLIFIES.
EVERYONE OWNS THE OUTCOME.



- 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

UWNSV trains and facilitates a diverse group of community investors who use vetted community data to direct capital where it is needed most. This is not a giving campaign. It is a community-directed investment program with measurable returns, independent assessment, and zero carryover.

\$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

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 CAPITAL MOVES

- 1 Your team allocates capital through payroll deduction or our secure online portal
- 2 UWNSV trains and facilitates a diverse community investment team well versed in local needs data
- 3 The community decides where capital goes – UWNSV informs, the community decides
- 4 Capital deploys annually across the four 2026 investment portfolio areas
- 5 Portfolio partners report outcomes back to the investment team
- 6 UWNSV delivers your annual impact portfolio and the cycle restarts

• WHAT YOUR NAMED PROGRAM INCLUDES

- A branded corporate impact program carrying your company's name and investment priorities
- A diverse community investment team trained and facilitated by UWNSV using ALICE data and community needs assessments
- More than 40 local volunteers dedicate 600-plus hours annually to reviewing proposals – your investment joins a rigorous, community-led process
- An annual impact portfolio review designed for your leadership and stakeholders

85 cents of every dollar reaches the community. The remaining 15 cents stays local too – supporting the professional staff who train community investors, vet applications, track outcomes, and ensure every dollar lands in the right place. Every dollar raised in a program year is deployed that same year. Every cent stays in the Valley. No carryover. No balance sitting idle while community needs go unmet.

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. Corporate investors included Trex Company, Valley Health System, Navy Federal Credit Union, First Bank, and Winchester Public Schools.

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.

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SAMPLE PORTFOLIO PARTNERS

<p>Food security</p> <p>CCAP Winchester Partnering with 7 organizations across food insecurity and community action</p>	<p>Crisis & recovery</p> <p>Concern Hotline / Strength In Peers Crisis response, mental health, and peer recovery support</p>	<p>Domestic violence</p> <p>Council on DV for Page County / Laurel Center / Phoenix Project Domestic violence prevention and safety services</p>
<p>Housing stability</p> <p>Family Promise Winchester Area / Family Promise Shenandoah County Housing stability for families across the valley</p>	<p>Youth opportunities</p> <p>Salvation Army Front Royal / Bright Futures / Healthy Families NSV / Healthy Families Shenandoah County Youth development and family opportunity programs</p>	<p>Healthcare</p> <p>Shenandoah Community Health / Shenandoah Dental Clinic Primary care and dental access for uninsured residents</p>
<p>Emergency shelter</p> <p>Shenandoah Alliance for Shelter / WATTS Emergency and transitional shelter services</p>	<p>Repairs & accessibility</p> <p>Blue Ridge Habitat for Humanity / Access Independence Home repairs and accessibility modifications for low-income residents</p>	<p>46+ Additional portfolio partners Winchester · Frederick · Clarke · Warren · Shenandoah · Page Counties</p>

HOW TO RUN YOUR INVESTMENT CAMPAIGN

<p>01 GET CONNECTED</p> <p>Schedule a meeting with your UWNSV representative. We will walk you through the model, answer your questions, and help you design a program that fits your organization.</p>	<p>02 SET YOUR GOALS</p> <p>Confirm your investment amount, employee match structure, and campaign timeline. Establish a participation goal and identify your internal campaign champion.</p>	<p>03 BUILD THE BUZZ</p> <p>Schedule a UWNSV speaker for your kickoff. Send a CEO message. Get your team excited about their role as community investors before the round opens.</p>
<p>04 OPEN THE ROUND</p> <p>Launch your investment round. Employees allocate through payroll deduction or the online portal. Send midpoint updates and keep the energy high through close.</p>	<p>05 CLOSE AND SUBMIT</p> <p>Collect all allocations, thank your team, and submit results to UWNSV. We handle distribution to portfolio organizations and begin tracking outcomes.</p>	<p>06 SEE THE RETURN</p> <p>UWNSV delivers your annual impact portfolio – what was funded, who was served, and what changed in your community. Then the next round begins.</p>

Interested in learning more?

We would be glad to host a training session with your team – walking through how the community investment model works, how UWNSV facilitates the process, and how your company can launch its own named impact program in the Valley.

NOT READY TO RUN A CAMPAIGN?

You can still put capital to work in the community. Host a fundraising event and direct the proceeds to United Way NSV. Jeans days, chili cook-offs, golf tournaments, and team challenges generate community investment while building your internal culture. Every effort helps and keeps your team connected to the Valley we all share.