

**United
Way**



2015 REPORT TO THE COMMUNITY



BOLDCOMMUNITY**CHANGE**



Dear Supporters:

This year's campaign, "Join Us in Creating Bold Community Change," exceeded our expectations.

With resources from the business community and individual donors, energy from our volunteers and expertise from our agency partners, the community responded by trusting our United Way to initiate **Bold Community Change**.

We addressed our community's immediate needs with grant awards and community impact investments while reinforcing our resilient framework to support the most pressing long-term community challenges in education, income and health. For example, our United Way is the home of the following initiatives:

Education

- Smart Beginnings Martinsville Henry, a community coalition committed to ensuring that all children enter kindergarten healthy and ready to learn.
- Help Engaged Youth (HEY) Collaborative, a network of agencies that offer youth-related programs outside of the K-12 school day.

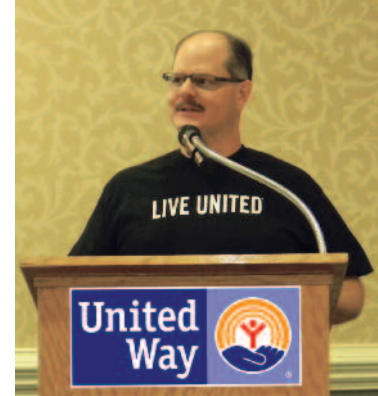
Income

- Volunteer Income Tax Assistance (VITA) Program, free income tax preparation assistance to eligible individuals and families.
- Financial Capability at Work, a workplace program to help our workforce attain the confidence needed to invest their money and make informed financial decisions.
- Money Management Mentoring Program, practical ways to help individuals save and invest their money.

Health

- Martinsville-Henry County Assistance Network, agencies using a shared database to connect individuals and families to emergency financial and medical assistance opportunities and to monitor their progress so that no one falls through the cracks.

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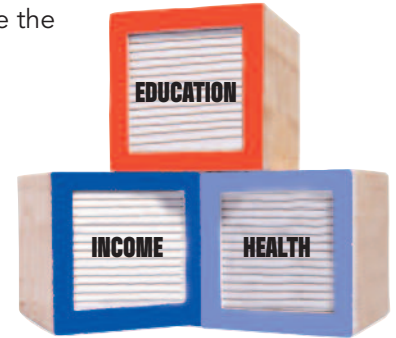
We also are the home of the area's Nonprofit Leaders Network, which is designed to increase the capacity of our nonprofits to do what they do best.

Our framework has mobilized the caring power of our community.

Thank you for supporting United Way and recognizing our efforts in education, income and health are the building blocks for a good quality of life. We could not do this without you.

Dale Wagoner

Dale Wagoner
President, Board of Directors, 2015



United Way Community Initiatives

In February 2013, United Way approved a three-year strategic plan. Prior to approval, we spent nearly a year researching and convening community meetings. We learned what challenges in education, income and health our community cared about most, and what ideas they had to make our community better.

We also learned we had an opportunity to use our unparalleled network of relationships to be more strategic, which is exactly what we did.

With a strategic plan as our guide, by 2015, we have built a resilient framework around our three building blocks for a good quality of life.

Milestones for 2015 are featured in this Report to the Community.

Smart Beginnings

Smart Beginnings Martinsville Henry is one of 18 regional initiatives in Virginia charged to convene the area's early childhood network of stakeholders, who work together to ensure that all children entering kindergarten are healthy, well-cared for and ready to learn.

Milestones

- 37 percent of all licensed childcare providers (13 out of 35) participates in Virginia Quality, the state's voluntary quality rating and improvement system primarily designed to give our providers education and training opportunities necessary to deliver high-quality, age appropriate services for children from birth to age five.
- More than 13,000 books distributed to children through the national "Reach Out and Read Program," a campaign that engages pediatricians to encourage families to read to their children.
- Through the Dolly Parton Imagination Library program, each month, more than 350 children in Martinsville-Henry County received a book and will continue to receive a book until they turn five years old.
- Nearly \$170,000 in additional funds leveraged into the community for early childhood development and cumulatively over the last three years, more than \$500,000.
- The percentage of children receiving developmental screenings increased by 132 percent.

Thank You, Smart Beginnings' Leadership Council

Dr. Jared Cotton, President
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Paul Huckfeldt, Treasurer
Kathy Rogers, Immediate Past President
*Paul Ashbrook
Dr. Leanna Blevins, Vice President
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Kathy Whitley
**Term ended
December 31, 2015

Help Engage Youth (HEY) Collaborative

Formed in 2013, HEY strives to create a comprehensive network of youth activities outside of the school day to ensure that youth of all ages have access to the best quality exploratory, academic and/or athletic programs available to them in the area.

