

# UNITED IS THE WAY



## IMPACT AREAS



### HEALTHY COMMUNITY

Improving health &  
well-being for all

48,530 helped

### YOUTH OPPORTUNITY

Helping young people  
realize their full potential

2,240 children helped

### FINANCIAL SECURITY

Creating a strong financial  
future for every generation

6,100 helped

### COMMUNITY RESILIENCY

Addressing urgent needs  
today for a better tomorrow

43,272 helped

100,142 lives changed in 2024



## Community Impact Fund

Your donation funds 37 programs supported by United Way Central West Virginia.

## Citizens Review Committee

Annual process ensures your contribution goes where it is needed most.

## Achieve Outcomes

Funded partners are educated and monitored to ensure they meet their goals and outcomes.

## Our Commitment

Work hard to meet the ever-changing needs of our communities in Kanawha, Putnam, Boone, Braxton, Clay and Logan counties.



# AGENDA

- 6 Reasons to Invest in United Way
- Beneficiary Data
- Campaign Strategies
- Campaign Enhancements
- Upcoming Events

# 6 REASONS TO INVEST

**We are Local** – Dollars raised in our six counties stay in our community to build a better place for all of us to live, work, and play. Donations go far, but not far away.

**Address the Greatest Needs** – From early learning, job training, crisis support, to elder care – United Way works to address some of the greatest challenges facing people of all ages in our community.

**Strategic** – Through a competitive review process, we hold the programs we fund accountable for producing measurable results against targeted outcomes.

# 6 REASONS TO INVEST

**Needs Assessment** – Regularly conduct a region-wide needs assessment from our peers, partners, and community organizations to ensure we are addressing the most important needs.

**Accountable, Professionalism & Excellence** – Engage experienced community volunteers as Board Members to oversee every aspect of our management and financial systems, ensuring we are operating at the highest level of professionalism and excellence.

**Collaborate** – We bring community leaders, funded partners, government agencies, non-profits, and business together to identify and determine our communities' needs. We work *with* our community and funded partners to accomplish our goals.

# 2024 IMPACT

## WHERE YOUR DONATION GOES

**2024** outcomes and beneficiary data below represents individuals served by United Way supported programs in our service area for a total of **100,142** served:

- **48,530** individuals received support for **health**-related issues including crisis counseling, health, and dental care.
- **25,037** individuals received support in the form of **financial stability** and **safety net** including disaster relief, utility assistance, basic needs, supplemental food support, shelter programs, protection from abuse, and clothing needs.
- **2,240** children participated in **education** programs that promote academic growth, positive relationships, confidence, and leadership skills outside of school hours.
- **24,335** individuals were served through **information and referral** services including WV 211 and the annual Christmas Bureau.

100% of individuals served live in poverty, as defined by the federal poverty levels.





## Healthy Community

**25% OF FUNDING**  
Improving health  
and wellbeing for  
all.

Affordable Solutions for:

- Healthcare
- Dental Care
- Prescriptions
- Substance Recovery
- Mental Health
- Nutrition
- Healthy Food
- Physical Fitness
- Healthy Lifestyle Habits



## Youth Opportunity

**25% OF FUNDING**  
Helping young  
people realize  
their full potential.

Affordable Solutions for:

- Early Childhood
- School Readiness
- Afterschool Learning
- Summer Learning
- Family Engagement
- Literacy Skills
- Trauma Care
- K-12 Academic Success College & Career Readiness



## Financial Security

**25% OF FUNDING**  
Creating a stronger  
financial future for  
every generation.

Affordable Solutions for:

- Personal Financial Management
- Adult Education
- Employment Readiness
- Eliminate Barriers to Work
- Quality Permanent Housing
- Grandparent & Kinship Care



## Community Resiliency

**25% OF FUNDING**  
Addressing urgent  
needs today for a  
better tomorrow.

Affordable Solutions for:

- Domestic Violence
- Child Abuse Services
- Shelter / Emergency Beds & Services
- Senior Assistance
- Home Modifications



