

2019 President's Report

Shaun Riggs, President



Welcome to the 2019 Annual Report. Our Board of Directors has been busy this year, and one of our focuses has been to create a marketing plan to improve our messaging throughout our community. I thought it might be useful to use my report this year to give a brief primer on how we might better talk about UWTVA to our friends, family and coworkers. The better we are at that, the more effective we will be in carrying out our mission of improving lives and building a strong and healthy community. A lot of this will be refresher to many of you, but it can't hurt.

UWTVA raises money in four basic ways:

A) Contributions, B) being awarded Designated Grants, C) Special Events, and D) Other. Contributions make up well over 50% of our revenues and are broken into 4 categories: i) Corporate Contributions, ii) Individual Contributions, iii) Undesignated Grants, and iv) Workplace Campaigns. The Workplace Campaign is the traditional way United Ways have funded themselves, and, this year, UWTVA's budget projects that 59% of our contributions, and indeed 35% of our total revenue will come from Workplace Campaigns. One of our Strategic Goals is to diversify our revenue to not be so dependent on this one area.

Of course, there is so much more going on than this, but my space is limited. When we're out around town and the subject of United Way comes up, hopefully we can explain to those around us why UWTVA is so vital in our community. To all the donors, volunteers, staff members and service providers, please accept my heartfelt gratitude for another year of great work. Together, we will continue to increase our positive impact on the path to achieving our mission.