

Education

Safety Net

WHY SAY YES

Health



United Way of
Central West Virginia

Financial Stability

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

2023-2024 Annual Report

PRESIDENT'S MESSAGE



We began our 2023-2024 campaign season asking ourselves and others “Why Say Yes” to United Way? Why say yes to donating or volunteering? What happens when I say yes? And more importantly, what happens if I don’t? We are so excited to tell you that nearly 3,000 people said YES to donating, 1,824 people said YES to volunteering and dozens of you said YES to serving on committees or as members of our board. And, of course, twelve people said YES to dancing!

It’s been incredibly humbling to hear the many reasons people said YES. For example, United Way multiplies the impact of my donation; we want the best community for our kids and grandkids; United Way always answers the call to serve our neighbors in need; United Way creates positive solutions; doing my part provides a big impact; I know with certainty that every donor dollar is used to support life-altering work. And we could go on.

All of us, saying YES together, allowed us to positively impact 83,343 lives in 2023. Every \$5 vote for dancing, every DUCK adopted, every dollar from a workplace campaign makes a difference. Supporting the important work of 37 nonprofit partners, providing over 1,200 pairs of shoes through our Equal Footing Shoe Fund, ensuring that 23 families identified as ALICE received help, and 52 households received housing assistance through our UNITED WE HOUSE program.

We said YES to disaster support when hundreds of people lost gas and water services last November on the West Side of Charleston. Answering over 2,000 calls from people needing water, blankets, and heaters and then delivering to over 100 of those who didn’t have access to help.

It’s important to also mention that we have a wonderful team of people who said YES to hard work and dedication. Our staff spent hours supporting Dancing with the Stars events, attending workplace presentations, planning a DUCK RACE, welcoming Tony Caridi and preparing for our annual Day of Caring. They answer our door daily with care and compassion and answered over 7,000 WV 211 calls throughout the year.

We are happy to share that our United Way – most importantly YOUR United Way – is strong and striving every day to say YES to creating positive impact in the communities we serve. We have had successful fundraisers and friend raisers and look forward to taking advantage of the momentum you have helped us create.

Looking ahead to a new fiscal year and our next campaign season, we will continue to ask our community to say YES to United Way! We are committed to addressing the root causes of our most challenging issues, striving every day to make our communities stronger. WHEN YOU SAY YES you are part of something bigger than yourself. You become part of the solution. Won’t you join us?

GET INVOLVED



September 18, 2024 - Day of Caring
Various locations

Project and Team Registration is open. Contact Katharina Fritzler at 304.340.3521 for more information. Visit www.unitedwaycwv.org and click on **DAY OF CARING** tab.



May 2, 2025 - Dancing with the Stars

Don't miss the social event of the season! Join us for DWTS Season 4 - a magical night where six couples compete for the Mirror Ball Trophy!

UNITED WAY WOMEN UNITED®

Women United, an affinity group of United Way of Central West Virginia, is committed to supporting children and families in Kanawha, Putnam, Boone, Logan, Braxton, and Clay counties. Actively seeking new members, Women United invites women from diverse backgrounds to join their cause and make a difference. The group meets bi-monthly, offering an opportunity to socialize while working together to create positive change.

The leadership team of Women United® includes four dedicated current and previous board members from United Way of Central WV: Dr. Cynthia Persily, Bethany Ross, Kelly Woodyard, and Juli Hatcher Mock. Dr. Persily highlights that women, with their deep-rooted connections to the community, are uniquely positioned to drive essential changes in their neighborhoods. They recognize and respond to the needs of their communities, leading efforts to address those needs effectively.

Women United is focused on implementing impactful changes today to ensure a brighter, thriving future for children and their families. Join Women United and be part of a powerful movement dedicated to making a lasting difference.

ALICE

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 our service area.

306, 841



2022 Population

Overall, there has been a 2.68% decline since 2010, which has implications for economic growth, educational resources, and community health.

