

Education

WHEN YOU SAY YES

Safety Net

Health



UNITED WAY
Central
West Virginia

Financial Stability

One United Way Square
Charleston, WV 25301
304.340.3500
www.unitedwaycwv.org

2024-2025 Annual Report

PRESIDENT'S MESSAGE



Thank you for taking the time to review our 2024–2025 Annual Report.

This report is more than just an update—it's our opportunity to share with you the current state and future direction of your United Way. I'm proud to say that we are stronger than ever, making a meaningful difference across the communities we serve.

United Way continues to serve as a convener and connector—bringing together people, programs, and resources across our six-county region. We are the organization individuals turn to when they want to get involved, give back, volunteer, or better understand the nonprofit landscape.

From **Day of Caring** to **Dancing with the Stars**, and from pantry painting to stocking shelves, volunteers remain the heart of our work. Each year, thousands of community members step forward, and their collective support results in hundreds of thousands of dollars raised. These funds go directly toward feeding families, providing after-school programs, buying shoes for children, and offering shelter and safety for our most vulnerable neighbors—and so much more.

We also respond when disaster strikes. Whether it's a large-scale emergency or a personal crisis like utility shutoff or eviction, United Way is often among the first to act. Through WV 211 and other emergency response efforts, we help people regain stability and hope.

At the center of this mission-driven work is our staff—a dedicated, passionate team committed to service. They show up each day ready to fight for those in need, support our events, and ensure every volunteer and guest feels welcome and respected. We're also fortunate to have a deeply engaged Board of Directors whose strong governance allows you to trust that your contributions are used wisely and stay local—working every day to improve lives and strengthen communities.

As we enter a new fiscal year, launch a new campaign, and prepare for Season 5 of **Dancing with the Stars**, we move forward with hope and confidence. We believe that **United Way brings people together to find strength, share hope, and create lasting change.**

United is the way forward. United is the way!

GET INVOLVED



INSIDE THE HUDDLE

with Tony Caridi

INSIDE THE HUDDLE WITH TONY CARIDI Thursday, August 7, 2025

Willow Event Center
1706 Greenbrier Street, Charleston

Tables and tickets available
NOW by calling 304.340.3500

DAY OF CARING



Celebrating 20 Years!!

DAY OF CARING 2025 Wednesday, September 17 CELEBRATING 20 YEARS!

It's more than just a day!

United Way Central West Virginia's
Day of Caring 2025.

20 Years of Service pairing companies &
volunteers for service projects in our community.

Email kfritzler@unitedwaycwv.org for more
information!



Dancing With the Stars 2026 Friday, May 1, 2026

Charleston Coliseum & Convention Center

Join us for Season 5 for the biggest social event
of the season!

Tables and tickets call 304.340.3500



THE GREAT RUBBER DUCK RACE 2026

Charleston Sternwheel Regatta
Haddad Riverfront Park, Charleston

Adopt your duck today!
Text DUCKRACE to 51555
or Scan the QR Code



ALICE

ASSET LIMITED INCOME CONSTRAINED EMPLOYED

COMMUNITY SNAPSHOT FOR UNITED WAY OF CENTRAL WV'S SERVICE AREA

The snapshot data from the US Census Bureau and United FOR ALICE highlights financial instability. This will vary based on geographical location, gender, and race. This information represents all six counties in service area.

Boone, Braxton, Clay, Kanawha, Logan, Putnam

305,484



2023 Population

Overall, there has been a 1.18% decline since 2010, which has implications for economic growth, educational resources, and community health.

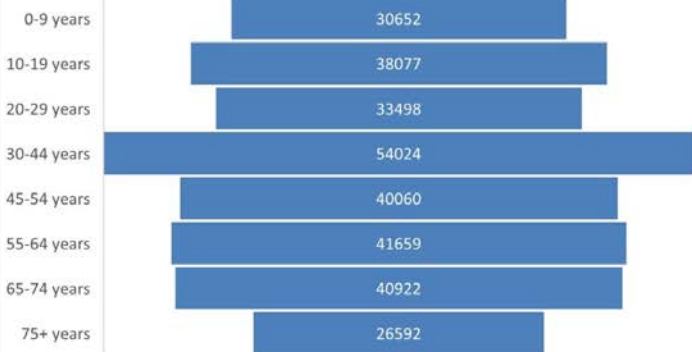


50.2% Female



49.8% Male

Age Distribution



Race

White alone	94.9%
Black or African American	1.5%
American Indian/Native Alaskan	0.3%
Asian alone	0.4%
Native Hawaiian, Pacific Islander	0.0%
Two or More Races	1.3%
Hispanic or Latino	1.0%

