The Gloucester County Public Schools
2014 United Way and Educational Foundation, Inc. Campaigns

OUR GOAL
$10,000

THANK YOU FOR SHARING. THANK YOU FOR CARING.

OUR 16TH YEAR!

2014 United Way
TWO CAMPAIGNS IN ONE!

1 BOLD VISION

SCHOOL SUCCESS • SELF SUFFICIENCY • COMMUNITY HEALTH
Dear Staff:

Once again, Gloucester County Public Schools is partnering with the United Way Campaign to support local programs and services that are important to our community. The 2014 Campaign will begin October 20 and end on October 31, 2014. Since 1999, employees of Gloucester County Public Schools have contributed $194,640.00 to various local, national and international charitable organizations via the United Way—including $42,072 for the Gloucester County Public Schools Educational Foundation, Inc. This is quite an impressive cumulative milestone for our school division!

During the 2013 United Way Campaign, 57 employees participated and raised $8,032.00 for 16 different agencies – including $3,565.00 for the Gloucester County Public Schools Educational Foundation, Inc., and $3,737.00 for other Gloucester and Mathews counties charitable causes.

I am very pleased with the contributions made during the 2013 campaign, and am optimistic about our goal for this year, which is $10,000. Please consider designating some or all of your contributions this year to the Gloucester County Public Schools Educational Foundation (#6686). The Educational Foundation was established to create a public/private partnership to provide additional resources, separate from the operating budget, to benefit students and teachers.

I am extremely impressed by the generosity of school employees in the giving of money, time, and energy to help the Gloucester community. Your compassion for our students and their families has been overwhelming during this past year. The United Way provides a convenient opportunity to support local programs and educational services. Your tax-deductible financial donations can be made through (a) a one-time gift (e.g., check or money order), (b) payroll deduction (for as little as $5.00 per month and not beginning until January 2014), (c) credit card (MasterCard, Visa, or American Express), or (d) direct quarterly billing. If all GCPS employees contributed just $2.00 per month through payroll deduction, almost $20,000 could be returned to the students and communities of Gloucester and Mathews counties. In closing, thank you for your time and please consider supporting the Gloucester County Public Schools Educational Foundation, Inc./United Way/Campaign.

Sincerely,

Walter R. Clemons, Ph.D.
Division Superintendent
Dear Friend of the United Way and GCPS Educational Foundation, Inc:

Thank you for giving and/or serving in this year's annual United Way and GCPS Educational Foundation, Inc. Campaigns—I appreciate it very much!

Dates of the Campaigns: 10/20/14 - 10/31/14

Campaign Reporting Sites (11): ABG, ACH, BET, BOT, PET, PEA, PAG, GHS, TCWEC (includes Central Food Services), FAC/TECH, and TRANS.

The packets should arrive at your site on or before Monday, October 20, 2014.

Our goal this year is to raise $10,000 (or more) for the charitable organizations in Gloucester and Mathews counties. Last year, 90.9% of the total giving, or $7,302, was designated for charitable causes in Gloucester and Mathews counties (total giving was $8,032).

FREQUENTLY ASKED QUESTIONS (FAQs)

Q: Is there a "minimum" contribution level?
A. No. The United Way form says the minimum donation is $50.00—please ignore—as each and every gift is appreciated. This is our campaign and we’re trying to raise as much money as possible for the charitable causes in Gloucester and Mathews counties.

Q: What are the different ways I can contribute?
A. By (a) check, (b) credit card, (c) direct billing, or (d) payroll deduction. Please do not submit cash contributions—please convert cash contributions to either one school site/department check or money order.

Q: If I want to make a contribution to the GCPS Ed. Foundation, how do I do that?
A. If you want to give via (a) check or money order or (b) payroll deduction, please use EITHER form (see box above). If you want to give via (c) credit card or (d) direct billing, you must fill out the United Way form because we don’t have a mechanism to do that internally within our organization.
Q: If I wish to utilize more than one option, do I need to fill out a different form for each option?
A. No. You may use one form to record all of your information.

Q: If I select the payroll deduction option, do I have to sign the pledge form?
A. Yes. This authorizes the payroll to initialize the payroll deductions which don’t begin until the first pay period in January 2015.

Q: What part of the pledge form do I keep (as the employee) and what part do I return to my departmental/school site rep?
A. United Way utilizes a triplicate form—WHITE—YELLOW—PINK. Employees keep the PINK copy. The WHITE and YELLOW sheets are returned to the site coordinator.

Q: Who collects the United Way pledge forms?
A: The site coordinator.

Q: Who sees this information?
A: The pledge forms are treated as confidential personnel documents; only those individuals, who need to see the documentation, will.

Q: Do I have to put my social security or employee number on the pledge form?
A: No.

Q: I want to select the payroll deduction option; when does this deduction occur?
A. Not until January 2015.

Q: Do I have to spread my payroll deductions out over 12 months?
A. No. You may select a number between "1" and "12" on the line that reads "Number of pay periods per year."

Q: Is there a limit to how many agencies I can select on this form?
A. No. Just indicate all of the agencies you wish to contribute to (along with the amount for each agency) anywhere on the form or as an attachment; we will populate the information on our spreadsheet for the United Way. The bottom line is, EVERY DONATION WILL BE ACCEPTED and EVERY DONATION WILL BE APPRECIATED!
Q: I want additional information; whom do I contact?
A. The departmental/school site rep or Craig Smith in the Employee Services & Communications Department (693-7927 / cwsmith@gc.k12.va.us).

Q: I have another family member and/or friend who wants to contribute to our Gloucester County Public Schools' 2010 United Way Campaign; can they?
A. Yes. Contributions may be made payable to the United Way in care of Gloucester County Public Schools / Attn: Craig W. Smith / The Thomas Calhoun Education Center / 6099 T.C. Walker Road / Gloucester, VA 23061.

