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Community Report

UNITED WAY
OF HENRY COUNTY & MARTINSVILLE



GIVE.
Education

ADVOCATE.
Financial Stability

VOLUNTEER.
Health



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OUR LEADERSHIP

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LEADERSHIP TEAM

A WORD FROM OUR LEADERSHIP

With a foundation of over 80 years of services to Martinsville and Henry County, the United Way continues to work tirelessly to create positive and permanent change in our community. We don't do it alone. By forging unlikely partnerships, finding new solutions to old problems, and mobilizing the best resources, we believe there are no problems we can't solve together. Our impact is made possible thanks to countless volunteers, donors, and businesses that truly support the mission of the United Way. We have one life. To live better, we must Live United.

We believe that every person is worth fighting for; and we fight. We fight for the education, financial stability, and health of every person in our community. We feel that this report highlights some of the successes that United Way of Henry County and Martinsville has accomplished in our community over the past year. We would like to thank all of our donors, volunteers, partnering organizations and businesses for the work that they have done to make these positive changes a reality.

Sincerely,

PHILIP WENKSTERN
EXECUTIVE DIRECTOR

BEVERLY PITZER

2019 BOARD CHAIR, 2020 PRESIDENT





VISION

The United Way of Henry County & Martinsville envisions a world where all individuals and families achieve their human potential through education, financial stability and healthy living.

Imagine a world that fosters hope and opportunity for everyone.
A world where...

- All children receive a quality education that offers a pathway to a brighter tomorrow.
- The cycle of poverty and financial dependence ends, and productive livelihoods begin for even the most disadvantaged.
- Everyone receives effective health care that improves quality of life.

- Communities not only set significant and measurable goals to advance these fundamental elements of human development, but achieve them.

"Imagine a world that fosters hope and opportunity for everyone."



MISSION

"Ignite a community wide social movement, and thereby mobilize many to action - to give, advocate and volunteer"

The United Way of Henry County & Martinsville unites and mobilizes the community in assessing and meeting the critical human service needs in Martinsville-Henry County, Virginia.

To do this we will...

- Ignite a community wide social movement, and thereby mobilize many to action – to give, advocate and volunteer to improve the conditions in which they live.
- Galvanize and connect all sectors of society – individuals, businesses,

nonprofit organizations and governments – to create long-term social change that produces healthy, well-educated and financially-stable individuals and families.

- Raise, invest and leverage funds annually through philanthropic contributions to create and support innovative programs and approaches to generate sustained impact in our communities.
- Hold ourselves accountable to this cause through our steadfast commitment to continually measure – in real terms – improvement in education, financial stability and health.



Education

IMPROVING LIVES



SMART BEGINNINGS MARTINSVILLE HENRY

United Way of Henry County & Martinsville has partnered with Smart Beginnings Martinsville Henry (SBMH) to work at critical points along the school spectrum to ensure the academic success of youth. Our community is engaging to support youth by volunteering and championing the cause of education. This mobilization of resources is creating hope for youth and more opportunities for success.



SBMH 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. SBMH staff manages the network's five-year Strategic Plan to advance three school-readiness goals.

- Increase the availability of quality learning for children birth to age five
- Improve access to evidence-based and evidence-informed programs and practices to support healthy child development
- Increase availability and access to evidence-based and evidence-informed services for families with prenatal to five year old children challenged by multiple risk factors

"...work together to ensure that all children entering kindergarten are healthy, well-cared for and ready to learn"

QUALITY EARLY CHILDHOOD EDUCATION

VIRGINIA QUALITY INITIATIVE

Virginia Quality is the state's voluntary quality rating and improvement system for child care and early education programs. Participating Virginia Quality child care programs are committed to continuous quality improvement. Quality child care and early learning programs positively impact children's development, resulting in more success in school and life. In Martinsville and Henry County, 26 child care and early education programs are currently participating in Virginia Quality

EARLY CHILDHOOD PROFESSIONAL DEVELOPMENT

Early childhood professional development opportunities are offered by Smart Beginnings MH throughout the year in addition of hundreds of hours of expert technical assistance and activities provided to Virginia Quality sites. Opportunities include trainings, workshops, learning communities and

the Annual Early Childhood "Growing Together, Learning Together" Conference.

