

# May 2021

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## IMPORTANT DATES:

May 19 - Zoom  
2021 Grant Finalists Presentation  
**Breakout Rooms at 5:45pm**  
Finalists Presentation  
**6:00 to 7:30pm**  
Membership Grant Awards Voting  
May 20 to June 3

Dear Friends of Women United in Philanthropy,

What an honor and privilege it's been to serve on the Grant Committee and shepherd the 2021 grant process from 26 proposals to 7 finalists! Our deepest gratitude to each of you who support WUP's mission and collectively give so WUP can continue to award transformative grants to non-profit organizations seeking to support women and children in our community. Without you, there would be no grants.

Navigating life during the pandemic presented challenges for all of us; however, many in our community already experiencing struggles in life felt the impact of school closures, social distancing, and closing of nonessential businesses much more profoundly than others. Thanks to the generosity of our members and supporters, WUP funded two \$17,500 awards and one \$5,000 award this year. As previously announced, the third grant award for \$5,000 arose in an effort to address the pandemic and commemorate WUP's 15 years of grant awards. Enabling organizations that can benefit from a smaller grant award to participate in the grant

process broadened our pool of nominations and hopefully leads to even more nominations of qualifying organizations next year.

We hope you'll take the time to read about the 2021 finalists in this newsletter, to learn about their programs and how they address the needs of the women and children in our community. And please save the date for the May 19th Finalists Presentation Event.

Warmest regards,

Connie Horan, Chair  
Karen Poos, Vice-Chair  
Grants Committee



Connie Horan



Karen Poos

## JOIN US ON MAY 19TH! 2021 Grant Finalists Presentation on ZOOM Breakout Rooms at 5:45pm Presentation from 6 - 7:30pm

Members will receive an email with a link to register for an interactive Zoom presentation that will allow participants to ask questions of the presenters. The link to register can also be found at [womenunitedcville.org](http://womenunitedcville.org). Those who are not able to attend the live presentation will be able to view a recording the next day.

Contact [WomenUnited@UnitedWayTJA.org](mailto:WomenUnited@UnitedWayTJA.org) or 434-972-1701

Our Mission - Engage with like-minded women, learn about community needs and philanthropy, and leverage collective giving to support human services for local women and children.

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

## 2021 GRANT AWARD FINALISTS

A trademark of Women United in Philanthropy is our diligence in discerning which local programs supporting women and children will receive grants. Following are summaries of the seven finalists' proposals, chosen by the Grant Committee from 26 organizations' submissions. **Two organizations, chosen from five finalists, will each receive \$17,500. Two additional finalists will compete for a separate \$5000 grant. Please take time to learn about each worthy proposal and cast your vote accordingly. Voting instructions will be emailed to members.**

### **Vote for two of the following five to receive a \$17,500 grant:**

#### **All Blessings Flow – Flowing and Growing**

All Blessings Flow is a local faith-based organization that collects, refurbishes, and redistributes medical equipment and supplies free of charge to those in need in Charlottesville, Albemarle, and all surrounding counties. Clients are permanently or temporarily disabled and primarily low-income individuals and families who are uninsured or underinsured. Their primary mission is to address inequitable access to healthcare services for low-income people with disabilities, representing many underserved groups in our community, including seniors, rural residents, and people of color. All Blessings Flow is requesting a **\$17,500 grant** to assist with increased operating expenses due to an expansion in their facility and program services. The facility expansion will allow them to expand services in their pediatric, wheelchair repair, and hospital bed programs. To sustain their growth, they also plan to add a part-time development associate position to help with fundraising. **To learn more, go to <https://www.allblessingsflow.org/>**

#### **Charlottesville Public Housing Association of Residents (PHAR) – Internship Program**

PHAR's mission is to educate and empower low-income residents to protect and improve their own communities through collective action. They provide educational opportunities for residents, support for housing redevelopment, and community organizing events across seven local public housing neighborhoods, and are the duly recognized and federally mandated representatives of public housing residents at the jurisdiction level. PHAR is the only non-profit in Charlottesville whose Board is 100% reflective of the demographic that they serve; the Board is all low-income and all women. PHAR is requesting a **\$17,500 grant** to provide support to all of their programming, which includes the PHAR internship program, a paid learning opportunity for public housing and section 8 residents; on-going housing redevelopment, which is resident lead and resident focused; and on-going community organizing efforts, which include events at their neighborhood sites. The sites served are Westhaven, South First Street, Madison Ave, Michie Drive, Crescent Halls, Sixth Street, & Riverside. **To learn more, go to <https://www.pharcville.org/>**

