

# CHANGE HAPPENS *HERE*

United Way of  
Central West Virginia



## 2022-2023 Annual Report

One United Way Square

Charleston, WV 25301

304.340.3500

[www.unitedwaycwg.org](http://www.unitedwaycwg.org)

# PRESIDENT'S MESSAGE



Change did happen in our 2022-23 year. Some staff changes, changes in our economy, and continued changes based on the post-COVID world we continue to navigate. The definition of "change" is to make things different. United Way of Central West Virginia remains focused on making things different in the most positive, sustainable ways. Working every day with our funded partners to impact change in health, education, financial stability, and our safety net programs, we served nearly 76,000 lives in 2022. This impact creates the positive change we need to see in grade-level reading, homelessness, food insecurity, and so much more.

But long term — truly making a difference — change is hard. It requires a team of dedicated people, all striving for the same goals, all rowing in the same direction. Our United Way team is the strongest it's ever been. They can sell DUCKS and pamper Dancers while packing a snack bag for someone at the door. They can answer WV 211 calls while stuffing envelopes or cutting out faces on a stick. All parts working together for the greater good. This is how change happens: caring about our community, our kids, and each other. Striving to get up every day to provide the necessary resources to someone whose electricity has been turned off, or someone who received an eviction notice for the first time, or the seventeen-year-old pregnant girl who didn't have a place to live. That's how change happens. The lights get turned back on, a calming voice provides resources to help with rental assistance, and a young girl finds people who care about her and her baby. Change happens because of people like YOU.

But change doesn't happen alone; it takes all of us. Board members, community members, business leaders, community organizations, volunteers, and more. We have what it takes: a willingness to continue the work, a tireless team, and outside-the-box thinkers to help us create the most impactful programs. Change will continue to happen.

We have a lot to look forward to in the coming year. We are thrilled to see more businesses welcoming us back to in-person presentations. We have dedicated leadership through our board of directors, affinity groups WOMEN UNITED and EMERGING LEADERS growing stronger, and of course — SEASON THREE of DANCING WITH THE STARS!

As we move into a new fiscal year, we hope you will join us and say YES to our United Way. YES to creating positive change, YES to providing support to hardworking families, YES to volunteering, YES to being a donor, or maybe even YES to being a dancer! It's the first step, just say YES!

The best is yet to come!

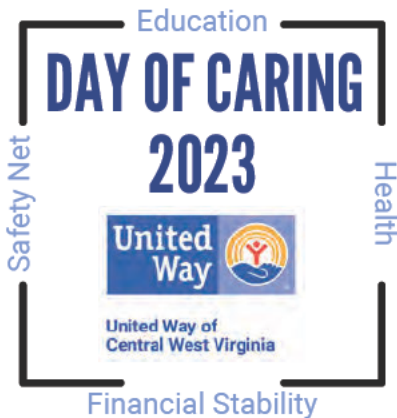
# EVENTS

## SAVE THE DATE



**August 3, 2023 - Inside the Huddle with Tony Caridi**  
*Ball Toyota Event Center at Patrick St. Plaza*

Join us for the scoop on upcoming athletic seasons! Along with Tony's insider commentary, we plan to have tailgate refreshments, a silent auction, and more!



**September 20, 2023 - 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](http://www.unitedwaycwv.org) and click on **DAY OF CARING** tab.



**June 7, 2024 - Dancing with the Stars**  
*Charleston Coliseum & Convention Center*

Don't miss the social event of the season! Join us for DWTS Season 3 - a magical night where six couples compete for the Mirror Ball Trophy!

# ALICE

ALICE, which stands for Asset Limited, Income Constrained, Employed, represents a significant portion of the population in our community who are working hard but struggling to make ends meet.

ALICE individuals and families are the backbone of our society, comprised of hardworking individuals employed in jobs that are essential to our community's functioning. Despite their employment, they find it challenging to afford the basic necessities of life such as housing, childcare, transportation, healthcare, and food. They are often one unexpected expense away from financial crisis and may have little to no savings.



# SPONSORED PROGRAMS

United Way of Central West Virginia's sponsored programs are responsible for providing direct services in response to identified needs in the community.

This division works collaboratively with numerous partners throughout the greater Kanawha Valley area and statewide to deliver services effectively and efficiently.