This Annual Conference is a collaboration of Smart Beginnings MH with numerous community partners to provide a full day of high quality learning and professional development for area child care and early education providers.

In 2019, over 150 early learning participants, presenters, volunteers, and vendors participated in the 4th Annual "Growing Together, Learning Together" Conference. Additionally, 24 professional development trainings, learning communities, and director's network sessions were offered to more than 150 early childhood educators working in Martinsville and Henry County.

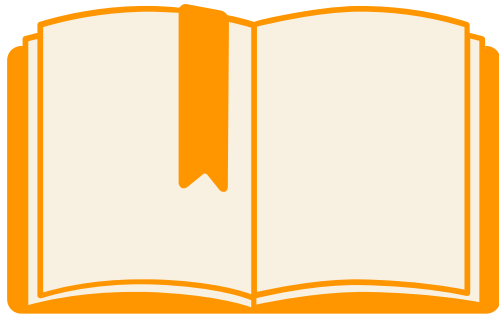
"Quality child care and early learning programs positively impact children's development, resulting in more success in school and life."

CHILDCARE ASSISTANCE

In partnership with United Way of HCM and the Harvest Foundation, SBMH is working hard to make sure safe, reliable childcare is available to essential workers during the global health crisis facing our community.

Education

IMPROVING LIVES



FAMILY OUTREACH

Partnered with twenty community and regional programs to connect more than 448 families with young children facing risks of delay to a developmental screening and referral system.

DOLLY PARTON IMAGINATION LIBRARY (DPIL)

Smart Beginnings MH and United Way of HCM partner with the Dolly Parton Imagination Library to provide more than 1,700 local children aged birth to 5 years old with a free age-appropriate book monthly.

PROMISING NEIGHBORHOODS

Promising Neighborhoods is one of the area's strategies to build and sustain at a neighborhood level an infrastructure of school readiness. All early childhood services for both the parents and children are made accessible within designated neighborhoods. This effort is often referred to as a two-generation model, because parents (or caregivers) and their children benefit from the delivery of services.

While additional services may be planned, all Promising Neighborhood services will include access to quality learning for children, developmental screenings for children, parenting education and employment coaching and family literacy activities for both parents and children.

In 2019, Smart Beginnings responded to school readiness needs and challenges of 32 families participating in the Promising Neighborhoods Initiative by providing access to community resources and family navigation services.

448

448 ASQ-3 Developmental Screenings completed

32

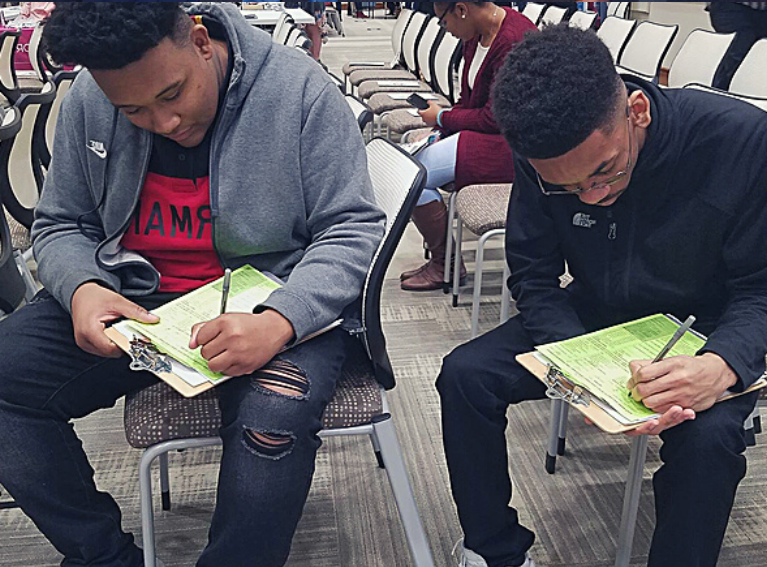
Assisted 32 families with resources and Family Navigation Services

1700

More than 1700 children enrolled in DPIL

Financial Stability

MOBILIZING COMMUNITY



FINANCIAL STABILITY FOR ALL

United Way of Henry County & Martinsville's primary goal is to break the cycle of poverty. 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. Each year, our campaign funds support numerous partner agencies and programs to help us combat poverty. We also raise alternative resources from grant funds to help us offer services for individuals to use.

