

UNITED IS THE WAY



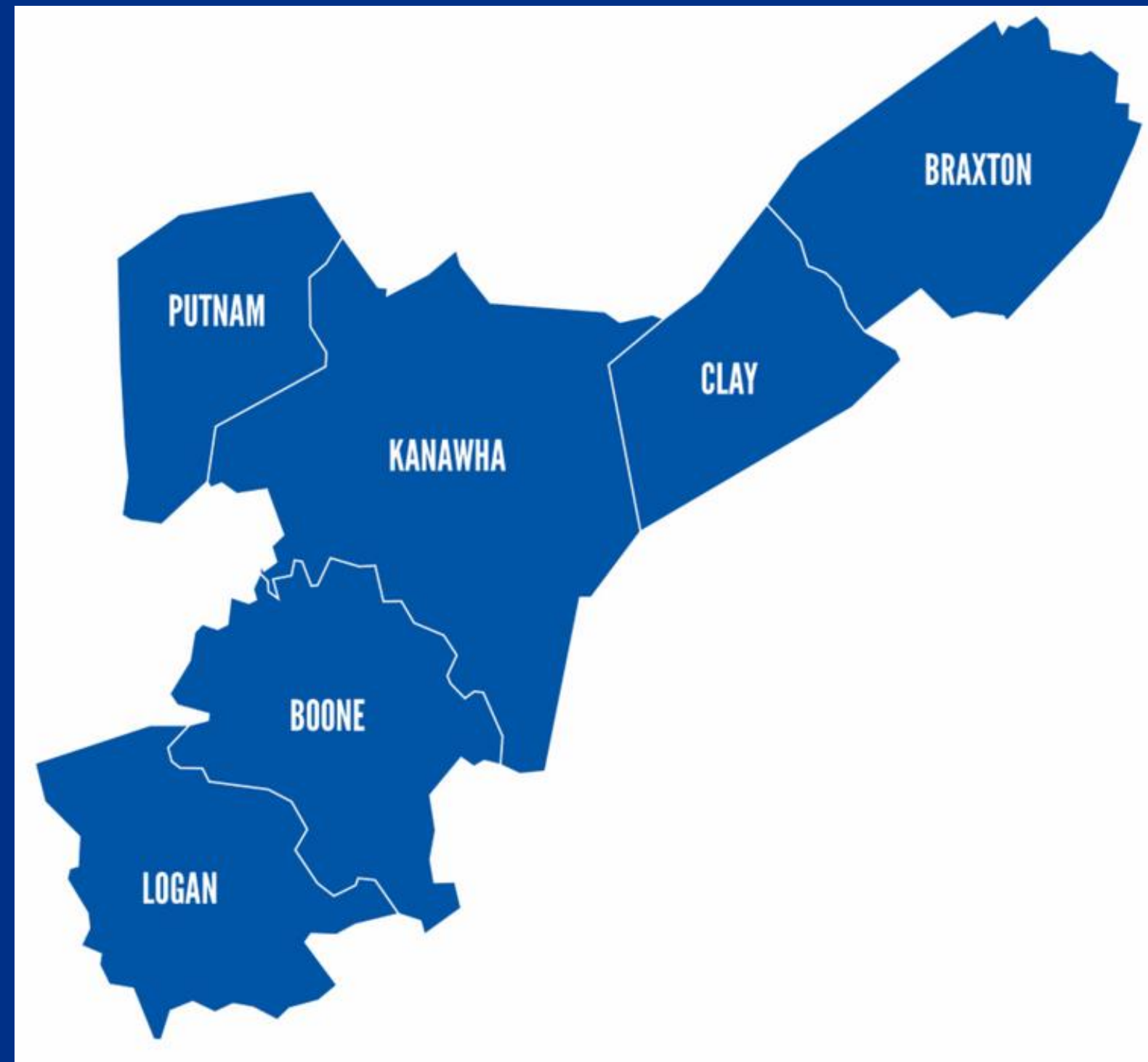
JOIN US!



AGENDA

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

United Way of Central West Virginia's Service Area



UNITED IS THE WAY TO . . .