Median Age

44

Total Households

127,711

Household Size

3

\$54,161

Median Household Income

47.5%

Labor Force Participation

Poverty Levels

Households Above ALICE

49.8%

ALICE* Households

32%

Households in Poverty

18%

Children in Poverty

25%

Cost of Basic Needs | Survival Budget

2 Adults, 2 Children

Housing - \$946

Childcare - \$1322

Food - \$1163

Transportation - \$942

Health Care - \$666

Technology - \$116

Misc. - \$516

Tax Payments - \$550

Utilities are included in housing costs

*ALICE - Asset-Limited, Income Constrained, Employed | <https://www.unitedforalice.org/state-overview/west-virginia>

Survival Household Income Needed: \$74,652

Median Household Income: \$54,161

Earning Deficit: \$20,491

SPONSORED PROGRAMS

United Way of Central West Virginia continues to play a pivotal role in addressing community needs through its sponsored programs. These programs collaborate closely with a large network of partners across the greater Kanawha Valley as well as statewide, our programs deliver vital services with efficiency and impact.

These are supported with a budget exceeding \$2 million which is sourced from local, state, federal, and foundation contributions. Their initiatives actively engage employees, members, volunteers and the community. Together, we focus on enhancing family resilience and fostering positive outcomes for individuals of all ages across our service area.



Adolescent
HEALTH INITIATIVE



AmeriCorps
Seniors

EARN IT. KEEP IT.
SAVE IT!



VOLUNTEERS

Helping Hand Award - Justin Broyles



Caring and compassionate, Justin Broyles is truly a volunteer that puts his heart and soul into our community. As a board member of United Way of Central West Virginia, he impacts our community in a unique way. Justin serves as our Development Committee chair always providing great input on how we can reach new donors in our community and get them more engaged.

Justin and his lovely wife, Hallie Barry Broyles are expecting their first baby in September this year. Justin and his family run a locally successful business Calvin Broyles Jewelers with locations in Charleston, Hurricane and Beckley. For over 70 years, Calvin Broyles Jewelers has remained one of the most trusted names in the jewelry industry, founded in 1947, by his grandfather Calvin Broyles.

Thank you, Justin, for all you do for our United Way and our community. Congratulations on being the 2024-2025 Helping Hand Award winner!



DAY OF CARING



Financial Stability

encova
INSURANCE

optimum.


UNICARE
An Anthem Company

 **UNITED
BANK**

In 2024, our annual Day of Caring provided more than 1,000 volunteers doing service throughout our community. WHEN YOU SAY YES to United Way of Central West Virginia, you are part of the solution! You helped 69 nonprofit projects virtual collections across our six-county service area, including the Paws & Claws initiative.

Thank you, for your dedication to our community!

We are so grateful for our sponsors
ENCOVA

UniCare, Optimum, and United Bank.

THE GREAT RUBBER DUCK RACE



United Way of
Central West Virginia



WEST VIRGINIA
AMERICAN WATER



DOUBLE YOUR DUCKS, DOUBLE YOUR LUCK!

JULY 6, 2024
SOLD OUT - 10,000 DUCKS
TOTAL RAISED: \$65,259



BENEFICIARY DATA



Kanawha Valley Fellowship Home | Transitional Sober Living

When “X” arrived at KVFH in January 2024, he came straight from a treatment center—homeless, jobless, and utterly hopeless. He had burned many bridges with his family, was entangled in legal issues, and didn’t have a driver’s license or a valid ID. Everything he owned fit into a black kitchen garbage bag, and years of drug use had taken a serious toll on his health—his teeth were falling out, and his body was frail.

But from the moment he stepped through our doors, “X” chose to embrace the structure, accountability, and hope our program offers. He began with a full physical and dental exam, started eating healthy, and slowly began rebuilding his strength—gaining 40 pounds and a new sense of self-worth.