# 2024 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.



**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.

### IMPACT AREAS

<b>YOUTH OPPORTUNITY</b> Helping young people realize their full potential 2,240 children helped	<b>HEALTHY COMMUNITY</b> Improving health & well-being for all 48,530 helped
<b>COMMUNITY RESILIENCY</b> Addressing urgent needs today for a better tomorrow 43,272 helped	<b>FINANCIAL SECURITY</b> Creating a strong financial future for every generation 6,100 helped



# CAMPAIGN STRATEGIES

- **Leadership Driven** – leaders support the campaign, record a video, send out emails from leaders, be visible at presentations and activities.
- **Organization Supporting our Community** – most organizations want to give back and want their employees to give back to our community where we live, work and play.
- **Why it's important to give back** – help community grow, help individuals live a better life, builds the economy of community, county, and our state.

# CAMPAIGN STRATEGIES

- **Don't do it alone** - form a committee, delegate a shoe collection to a few other co-workers, ask someone to organize a hot dog sale, sell chances for Pie in the Face of leaders! All are great ways to build up your team.
- Ask! Ask every employee, give everyone a brochure, email everyone (most effective leadership sends an email), ask them to read through the funded programs – chances are there is one program they'll feel passionate about.
- #1 reason people don't give, is because they were not asked!

# CAMPAIGN STRATEGIES

## TRADITIONAL



- Small group campaign presentations at your workplace (15 min.)
- Every employee gets brochure pledge form
- United Way brochure to everyone—email & paper

## VIRTUAL



- Campaign presentation via ZOOM—join from work or home
- Electronic Fillable pledge form makes it easy for them to
- Video campaign presentation for employee to watch on their schedule
- We deliver materials to prior to campaign kick off

## HYBRID



- In person
- Online via ZOOM or other platform
- Fillable pledge form emailed & paper forms delivered
- Every workplace is different—unlimited possibilities



# (FUN)DRAISERS

- Hot Dog Sale
- Golf Outing
- Cornhole Tournament
- Bowling Tournament
- Bake Sale
- Pie in the Face
- BBQ Sale
- Silent Auction







**A good pair of shoes can change a child's world!**

Help us give kids the confidence, comfort, and opportunity they deserve. Donate NEW athletic shoes (sizes 12Y–12 Adult) or contribute to the Equal Footing Shoe Fund to keep our program going strong. Put your best foot forward—because every step counts!

United is the Way.

Contact Kerri Cooper, Community Impact Director  
at 304-340-3502





# (FUN)DRAISERS

- Sock Collection
- Shoe Drive
- Food Drive
- Personal Hygiene Collection
- Work Day at United Way



## *Fall for* **SOCKTOBER**

*October 1 - October 31*

Donate NEW Kid & Adult Sized Socks

Throughout October, make a difference by donating new socks of all sizes to assist residents in Kanawha, Putnam, Braxton, Boone, Clay, and Logan counties. United Way of Central West Virginia continues to provide socks year-round.

Start a sock drive at your workplace! Get in touch with Kerri Cooper, also known as Kerri the Shoe Fairy, at 304-340-3502 for questions or support.

You can also contribute monetarily to the Equal Footing Shoe Fund by scanning the QR Code or texting 4SHOES to 41444!





# (FUN)DRAISERS

- Coat Drive
- Hats & Gloves Collection
- Blanket Collection
- Work Day at United Way



## GET INVOLVED

BY STARTING A

## Winter Items Drive

AT YOUR WORKPLACE!

- COATS



- HOODIES



- GLOVES



- SCARVES



- HATS



Items distributed by



United Way of  
Central West Virginia

For more information,  
please call Kerri Cooper at  
304-340-3502

or email  
[kcooper@unitedwaycwwv.org](mailto:kcooper@unitedwaycwwv.org)