Thank you for your support of our 2014 GCPS United Way and Educational Foundation, Inc. Campaign! Together, we can make a world of difference for Gloucester and Mathews counties!
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Thank you for agreeing to lead your organization’s 2014 United Way Campaign. Your personal commitment to this effort is important and we appreciate your assistance.

As an ambassador for United Way, you are one of our most important campaign volunteers. You play a key role in helping to educate co-workers about the impact United Way is making on issues facing the Virginia Peninsula.

This toolkit provides the information you need to build upon last year’s success—whether you are a first-time coordinator or a veteran. Of course the United Way staff is available whenever you need them, to answer questions and help make your job easier.

On behalf of the many people who will be helped by your service to our campaign—thank you!

Ty Joubert
President
United Way of the Virginia Peninsula
United Way is working to build a stronger community by focusing on “The Building Blocks for a Good Life”—three basic components necessary to help our citizens have healthy, self-sufficient and fulfilling lives:

Opportunities for **SCHOOL SUCCESS**, which helps our children and youth achieve their potential; **SELF-SUFFICIENCY** that allows families to become financially stable and independent; the availability of **COMMUNITY HEALTH** and wellness care, which provides for the physical, mental and emotional wellness of our citizens.

**IDENTIFYING NEEDS**—United Way works year-round in collaboration with other stakeholders in our community—municipalities, faith-based groups, other funders, and health and human service organizations—to help identify our area’s most critical needs.

**FINDING ANSWERS**—Ensuring the adequate funding of effective human service programs in our community is one way United Way helps solve critical issues. Another large part of United Way’s work is the way we involve all sectors of the community in our fund distribution decision-making. Our staff, along with volunteers—your friends and neighbors—thoroughly research agency programs, study program goals and make visits to agencies to see programs in action. Then together they make recommendations. United Way believes it’s important for the people living in the community to make the decisions that affect the community.

**MEASURING RESULTS**—Many programs claim they are changing lives—but, programs that receive United Way funding are required to prove it. Simply reporting the number of people served isn’t enough. United Way’s outcome measurement requires that funded programs show HOW they are making a difference, and they must be able to demonstrate measurable results.

**FUNDING SOLUTIONS—NOT AGENCIES**—With agency funding, an organization is awarded funds that it can use for whatever it may need, including operating costs or building expenses. Program funding—which is what United Way provides—means that funds go only to specific programs offered by an agency. In this way, United Way can ensure that agencies are being accountable for the monies they receive.

Each program must have a clear set of objectives and the effectiveness of each program, or its outcomes, must be measurable. Agencies are required to provide United Way with program outcomes on a scheduled basis. This ensures that donated funds are being used efficiently and effectively, and that those contributions are having an impact on critical issues in our community.
Company coordinator job description

You were chosen from among your co-workers to assume responsibility for leading the United Way Campaign in your company. You now play a critical role in bringing together the necessary resources to conduct an effort that will ultimately have a significant impact on the lives of people in need in our community. It's an important job—and we're here to help. Your primary responsibilities include:

- Organizing and managing an educational campaign that teaches employees about community needs and services.
- Selecting and training a Campaign Committee.
- Assisting in making the campaign fun by creating enthusiasm and getting the entire organization involved.
- Developing objectives, themes and strategies for success along with your committee.
- Developing a partnership with your most valuable resource—your United Way representative.
- Ensuring that everyone in the organization has the opportunity to give. Make sure everyone is asked to participate.
- Reporting campaign progress and final results to the employees in your organization.
- Reporting results to United Way by November 3rd.
- Thanking your Campaign Committee and donors in your company.
- Evaluating your campaign’s effectiveness.
- Encouraging appointment of a coordinator for next year.

Companies recognized for achievement last year

**ORGANIZATIONS 1-50 EMPLOYEES**  
PB Mares

**ORGANIZATIONS 51-299 EMPLOYEES**  
National Institute of Aerospace

**ORGANIZATIONS 300+ EMPLOYEES**  
Sprint

**CREATIVITY AWARDS**  
Sprint  
Tyler Elementary School  
National Institute of Aerospace  
WM Jordan Company

**COORDINATOR OF THE YEAR**  
Kenneth Lay, City of Newport News
the campaign step by step

1. **Train with a United Way representative.**
Get to know your United Way staff representative as you go over the campaign materials and timeline. Also, talk with last year’s coordinator to review what ideas worked within your company. Learn about your company’s giving history.

2. **Enlist the help of your CEO.**
The support of your CEO is key to a successful campaign. Here are the best ways your CEO can help:
- Have the CEO determine a generous corporate gift, perhaps matching employees’ total contributions.
- Establish payroll deduction at your company, if not already in place. It’s the most convenient way to give.
- Have the CEO send a letter of United Way support to employees telling them why it is the most effective way to give back to the community.
- Have the CEO personally solicit top management in the company through an effective leadership campaign.
- Allow United Way representatives to hold brief meetings with employees to talk about community issues and have your CEO attend those meetings.
- Encourage employees to make visits to local agencies to tour facilities and learn more about how United Way contributions are helping the community.

3. **Choose your campaign team.**
- Select a representative from each department to be part of a Campaign Committee to assist in planning.
- Choose a coordinator for next year and have that person “shadow” the current coordinator.

4. **Understand United Way’s funding process.**
- Review the Community Investment Summary and become familiar with how United Way spends the funds raised during workplace campaigns. If you have questions, ask your United Way representative.

5. **Set your goal.**
- Review last year’s performance and consider increasing your goal for this year. Identify changes, such as reorganization or number of employees.
- Look at how many people gave last year and divide that by the total number of employees to determine percent participation in the campaign.
- Calculate your average gift by dividing the total employee gift by the total number of givers.