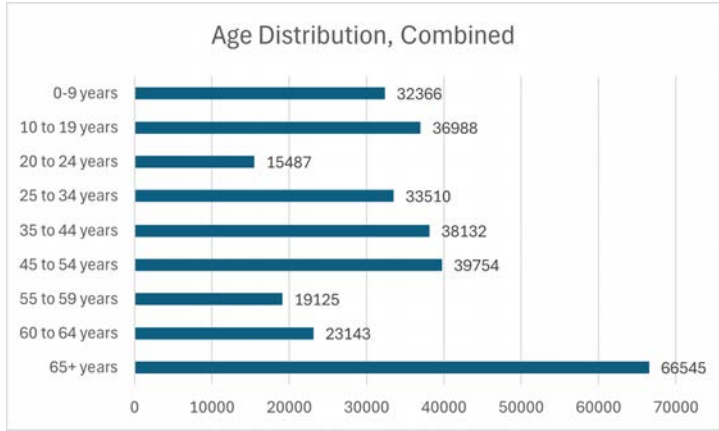


50.1% Female



49.9% Male

Boone, Braxton, Clay, Kanawha Logan, Putnam



Race

White alone	95.0%
Black or African American	2.0%
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

128,477

Household Size

2.7

\$52,182

Median Household Income

47.6%

Labor Force Participation



United Way of Central West Virginia

Poverty Levels

Households Above ALICE

44%

ALICE* Households

36%

Households in Poverty

20%

Children in Poverty

23%

Cost of Basic Needs | Survival Budget

2 Adults, 1 Infant, 1 Preschooler (2022)

Housing	- \$503
Utilities	- \$310
Childcare	- \$1250
Food	- \$1113
Transportation	- \$1057
Health Care	- \$713
Technology	- \$116
Misc.	- \$506
Tax Payments	- \$1078
Tax Credits	- \$433

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

Survival Household Income Needed: \$74,556

Median Household Income: \$52,182

Earning Deficit: \$22,374

SPONSORED PROGRAMS

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

Supported by a budget exceeding \$2 million, sourced from local, state, federal, and foundation contributions, our initiatives actively engage employees, members, and volunteers. Together, we focus on enhancing family resilience and fostering positive outcomes for individuals of all ages across our service area.



VOLUNTEERS

Helping Hand Award - John Sibold, Sr.



Volunteerism is a cornerstone of our community, and the dedication of volunteers is vital for nonprofits to thrive. At United Way of Central West Virginia, we honor an outstanding volunteer each year with our “Helping Hand” award, celebrating those who go above and beyond to support our mission. This year, we are excited to recognize an individual whose contributions have made a significant impact on our work and community.

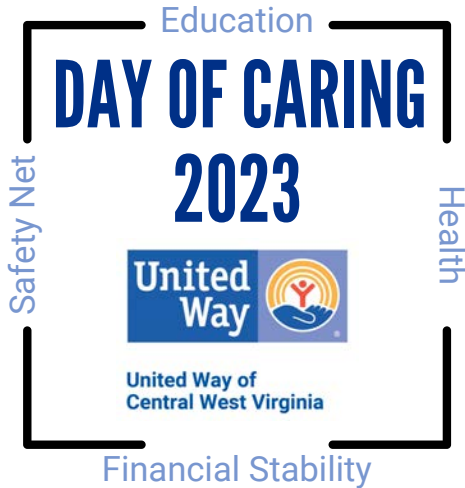
We are thrilled to recognize John Sibold of Commercial Photography Services of WV as our 2024 Helping Hand Award winner. John’s dedication and generosity have made a significant impact on our events and initiatives throughout the year.

John attended over a dozen Dancing with the Stars fundraisers this year, always capturing the magic of the moments with his exceptional photography skills. His willingness to assist with pictures whenever needed has been invaluable, ensuring that our events are beautifully documented and memories are preserved.

In addition to his professional talents, John is a pleasure to work with. He is dependable, kind, and always ready to lend a helping hand. His commitment to the United Way mission “to improve lives by mobilizing the caring power of our community” is evident in all that he does.

Thank you, John, for all that you do for our United Way. Congratulations on being the 2024 Helping Hand Award winner!