#### **Cultivate Charlottesville - From the Ground Up: Cultivate Charlottesville Food Justice Community Leaders**

Cultivate Charlottesville engages youth and community in building equitable, sustainable food systems through garden-based experiential learning, growing and sharing healthy food, amplifying community leaders, and advocating for food justice. Working with over 3,850 youth in public schools and 500 adults living in public and subsidized housing, they aim to build healthy and just food systems, personally through City Schoolyard Garden initiatives, in community through Urban Agriculture Collective community farms and markets, and in systems and structures through Food Justice Network advocacy. Cultivate's From the Ground Up program is a collaborative community approach to building long-term equity in our food system and expanding food access for youth and their families facing food insecurity by integrating healthy school meals, urban farms, and community leadership and healing. Cultivate Charlottesville is requesting a **\$17,500 grant** to employ 20 youth Food Justice Interns and 10 adult Community Advocates. A core strategy of this program is amplifying youth and community voice, choice, and leadership. **To learn more, go to <https://cultivatecharlottesville.org/>**

#### **Nearby Baby - Postpartum Doula Services**

Nearby Baby's mission is to provide culturally-sensitive postpartum doula support to families of newborns, particularly those from at-risk communities. Adjacent to this mission is a training program, which helps women from the communities they serve obtain the professional skills necessary to do postpartum doula work. They seek to mentor and empower parents to provide excellent care for their babies. Nearby Baby is requesting a **\$17,500 grant** to provide reduced or pro-bono direct services and support to newborn babies and their families in the Piedmont. The intended beneficiaries are newborn babies and their mothers from black, brown, Latino, and/or low-income white communities, including teen mothers; women who would not otherwise receive support or instruction in: newborn care; early infant development best-practices; breastfeeding; incorporating babies into family and community life; awareness of postpartum depression and infant failure-to-thrive. Early, direct, personal and highly customized support and intervention will greatly improve outcomes for newborn babies, their mothers and families. The funds will also be used to provide direct training and ongoing support to women from these same communities who wish to pursue a postpartum doula vocation. They will offer a full training program in and provide follow-up mentoring to the women who complete this training. The goal is to have newborns and their families served by doulas from their own communities. **To learn more, go to <https://www.nearbybaby.org>**

## VOLUNTEER

We are a volunteer organization and we need your talents and service to make great things happen. To join a committee email [Chairs@WomenUnitedCville.org](mailto:Chairs@WomenUnitedCville.org) or reach out to a particular committee:

**[Communications@WomenUnitedCville.org](mailto:Communications@WomenUnitedCville.org)  
[Membership@WomenUnitedCville.org](mailto:Membership@WomenUnitedCville.org);  
[Events@WomenUnitedCville.org](mailto:Events@WomenUnitedCville.org)  
[Grants@WomenUnitedCville.org](mailto:Grants@WomenUnitedCville.org)**

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

## 2021 GRANT AWARD FINALISTS (CONT'D)

### **The Free Book Bus - Everyone on the Bus!**

The Free Book Bus encourages reading by giving books to local children and families by visiting those who cannot easily afford and/or access books. The Bus operates year-round, traveling to disadvantaged populations, delivering books across all school districts and in and around Albemarle, Charlottesville and Nelson County (which does not currently have a bookmobile or many of the family services available in Charlottesville and Albemarle). They are requesting a **\$17,500 grant** to publish a bilingual coloring book titled "Hello, Charlottesville!" in five languages (English, Arabic, Dari, Farsi, and Pashto); purchase a larger and more diverse selection of books that are hard to find used versions of (and rarely get donated); purchase a new bus with a lift; and establish a dedicated budget for art and education supplies: coloring books, crayons, colored pencils, and educational games. **To learn more, go <https://freebookbus.com/>**

### **Vote for one of the following two to receive a \$5000 grant:**

#### **Charlottesville Rotary Club/Charlottesville Rotary Foundation - Dolly Parton's Imagination Library**

Dolly Parton's Imagination Library is dedicated to inspiring a love of reading by gifting books free of charge to children from birth to age five, through funding shared by Dolly Parton and local community partners in the United States, United Kingdom, Canada, Australia and Republic of Ireland. The Charlottesville Rotary Club/Rotary Foundation works with the Dollywood Foundation to deliver this program to pre-school children ages birth to five who are residents of zip code 22901, 22902, or 22903 in the City of Charlottesville and Albemarle County. While the program is available to any age-eligible child in these zip codes, the Rotary Club has actively promoted the program in partnership with organizations specifically serving lower income families and families with potentially limited access to early childhood literacy resources. They are requesting a **\$5,000 grant** to support 200 new local children receiving one age-appropriate book per month for one year. The targeted enrollment for this group of children could be identified in conjunction with the United Way or other partner organizations to ensure that the funds would be spent to support those children/families with the most need in terms of access to early childhood learning opportunities. Expected outcomes include increased access to quality reading materials in the home, hands-on opportunities to engage with books, and ultimately improved literacy which has been proven to improve academic outcomes for children in elementary and secondary schools. **To learn more, go to <https://www.charlottesville Rotary.org/page/imagination-library>**