6. **Develop a schedule.**
- Design a campaign timeline that best suits your employees. Your United Way representative can help you develop your campaign schedule and deadlines.
- You will need a campaign start date; number of employees and departments; number of pledge forms and report envelopes; and the number of goal thermometers and posters.
7. Plan your approach.
   - Group solicitation is fast and efficient for larger companies. Employees hear about community services from a United Way rep; pledge forms are distributed and employees return completed forms as they leave.
   - One-to-one solicitation (one employee asking another) works well for small organizations.
   - If you have an online campaign, be sure to distribute instructions on how it works so everyone has the opportunity to contribute.

8. Offer incentives.
   - Encourage participation by offering prizes to departments that reach or exceed their goals. Prizes can include prime parking spaces, lunch with the boss, paid days off, gift certificates, or donations of goods or services.
   - Please note that you are strictly prohibited from using United Way's name or logo when asking for a donation. Businesses will get the false impression that donations to your company are tax-deductible and that is not the case.

9. Have a fun campaign and build awareness.
   - Schedule a short, intensive, FUN campaign! Brief campaigns keep enthusiasm high and offer quick results.
   - Help build awareness of your campaign through newsletters, e-mails, posters and bulletin boards.
   - Let employees know how gifts are being used to help people in need. Highlight campaign dates and goals, feature United Way agency testimonials, and share your success.

10. Turn in results by November 3rd.
    - Report Envelopes are part of your campaign supplies and help you report United Way results accurately.
    - If you need assistance in completing your Report Envelope, please do not hesitate to contact United Way.
    - Be sure to submit copies of the pledge forms and final reports to your payroll department, as well.

11. Say “thank you.”
    - Thank your campaign team and your contributors. Send a “thank you” letter from the CEO to your committee members and to all donors. Post a special “thank you” message in your company newsletter.

12. Conduct a post-campaign evaluation.
    - After you’ve completed your company campaign, evaluate its effectiveness. A critique will help determine strengths and challenges.
    - Ask your Campaign Committee to discuss recommendations for improvement.
    - Keep notes in a folder to pass along to next year’s Campaign Team.

    - Follow each of the preceding steps and you can earn the first of United Way’s new PERSONAL recognition item for Coordinators. Ask your United Way representative for details of this exciting new program!
The Number One reason most people don’t give to United Way is because they have not been asked. Make it a priority to educate employees and provide everyone with the opportunity to “give back” to the community.

The brief presentation has proven to be the most efficient and effective way to reach employees in your organization—and it can be accomplished in LESS than 15 minutes! Here is a sample agenda with responsibilities and timeframes:

<table>
<thead>
<tr>
<th>AGENDA ITEM</th>
<th>PRESENTED BY</th>
<th>ESTIMATED TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greeting/Opening remarks (Announce company goal, incentives, events, etc.)</td>
<td>Coordinator</td>
<td>1 minute</td>
</tr>
<tr>
<td>CEO Endorsement</td>
<td>Company CEO/Manager</td>
<td>1 minute</td>
</tr>
<tr>
<td>United Way Overview</td>
<td>United Way Rep</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Participation request</td>
<td>Coordinator</td>
<td>2 minutes</td>
</tr>
<tr>
<td>Collect pledges/Thank you</td>
<td>Coordinator</td>
<td>1 minute</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOTAL TIME: 15 minutes!</td>
</tr>
</tbody>
</table>

A brand new United Way video is available for use by coordinators beginning August 15, 2014. The video will be accessible on our website, www.uwvp.org, on YouTube and on DVD.

The 2014 video is approximately 2-3 minutes in length and can be helpful to coordinators who want to offer employees an uplifting United Way message of community spirit and involvement.
website and social media

United Way’s website and our presence on both Facebook and Twitter are wonderful resources for information you can use to enhance your workplace campaign.

ON OUR WEBSITE—
Follow our monthly blog, which highlights the stories in our e-newsletter, LIVING UNITED. The blog focuses on the programs funded by gifts to United Way.

- Downloadable campaign materials, including this toolkit, posters, thermometers, and flyers.
- Photos of events.
- Links to partner agency websites.
- A calendar of events that benefit our agency providers
- A comprehensive listing of SmartCard participating businesses, including the locations and offers.

ON FACEBOOK AND TWITTER—
- Become a fan and follow us as we share the latest information about how United Way is at work in the community.
- Share your campaign successes with others in the community.

the smartcard

This popular “thank you” from United Way is distributed by coordinators at the conclusion of the campaign to those who pledge $150 or more to United Way. The SmartCard includes dozens of deals and discounts at area businesses and eateries. Best of all, the SmartCard is good for 15 months, from October 15, 2014 through December 31, 2015. SmartCard information can be found on our Web site: www.uwvp.org

IMPORTANT NOTE: To avoid fraudulent activity, if a SmartCard becomes lost or damaged, donors must contact the campaign coordinator for pledge verification and a replacement card.

first call

For more than 20 years United Way’s First Call Information and Referral Service has provided area residents with referral to hundreds of health and human service programs throughout the Peninsula and Middle Peninsula. Flyers and posters are available to post at your workplace to help inform employees of this important service. Your United Way representative will be happy to provide them for you upon request. First Call operators are standing by to answer calls from 8am–6pm, Monday through Friday, at 757.594.4636.
SAMPLE CEO SUPPORT LETTER
We are fortunate that in ever-changing times like these, there are some things of which we can always be certain—the love of family; the strength of friendships; and the critical community services provided through your contributions to United Way.

At one time or another we have probably all depended on United Way. Last year our employees helped raise more than $_____ for our community, and this year, your generosity and spirit can help United Way do even more.

Please join me in keeping the [company name] tradition of caring for our community. I encourage you to take a minute of your time to support the things that matter most. Please join me in giving to United Way.

Sincerely, CEO Name

SAMPLE E-MAILS
Mark your calendars for a special [Name of Kick-off Event] to celebrate the kick-off of the United Way Campaign. United Way provides the opportunity for all of us to give back to our community and to the things that matter most to us. Don’t miss out! Join us on [Repeat the date, place & time].