Operating with a budget of more than \$2 million secured from local, state, federal, and foundation sources, our sponsored programs engage employees, members, and volunteers in strengthening families and improving the lives of people of all ages throughout the service area.



**Adolescent  
HEALTH INITIATIVE**



**AmeriCorps  
Seniors**

**EARN IT. KEEP IT.  
SAVE IT!**



# VOLUNTEERS



## Helping Hand Award - Cheryl Quinlan



Volunteerism is one of the most selfless acts that we can become involved in. Nonprofits need volunteers more than ever to carry out their mission. United Way of Central West Virginia annually recognizes one special volunteer as our "Helping Hand" award winner. This year's winner couldn't be more special to us. When we heard Cheryl Quinlan was looking for a volunteer opportunity we jumped at the chance to have her join our United Way family. She has been willing to organize and stock our FEED THE LOVE food pantry, cut out Faces on a Stick, glitter everything, walk countless steps decorating for Dancing with the Stars, added her special touch to Inside the Huddle and we could go on! Our Helping Hand award winner is always someone who goes above and beyond and Cheryl is a stellar example. She is dependable, kind, smart and she believes in the United Way mission "to improve lives by mobilizing the caring power of our community". Thank you, Cheryl, for all you do for our United Way and congratulations on being the 2023 Helping Hand Award winner.



Women United, an affinity group of United Way of Central West Virginia, is dedicated to supporting children and families in Kanawha, Putnam, Boone, Logan, Braxton and Clay counties. They are actively seeking new members to join their cause. The group holds bi-monthly meetings that bring together women from diverse backgrounds who enjoy socializing while making a positive impact. The leadership of Women United® is comprised of four board members from United Way of Central WV: Dr. Cynthia Persily, Bethany Ross, Kelly Woodyard, and Juli Hatcher Mock. Dr. Persily emphasizes that women, due to their strong connection to the community, are well-suited to drive necessary changes in the areas where they live, work, and play. They observe the needs of their communities firsthand and take the lead in addressing those needs. Women United aims to focus on creating the necessary changes today to ensure a thriving future for children and their families.



Emerging Leaders United (ELU) is a diverse group of young professionals age 45 and under, that seek to influence lasting change in central WV through volunteerism, advocacy, and philanthropy. As a convener of local, young professionals, ELU members represent a new generation of leaders committed to making a difference in our community by leveraging the power of United Way to connect, serve, and grow — both personally and professionally. ELU is sponsored by Peoples Bank and our leadership is comprised of a diverse group of community leaders: Adam Perry, Devon Lopez, Ryan Welch, and Ross Esposito.





In 2022, our organization embraced the theme "CHANGE HAPPENS HERE" and successfully matched over 900 volunteers with 65 onsite projects and 5 virtual initiatives across our six-county service area. Our virtual projects included a Senior Food Drive. We celebrated with an "AFTER PARTY" supported by Optimum. We express gratitude to our volunteers and donors. Day of Caring 2022 was made possible by the sponsorship of Encova Insurance, Optimum, and UniCare.



# 2022 GREAT RUBBER DUCK RACE



**Total Raised 2022: \$35,898.38**





# BENEFICIARY DATA



## Education Success - Children's Home Society of WV

Children's Home Society has made a significant impact on the lives of many children. While numerous stories exemplify their work, two instances stand out. In one case, the Logan WECAN program organized a summer camp that brought joy to both volunteers and attending children. A child named Daniel, who had never been to camp before, clung to a bag of potato chips throughout the day. Eventually, it became clear that the chips held great importance to him, possibly because he didn't have much at home. Understanding this, the staff ensured that extra snacks were available for all the children. As the camp progressed, Daniel realized he didn't need his bag of chips anymore, as he was well-fed at camp. This experience illustrated how the program positively impacts children's lives.

Additionally, the WECAN program extends its support to families during the holidays. One Christmas, a grandmother, who had taken custody of her three grandchildren due to unfortunate circumstances, sought help from WECAN. The program provided gifts and a food box for the family, as they were unable to afford Christmas presents. Each child received clothing, shoes, accessories, and toys, all individually wrapped and placed in festive bags. During the Christmas party, the family enjoyed food, entertainment from Santa and the Grinch, and a dance. Craft activities, books, and goodie bags were also provided. The grandmother expressed her deep gratitude for the program's assistance, stating that it was one of the best evenings they had experienced in a long time. In a heartfelt card sent later, the family expressed their thanks, highlighting the positive impact the program had on their lives. The family is currently receiving therapy, and the children are showing improvement in their schoolwork and overall well-being.