DAY OF CARING



In 2023, our organization embraced the theme "WHY SAY YES" to United Way of Central West Virginia, matching 1,063 volunteers with 69 onsite projects and 6 virtual initiatives across our six-county service area. Notable virtual projects included the School Pantry Restock initiative. We extend heartfelt gratitude to our dedicated volunteers and generous donors whose support made Day of Caring 2023 possible, sponsored by Encova, Unicare, Optimum, and United Bank.

THE GREAT RUBBER DUCK RACE

THE GREAT RUBBER DUCK RACE



JULY 2, 2023
SOLD OUT - 5,000 DUCKS
TOTAL RAISED: \$41, 571



BENEFICIARY DATA



Education Success - KVC Behavioral Healthcare West Virginia First Star Academy of WV

KVC West Virginia's First Star Academy played a pivotal role in DL's life, providing a crucial support system that helped him navigate and overcome significant challenges. Initially grappling with social anxiety and deep-seated trauma, DL found solace and encouragement among compassionate staff, mentors, and peers who understood his journey. Their unwavering support enabled DL to gradually open up, build trust, and discover his own potential.

Through the academy's nurturing environment and opportunities for personal growth, DL not only conquered his initial hesitations but also embraced new adventures and experiences. His transformation from a reserved teen to a resilient young man was evident to all, especially his foster mom, who witnessed his newfound confidence and sense of belonging.

The academy became more than a program; it became DL's second family. During pivotal moments like the summer outing, DL openly shared his past and celebrated the supportive community that had become integral to his life. This environment of care and belief in oneself proved transformative, empowering DL to recognize his strengths and strive toward a brighter future.

In essence, KVC West Virginia's First Star Academy empowered DL to flourish, demonstrating the profound impact of supportive communities in nurturing resilience and fostering personal growth.

BENEFICIARY DATA



Health Challenges - Gabriel Project of West Virginia

In March 2023, a distressed young mother reached out to the Gabriel Project's St. Albans site in desperate need of specialized formula for her newborn daughter. Born with severe allergies that standard formulas exacerbated, the baby could only tolerate Enfamil's PurAmino, a costly option the mother couldn't afford while awaiting WIC approval. Thanks to United Way of Central West Virginia's financial support, the Gabriel Project swiftly provided two cans of PurAmino, easing the family's immediate burden. Overwhelmed with relief, the mother tearfully expressed gratitude.

While the baby's formula needs were met, ongoing support includes hypoallergenic diapers and wipes, ensuring comfort for her sensitive skin.



Financial Stability - Rea of Hope

Julia started using drugs and alcohol at the age of 13, dropped out of school at 17, and became pregnant. Julia was able to remain sober for 7 years, until she entered an abusive relationship with her second child's father. Her drug use progressed, she stole things to support her habit and lost custody of her children. In December 2021, Julia was arrested for the second time and was sentenced to 5 years in prison.

Just a month before parole, Julia heard from a friend who was in recovery at RGSWV, and convinced Julia to fill out the application for the program. She was accepted into the program, and Julia saw the benefits of staying sober. She took classes at RGSWV and New Directions at Logan County Day Report Center. Through the courses, she learned how to manage money, take care of debts and save for the future. She obtained her GED, and through the REACH Initiative at RGSWV, she participated in the Job Readiness Curriculum and Resume Writing classes. Julia also joined Recovery Coach Classes through WV Jobs and Hope. She began to set career goals and became a Night Tech at RGSWV and is a Recovery Coach with Logan County's Quick Response Team.

BENEFICIARY DATA



Basic Needs are Met - Kanawha Valley Fellowship Home

J.W., a 31-year-old from Putnam County, battled opiate addiction for over 15 years, exacerbated by heroin laced with fentanyl. Despite several attempts at treatment since 2019, including a family intervention and various programs, sustained sobriety eluded him. Even the birth of his beloved daughter couldn't anchor him in recovery as child services intervened, granting custody to his parents due to both parents' addiction struggles.