We understand the local economy and are working with individuals, employers and government to create a stronger community. Through our efforts, individuals are seeing success and our community is being impacted by improved financial stability.

"Through our efforts, individuals are seeing success and our community is being impacted by improved financial stability."

MHC BRIDGES

BRIDGES OUT OF POVERTY

Bridges Out of Poverty aims to break the cycle of poverty in the community by engaging community partners and fostering a better understanding of the causes of intergenerational poverty and potential barriers for advancement out of poverty. Official poverty definitions look solely at the income level of an individual. Bridges out of Poverty examines the idea that poverty is the extent to which a person lacks resources leading to a life of instability. Bridges Out of Poverty is a research-based framework of concepts, tools and resources that enables individuals to reconsider how they approach their clients, their constituents their neighbors and their community.

GETTING AHEAD

"Getting Ahead in a Just-Gettin'-By World" is a 17 session workshop series providing people motivated for change the tools and support necessary to 'Get Ahead' in today's world.

Working in a group learning environment, participants, "investigators", will learn that money is only 1 of 11 resources used to define success

Investigators learn how these resources affect their lives, the lives of their family, and the community we live in. By examining the resources they have versus the resources they need, GA investigators will be able to create a personal plan, based on goals, to build a future story they choose.

To date, there have been four graduating GA cohorts and we're just getting started. Getting Ahead graduates are embracing the new mental models they've learned and are building resources to better their own lives and are actively advocating for long-term community change around critical human service needs.

"Getting Ahead graduates are embracing the new mental models they've learned and are building resources to better their own lives and are actively advocating for long-term community change around critical human service needs."

FINANCIAL STABILITY

Volunteer Income Tax Assistance (VITA)

