

A background image showing a close-up of a hand holding a clear glass under a running faucet. Water is flowing from the faucet into the glass. The image is slightly blurred and has a soft, natural color palette.

KEEPING THE WATER FLOWING FOR NEIGHBORS IN NEED

# HELP TO OTHERS PROGRAM

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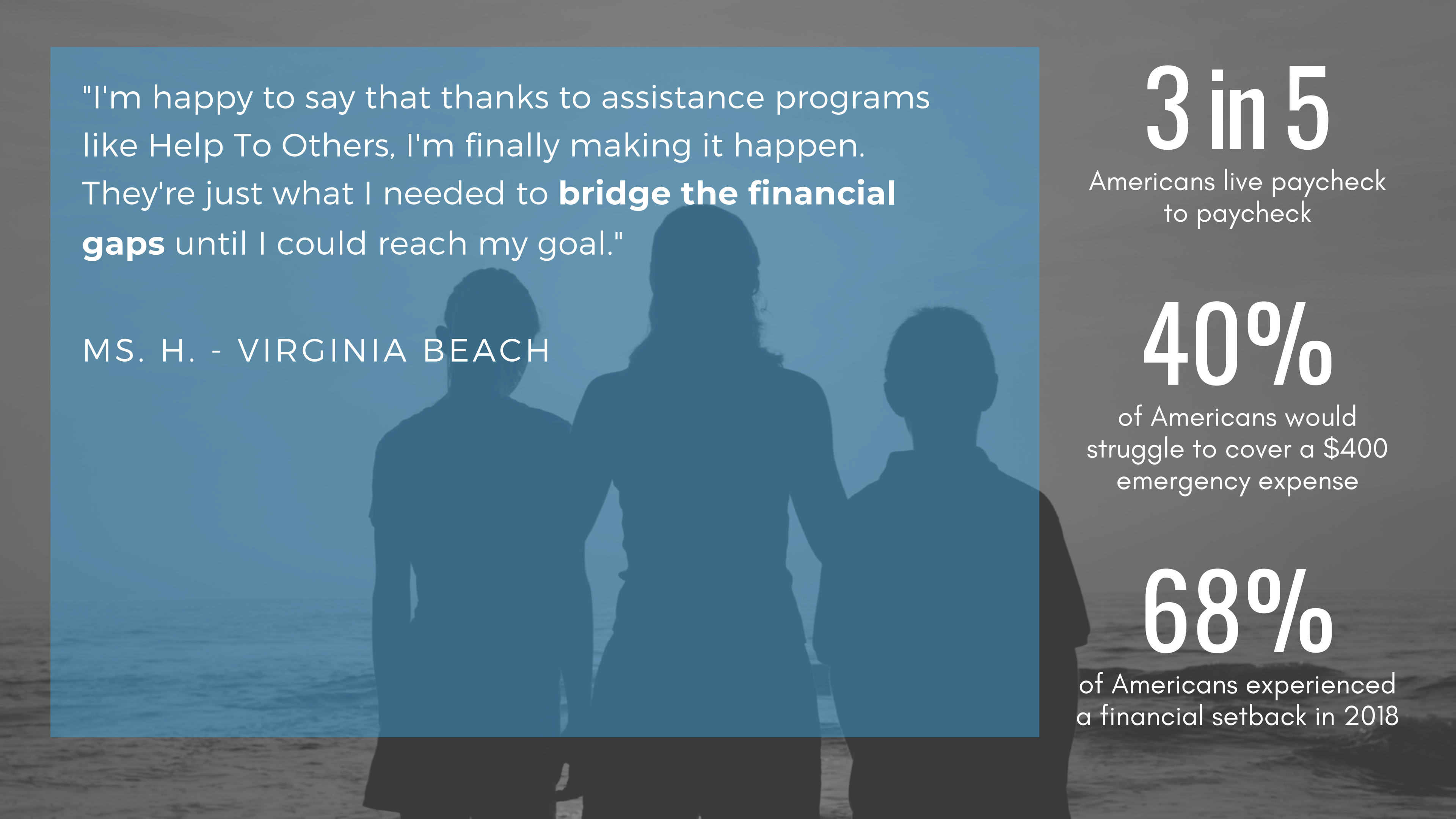
Established in 1999 by Hampton Roads  
public utilities departments and HRSD