YOUTH OPPORTUNITY

Helping young people
realize their full potential

FINANCIAL SECURITY

Creating a strong financial
future for every generation

HEALTHY COMMUNITY

Improving health &
well-being for all

COMMUNITY RESILIENCY

Addressing urgent needs
today for a better tomorrow

WHY UNITED IS THE WAY

- 1) 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.
- 2) We Address the Greatest Needs – From early learning, job training, crisis support, to elder care – United Way of Central WV works to address some of the greatest challenges facing people of all ages in our community.
- 3) We are Accountable – We engage experienced community volunteers to oversee every aspect of our management and financial systems, ensuring we are operating at the highest level of professionalism and excellence.
- 4) We are Strategic – Through a competitive review process, we hold the programs we fund accountable for producing measurable results against targeted outcomes.
- 5) We Collaborate – We bring 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.

IMPACT

2025 outcomes and beneficiary data below represents individuals served by United Way supported programs in our service area for a total of **111,853** served:

- **53,720** individuals received support for **healthy communities**
- **8,016** individuals received support for **community resilience**
- **2,803** individuals received support for **financial security**
- **1,757** children participated in **youth opportunity** programs
- **45,557** individuals were served through **Information and Referral**
- **100%** of individuals served live in poverty, as defined by the federal poverty levels.



Youth Opportunity

Helping young people realize their full potential.

Big Brothers Big Sisters of the Tri-state	Youth Mentoring Services Putnam and Kanawha	106
Camp Appalachia	Camp Appalachia	946
Children's Home Society of West Virginia	Logan WE CAN Mentoring	295
Exceptional Possibilities of WV Inc	AAC in the Community	284
YWCA of Charleston, West Virginia, Inc.	YWCA Mel Wolf Child Development Center	126

Total

1,757



Financial Security

Creating a stronger financial future for every generation

Community Bridge	Grandfamily / Kinship Bridge	566
Daymark	New Connections	52
Recovery Group of Southern West Virginia	BRIDGE	61
Religious Coalition for Community Renewal	Housing Counseling	250
The S.H.O.P	Financial Stability Assistance Program	51
The Salvation Army	Social Services	1395
The Bible Center Church	The Maker's Center	428

Total

2,803



Healthy Community

Improving health and wellbeing for all

B.A.R.N. Community Group, Inc.	Buddy Health League	132
Children's Therapy Clinic, Inc.	Comprehensive Therapy Services	75
Gabriel Project of West Virginia	Healthy, Safe Start for Babies in the Kanawha Valley	1616
Heart + Hand Outreach Ministries	Putnam Utility Assistance	105
Heart + Hand Outreach Ministries	South Charleston Utility Assistance	83
Hero House Inc.	Hero House	26
Kanawha County Dental Health Council, Inc.	Kanawha Public School Dental Clinics	1372
Kanawha Valley Fellowship Home, Inc.	Transitional Sober Living Program	81
Madison Baptist Church Food Pantry	Food Pantry	674
Rea of Hope, Inc.	Rea of Hope	66
West Virginia Health Right, Inc.	Mobile Dental Unit	1790
West Virginia Health Right, Inc.	Stationary Clinic/Rx Assistance	47677
FamilyCare Health Centers	Rx Program	23

Total

53,720



Community Resilience

Addressing urgent needs today for a better tomorrow

American National Red Cross Central and Southern WV	Disaster Services	530
Appalachia Service Project	Home Repair and Replacement	61
Branches Domestic Violence Shelter	Putnam Co. Shelter	632
Mountain State Justice	Foreclosure Prevention	35
Religious Coalition for Community Renewal	Transitional Stotage Center	367
TEAM for WV Children	Western Regional CASA	502
The S.H.O.P	Expanding Basic Services	4216
YWCA of Charleston	Resolve Family Abuse Program	1179
YWCA Charleston	Sojourner's Shelter	494

Total

8,016

111,853

Individuals Served in 2025-2026



Information and Referrals

45,557

Scan to visit our website
& to learn more!