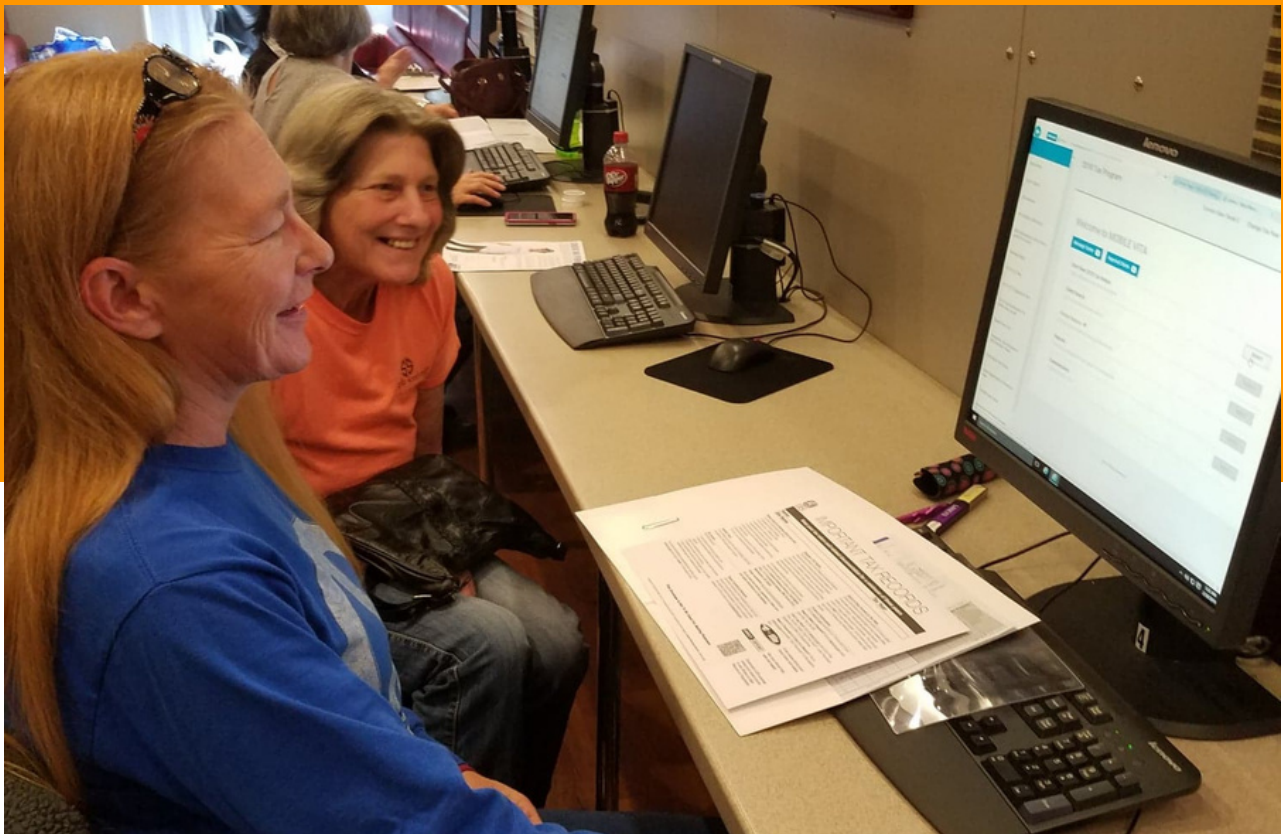
United Way of Henry County & Martinsville's VITA program offers free income tax preparation services by volunteer IRS certified tax preparers for individuals and families earning \$56,000 or less.

In the 2018 tax year, VITA volunteer tax preparers filed 2,105 returns. The program saved local taxpayers an average of \$250 per return in tax preparation fees for a total local savings of over \$526,250. Additionally, the VITA program returned over \$2 million in federal refunds to the area with an average

federal return amount of \$1,053. The average earned AGI was \$20,041.

In addition to the VITA program, community members have the ability to file for free online using [myfreetaxes.com](https://www.myfreetaxes.com) for simple returns.

We're proud to say that we were able to continue this valuable service through the current global health crisis by adjusting our strategies for the safety of our preparers and clients.



\$2M

Averaging \$1,053 per filed tax return, VITA volunteers helped return over \$2 million dollars to the community.

\$526K

At an average of \$250 per return, the VITA program saved local individuals and families over \$526,250 in income tax return filing fees.

1,544

14 dedicated and knowledgeable IRS certified tax volunteers served 1,544 volunteer hours preparing and filing local tax returns.

2,105

The VITA program assisted 2,105 individuals and families earning \$56,000 or less file their income tax return free of charge.

422

138 Volunteers worked on 14 community projects logging over 422 hours of volunteer services locally for the 2019 United Way of HCM Day of Action.

75

75 volunteers came together to pack senior care kits filled with hygiene and other supplies to be distributed to local seniors in need for Senior Service Day

Financial Stability

MOBILIZING COMMUNITY

DOLLARS & SENSE

United Way's Dollars & Sense Reality Fair for local high school seniors teaches best practices for financial wellness. In the simulation, each high school senior is assigned a job and given an entry salary and must navigate how to make the most of their funds. The reality fair is offered twice a year to accommodate each school. In 2019, 350+ students completed the simulation in the fall and an additional 380+ students participated in the spring. A strong money foundation can shape the course and quality of life for the next generation. Thank you to the over 40 volunteers who come together each event to make this possible.

FINANCIAL WELLNESS WORKSHOPS

United Way partners with local employers to offer financial wellness workshops and resource coordination on site to employees. Additional lunch-n-learns and one-on-one community financial wellness workshops are offered as well. In 2019, UW provided financial wellness assistance to 185 individuals and families.