# BENEFICIARY DATA



1420 LEE STREET EAST, CHARLESTON, WV 25301 (304) 344-5303

## Health Challenges - Rea of Hope

Savannah E. graduated from Rea of Hope and was reunified with her 4-year-old daughter at our New Life Apartments. While living there, she gave birth to a beautiful baby girl. "I have so much to be grateful for! The best thing about recovery is the relationships and the fellowship I've gained. No matter what I'm going through, I know there's someone here who has felt the same way or been in the same situation. I've learned how to do the next right thing. My daughters are my driving force, and being a good mom is my goal. I have plans and dreams of where my life will take me, free from the bondage of self. I owe it all to Rea of Hope and the life skills I learned there." After 2 years of continuous abstinent sobriety and working full-time, Savannah was able to move out of the apartments and become a first-time homeowner!



## Financial Stability - Religious Coalition for Community Renewal

"Patricia," a 38-year-old woman, came to RCCR for help. She had heard about the organization from others in the community. At the time, she was paying high rent and did not qualify for a mortgage. As a single mother, she wanted a nice house with a yard for her daughters. She worked the program for a year to improve her credit, pay down debts, and become mortgage-ready. During the year, she received education on credit repair, budgeting, home buying, and pre-purchase counseling. This set her up for success. At the end of the year, "Patricia" was able to purchase her first home.

Patricia stated, "I am forever grateful for the help and guidance that I received from RCCR. I never thought owning a home was something I could achieve. I am a single mother in recovery, I work very hard on a daily basis to ensure my girls have everything they need. We were paying a lot in rent, we didn't like where we lived, we didn't have enough room. When I came to RCCR, I was just seeing what it was about, but within one year, I turned our dream into a reality with the help of RCCR, and I'm now a homeowner. We're settling into our new home in a nice neighborhood with a yard and bedrooms for all of us. I couldn't be more grateful."

## **YWCA RESOLVE** **FAMILY ABUSE PROGRAM**

### Basic Needs are Met - YWCA of Charleston

Taylor J., a 23-year-old from Charleston, had a deep understanding of the warning signs of domestic violence due to her traumatic upbringing. Her father's physical abuse of her mother was her earliest memory, leading to a childhood spent in shelters like Sojourner's Shelter for Homeless Women & Families and the Resolve Family Abuse Program's Hope House. Taylor learned early on what to avoid in a partner based on her father's behavior.

However, when Taylor met Sam, her perspective changed. Initially, Sam was a friendly neighbor who provided assistance with repairs. They developed a strong friendship over five years before Sam pursued a romantic relationship. Taylor was thrilled and believed she had finally found her soulmate. Unfortunately, Sam's true colors began to show as he cheated on Taylor. When confronted, he would react explosively and label her as "crazy." This pattern of lying, gaslighting, and manipulation escalated, making Taylor doubt her own sanity.

As Sam's behavior worsened, Taylor started feeling unsafe. Sam lost his job, turned to drug use, and became absent from home for long periods. Additionally, Taylor discovered she was pregnant but couldn't reach Sam to share the news. Feeling abandoned, she faced complications with her pregnancy alone. Eventually, Taylor decided to leave Sam, prompting his rage and stalking behavior, including threats of suicide and violent outbursts.

Taylor obtained a Domestic Violence Protective Order and sought help from the YWCA Resolve Family Abuse Program. Reflecting on her own experiences, Taylor recognized the importance of safe spaces and support programs like Resolve. She is now dedicated to creating the Sutton Project, named after her unborn daughter, to teach women's self-defense and empower them to protect themselves. (Names have been changed)

# BENEFICIARY DATA

## 2022 Funded Partner Results

In 2022, United Way of Central WV funded programs that had a positive impact on 75,960 individuals in Boone, Braxton, Clay, Kanawha, Logan, and Putnam Counties. These programs focused on education, financial stability, health, and safety net/basic needs. The funded partners achieved various results, including providing educational services to children and youth, improving literacy rates and school attendance, offering financial literacy sessions and job skills training, increasing access to healthcare services, supporting addictions recovery with high success rates, delivering dental care and therapy services, addressing basic needs such as food and shelter, and assisting vulnerable populations like homeless individuals and seniors. Overall, the efforts of United Way and its partners had a significant and meaningful impact on the well-being of the community.