CAMPAIGN STRATEGIES



- In person
- Group campaign presentations at your workplace (15 min.)
- Every employee gets a brochure pledge form paper & email
- Every workplace is different – unlimited possibilities



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

CAMPAIGN STRATEGIES

- **Leadership Driven** – leaders support the campaign, record a video, send out emails to employees, and are visible at presentations & activities.
- **Organization Supporting our Community** – organizations want to give back to our community where we live, work and play. And want their employees to volunteer.
- **When we give back** – we help our community grow, help individuals live a better life, build the economy of our community, county, and our state.

CAMPAIGN STRATEGIES

- **Time, Talents, or Treasure** – volunteer your time, funded partners and United Way always have tasks from administrative to outdoor work, there's always something your employees can help with. This helps capture employees who don't give through payroll deduction. Get them involved! Hands on activities help them understand why it is important.
- **Fundraisers & Collections** – most will donate a new pair of shoes, coat, blanket, or warm winter items like hats & gloves.

CAMPAIGN STRATEGIES

- **Don't do it alone** - form a committee, delegate to a few other co-workers to organize a collection drive, ask someone to organize a hot dog sale, sell chances for Pie in the Face of leaders!
- Ask! Ask! Ask every employee. Give everyone a brochure, email everyone (most effective when leadership sends the 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!

(FUN)DRAISERS

- **Penny Drive!**
- **Sock Collection**
- **Coat Drive**
- **Hats & Gloves Collection**
- **Food Drive**
- **Personal Hygiene Collection**
- **Shoe Drive**
- **Blanket Collection**
- **Work Day at United Way**
- **Hot Dog Sale**
- **Golf Outing**
- **Cornhole Tournament**
- **Bowling Tournament**
- **Bake Sale**
- **Pie in the Face**
- **BBQ Sale**
- **Silent Auction**

EQUAL FOOTING SHOE FUND



How Can I Help?

It's easy! Donate NEW kids athletic shoes sizes **12Y-12 adult** Not a shopper? Monetary contributions to United Way of Central WV help sustain and grow our program. Share the news! Spread the word in your church, school social circles, and community.

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



SOCKTOBER



UNITED WAY
Central West Virginia

DONATE TODAY



Winter Items Drive

HATS GLOVES SCARVES COATS
HOODIES HOT HANDS EAR MUFFS



We need your help this winter!

Donate new or gently used adult and kids
coats, hoodies, gloves,
scarves and hats.

Coats distributed by **United Way of Central WV.**



UNITED WAY
Central
West Virginia

SMALL BUSINESS 365

Small Business 365 is designed specifically for small businesses that want to give back in an affordable, manageable way. For just \$365 annually — only \$1 a day — your business becomes part of a network of community-minded leaders committed to strengthening Central West Virginia.

As a Small Business 365 member, you will receive:

- Recognition as a community partner supporting United Way's mission
- Listing on our website and in select publications (Capitol Club recognition)
- Social media spotlights highlighting your business
- Window decal and digital badge to display your support
- Invitations to United Way events and networking opportunities
- The opportunity to engage your employees in volunteerism and community initiatives

Most importantly, your \$365 helps fuel programs that advance youth opportunity, financial stability, healthy communities, and crisis support throughout our region.





WV 211: EVERY DAY

Connecting West Virginians to Help!

Every day, WV 211 connects West Virginians with local resources and provides hands-on assistance when a referral alone isn't enough.

FOOD & BASIC NEEDS

Food pantries, meals, clothing, household goods, shoes, school supplies and SNAP applications.

HOUSING & UTILITIES

Shelter, rent, housing and utility assistance, including help completing Dollar Energy applications.

HEALTH & WELLNESS

Healthcare, mental health, substance use, disability, caregiver and senior resources.

FINANCIAL STABILITY

Employment, benefits, transportation, financial assistance and education resources.

CRISIS & SAFETY

Crisis intervention, domestic violence, emergency shelter and other safety resources.