# WV 211



**2-1-1**

West Virginia

**DIAL 2-1-1**

**VISIT WV211.ORG**

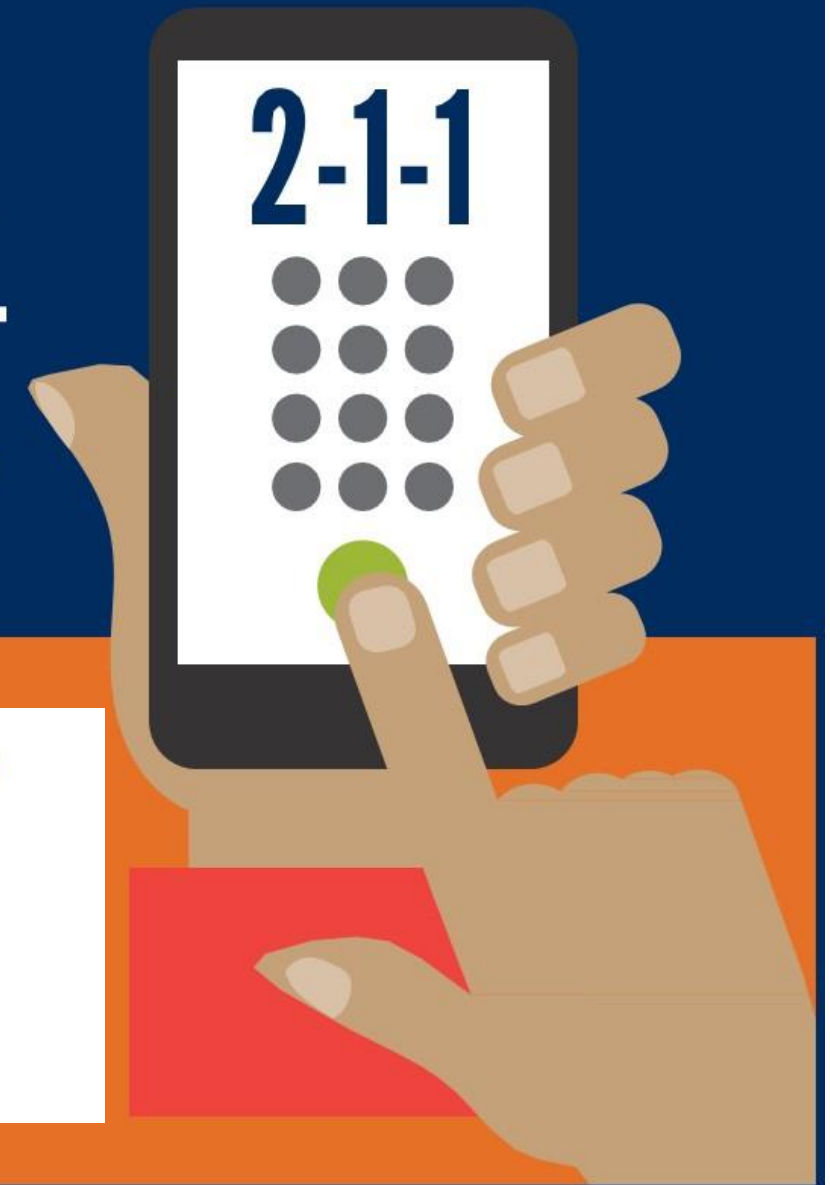
**TEXT YOUR ZIP CODE TO 898-211**

**SOMETIMES YOU NEED MORE  
THAN AN INTERNET SEARCH.  
YOU NEED A CONVERSATION.**



**UNITED WAY**

Central  
West Virginia





# 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



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





# DAY OF CARING



**UNITED WAY**  
Central  
West Virginia



**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](mailto:kfritzler@unitedwaycwv.org) for more  
information!





# Dancing With The Stars Season 5



**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





Every year, UWCWV asks people to adopt **RUBBER DUCKS** for The Great Rubber Duck Race! The ducks are released off the Southside Bridge, where they race to the finish line!

Multiple chances to win various prizes throughout this campaign!







**UNITED WAY**  
Central  
West Virginia

# INSIDE THE HUDDLE

with Tony Caridi



**Tony Caridi, the Voice of the Mountaineers,  
shares his fresh commentary, insights and  
predictions for the upcoming  
WVU Mountaineer season.**



**UNITED WAY**  
Central  
West Virginia





Women from all walks of life who enjoy socializing for a cause. We are always seeking new members to join.

Email Margaret O'Neal, president at [moneal@unitedwaycwv.org](mailto:moneal@unitedwaycwv.org) for more information

Get involved with Women United® to make a difference.