This is a busy time for all of us, but please remember the United Way Campaign is going on right now and will conclude on [Date]. Please complete your pledge form and give it to your department coordinator as soon as possible. United Way makes it easy to give to the things that matter most.

We’re almost there! The United Way Campaign is almost completed and so far our employees have raised [Dollar Amount]! This is great news, but I know we can raise even more with your help. Please take a minute to complete your pledge form and give it to your department coordinator. Remember that United Way makes it easy to give to the things that matter most to you.

SAMPLE THANK YOU CORRESPONDENCE & E-MAIL
You’ve done it again! I am proud to announce that in a magnificent display of community spirit, our employees have raised a total of [dollar amount] for the United Way Campaign. Thanks to all of you, hundreds of people on the Virginia Peninsula will receive help, hope, and the opportunity for a better life. Thank you for your kindness, your generosity, and your caring commitment to the things that matter most in our community.

—Sincerely, CEO Name

As your United Way Campaign Coordinator, I sincerely thank everyone who worked hard to make this year’s effort so successful. Your generosity was truly inspirational! Thanks for making my job as coordinator so gratifying. It is great to be working with a group of people who care so much for our community. Thank you.

—Sincerely, Coordinator Name

Congratulations! Thanks to your generous support, we were able to raise a total of [Dollar Amount] for this year’s United Way Campaign! Your kindness is overwhelming and I thank everyone who took the time to make a pledge. Your dollars really do make a difference in the lives of others and, on their behalf, I sincerely thank you.

—Sincerely, Coordinator Name
funded service providers

ALTERNATIVES
Nationally recognized youth development agency develops the social, emotional, intellectual, and civic abilities of children and youth through service learning, training, and creativity.

AMERICAN RED CROSS
Provides relief to victims of disasters, emergency communications for those in the armed forces, and life saving courses in CPR, First Aid, and Aquatics.

BACON STREET
Provides local community and school-based service to families and individuals to address youth substance abuse and behavioral disorders.

BIG BROTHERS BIG SISTERS
Provides children facing adversity with professionally supported, one-to-one mentoring relationships that change their lives for the better.

BOY SCOUTS OF AMERICA
Develops character, citizenship and personal fitness in youth members so they can be the leaders of tomorrow.

BOYS & GIRLS CLUBS OF THE VIRGINIA PENINSULA
Year-round youth development program provides a safe, fun environment with education, career development, sports, arts and recreation for youth ages 6-18.

C. WALDO SCOTT CENTER FOR HOPE
Provides multi-discipline services to youth and adults in education, life skills, health, and employability through collaborative partnerships.

CATHOLIC CHARITIES OF EASTERN VIRGINIA
Provides compassionate, professional help for all through clinical counseling, youth and family services, adult and senior care, and financial and housing counseling.

CENTER FOR CHILD AND FAMILY SERVICES
Provides counseling and support services to children, adults and families, including mental health, family and youth violence prevention, financial debt counseling, childcare resource and referral.

CHILD DEVELOPMENT RESOURCES
Provides services to children (birth to age three) with developmental disabilities or risk factors and their families, and training for early childhood professionals.

DOWNTOWN HAMPTON CHILD DEVELOPMENT CENTER
Provides affordable, quality preschool programs that develop the whole child, fostering school readiness.
EDMARC HOSPICE FOR CHILDREN
Provides family-centered care of children with catastrophic illness; nursing and emotional support in the child's home; parent and sibling support; and bereavement care.

FOODBANK OF THE VIRGINIA PENINSULA
Inspires hope by leading the effort for a hunger free and properly nourished community.

GIRL SCOUT COUNCIL OF COLONIAL COAST
Provides innovative leadership program that helps girls discover, connect and take action to develop strong values, a social conscience, and a strong sense of self.

GIRLS INCORPORATED
Provides researched programs that equip youth to achieve academically, lead healthy and physically active lives and make good choices.

GLOUCESTER HOUSING PARTNERSHIP
Recruits volunteers, materials and donations to repair owner-occupied homes for low-income, elderly, and disabled families in Gloucester County.

GLOUCESTER-MATHEWS CARE CLINIC
Provides patient education, medicine, medical, and dental services to uninsured adults with incomes below 200% of federal poverty guidelines.

H.E.L.P.
Faith-based organization committed to mobilizing the community to empower homeless individuals, families and those in crisis to strive for self-sufficiency.

HABITAT FOR HUMANITY
Provides first-time homebuyer and home repair programs for low-income, elderly and disabled families with building, renovation and repair provided by community funding and labor.

LACKEY FREE CLINIC
Provides quality, compassionate healthcare services for low income, uninsured patients, improving health through acute, chronic and specialty care, dental, behavioral health, pharmacy and health education.

LINK OF HAMPTON ROADS
Protects children and adults with disabilities, promotes self-sufficiency, provides homeless shelter, permanent supportive/veteran shelter, medical respite, food, clothing, furniture, and advocacy.

NATASHA HOUSE
Provides a safe environment for homeless women with children addressing deficits in life skills and assisting them in rebuilding productive, thriving lives.
funded service providers

OFFICE OF HUMAN AFFAIRS
Provides weekly workshops that include goal setting, conflict resolution, money management, job readiness, decision making, community service, SAT preparation, resume writing, public speaking, and college awareness.

PENINSULA AGENCY ON AGING
Supports senior independence and quality of life by advocating, arranging, or providing client and caregiver in-home care, transportation, meals, adult daycare and information/referral assistance.

PENINSULA READS
Empowers adult learners through reading, writing and English language instruction. Provides learner assessment, referral, and support services.

PLANNED PARENTHOOD OF SOUTHEASTERN VIRGINIA
Promotes, provides, and protects access to high-quality, personal and affordable health care, comprehensive sex education and responsible reproductive public policy.

RETIRED AND SENIOR VOLUNTEER PROGRAM (RSVP)
Provides varied volunteer opportunities for people 55 years+, improves health and wellness, strengthens communities and fosters civic engagement through service and volunteering.