Milestones

- A full-time staff person hired to advance HEY's ambitious vision, "All youth will be ready for college, work and life."
- Community awareness of and participation in youth employment and volunteer opportunities, summer camp offerings and before and after school hour programs increased.
- The Campaign for Grade-Level Reading designation secured, which is a national initiative focusing on the importance of children being on grade-level by the end of third grade.
- A foundation from outside of the area awarded United Way \$150,000 to sustain this framework for the next two years.

Thank You, HEY Steering Committee

Kim Buck
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Katie Connelly
Dr. Jared Cotton
Bonnie Favero
Becky Forestier
Shanna Francisco-King
Brian Hairston

Monica Hatchett
Pam Heath
Rhonda Hodges
Tommy Hudgins
Bethann James
Jim Tobin
Tiffani Underwood



Breaking the Cycle of Poverty

When it is all said and done, our primary goal is to break the cycle of poverty in Martinsville-Henry County. While many of our initiatives focus on early childhood development and intervention, we also support efforts for working families to improve their financial health. This is often referred to as the two-generational approach to combat poverty.

At United Way, we interconnect services for individuals to use, such as our Volunteer Income Tax Assistance (VITA) and Money Management Mentoring programs and initiatives to help our current and emerging workforce attain the confidence needed to confront their financial matters through our Financial Capability at Work, a partnership with the business community, and Dollar and Sense Reality Fair, an annual event that exposes high school seniors to the costs associated with real life.

VITA Milestones

- 57 VITA volunteers logged in 5,500 volunteer hours.
- More than 2,000 tax returns filed, which is the second highest filing amount in Virginia. Norfolk reports the highest.
- \$2.6 million in federal and \$317,000 in state refunds returned into the community.

Other Milestones

- Nearly \$67,000 in alternative revenue resources leveraged into the area for United Way's financial stability initiatives.
- More than 300 individuals volunteered in total.
- 149 employees engaged in Financial Capability at Work.
- More than 1,000 high school seniors attended Dollar and Sense Reality Fair.

Thank You, Partners

American National Bank & Trust
American National University
BB&T
Boys & Girls Club
Carter Bank & Trust
City of Martinsville's Commission
of Revenue's Office
Family YMCA

Fidelity Bank
Grace Presbyterian Church
Lester Group
Money Management International
New College Institute
Norfolk State University
Old Dominion University
Patrick Henry Community College

River Community Bank
Smart Beginnings
State Farm Insurance – Jason Dove
STEP, Inc.
SunTrust
Virginia Cooperative Extension
Upward Bound and MHC After 3

Martinsville-Henry County Assistance Network

We have found that good data analysis can challenge misconceptions. United Way is a hub for and provides oversight of a database called, Charity Tracker, which helps human service agencies and benevolence programs tell a more accurate story of their delivery of services. To use this database, agencies become part of the Martinsville-Henry County Assistance Network, resulting in captured community data, stronger case management and a more formalized referral process in the community.

Milestones

- 12 partner agencies and benevolence programs helped 10,278 individuals.
- 20,654 acts of kindness were given.
- Direct assistance totaled \$1.359 million.



United Way is fortunate to have thousands of volunteers and contributors each year.

Thank you for choosing to LIVE UNITED and entrusting us to fund community agencies, programs and initiatives that support what we view as the building blocks for quality of living – education, income and health.

The following pages are listings of donors who have given \$600 or more to this year's campaign and employers who have either contributed corporate gifts or held workplace drives or fund-raisers on our behalf.

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Tiffani & Carter Underwood
Bruce Valley
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Lynn & Noel Ward
Phyllia & Michael Wenkstern
Melissa & Eddie White
Brenda & Joe Williams
Roslyn & Max Wingett
Amy & Glenn Wood
Ellen L. Wood
Chip Wyatt
Dr. & Mrs. Steven Yellin
Anonymous - 10

Employer Gifts

Adkins Construction Company
Albert Harris Elementary School
Alcoa Titanium & Engineered Products
American Electric Power
American Global Logistics
American National Bank & Trust
Anthem Associate Giving Campaign
Atlantic Coast Toyota Forklift
Axton Elementary School
Bank of America
Barnett Commercial Realty
Bassett Furniture Industries
Bassett High School
Bassett Mirror Company
BB&T
Belk
Blue Ridge Packaging Corporation
Boxley Companies
Boys & Girls Club of the Blue Ridge
Campbell Court Elementary School
Carlisle School
Carter Bank & Trust
Carver Elementary School
Center for Community Learning
CenturyLink
Charity League
Citizens Against Family Violence
City of Martinsville
Clark Construction Company