Received 501(c)(3) status in 2011  
making all donations tax deductible

Administered by HRPDC and HRSD, in  
partnership with The Salvation Army

Families can receive up to \$250 in  
emergency assistance one time in any  
12-month period

# ABOUT HELP TO OTHERS



"I'm happy to say that thanks to assistance programs like Help To Others, I'm finally making it happen. They're just what I needed to **bridge the financial gaps** until I could reach my goal."

MS. H. - VIRGINIA BEACH

3 in 5

Americans live paycheck  
to paycheck

40%

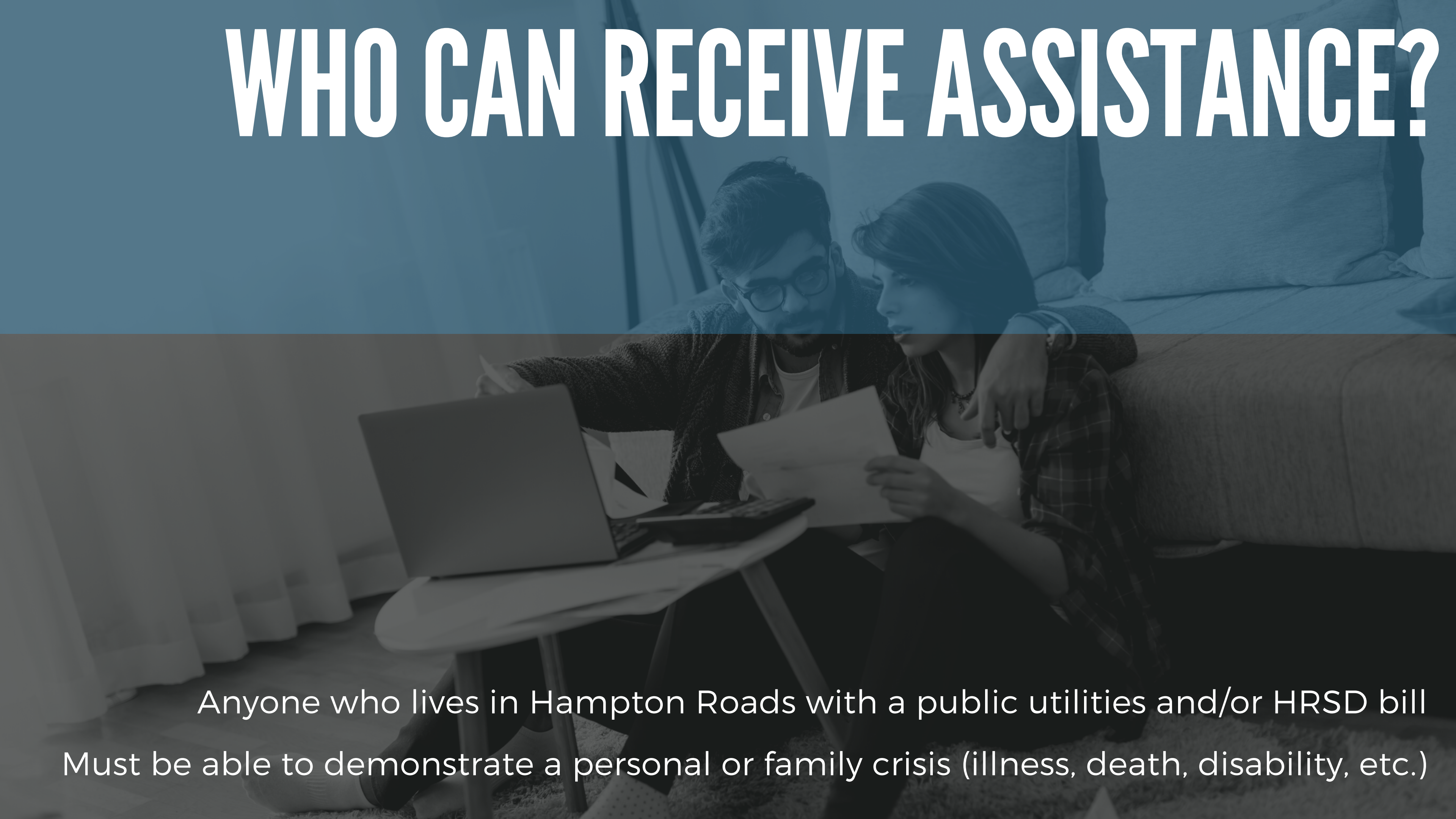
of Americans would  
struggle to cover a \$400  
emergency expense