EMERGENCY FEEDING PROGRAM

In response to the COVID-19 pandemic, the United Way of Henry County & Martinsville joined with local partners to offer an Emergency Feeding Program to serve MHC families with one box of food each month. Food insecurity and hunger don't stop in times of crisis and, together, we are fighting back.

For more information visit unitedwayofhcm.org/MHC-Emergency-Feeding-Program

VIRGINIA INDIVIDUAL DEVELOPMENT ACCOUNTS (VIDA)

The VIDA program is a financial education and matched savings program to assist working families with their first home purchase.

Participants receive access to financial counselors, homebuyer education, and the opportunity to earn money towards a down payment and closing costs.

Visit unitedwayofhcm.org/VIDA to see if you are eligible today.

\$1 +

With VIDA you save \$1 up to \$500

\$8 =

Earn \$8 in matched funds per dollar up to \$4,000

\$9

Have \$9 per every \$1 saved towards your goals for a total of \$4,500.

Health

LONG-TERM SOCIAL CHANGE



MARTINSVILLE HENRY COUNTY ASSISTANCE NETWORK (MHCAN)



At United Way of Henry County & Martinsville, we strive to support agencies and programs that are positioning the community to be healthier and more resilient, such as:

- Promoting healthy eating and physical activity,
- Encouraging positive lifestyle choices
- Offering access to quality health services
- Integrating health into early childhood development

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.

"At United Way of Henry County & Martinsville, we strive to support agencies and programs that are positioning the community to be healthier and more resilient."

17,375

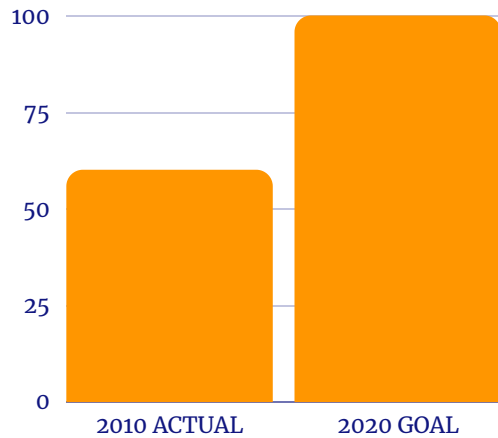
*people served to date through the
MHC Assistance Network*

\$3M

*nearly 3 million dollars of
assistance provided in over 45K
acts of kindness to date through
the MHC Assistance Network*

Health

LONG-TERM SOCIAL CHANGE



CENSUS 2020

Every 10 years, the United States Census completes a point-in-time count of every person in the country. This data is used to in determining funding allocation for schools, roads, and other programs per-resident. In the 2010 census, approximately 40% of the MHC residents weren't counted reducing federal funding for our area by \$2,000 per person missed every year. For the #2020Census, United Way of HCM received a PUP! Grant from the Harvest Foundation in an effort to improve those numbers and make sure ALL of MHC is counted in the Census. The Census survey takes less than 10 minutes and answers are anonymous. Join us in completing the Census today.

MHC COUNTS

You Can Fill Out the Census for 2020 as Easy as 1, 2, 3

1. Three Ways

You can complete your 2020 Census online, by phone, or by mail

2. One Time

Only 1 Census form needs to be completed per household

3. Ten Minutes or Less

Visit 2020Census.gov to complete your Census online or call English: 1-844-330-2020
Spanish: 1-844-468-2020



\$2K

per person in annual federal funding distributed locally

10YR

over the 10 year Census span

\$20K

which is a total of \$20,000 per person in local funding

STRATEGIC PARTNERS & SPONSORS

FUNDED PARTNERS

Community Impact Grants are how we invest local contributions from our annual campaign drive to fight for the education, financial stability, health and basic needs of every person in Martinsville and Henry County. Funding decisions for Community Impact Grants are made through an annual competitive process. Area programs and initiatives undergo a rigorous vetting process from a diverse team of 20 to 30 volunteers. These volunteers make up the Community Investment Review Panel which works each year to ensure our investment with local contributions has the greatest community impact within our focus areas. We are grateful to all donors who choose to contribute to United Way of Henry County & Martinsville.