THE SALVATION ARMY
Christian ministry assists with food, rent, utilities, shelters homeless veterans and families with children; and provides camping, scouting, team sports, music and arts for youth.

THE SAMARITAN GROUP
Provides temporary financial assistance such as rent or heating fuel to residents of Gloucester County.

TRANSITIONS FAMILY VIOLENCE SERVICES
Provides hotline, emergency shelter, crisis intervention, case management, advocacy, counseling, self-sufficiency and prevention services to adult/child victims of family violence.

URBAN LEAGUE OF HAMPTON ROADS
Offers services to enable individuals/families to become self-sustaining through direct programmatic services in education, employment, health and housing.

USO OF HAMPTON ROADS
Enhances the quality of life of active duty military personnel and their families through family outreach, quality of life and wounded warrior support.

VERSABILITY RESOURCES
Supports over 1,000 individuals with disabilities in employment, community living, day support, and early childhood programs.

YMCA, PENINSULA METROPOLITAN
Association of members that nurtures the healthy development of children, encourages positive behavior in teens, strengthens families and encourages and promotes active older adults.
A community service of United Way of the Virginia Peninsula that connects:

- **PEOPLE** with local volunteer opportunities
- **AGENCIES** with volunteers willing to help
- **DONATIONS** of goods with agencies in need
- **EVENTS** with participants and volunteers

Get Connected!

www.volunteerpeninsula.org

The most important hour you ever live may be the one you give away.
our staff

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United Way is working to build a stronger community by focusing on “The Building Blocks for a Good Life”—three basic components necessary to help our citizens have healthy, self-sufficient and fulfilling lives:

Opportunities for **SCHOOL SUCCESS**, which help our children and youth achieve their potential.

**SELF-SUFFICIENCY** that allows families to become financially stable and independent.

The availability of **COMMUNITY HEALTH** and wellness care, which provides for the physical, mental and emotional wellness of our citizens.
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Funding decisions are made through a four-step process:

1. Donors make contributions to a network of certified United Way Service Providers offering a wide variety of programs to our community.

2. Agencies submit funding requests to United Way.

3. Panels of volunteers review each request and carefully evaluate program goals and results. Recommendations are then made about which programs should receive United Way support.

4. The volunteer Community Investment Team joins United Way staff in making final funding decisions.

**VersAbility Resources (continued)**

**Work Experience Program**

Allows individuals with developmental disabilities who do not have Medicaid funding to take pride in working and earning their own wages.

**Waiver-Funded Residential Services**

Provides safe and supportive residential homes for adults with developmental disabilities so they live healthy, active lives as citizens of our community.

**YMCA - Peninsula Metropolitan**

Preschool - Education

Preschool which develops kindergarten readiness skills in children.

**Star Achievers Academy**

Works to increase high school graduation rates and success of the ‘middle of the road’ student through technology-focused learning and innovative programs.

**volunteers**

Ron Bieszczad  Sentara Healthcare
Malik Brice  Newport News Juvenile Services
Sabrina Carr  City of Hampton
Victoria Diggs  City of Poquoson
Barbara Easter  Barbara J. Easter & Associates
Patrick Finneran  Newport News Public Schools
Chip Goldstein  Irvin B. Goldstein, P.C.
Courtney Gardner  CE Gardner Consulting
Linda Gray  Community Volunteer
Chavis Harris  Newport News Shipbuilding
ANNUAL GRANTS TO LOCAL AGENCIES - 2014-2016

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<tr>
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<th>Gross Designations</th>
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TOTAL $ 3,333,662.17

Transitions (continued)

Counseling Program
Provides assessment, crisis intervention, counseling and art and play therapy for the sheltered and outreach victims of domestic violence and child witnesses of violence.

Emergency & Short-Term Shelter Program
Offers specific treatment/intervention services for domestic violence victims to provide access to safety, emergency shelter, food, financial assistance and crisis counseling.

Hotline Program
The Peninsula’s only 24-hour hotline specifically for victims of family violence, providing confidential intervention, information, education and support.

Legal Advocacy Program
Provides clients involved in domestic violence legal cases with information about victim laws and rights, referrals, support, accompaniment, safety planning, domestic violence information and systems advocacy.

Urban League of Hampton Roads
Strategies for Success Employment Program - Income
Improves job seeking, employment retention and life management skills, targeting low income communities with specific barriers to employment.

USO of Hampton Roads
Wounded Warriors
Program for wounded active duty military and their families to provide rehabilitation support throughout the year at Wounded Warrior facilities serving the Peninsula.

VersAbility Resources
Early Prevention and Intervention for Children (EPIC)
Provides early intervention services for infants and toddlers who have disabilities or are at-risk of developing disabilities.

The Lewis B. Puller Center
Multifaceted work center that provides long-term employment, training and day support services to adults with developmental and other disabilities.
Alternatives, Inc
Monart Visual Enrichment Program
Out of school enrichment program to support a child’s social/emotional development, aligned with academic achievement in science, language arts and social studies.

American Red Cross
Disaster Services
Focuses on meeting emergency disaster-caused needs of individuals and families ranging from home fires to national natural or man-made disasters.

Service to the Armed Forces
Congressionally mandated service that delivers emergency communications services connecting active military personnel with their families.

Bacon Street
Youth Substance Abuse Intervention and Treatment
Provides family-focused, evidence-based services for youth experiencing drug or alcohol problems, suffering from co-occurring disorders, or those at high risk.

Big Brothers Big Sisters of the VA Peninsula
Community Based Mentoring Program
Intervention program for youth providing a positive adult role model to support growth and development.

School Based Mentoring Program
Intervention program for youth—held on school grounds—providing a positive adult role model to support academic growth and development.

Boy Scouts of America
Scouting
Uses positive youth/adult mentorships to promote personal responsibility and acquire life skills through involvement in merit badge rank advancement programs.

