

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

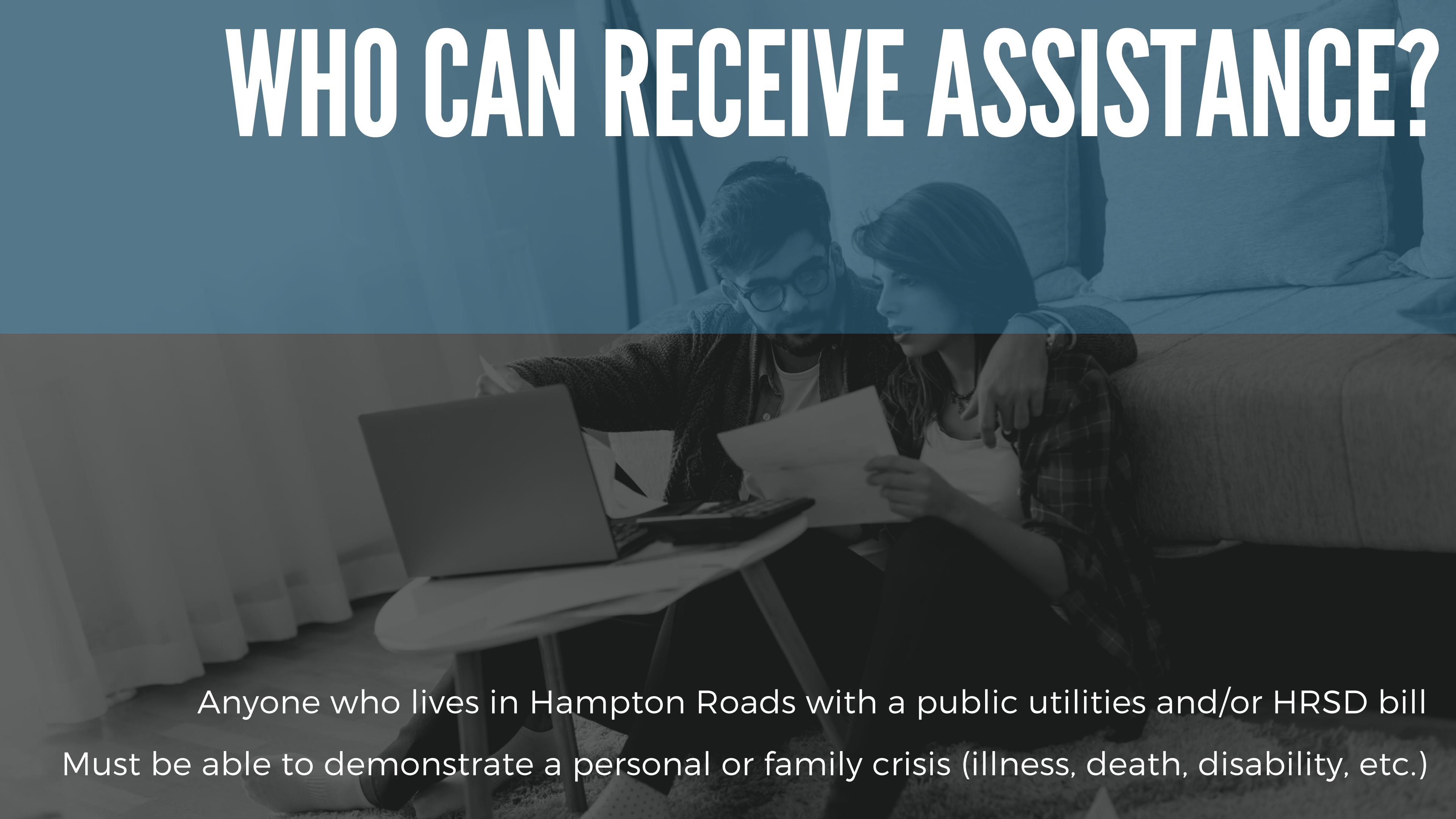
40%

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

68%

of Americans experienced a financial setback in 2018

WHO CAN RECEIVE ASSISTANCE?

A black and white photograph of a man and a woman sitting on a couch. The man, wearing glasses and a zip-up hoodie, is looking at a laptop screen. The woman, wearing a plaid shirt, is holding a piece of paper and looking at it. They appear to be discussing something important, possibly related to the topic of the slide.

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



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

 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

**share
H2O**

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

 @shareh2o