EDUCATION

ANCHOR: 7 Challenges
ANCHOR: Co-Parenting
Boy Scouts
Boys & Girls Club of the Blue Ridge
Girl Scouts
PHCC: MHC After 3
Stepping Stones: Community Engagement
YMCA: After School Program
YMCA: Early Learning Center
YMCA: Summer Day Camp

FINANCIAL STABILITY

Community Dream Center
Edwards Adult Day Care
Southside Survivor Response Center
Virginia Legal Aid Society

HEALTHY LIVING

Piedmont Community Services: Prevention Focus on Youth/CASA
Piedmont Virginia Dental Health Foundation

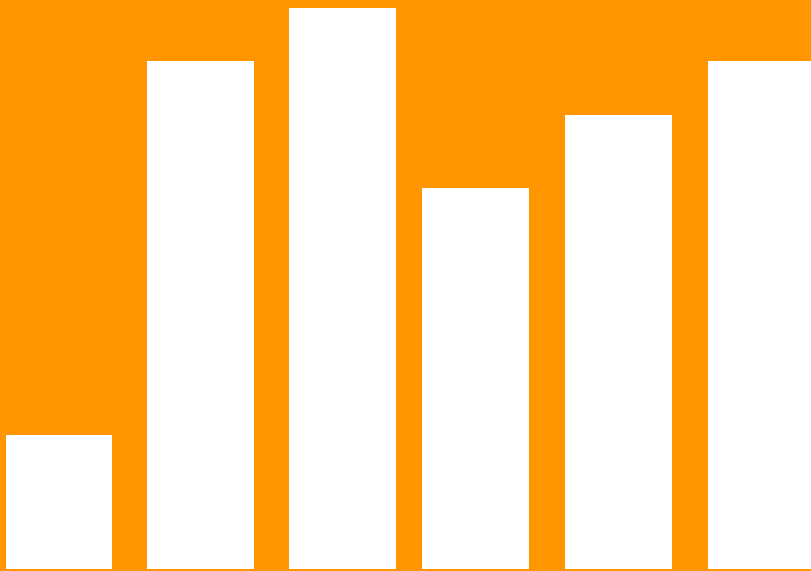
BASIC NEEDS/EMERGENCY SERVICES

American Red Cross: Disaster Services
Grace Network
Salvation Army
STEP Inc: Re-entry Program
Rescue Squads

SPONSORS

This report to the Community was made possible thanks to the generosity of the following sponsors.

American National Bank
Bassett Furniture Industries
Carter Bank & Trust
Collinsville Printing
Fidelity Bank
Martinsville Eyecare Center
Sells, Hogg & Associates
S & K Office Products
The Lester Group
Virginia Blower



WAYS TO GIVE

When you give to United Way, your contribution helps foster both individual and collective success. United Way offers a variety of options for donors to support our work, whether through your employer, the web, planned giving, a donation of stock, or even bitcoin. Find out which method of giving is best for you.

unitedwayofhcm.org/donate

FINANCIAL HIGHLIGHTS

UNITED WAY OF HENRY COUNTY & MARTINSVILLE:

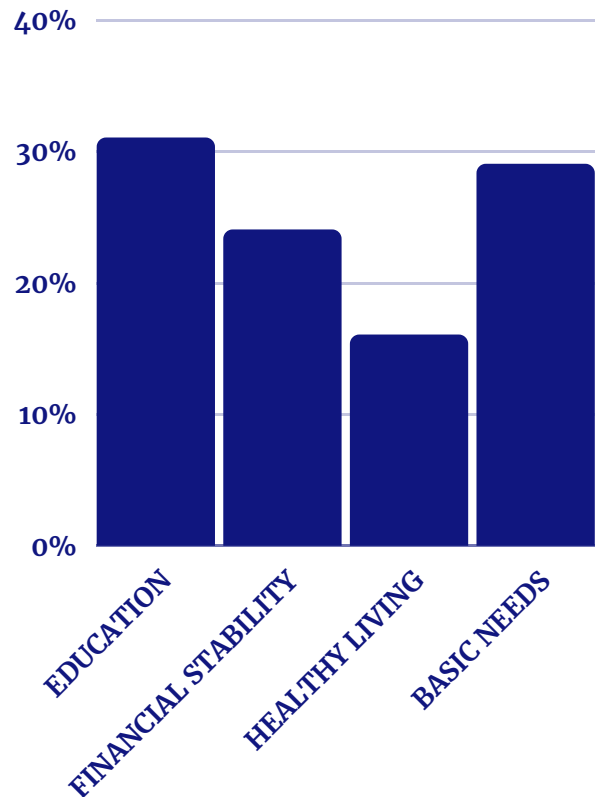
Program Services	\$822,847
Management and General	\$62,372
Fundraising	\$51,202
Total Expenses	\$936,421
Total Net Assets	

FUNDED GRANTS:

Education	\$93,271.68
Financial Stability	\$73,822.88
Healthy Living	\$48,416.70
Basic Needs Assistance	\$87,532.21
Total Funded	\$303,043.47

For additional information visit unitedwayofhcm.org or email philip@unitedwayofhcm.org

2019-2020 CAMPAIGN 2020-2021 GRANTEEES



LEADERSHIP TEAM

Our leadership team reflects the broader collaborative spirit of United Way: only by bringing together people from all sectors of society can we create innovative solutions that address the most complex challenges of our time.

UNITED WAY OF HCM BOARD OF DIRECTORS

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Beverly Pitzer, Carter Bank & Trust

Vice-President, Campaign Chair, Resource Development Chair

Karen Burgess, Eastman

Immediate Past President

Michael Scales, Carnell Construction Co.

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Sebrena Smith, Fidelity Bank

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Dru Ingram, Bassett Furniture Industries

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Monica Hatchett, Henry Co. Public Schools

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Lourdes Akers, Jacobs Real Estate

Veronica Favero, Horace Mann Insurance

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Travis Hodge, City of Martinsville

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David Wayne Moore, Morgan Stanley

Donna Morrison, The Lester Group

Mary Nester, American National Bank & Trust

Greg Peitz, Retired and IGSP, LLC

Marcus Stone, SOVAH Health

Dr. Zeb Talley, Martinsville City Public School

Jim Tobin, Retired - Piedmont Community Service

Sharon Shepherd, MHC Chamber of Commerce

Amanda Cox, Appalachian Electric Power



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SMART BEGINNINGS MH LEADERSHIP COUNCIL

President

Sharon Ortiz-Garcia, MPH,
West Piedmont Health District

Immediate Past President,

Heather Ashe,
SOVAH Health, Pharmacy

Secretary

Dr. Theresa Bechtel,
Martinsville Eyecare Center

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Philip Wenkstern, United Way of HCM, Ex Officio
Ron Hairston, Piedmont Community Services
Rev. Matthew Brown, St. Paul High Street Baptist Church
Renita Mayhan, Parent/Community Representative
Mitzi Dailey, West Piedmont Health District
Tracy Hinchcliff, Grace Network
Janet Harrison, Patrick Henry Community College (ECED)
Sandy Strayer, Henry County Public Schools
Denise Fultz, Henry County Public Schools (VPI)
Sheilah Williams, Martinsville City Public Schools (VPI)
Kim Hairfield, Lacquer Craft Hospitality
Felicia Preston, Martinsville City Public Schools
Larissa Rash, Fidelity Bank
DeShanta Hairston, Books & Crannies



LEADERSHIP TEAM

Our leadership team reflects the broader collaborative spirit of United Way: only by bringing together people from all sectors of society can we create innovative solutions that address the most complex challenges of our time.

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LIVE UNITED®

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**United Way
of Henry County & Martinsville**