Clearview Early Childhood Center
Collinsville Primary School
Comcast Communications
Drewry Mason Elementary School
Duke Energy
Eastman Chemical - Patriot Center
Eastman Chemical Company
Edward D. Jones & Company
Edwards Adult Day Care Center
Elizabeth Pizza C'ville
Enterprise Rent-A-Car
Family YMCA
Fayette Street Christian Church
Fidelity Bank
Fieldale Insurance Agency
Fieldale-Collinsville Middle School
First Baptist - East Martinsville
Focus on Youth
Frith Construction Company
G&S Excavating
Glenn Edwards Appraisal Services
Greene Company
Hairston Funeral Home
Hanes Brands
Hanes Brands - Woolwine
Harder's Drug Store
Harvest Foundation
Henry County
Henry County Bus Garage

Henry County Maintenance Department
Henry County School Board
Henry-Martinsville Social Services
Honda of America
Hooker Furniture Corporation
IBM Corporation
Ingersoll-Rand -Trane
Invista
John Redd Smith Elementary School
Johnson & Johnson
Kings Grant
Kiwanis Club of Martinsville
Kroger Stores
Lacy Foundation
Laurel Park Middle School
Lester Group
Lightning Transportation
Lockman & Associates
Lowe's
Magna Vista High School
Mallard & Mallard, CPAs
MARC Workshop
Martin Travel
Martinsville Eyecare Center
Martinsville First Savings & Loan
Martinsville High School
Martinsville Middle School
Martinsville School Board Office
Martinsville School Bus Division

Employer Gifts *continued*

Martinsville Speedway
Martinsville-Henry County Chamber
of Commerce
Memorial Hospital
Midway Bottled Gas
Mountain Valley Hospice
Mt. Olivet Elementary School
Nationwide Insurance - Martinsville
Nease Holding Co., LLC
New College Institute
Patrick Henry Community College
Patrick Henry Elementary School
Piedmont Arts Association
Piedmont Community Services
Pigg Insurance Agency
Rich Acres Elementary School
Ridgeway Concrete Sawing & Drilling LLC
River Community Bank
Rives S. Brown Realty
S&K Office Products
Sanville Elementary School
Sells, Hogg & Associates
Service Roofing & Sheet Metal
Shenandoah Furniture Company
Sheppard Furniture Company
Southeastern Outdoor Supply
Southprint
Southwestern Virginia Gas
Stanley Bowles Corporation
Stanleytown Elementary School

State Farm Insurance
Stifel, Inc.
SunTrust Bank
Tacoma
Texturing Services
Triangle Electric Company
United Health Group
United Parcel Service
United Way of Henry County & Martinsville
VF Services - Greensboro

VF Sportswear
Virginia Blower
Virginia Glass/Virginia Mirror
Virginia Parts & Surplus
Wal-Mart Super Center #1243
Wells Fargo
West Window Corporation
WestRock
Campaign Pacesetters



Funded Partners

On average, United Way supports nearly 30 programs and community impact initiatives each year with our partner agencies. These programs align with our three focus areas of education, income and health.

Before receiving United Way's support, programs and initiatives undergo a rigorous vetting process from a diverse group of 20 to 30 volunteers each year to ensure our investment with your donation has the greatest community impact.

American Red Cross
Axton Life Saving Crew
Bassett Rescue Squad
Boy Scouts
Boys & Girls Club
Citizens Against Family Violence
Edwards Adult Day Care
Family YMCA
Fieldale-Collinsville Rescue Squad
FOCUS/CASA
Girl Scouts
Grace Network
Horsepasture Rescue Squad
MARC Workshop
Patrick Henry Community College
Piedmont Community Services
Ridgeway Rescue Squad
STEP, Inc.
Salvation Army
Stepping Stones
Virginia Legal Aid Society
West Piedmont Workforce
Investment Board



Financial Summary

for calendar year ending December 31, 2015

Total Revenues	\$930,895
Expenses	
Program Investments & Services	\$727,032
Management & General	\$59,259
Fundraising	\$61,437
Total Expenses	\$847,728
Change in Net Assets	\$83,167
Total Assets	\$1,524,092
Total Liabilities	\$270,500
Total Net Assets	\$1,253,592



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Kerry Smith

Dale Wagoner, President

Glenn Wood, Human Resource Committee Chairman

**Term ended December 31, 2015*

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For a listing of staff members and other information, please go to our website, UnitedWayofHCM.org.

Contact Information

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Mailing Address: P. O. Box 951, Martinsville, VA 24114

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Email: info@UnitedWayofHCM.org

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