#### **Yellow Door Foundation - Partnership on rental for one apartment at Stone Creek**

Yellow Door Foundation's mission is to provide free, long-term, "sanctuary" lodging for the families of immunocompromised pediatric patients undergoing treatment at UVA Children's hospital. Lodging is in one of five apartments at Stone Creek in Charlottesville. The families shop at our businesses and their children attend our schools. The physicians at UVA Hospital say that single dwelling lodging, where patients are able to be with their families, is instrumental in their recovery. Yellow Door Foundation is requesting a **\$5,000 grant** to support a consortium of donors for one of the apartments which had difficulty meeting its commitment due to COVID-19 circumstances. The \$5,000 would cover rent and utilities for one apartment for one fiscal quarter. **To learn more, go to <https://yellowdoorfoundation.org/>**

### **GRANT AWARDS VOTING**

You must be a member to vote. Members who have joined by noon May 19th are eligible to vote for 2021 Grant Award Recipients. Voting will take place between May 20th and June 3rd. In order to maintain the integrity of the grant selection process, please do not attempt to influence the vote of any other WUP member.

## **FOUNDER SPOTLIGHT - SUE FRIEDMAN**

*Sue Friedman is one of the eight founders of Women United in Philanthropy; here she shares her thoughts on WUP.*

I was on the United Way Board and chairing the annual campaign. Several of us (including Suzanne Brooks, Liza Borches, Jennifer Feist, Deborah Conway) noted how few women participated in the campaign...that most gifts by women were with family members. We brainstormed ways to tap into women's philanthropy, looking at three specific goals: increase collective giving by women, increase knowledge about how to be a smart philanthropist, and increase giving by women in general. All of these goals formed Women United in Philanthropy (WUP). WUP offers the unique personal and professional opportunity to gain information, confidence and support in community philanthropy. Community is everyone's responsibility. WUP allows women to explore, learn, and engage with other women in our community...those we know and those we benefit from knowing. WUP expands women's leadership in our community, always a benefit! I hope that WUP will continue to engage young women in learning about and experiencing community philanthropy. Our community can only be successful if everyone has the same opportunity and access. Philanthropy can make this a reality.



**Thank you, Sue Friedman, for your service to WUP and our community.**

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

United Way - Greater Charlottesville  
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email: chair@womenunitedcville.org

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WEALTH



## PANEL DISCUSSION RECAP - PATHWAYS TO PROFESSIONS & PROSPERITY - THROUGH COVID AND BEYOND

On March 24, Women United in Philanthropy hosted a virtual education panel discussion on Pathways to Professions and Prosperity – Through COVID and Beyond. Our panelists included Frank Squillace, Director of Network2Work at PVCC; Stephen Davis, President, Community Investment Collaborative; Liza Borches, President and CEO of Carter Myers Automotive, highlighting their Driving Lives Forward program; and Sarah Morton, Workforce Director for Virginia Career Works – Piedmont Region.

After initial presentations, the panelists answered questions from the audience that related to breaking down the barriers which inhibit individuals from achieving sustainable employment in our area. One big takeaway was the continuous need for non-profits and other organizations to coordinate and collaborate.

Some silver linings right now are that those who have lost jobs have been able to reevaluate and realign their skills; employers are more open to job seekers who are pivoting careers; and Covid has forced some business owners to make necessary adjustments, which has led to better or additional business models.

The living wage and its impact on both wage earners and local businesses was a major topic discussed. Virginia's minimum wage is currently \$7.25, which equates to \$15,000/year for a full-time employee. The panelists agreed this was not enough. Network2Work believes people need at least \$25,000/year to adequately support a family. The focus on new career pathways and a self-sustaining wage is important to end the cycle of poverty. And while a higher living wage can negatively impact small businesses, it often leads to lower employee turnover, higher productivity, and more stability.

There was great optimism for the future as the panelists discussed the stimulus payments which should help jumpstart the economy and provide more opportunities for entrepreneurship; the increased collaboration among non-profits and other organizations which will drive more services in our community; and the fact that people are more willing to look outside the box to tackle challenges and problems in our community; all with the goal to improve the sustainability around us.



Education Panel - Pathways to Prosperity - Through COVID and Beyond.

Women  
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