Boys & Girls Clubs of the VA Peninsula
After School Program
After school program focused on education and career development, character and leadership, health and life skills, sports, recreation, fitness, and the arts.

Summer Adventures
A summer educational outlet for children focused on education and career development, character and leadership, health and life skills, sports, recreation, fitness, and the arts.

Peninsula READS
Basic Literacy Program
Provides adults with the opportunity to attain the literacy skills necessary to participate fully in society.

ESOL-English for Speakers of Other Languages Program
Provides services necessary to meet the communication and language needs of foreign born, minimally or non-English speaking adults on the Peninsula.

Planned Parenthood of Southeastern Virginia
Real Life. Real Talk. Peninsula Sex Education Program
Abstinence-plus education program designed to alter adolescent attitudes regarding sexual behavior, to reduce teen pregnancy, teen births and teen STIs.

Retired & Senior Volunteer Program of the VA Peninsula
Volunteers-In Service to the Community
Helps diminish isolation and maintain the independence of seniors through advocacy and volunteerism.

Salvation Army - Peninsula Command
Emergency & Supplemental Food
Provides food to the homeless and low-income households, five days a week and on holidays.

H.O.M.E. (Helping Others Move Toward Excellence)
A cluster of crisis intervention services for individuals or families rendered homeless or threatened with eviction.

Utility Assistance
Assists households of the lower Virginia Peninsula in paying utility bills when services have been suspended or are under notice of disconnection.

The Samaritan Group
Temporary Financial Assistance Program
Provides financial assistance and counseling to residents of Gloucester County.

Transitions Family Violence Services
Children’s Program - Basic Needs
Provides child clients with services to reduce trauma, meet essential needs and encourage positive character development following abuse or domestic violence.
Lackey Free Clinic
Healthcare for Unemployed Adults Project
Provides access to care and treatment to improve patient health, nutrition and self-care education to fight obesity and reduce emergency room and inpatient hospital care.

LINK of Hampton Roads
CANLINK Permanent Supportive Housing Programs
Places chronically homeless individuals/families into permanent housing at scattered site rentals throughout the Peninsula.

Emergency Services
Provides basic necessities of life to low-income individuals and families in times of emergency and crisis.

PORT Emergency Winter Shelter Program
Provides homeless shelter in collaboration with interfaith communities to house up to 150 homeless guests each evening from November through April.

NATASHA House
Community Outreach and Transitional Housing
Empowers and equips women to achieve self sufficiency by promoting independence, securing permanent housing and improving physical, emotional and social well-being.

Office of Human Affairs
Project Discovery
College prep program that promotes post-secondary educational goals for at-risk middle and high school students through workshops, field trips, community service and college visits.

Peninsula Agency on Aging
MedTran
Coordinates community volunteers to transport senior citizens (age 60+) to and from non-emergency medical appointments when they have no other resources.

S.O.S. (Senior Outreach to Services)
Streamlines care coordination for seniors, assessing their needs and serving as advocates in linking them to appropriate services in the community.

C. Waldo Scott Center for HOPE
Math Blast Summer Enrichment
Three-week math intervention program, aligned with school curriculum, to reinforce math skills of rising third graders prior to the start of a new school year.

Wickham Avenue Alliance Youth Leadership Program
Collaboration of Scott Center, Doris Miller Community Center, Downing-Gross Cultural Arts Center, YWCA and Pearl Bailey Library to teach youth leaders job and life skills by assisting with summer programs.

Catholic Charities of Eastern Virginia
Adult and Senior Care
Assists and supports adults and frail elderly in prolonging the need for institutional care, remain safe from abuse or neglect, and maintain health and well-being.

Child Welfare
Assists parents with a plan for their children through free pregnancy counseling, linkage to community resources, educational assistance and baby items.

Mental Health
Provides crisis and clinical mental health services to uninsured individuals, couples and families.

Financial and Housing Counseling
Assists low to moderate income individuals experiencing financial challenges threatening the stability and security of their home, families and livelihood.

Center for Child & Family Services
Financial Education, Credit & Budget Counseling
Empowers consumers to improve financial well-being by providing access to credit/budget counseling, financial education and debt management services.

Fresh Start
Provides probationary adults with job readiness skills training and individual assistance in finding offender-friendly employment.

Hispanic Outreach Program
A culturally and linguistically sensitive outreach and counseling program for the local Hispanic community.
programs

**Center for Child & Family Services (continued)**

**Mental Health Therapy**
A clinical treatment program that assists individuals and families in developing positive coping skills to deal with life stressors.

**Peaceful Choices**
Intervention program for adults that addresses the physical, psychological and emotional health issues of family members caused by intimate partner violence.

**Safe Harbor**
Enables children in placement, or those who must live apart from a parent, to spend time with that parent in a safe and supervised environment.

**Youth Empowerment Program**
Multifaceted program designed to help children grades K-12 to develop nonviolent conflict skills to reduce youth violence in the schools and the community.

**Child Development Resources**
**Infant-Parent Program**
Full day, year-round care and development for children (birth to age three) with developmental delays, disabilities or atypical development.

**First Steps Child Care and Development Center**
Full day, year-round early care and development for low-income families that targets children (six weeks to three years) who live in York County.

**Downtown Hampton Child Development Center**
**Preschool**
Preschool program offering a sliding-scale tuition rate, nurturing young children from at-risk and underserved populations, preparing them for school readiness.

**Edmarc Hospice for Children**
**Pediatric Hospice**
The only pediatric hospice in Hampton Roads, which eases the trauma of a child’s illness or death and reduces the disabling effects of pediatric illness.

**Foodbank of the Virginia Peninsula**
**Food Distribution Program**
Provides a clearinghouse for donated and purchased foods and distribution to qualified nonprofit organizations providing food to those in need.

**Girl Scout Council of Colonial Coast**
**Girl Scouting Outreach Program**
Teaches girls the value of working together, making responsible choices, developing creative skills, and building independence and self reliance.