68%

of Americans experienced  
a financial setback in 2018



# WHO CAN RECEIVE ASSISTANCE?

A man and a woman are sitting on a couch, looking at a laptop and papers. The man is pointing at the laptop screen, and the woman is holding a piece of paper. They appear to be discussing something. The image has a blue overlay.

Anyone who lives in Hampton Roads with a public utilities and/or HRSD bill  
Must be able to demonstrate a personal or family crisis (illness, death, disability, etc.)



## CONTACT

Customers are referred to the local Salvation Army branch serving their community

## SCREENING

Salvation Army representatives meet with applicants to determine eligibility

## PAYMENT

If approved, HRSD makes a payment to customer's account(s) on their behalf

**HOW DOES  
IT WORK?**





## DONATIONS

Since 2011, Help To Others has raised \$415,000

Donations can be made online and via mail

Donated funds are allocated to participating localities on a quarterly basis

## ASSISTANCE

Since 2011, more than 2,100 families have received on average \$200 in aid

Total assistance since 2011 is \$410,000

In some localities, families have to be turned away due to a lack of funds



# CELEBRATING 20 YEARS



new logo, branding



new website



fundraising tools





# JOIN A TIDE OF CARING

FLOOD YOUR COMMUNITY  
WITH KINDNESS

Financial emergencies can leave anyone tapped out



[DONATE](#)[GET ASSISTANCE](#)

Keep water flowing for  
neighbors in need.

[ABOUT](#)[IMPACT](#)[FAQ](#)




## Join a tide of caring

When we turn on the tap, we expect clean water will flow freely. But for many who live in Hampton Roads, this is not their reality. Sudden unemployment or an unexpected disability can leave them with the tough decision of not paying their water or wastewater bill in order to afford paying another bill. Luckily, you can join the community and lend a hand through H2O.

# [www.shareh2o.org](http://www.shareh2o.org)



## Toolkit

-  20 for 20 Poster
-  H2O Press Releases
-  H2O Press Kit

-  H2O Email Headers
-  H2O Logos
-  H2O Social Images
-  H2O Video Assets

-  H2O Sample Social Media Posts

# www.shareh2o.org/toolkit





We're celebrating **20 YEARS** of keeping water flowing for neighbors in need. Join us and **donate \$20** today!

shareh2o.org/donate







# WHAT'S HAPPENING NOW



## **HRPDC**

Coordination with program partners  
and local staff

Paid media campaigns

Public relations support



## **HRSD**

Billing inserts Nov-Jan

Improving online bill pay donation  
process



# WE NEED YOUR SUPPORT



## **USE H2O TOOLKIT TO PROMOTE DONATIONS & REFERRALS**

Website presence

Social media posts

Newsletter articles

Employee giving

Features in municipal programming

Posters in customer service centers



# LET'S FLOOD OUR COMMUNITY WITH SUPPORT

[www.shareh2o.org/donate](http://www.shareh2o.org/donate)

 @shareh2o