



United Way of
Greater Charlottesville

ENVISION

HELPING ALL FAMILIES THRIVE

CHARLOTTESVILLE CITY COUNCIL 2024 UPDATE

Monday, July 1, 4:00pm



OVERVIEW

01

The Work of
United Way

02

Crisis in Early
Childhood
Education & Care

03

Our Early Ed Focus
in the City of
Charlottesville

04

Financial Resiliency
Task Force

05

Family Investment
Program & Driving
Lives Forward

06

Small Business
Grantmaking



THE WORK OF UNITED WAY

We unite, collaborate, and convene communities (as well as provide direct services) which activate individual and family thriving and equity across the region.



Financial Stability

We collaborate with the ecosystem of service providers supporting working poor (ALICE) families to ensure families achieve self-sufficiency.



Early Education

We increase equitable access to high-quality early care and education for all children, ages 0-4, as a step towards reducing the opportunity gap.



Connected Community

We provide ongoing, as well as urgent, community convenings to ensure informed systems-building so all can thrive.

2024 EXAMPLE IMPACT CRISIS IN EARLY CHILDHOOD EDUCATION & CARE

SHORTFALL IN SLOTS

Available for children <200% FPL

	Ages 0-2	Ages 3-4	Total
Albemarle	929	304	1,233
Charlottesville	572	3	575
Total	1,501	307	1,808

RELINQUISHMENT OF HEAD START GRANT

- 205 additional low-income children were without a childcare placement as of April 1, 2024
- United Way provided \$45,000 in bonuses to encourage teacher retention
- United Way recommended to lead submission of new grant application by community workgroup





READY REGION BLUE RIDGE & MIXED DELIVERY

*Building a more equitable system for
ECE&C in 21 cities & counties*

- 514 placements throughout the region in FY24
 - 79 of which were in the City of Charlottesville
- 63 classrooms received CLASS observations in the City of Charlottesville (across 22 different sites)
 - Private centers
 - Charlottesville City Schools
 - Family Day Homes



COORDINATED ENROLLMENT

*Providing a single point-of-entry for Head Start,
City & County Public Schools, Mixed Delivery*

go2grow

- Childcare enrollment platform with access to free/reduced cost programs
 - Grew from a common application launched by UWGC in 2019
- 2,000+ families served in Charlottesville/Albemarle (doubled since FY21)
- Now managing sister platform in Staunton, Waynesboro, and Augusta

EARLY LEARNER SCHOLARSHIPS

40+ years of high-quality childcare placements for infants, toddlers, and preschoolers

- Average cost of care for infants and toddlers in Charlottesville/Albemarle = \$22,000 to \$24,000
 - 31 families served in the City of Charlottesville in FY24
 - More than 80% of which are single-parent homes
- 99% of 575-slot shortfall in the City of Charlottesville is for infant and toddler care
- \$192,400 annual contractual investment



FINANCIAL RESILIENCY TASK FORCE

A network of nonprofits working together to reduce poverty in the City of Charlottesville

- \$31,500 investment from Vibrant Community Fund in FY25
- Median income for cohort of 55 families = \$31,800
- Top Referrals: Childcare & Early Education, Transportation, Financial Coaching, Housing/Homeownership

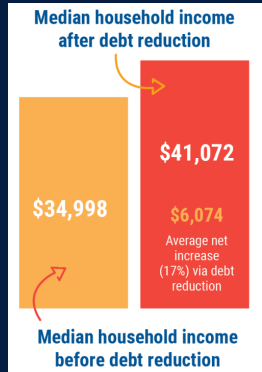




FAMILY INVESTMENT PROGRAM

Helping families decrease bad debt, raise household income/investments, and purchase their first homes

- 18 families have (or began the process of) purchasing homes in FY24
 - 8 in the City of Charlottesville
- Partners: Habitat for Humanity (current); Fountain Fund, IRC, International Neighbors (FY25 prospective)



DRIVING LIVES FORWARD

Providing reliable transportation while building credit

Typical Client:

- Single mother
- Hourly wage position
- Unable to afford auto loan/insurance
- Finds it difficult to access public transportation

FY25

Program Expansion:

- Increased down payment assistance
- Extended loan terms
- Funds to support insurance & repairs
- Access to short-term donated vehicles





SMALL BUSINESS GRANTMAKING



Pipeline of Support

- \$5,000 grants to Sustain (MBA)
- \$10,000 grants to Expand (OED)
- Add'l UWGC programs: Black Business Guide, ENVISION Radio, Black Business Expo



Year 2 Program Refinement

- Training sessions hosted with CIC & SBDC
- Adjustments to eligibility language
- 30 applicants in FY24; 23 up for consideration
- \$100,000 total investment from City OED in FY23/24



Success Story

Allen's Scottish Shortbread

- Doubled net income over grant period
- Enabled second FT hire



United Way of
Greater Charlottesville



HELPING ALL FAMILIES THRIVE

THANK YOU FOR YOUR SUPPORT AND INVESTMENT IN OUR WORK!



434.284.1321 (cell)



rrespeto@unitedwaycville.org