**Girls Incorporated of the Greater Peninsula**
**Afterschool Program**
Provides girls ages 5-18 with programs to help them be prepared to overcome economic, social and gender barriers.

**Summer Camp**
Ten-week summer camp for girls focused on unhealthy behavior prevention, entrepreneurship, media and economic literacy.

**Gloucester Housing Partnership**
**Repair of Homes for Low Income Families**
Repairs or modifies homes of low-income families in Gloucester, ensuring that homes are safe, warm, dry and accessible.

**Gloucester-Mathews Care Clinic**
**Access to Healthcare for Unemployed Adults**
Provides medical services and medication to patients with chronic disease.

**Habitat for Humanity**
**A Brush With Kindness**
Home repair program for existing homeowners who struggle to maintain the exterior of their homes because of age, disability or economic circumstances.

**H.E.L.P., Inc.**
**Day Center and Mobile Center**
Centralized location provides a safe, welcoming environment for homeless individuals and families in crisis and empowers them to strive for housing independence by providing access to resources and case management.
2014-2015
SmartCard
Participants and Offers

There's only ONE SmartCard and there's only ONE PLACE you can get it!

Give $150 or more (less than $3 per week) to United Way of the Virginia Peninsula and we will thank you with The SmartCard—offering unlimited, year-long deals at these popular businesses!

AMF Bowling Centers - All Tidewater Locations
One free game of bowling with each paid game. Shoe rental not included. Coupon must be presented at time of service. Not valid with other discounts or promotions. Offer subject to availability.

Anzio - Newport News
Get $5 off total check of $20 or more, excluding alcoholic beverages.

Becky's Buckroe Florist - Hampton
20% off (local orders only). Not to be used in conjunction with any cash & carry specials or Teleflora holiday coupon.

Bounce House - Williamsburg
Buy one regular admission, get one admission of equal or lesser value 50% off. Valid Monday-Friday. Not to be combined with any other discounts.

Briar Patch Tea Room - Poquoson
15% off one individual's bill. One card needed per person per discount. Not valid with any other discounts or promotions.

Casey Auto Group - All locations
Free state inspection.

Chuck E. Cheese - Hampton, Chesapeake, Norfolk
50 free tokens with purchase of a large pizza.

Chuck's Famous Chicken & Seafood - Hampton
Free two-piece (leg & thigh) chicken with any purchase over $5. 10% off catering orders over $100. Find us on Facebook.

El Tapatio Mexican Restaurant - Newport News, Williamsburg, VA Beach
10% off, excludes alcohol. Not to be combined with other offers.

Fazoli's - Newport News, Chesapeake
Free regular drink with purchase of an adult entree. 10% off catering orders over $100. Visit www.fazolis.com.

Juan's Mexican Cafe and Cantina - Gloucester
10% off any food purchase. Alcoholic beverages not included. Not valid with any other discount.

McDonald's
Buy any premium sandwich, breakfast, lunch or dinner and get medium fry or hashbrown free. Buy one salad, get second same salad free. Buy one McCafe' product, get second McCafe' product free. Excludes dollar menu/dollar menu and more sandwiches.

PARTICIPATING LOCATIONS
HAMPTON: Aberdeen Road; Coliseum—Mercury Blvd.; Langley—Mercury Blvd.; Semple Farm; Pembroke Avenue; Mallory Street; Big Bethel Road NEWPORT NEWS: 26th Street—Jefferson; Denbigh Boulevard; Denbigh Crossing—Jefferson; Ft. Eustis—Warwick Blvd.; J. Clyde Morris Boulevard; Oyster Point Rd—Jefferson; Hidenwood—Warwick Blvd. YORK COUNTY: Klin Creek—Rt. 17; POQUOSON: Wythe Creek Road

Paragon City Center 12 Theater
10% off at Neo Kitchen and Bar and Mi Pi restaurants. Excludes alcohol.

Peninsula Family Skating Center
Buy one admission at regular price, get one admission free. Valid for all regular sessions, except Saturday night.

Pomoco Auto Group - All locations
$10 off oil and filter change.

Sparetimes - Hampton
Buy one game, get one game free. Purchase is per person only and does not include shoe rental. Not valid with other offers or discounts or after 9pm Friday and Saturday.

Union Brothers Pizza - York County
10% off. Not to be combined with any other offer.

LIVE UNITED
United Way
United Way of the Virginia Peninsula
739 Thimble Shoals, Suite 302 | Newport News, VA 23606
www.uww.org • www.volunteerpeninsula.org
UNITED WAY of the VIRGINIA PENINSULA

tel 757.873.9328 • fax 757.873.9329
www.uwvp.org

Give $150 or more and get a SmartCard! See back for details!

Check the areas of Community Care that are most important to you...

☐ CHILDREN/YOUTH ☐ BASIC NEEDS ☐ SELF-SUFFICIENCY ☐ HEALTH/WELLNESS

MY TOTAL GIFT THIS YEAR IS

☐ I CHOOSE PAYROLL DEDUCTION. Take it out of my paycheck _________ times.

☐ I CHOOSE TO PAY NOW by: ☐ CASH ☐ CHECK ☐ CREDIT CARD

☐ PLEASE BILL ME QUARTERLY beginning in February. My HOME address is above.

NO GOODS OR SERVICES HAVE BEEN PROVIDED IN EXCHANGE FOR THIS PLEDGE.

THANK YOU! YOU’RE DONE!

TOP WHITE COPY - to United Way in Report Envelope
MIDDLE YELLOW COPY - to your Payroll Office
BACK PINK COPY - to the Donor for his/her records

SIGNATURE REQUIRED DATE

OPTIONAL : Minimum $50 gift required. (See back)

AMOUNT ____________________

ORGANIZATION NAME AND CITY - NO CODE PLEASE!
NOTE TO DONORS: Funds may not be given to agencies without verifiable Internal Revenue Code Section 501(c)(3) non-profit status, to religious institutions, those that exist solely for political purposes, or those that practice unlawful discrimination. Specific gifts not meeting these criteria and gifts of less than $50 will be automatically redirected to United Way Community Care. IRS regulations strictly dictate that donated funds may not be used to pay a pre-existing legally binding pledge, or for anything providing a direct benefit to the donor. This form alone is not sufficient IRS documentation without proof of payment. For payroll deduction donors, a year-end pay stub or employer-issued W-2 is also required.