MORE THAN A REFERRAL

When needed, WV 211 helps close the gap by:

Delivering food, shoes and schools supplies

Helping complete applications

Assisting with Survey 123 disaster reporting

Navigating services and resources

Following up to help ensure needs are met

SNAP applications

CONNECT • ASSIST • FOLLOW UP

WV 211 helps West Virginians get from “I need help”
to “I got help,”

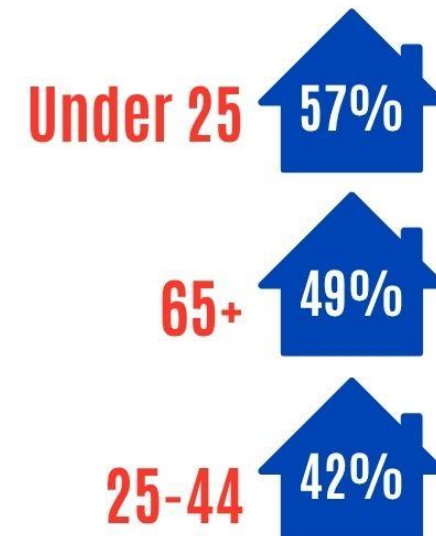


FINANCIAL HARDSHIP IN CENTRAL WV

Across Boone, Braxton, Clay, Kanawha, Logan, and Putnam counties, more than 52,800 households live below the ALICE Threshold. These households include families in poverty and ALICE households who earn above the Federal Poverty Level but less than the cost of basic household necessities.



HARDSHIP BY AGE



ASSET LIMITED INCOME CONSTRAINED EMPLOYED WHEN WORKING ISN'T ENOUGH



*For a family of four with an infant and a preschooler

Data Source: United For ALICE (2026). *The State of ALICE in WV*



UnitedForALICE.org
@United4ALICE



BE PART OF THE SOLUTION

UnitedForALICE.org/WestVirginia



**United Way's Day of Caring
Is the largest one-day
volunteer event in
central West Virginia!**

This day rallies hundreds of volunteers who create a positive impact on non-profit organizations and human service providers across Kanawha, Putnam, Boone, Braxton, Clay and Logan counties.

DAY OF CARING

September 16, 2026



UNITED WAY
Central
West Virginia



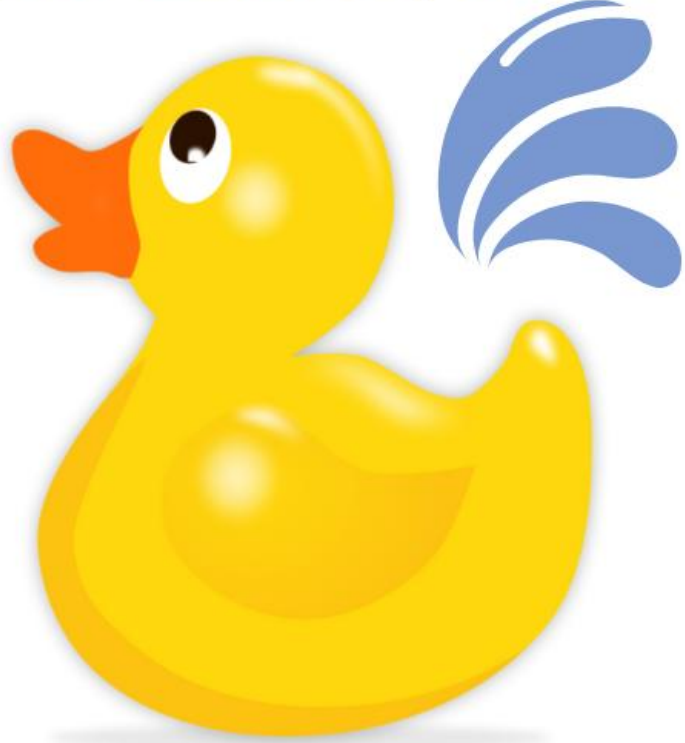
Dancing With The Stars (DWTS)

Our annual fundraiser held each spring at Charleston Coliseum and Convention Center. Proceeds from this event support United Way programs and initiatives.

Save the Date! April 30, 2027



THE GREAT RUBBER DUCK RACE



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!





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.