In April 2022, J.W. reluctantly joined Kanawha Valley Fellowship Home's structured sober living program. Initially resistant, he gradually embraced the program's structure, counseling, nutritious meals, and community support. Passing regular screenings, he transitioned to their sober living apartments by April 2023, regaining his license and securing stable employment. His journey flourished, marked by personal milestones like gaining full custody of his daughter, moving into a two-bedroom apartment provided by KVFH, and thriving in his commitment to sobriety.

Despite challenges with his daughter's mother's ongoing addiction, J.W. remains dedicated to their bright future, empowered by the supportive recovery community at Kanawha Valley Fellowship Home. Each day, he continues to offer hope and service to others navigating their own paths to sobriety.

BENEFICIARY DATA

2023 Funded Partner Results

In 2023, United Way of Central WV impacted **83,343** individuals across Boone, Braxton, Clay, Kanawha, Logan, and Putnam Counties through funded programs. These initiatives focused on education, financial stability, health, and safety net/basic needs. Our partners achieved diverse outcomes, including improving literacy and school attendance, providing job skills training and financial literacy, enhancing healthcare access, supporting successful addiction recovery, delivering dental and therapy services, and addressing basic needs like food and shelter. Individuals are better equipped to live to their fullest potential because of the remarkable support of United Way donors and volunteers – because of you, our community thrives with hope and opportunity.



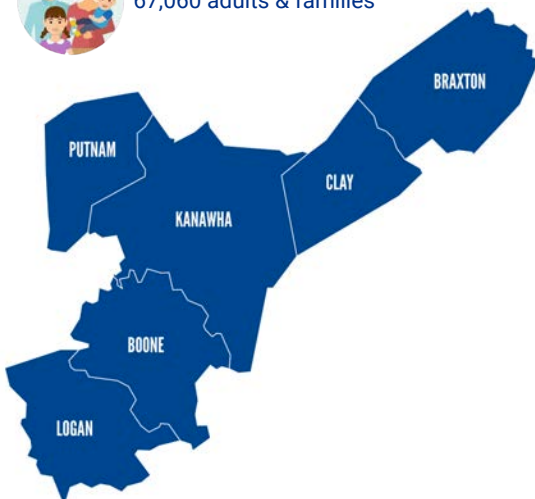
4,273 children under age 5



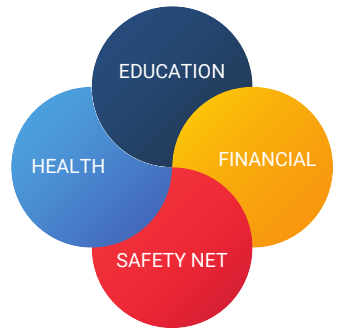
9,472 students ages 5 to 17



67,060 adults & families



FOCUS AREAS OF IMPACT



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



2023 FUNDED PROGRAMS

Education

Arts in Action, Inc.
Urban Stage

Bible Center Church
The Maker's Center

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

Cross Roads Pregnancy Care Center
Earn While You Learn

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 of Charleston & St. Albans

West Virginia University Foundation
Boone Co. 4-H Camping & STEM Programs

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

Health

Children's Therapy Clinic
Comprehensive Therapy Services

Family Counseling Connection
The Counseling Connection

Hero House
Hero House

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

Kanawha Valley Fellowship Home, Inc.
Basic Needs

Kanawha Valley Senior Services
Remain at Home

Pollen8, Inc.
ReIntegr8 Reintegration Specialist

Rea of Hope, Inc.
Rea of Hope

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

West Virginia Health Right, Inc.
Mobile Dental Care Access

Safety Net

American Red Cross of Southwest WV
Disaster Services

Appalachian Service Project, Inc.
ASP Home Repair Seniors

Branches Domestic Violence Shelter
Putnam Co. 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 and Hand Outreach Ministries
Heart + Hand Putnam County Basic Needs Assistance

Heart and Hand Outreach Ministries
Heart + Hand Basic Needs Assistance

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.
Sojourners Shelter for Homeless Women & Families

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

BOARD OF DIRECTORS 2023-2024

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. Cynthia Persily
Vice Chair/Governance Chair Craig Glover
Treasurer/Finance Chair Kelly Woodyard
Secretary/Community Investment Chair Eric Halstead
Parliamentarian/Development Chair Rob Aliff

MEMBERS

Rob Aliff Jackson Kelly PLLC
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
Craig Glover FamilyCare WV
Chris Griffith DOW Chemical Company
Eric Halstead CAMC/University of Charleston
Megan Hannah West Virginia 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 WV Department of Human Services
Tim Quinlan City National Bank
Kristi Snyder Vandalia Health/CAMC
Warren Todd Stallard Standard Laboratories, Inc.
Kelly Woodyard Huntington Bank

FINANCIAL STATEMENTS & PROGRAMS

2023 Year End Statement

United Way of Central West Virginia, Inc.