He found a job at a local restaurant, opened his first bank account, and committed fully to addiction counseling and 12-step recovery. He worked the steps, found a sponsor, and allowed himself to be guided toward healing. Thanks to our support, a dentist was able to fit him with a partial plate, restoring not just his smile but his confidence.

With determination and support, “X” resolved his legal challenges and regained his driving privileges. His hard work did not go unnoticed—he received two promotions and now serves as manager at the same restaurant where he first got his second chance. He recently bought a reliable used car and now dedicates much of his time to helping other men find their footing in recovery.

Perhaps most meaningful of all, “X” has rekindled a relationship with his father, who is now in hospice care. This reconnection, he says, is one of the greatest blessings of his life—a gift made possible through his journey at KVFH.

BENEFICIARY DATA



Branches Domestic Violence Shelter | Putnam County Shelter

A young woman arrived at our shelter after bravely escaping an abusive relationship. During her pregnancy, she was isolated and denied access to medical care. But once she came to Branches Domestic Violence Shelter, everything began to change.

Here, she found safety—and the freedom to make her own choices. She selected her own OB/GYN and primary care providers and met with a doula in the comfort of her room. For the first time, she felt excited about her pregnancy and began to look forward to the future. She got her first library card to learn all she could about becoming a first-time mom. She passed her driver's permit test, a step toward greater independence and control over her life. With a carefully made safety plan, she chose to return to her home state, where supportive family members were waiting for her. Branches helped her transfer all her benefits and applications so she could make the move safely and seamlessly.

After settling into her new apartment, she would often send us photos—ultrasounds, snapshots of her new home—but the one we treasure most is of her cradling a healthy, happy baby in her arms. A bright smile on her face, a fresh chapter of her life just beginning.

BENEFICIARY DATA



Religious Coalition for Community Renewal | Housing Counseling

Before coming to the Housing Counseling program, a client faced significant financial challenges. With a low credit score and the weight of high rent payments, she had little hope of ever becoming a homeowner. Despite her desire to own a home, she felt trapped in her current situation and unsure of how to take the first step toward homeownership.

Together, we created a detailed monthly budget, helping her reduce unnecessary expenses and manage her finances more effectively. Although her credit score remained a hurdle, the Housing Counseling program's partnerships with local financial institutions provided her with alternative options. After several months of focused effort, we were able to help her get approved for a mortgage. However, finding a home within her budget proved challenging.

Thankfully, through our development we were able to connect her with a program offering a 35% forgivable down payment—over \$50,000 in assistance. With this help, she was able to purchase her first home, and the financial impact was significant. Transitioning from rent to homeownership saved her 15% in monthly expenses. Additionally, she gained over \$100,000 in equity in her new home, providing her with long-term financial stability and wealth-building potential.

BENEFICIARY DATA



YWCA of Charleston | Mel Wolf Child Development Center

A single mother came to us with four children, including her youngest son, who was diagnosed with autism. This young boy, now four years old, began attending our center last year after being turned away by several other child development programs due to behavioral challenges. His mother was at her wit's end, balancing the demands of raising four children on her own, dealing with her son's struggles, and frequently having to leave work to address behavioral incidents. The constant disruptions made it nearly impossible for her to maintain stable employment, let alone pursue opportunities for advancement.

They came to us and our team immediately got to work providing not just care, but a comprehensive support system. Our teacher partnered with his mother to create an individualized plan to address his behavioral needs. With patience, expertise, and love, we worked with him to improve his communication and social skills, creating a nurturing environment where he could thrive. The transformation was remarkable. Within months, his behavior improved significantly, and he began to flourish in the classroom.

The consistency and care he received at the center not only made a difference for him, but also for his mother. For the first time in years, she no longer had to leave work unexpectedly, allowing her to focus on her career. Her stability at work paid off in a big way. She earned a promotion and was able to achieve a milestone she once thought was out of reach- buying a home for her family. This achievement was not just about providing a roof over their heads; it represented hope, stability, and a brighter future for her children. This story is a testament to the power of our mission.

By addressing the unique needs of each child and providing comprehensive support to families, we create lasting change. For this family, it wasn't just about childcare - it was about opening doors to a better life. With continued support, we can ensure that more families can overcome challenges, realize their potential, and build a brighter future for generations to come.