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Payroll Deduction Guide

Figure your per-pay deduction based on how often you are paid.

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A gift of less than $3.00 per week, qualifies you for a SmartCard and great discounts at local businesses!

| The Keel Club       | $1,000           | $19.24             | $38.47                 | $41.67            | $83.34            |
| The Anchor Guild    | $5,000           | $96.16             | $192.31                | $208.34           | $416.67           |
| Tocqueville Society | $10,000          | $192.31            | $384.62                | $416.67           | $833.34           |

LEADERSHIP GIVING PAYROLL DEDUCTION GUIDE

If you pledge this amount:

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<th>Bi-Weekly (26x/yr.)</th>
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**UNITED WAY FUNDED SERVICE PROVIDERS**

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**COMMUNITY HEALTH CHARITIES OF VIRGINIA**

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NOTE TO DONORS: Funds may not be given to agencies without verifiable Internal Revenue Code Section 501(c)(3) non-profit status, to religious institutions, those that exist solely for political purposes, or those that practice unlawful discrimination. Specific gifts not meeting these criteria and gifts of less than $50 will be automatically redirected to United Way Community Care. United Way fundraising and administrative fees are 21%. IRS regulations strictly dictate that donated funds may not be used to pay a pre-existing legally binding pledge, or for anything providing a direct benefit to the donor. This form alone is not sufficient IRS documentation without proof of payment. For payroll deduction donors, a year-end pay stub or employer-issued W-2 is also required.
FIRST NAME: __________________________  LAST NAME: __________________________

SCHOOL / DEPARTMENT: __________________________________________________________

I WANT TO FINANCIALLY SUPPORT THE GLOUCESTER COUNTY PUBLIC SCHOOLS EDUCATIONAL FOUNDATION, INC. VIA THIS PAYROLL DEDUCTION FORM.

I UNDERSTAND THAT THE FIRST PAYROLL DEDUCTION WILL NOT START UNTIL JANUARY 2015 AND I CAN STOP THIS PAYROLL DEDUCTION AT ANY TIME. HOWEVER, IF I WISH TO STOP THE PAYROLL DEDUCTION PROCESS, I MUST DO SO BY NOTIFYING THE PAYROLL DEPARTMENT IN WRITING ON OR BEFORE THE 12TH OF THE MONTH IN ORDER TO STOP THE PAYROLL DEDUCTION FOR THAT MONTH.

THE MONTHLY AMOUNT I WOULD LIKE TO HAVE DEDUCTED FROM MY PAYCHECK IS: $ __________ FOR THIS _______ NUMBER OF MONTHS, WHICH EQUALS A TOTAL AMOUNT OF $ _______________.

[EXAMPLE: $5.00 PER MONTH x 12 MONTHS = $60 TOTAL AMOUNT]

SIGNATURE: ___________________________________________  DATE: __________________________

THE GLOUCESTER COUNTY PUBLIC SCHOOLS EDUCATIONAL FOUNDATION IS A NONPROFIT CORPORATION

FREQUENTLY ASKED QUESTIONS

(1) CAN I CONTRIBUTE TO THE GLOUCESTER COUNTY PUBLIC SCHOOLS EDUCATIONAL FOUNDATION, INC. VIA THE UNITED WAY FORM AS WELL? YES YOU CAN! YOU CAN CONTRIBUTE VIA THIS FORM, OR THE UNITED WAY FORM, OR VIA UTILIZING BOTH PAYROLL DEDUCTION FORMS.

(2) CAN I JUST MAKE A DIRECT, ONE-TIME CONTRIBUTION TO THE GLOUCESTER COUNTY PUBLIC SCHOOLS EDUCATIONAL FOUNDATION, INC.? YES YOU CAN! YOU CAN MAKE A ONE-TIME CONTRIBUTION BY WRITING YOUR CHECK TO EITHER “THE UNITED WAY” OR “THE GCPS ED. FOUNDATION, INC.” CHECKS MADE OUT TO “THE UNITED WAY” ARE PROCESSED BY THE UNITED WAY.

(3) IF I WANT TO CONTRIBUTE VIA CREDIT CARD OR DIRECT BILLING, HOW CAN I DO THAT? AT THIS TIME, CREDIT CARD AND DIRECT BILLING CONTRIBUTIONS CAN ONLY BE PROCESSED VIA THE UNITED WAY FORM.
### GLOUCESTER COUNTY PUBLIC SCHOOLS UNITED WAY CUMULATIVE GIVING HISTORY BY SITE (2003 - 2013) *

<table>
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<tr>
<th>Year</th>
<th>Abingdon</th>
<th>Achilles</th>
<th>Bethel</th>
<th>Botetourt</th>
<th>GHS</th>
<th>Page</th>
<th>Peasley</th>
<th>Petsworth</th>
<th>Walker</th>
<th>Transportation</th>
<th>Tech / Fac</th>
<th>TOTAL</th>
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* THERE IS NO BREAKDOWN BY SITE/SCHOOL FOR 1999 - 2002

### GLOUCESTER COUNTY PUBLIC SCHOOLS ED. FOUNDATION GIVING HISTORY BY SITE (2003 - 2013) *

<table>
<thead>
<tr>
<th>Year</th>
<th>Abingdon</th>
<th>Achilles</th>
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<th>Transportation</th>
<th>Tech / Fac</th>
<th>TOTAL</th>
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**UNITED WAY CUMULATIVE GIVING (1999-2013) FOR GLOUCESTER COUNTY PUBLIC SCHOOLS**

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Grand Total $194,640