STATEMENT OF FINANCIAL POSITION
June 30, 2023

ASSETS

Cash	\$ 625,654
Grants and other receivables	652,041
Pledges receivable, net of allowance	248,622
Prepaid expenses	5,055
Property and equipment, net	322,175
Investments	<u>731,533</u>
Total assets	\$ 2,585,080

LIABILITIES AND NET ASSETS

Accounts payable	\$ 131,749
Accrued expenses	30,845
Refundable advance	148,127
Donor designations	<u>24,248</u>
Total liabilities	334,969
Net assets:	
Without donor restrictions	1,840,597
With donor restrictions	409,514
Total net assets	<u>2,250,111</u>
Total liabilities and net assets	\$ 2,585,080

United Way of Central West Virginia, Inc.

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
Year Ended June 30, 2023

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
Revenues, gains and support:			
Pledge revenue:			
Pledge revenue	\$ 1,051,083	\$ -	\$ 1,051,083
Uncollectible pledges	(45,203)	-	(45,203)
Net pledge revenue	1,005,880	-	1,005,880
Grant revenue	2,215,273	-	2,215,273
Contributions	170,993	425,992	596,985
Special events income, net	401,321	-	401,321
Rent income and equipment fees	33,175	-	33,175
Miscellaneous	5,760	-	5,760
Investment loss	10,659	-	10,659
Satisfaction of restrictions	265,119	(265,119)	-
Total revenues, gains and support	<u>4,108,180</u>	<u>160,873</u>	<u>4,269,053</u>
Expenses and losses:			
Program services	3,474,781	-	3,474,781
Management and general	380,867	-	380,867
Fundraising	176,781	-	176,781
Total expenses and losses	<u>4,032,429</u>	<u>-</u>	<u>4,032,429</u>
Changes in net assets	75,751	160,873	236,624
Net assets, beginning of year	<u>1,764,846</u>	<u>248,641</u>	<u>2,013,487</u>
Net assets, end of year	\$ 1,840,597	\$ 409,514	\$ 2,250,111

The notes to the financial statements are an integral part of these statements.

CAMPAIGN COORDINATORS

Campaign Recognition

Top Corporate Engagement
City National Bank

Best Campaign Coordinator
Beth Scohy - Daymark

Best Food Drive - Feed the Love
Charleston Area Medical Center
Vandalia Health



DANCING WITH THE STARS SEASON THREE



TOTAL RAISED : \$325,575.56



People's Choice Winners



Bree Lemmon & Thor Meeks

Judge's Choice Winners



Jerry Comer & Andy Maxwell

Bree Lemmon & Thor Meeks

DANCING COUPLE #1

Choreographer: **Brooke Smolder**

Independent Choreographer & Instructor

Morgan Robinson & Isaac "Shelem" Fadiga

DANCING COUPLE #2

Choreographer: **Jamie Walker**

St. Albans Studio of Dance

Brittany Tarakji & Dr. Mark Tarakji

DANCING COUPLE #3

Choreographer: **David Legg**

Independent Choreographer & Instructor

Jerry Comer & Andy Maxwell

DANCING COUPLE #4

Choreographer: **MaShawn Morton**

Academy of Arts at January's

Sharon Iskra, Esq. & Scott Jarrell

DANCING COUPLE #5

Choreographer: **Emily Hanna**

River City Youth Ballet

Mary Elisabeth Eckerson & Brent Moles

DANCING COUPLE #6

Choreographer: **Morgan McNabb**

In the Spotlight School of Creative Dance



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