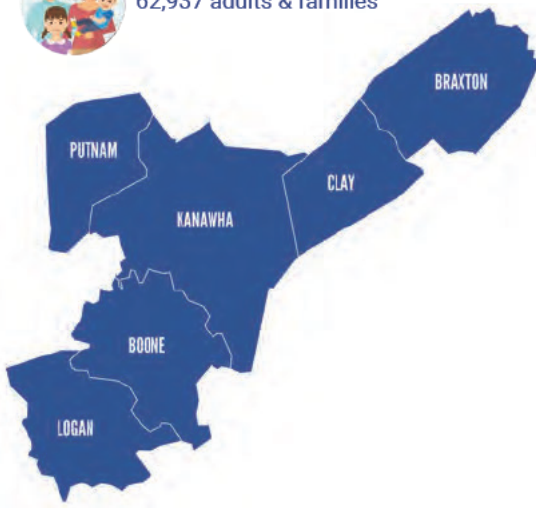
3,001 children under age 5



7,923 students ages 5 to 17



62,937 adults & families



### FOCUS AREAS OF IMPACT



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





# 2022 FUNDED PARTNERS

## Education

**Arts in Action, Inc.**  
*Financial Aid for Classroom & Performance Supplies*

**Bob Burdette Center, Inc.**  
*After School & Summer Program*

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

**Cross Roads Pregnancy Care Center**  
*Earn While You Learn*

**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**  
*Kanawha Co. Dental Health Council*

**Kanawha Hospice Care, Inc.**  
*Palliative Care Center*

**Kanawha Valley Fellowship Home, Inc.**  
*Basic Needs*

**Pollen8, Inc.**  
*ReIntegr8 Employment Outreach Coordinator*

**Rea of Hope**  
*Rea of Hope*

**West Virginia Health Right, Inc.**  
*Prescription Assistance & Stationary Dental Care*

**West Virginia Health Right, Inc.**  
*Mobile Dental Unit*

## Safety Net

**American Red Cross Central Appalachian Region**  
*Disaster Services*

**Appalachian Service Project, Inc.**  
*ASP Home Repair: Warmer, Safer, Drier Central WV*

**Catholic Charities West Virginia**  
*Western Region Emergency Assistance Program*

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

**Heart and Hand Outreach Ministries**  
*Heart + Hand Putnam County Basic Needs Assistance*

**Heart and Hand Outreach Ministries**  
*Heart + Hand Basic Needs Assistance*

**Madison Baptist Church Food Pantry**  
*Food Pantry*

**Manna Meal, Inc.**  
*Manna Meal - Sustainability and Growth*

**TEAM for West Virginia Children, Inc.**  
*Western Regional CASA*

**The Salvation Army**  
*Social Services*

**YWCA of Charleston, WV, Inc.**  
*Sojourners Shelter for Homeless Women & Families*

**YWCA of Charleston, WV, Inc.**  
*Resolve Family Abuse Program*

## Financial Stability

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

**The Religious Coalition for Community Renewal**  
*Housing Counseling & Financial Literacy*

**CHANGE  
HAPPENS  
HERE**

## Board of Directors 2022-2023

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*

**Dr. Madan Bhasin** *MATRIC*

**Matt Bond** *United Bank*

**Brian Edwards** *Toyota Manufacturing WV*

**Ross Esposito** *Enterprise Holdings, Inc.*

**Craig Glover** *FamilyCare WV*

**Ronald Grant** *Retired*

**Chris Griffith** *DOW Chemical Company*

**Eric Halstead** *CAMC/University of Charleston*

**Megan Hannah** *West Virginia American Water*

**Guy S. Johnston** *City National Bank*

**Dr. Wesley Lafferty** *Family Health Associates of the Kanawha Valley*

**Tim McDaniel** *ServPro*

**Dr. Pinckney McIlwain** *Charleston Area Medical Center*

**Juli Mock** *JH Records Research, Inc.*

**Todd Mount** *Shaffer & Shaffer PLLC*

**Dr. Cynthia Persily** *West Virginia Higher Education Policy Commission*

**Bethany Ross** *Highmark Health*

**John Scalzo** *Appalachian Power Co.*

**Warren Todd Stallard** *Standard Laboratories, Inc.*

**Kelly Woodyard** *Huntington Bank*

# FINANCIAL STATEMENTS & PROGRAMS

## 2022 Year End Statement

### United Way of Central West Virginia, Inc.

#### STATEMENT OF FINANCIAL POSITION

June 30, 2022

<u>ASSETS</u>	
Cash	\$ 413,640