BENEFICIARY DATA

2024 Funded Partner Results

In 2024, United Way of Central WV impacted **100,142** individuals. We serve the counties of Boone, Braxton, Clay, Kanawha, Logan, and Putnam through our funded programs. We work to advance Youth Opportunity, Healthy Community, Financial Security, and Community Resiliency.

IMPACT AREAS



BOONE

LOGAN

KANAWHA

CLAY

BRAXTON

YOUTH OPPORTUNITY

Helping young people
realize their full potential

2,240 children helped

HEALTHY COMMUNITY

Improving health &
well-being for all

48,530 helped

COMMUNITY RESILIENCY

Addressing urgent needs
today for a better tomorrow

43,272 helped

FINANCIAL SECURITY

Creating a strong financial
future for every generation

6,100 helped

By Age Group:

3,351 children under age 5

10,180 students ages 5 to 17

86,611 adults & families

Serving children, adults, and seniors through funded programs, volunteer opportunities, community engagement, and business to business networking.

2024 FUNDED PROGRAMS

Education

Arts in Action, Inc.
Urban Stage

Bible Center Church
The Maker's Center

Big Brother Big Sister of the Tri-State
Mentoring in Putnam & Kanawha

Bob Burdette Center, Inc.
After-school & Summer Enrichment

Children's Home Society of WV
WE CAN Mentoring - Logan County

Daymark, Inc.
New Connections

KVC West Virginia
First Star KVC WV Academy

Teays Valley Community In Action, Inc.
Putnam Shoes for Children

The Salvation Army
Boys & Girls Clubs

YWCA of Charleston WV, Inc.
Mel Wolf Child Development Center

Health

Children's Therapy Clinic
Comprehensive Therapy Services

Hero House
Hero House

Kanawha Co. Dental Health Council, Inc.
Kanawha Co. Dental Health Council

Kanawha Valley Fellowship Home, Inc.
Basic Needs

Rea of Hope, Inc.
Rea of Hope Fellowship Home

West Virginia Health Right, Inc.
Stationary Clinic & Prescription Assistance

West Virginia Health Right, Inc.
Mobile Dental Care Access

Financial Stability

Goodwill Industries of Kanawha Valley
Mission Services

Recovery Group of Southern West Virginia, Inc.
Positive Self Initiatives Within Recovery

The Religious Coalition for Community Renewal
Housing Counseling & Financial Literacy

Union Mission Ministries
Vocational Advancement Program

Safety Net

American Red Cross of Southwest WV
Disaster Services

Appalachia Service Project, Inc.
ASP Home Repair Seniors

Branches Domestic Violence Shelter
Putnam County Shelter

Catholic Charities West Virginia
Western Region Emergency Assistance Program

Gabriel Project of West Virginia
Healthy Safe Start for Babies in the Kanawha Valley

Habitat for Humanity of Kanawha & Putnam
Homeownership Program

Heart + Hand Outreach Ministries
Heart + Hand Kanawha Basic Needs Assistance

Heart + Hand Outreach Ministries
Heart + Hand Putnam Basic Needs Assistance

Kanawha Valley Senior Services, Inc.
Keeping Seniors Well Fed

Manna Meal, Inc.
Manna Meal

Religious Coalition for Community Renewal
Samaritan Inn

TEAM for West Virginia Children, Inc.
Western Regional CASA

The Salvation Army
Social Services

YWCA of Charleston WV, Inc.
Resolve Family Abuse Program

YWCA of Charleston WV, Inc.
Sojourner's Shelter for Homeless Women & Families



BOARD OF DIRECTORS 2024-2025

Our organization benefits from the dedicated commitment and invaluable expertise of our Board of Directors and volunteer committees, who guide our efforts with their time and skills.