Grants and other receivables	590,897
Pledges receivable, net of allowance	282,723
Prepaid expenses	4,927
Property and equipment, net	349,141
Investments	721,194
<b>Total assets</b>	<b>\$ 2,362,322</b>
<u>LIABILITIES AND NET ASSETS</u>	
Accounts payable	\$ 198,229
Accrued expenses	38,870
Refundable advance	91,060
Donor designations	20,676
<b>Total liabilities</b>	<b>348,835</b>
<b>Net assets:</b>	
Without donor restrictions	1,764,846
With donor restrictions	248,641
<b>Total net assets</b>	<b>2,013,487</b>
<b>Total liabilities and net assets</b>	<b>\$ 2,362,322</b>

### United Way of Central West Virginia, Inc.

#### STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

Year Ended June 30, 2022

	Without Donor Restrictions	With Donor Restrictions	Total
<b>Revenues, gains and support:</b>			
Pledge revenue:			
Pledge revenue	\$ 1,232,847	\$ -	\$ 1,232,847
Uncollectible pledges	(16,216)	-	(16,216)
<b>Net pledge revenue</b>	<b>1,216,631</b>	<b>-</b>	<b>1,216,631</b>
Grant revenue	1,827,051	-	1,827,051
Contributions	591,213	257,004	848,217
Special events income, net	212,055	-	212,055
Rent income and equipment fees	32,970	-	32,970
Miscellaneous	11,326	-	11,326
Investment loss	(99,458)	-	(99,458)
Satisfaction of restrictions	129,835	(128,835)	-
<b>Total revenues, gains and support</b>	<b>3,920,623</b>	<b>128,169</b>	<b>4,048,792</b>
<b>Expenses and losses:</b>			
Program services	3,016,025	-	3,016,025
Management and general	388,129	-	388,129
Fundraising	182,290	-	182,290
<b>Total expenses and losses</b>	<b>3,586,444</b>	<b>-</b>	<b>3,586,444</b>
<b>Changes in net assets</b>	<b>334,179</b>	<b>128,169</b>	<b>462,348</b>
<b>Net assets, beginning of year</b>	<b>1,430,667</b>	<b>120,472</b>	<b>1,551,139</b>
<b>Net assets, end of year</b>	<b>\$ 1,764,846</b>	<b>\$ 248,641</b>	<b>\$ 2,013,487</b>

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

# WORKPLACE CAMPAIGN COORDINATORS

## Campaign Recognition

Top Corporate Engagement  
**West Virginia American Water**

Best Campaign Coordinator  
**Janet Booker - United Bank**

Best Equal Footing Shoe Fund Drive  
Shoe me the Love  
**Secretary Mark Scott - WV Department of  
Administration**



# DANCING WITH THE STARS SEASON TWO



**Total Raised : \$311,713.79**



## People's Choice Winners



**Gina Marini & Gordon Chin, Esq.**

## Judge's Choice Winners



**Megan Hannah & Tim O'Neal**



**DR. CHRISTY ROBINSON & WILL ROBINSON**

DANCING COUPLE #1

Choreographer: **Morgan McNabb**  
**In the Spotlight School of Creative Dance**

**DR. MICHELLE FOSTER & CARL CHADBAND**

DANCING COUPLE #2

Choreographer: **Tommy Spurlock**  
**Independent Choreographer & Instructor**

**GINA MARINI & GORDON CHIN, ESQ.**

DANCING COUPLE #3

Choreographers: **Mary Louise King & Jim Wallace**  
**Charleston WV Dance**

**MEGAN HANNAH & TIM O'NEAL**

DANCING COUPLE #4

Choreographer: **Brooke Smolder**  
**Independent Choreographer & Instructor**

**ASHTON BIAS-HARRELL, ESQ. & JOSH MCGRATH**

DANCING COUPLE #5

Choreographer: **Emily Hanna**  
**River City Youth Ballet**

**TORI TAKUBO & JUSTIN BROYLES**

DANCING COUPLE #6

Choreographer: **Jamie Walker**  
**St. Albans Studio of Dance**



## **United Way of Central West Virginia**

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