OFFICERS

President/Chairman of the Board Dr. Craig Glover
Vice Chair/Governance Chair Kelly Woodyard
Treasurer/Finance Chair Todd Stallard
Secretary/Community Investment Chair Natalie Robinson
Parliamentarian/Development Chair Justin Broyles

MEMBERS

Matt Bond United Bank
Lakeisha Barron-Brown INROADS WV State University
Justin Broyles Calvin Broyles Jewelers
Chris Callas Jackson Kelly PLLC
Giuseppe Carfagno Enterprise Mobility
Gordon Chin Esquire
Brian Edwards Toyota Manufacturing WV
Dr. Craig Glover FamilyCare WV
Chris Griffith DOW Chemical Company
Megan Hannah American Water
Dr. Wesley Lafferty Family Health Associates of the Kanawha Valley
Leslie Lawson WVU Medicine/Thomas Hospitals
Juli Mock JH Records Research, Inc.
Todd Mount Shaffer & Shaffer PLLC
Dr. Cynthia Persily Past Board Chair
Tim Quinlan City National Bank
Natalie Robinson Wellpoint Health Plan
Kristi Snyder Vandalia Health/CAMC
W. Todd Stallard Standard Laboratories, Inc.
Kelly Woodyard Huntington Bank

FINANCIAL STATEMENTS & PROGRAMS

United Way of Central West Virginia, Inc.

STATEMENT OF FINANCIAL POSITION

June 30, 2024

ASSETS

Cash	\$ 642,549
Grants and other receivables	523,092
Pledges receivable, net of allowance	201,726
Prepaid expenses	5,716
Property and equipment, net	389,374
Investments	767,914
Total assets	\$ 2,530,371

LIABILITIES AND NET ASSETS

Accounts payable	\$ 88,768
Accrued expenses	34,242
Refundable advance	75,888
Donor designations	20,470
Total liabilities	219,368
Net assets:	
Without donor restrictions	2,073,637
With donor restrictions	237,366
Total net assets	2,311,003
Total liabilities and net assets	\$ 2,530,371

United Way of Central West Virginia, Inc.

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

Year Ended June 30, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
Revenues, gains and support:			
Pledge revenue:			
Pledge revenue	\$ 1,100,553	\$ -	\$ 1,100,553
Uncollectible pledges	(40,885)	-	(40,885)
Net pledge revenue	1,059,668	-	1,059,668
Grant revenue	1,709,071	-	1,709,071
Contributions	368,697	157,726	526,423
Special events income, net	425,251	-	425,251
Rent income and equipment fees	23,086	-	23,086
Miscellaneous	14,572	-	14,572
Investment income	38,727	-	38,727
Satisfaction of restrictions	329,874	(329,874)	-
Total revenues, gains and support	3,968,946	(172,148)	3,796,798
Expenses and losses:			
Program services	3,189,116	-	3,189,116
Management and general	352,516	-	352,516
Fundraising	194,274	-	194,274
Total expenses and losses	3,735,906	-	3,735,906
Changes in net assets	233,040	(172,148)	60,892
Net assets, beginning of year	1,840,597	409,514	2,250,111
Net assets, end of year	\$ 2,073,637	\$ 237,366	\$ 2,311,003

CAMPAIGN COORDINATORS

Campaign Recognition



Best Campaign Coordinator

Kerrie Williams

DOW Chemical Company



Top Corporate Engagement

WVU Medicine

Thomas Hospital



THOMAS HEALTH



Day of Caring Champion

City National Bank



DANCING WITH THE STARS SEASON FOUR



TOTAL RAISED : \$420,911

People's Choice Winners

Judge's Choice Winners



**Ashley King Burton &
Amy King Condaras**

**Natalie Robinson &
Avon Cobourne, Jr.**

DANCING WITH THE STARS CAST

Amy King Condaras, Esq. & Ashley King Burton, Esq.

COUPLE #1

Choreographer: **Brooke Smolder**

Independent Choreographer & Instructor

Natalie Robinson & Avon Cobourne, Jr.

COUPLE #2

Choreographer: **Edward Frederick**

Pam Farris & Brett Harper

COUPLE #3

Choreographer: **Jamie Walker**

St. Albans Studio of Dance

Michelle Proops, PNP & Andrew Silbernagel

COUPLE #4

Choreographer: **Morgan McNabb**

In the Spotlight School of Creative Dance

Ashleigh Lewis & John Pennington

COUPLE #5

Choreographer: **Andrea Pennington**

Morgan Morrison & Evan Osborn

COUPLE #6

Choreographer: **Emily Hanna**

River City Youth Ballet



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www.facebook.com/unitedwayofcentralwv



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United Way of Central West Virginia