

H2O Board of Directors Annual Meeting

September 6, 2017



Overview

- * Review of H2O Officers & Directors
- * FY17 Fundraising Results
- * FY17 Locality Assistance
- * FY18 Budget
- * H2O Promotion, Website & Branding

Current Officers & Directors

- * Douglas Powell, President
- * David Jurgens, Vice President
- * Edward Henifin, Secretary/Treasurer
- * **Scott Dewhirst**, Director
- * Albert Moor, Director

FY17 Fundraising Results

July 2016 – June 2017 (FY 16 figures in red)

- * Donations
 - * 7,006 (6,354)
 - * \$44,243* (\$34,271)
- * Envelope Donations
 - * 783 (486**)
 - * \$21,430 (\$12,164)
 - * \$27.37 average donation (\$25.03)
- * Online Donations
 - * 6,223 (5,868)
 - * \$22,814 (\$22,107)
 - * \$3.67 average donation (\$3.77)

*Does not include the \$37,500 transfer from Water Quality Advertising reserves fund in FY17

**Only one envelope solicitation in FY16

Assistance by Locality July 2016– June 2017

	Allocation	# Customers	Assistance	Average Assistance
Chesapeake	\$10,965	28	\$5,792	\$207
Gloucester	\$2,215	6	\$554	\$92
Hampton	\$8,294	38	\$8,466	\$223
Isle of Wight	\$2,356	7	\$1,285	\$184
James City	\$5,329	24	\$5,038	\$210
Newport News	\$8,899	27	\$6,228	\$231
Norfolk	\$10,299	45	\$9,658	\$215
Poquoson	\$2,715	0	\$ -	\$ -
Portsmouth	\$6,602	4	\$743	\$186
Smithfield	\$2,416	1	\$200	\$200
Southampton County	\$2,212	0	\$ -	\$ -
Suffolk	\$5,116	37	\$4,748	\$128
Virginia Beach	\$20,838	37	\$8,226	\$222
Williamsburg	\$2,469	5	\$1,002	\$200
Windsor	\$2,124	0	\$ -	\$ -
York County	\$5,581	3	\$750	\$250
Totals	\$98,429	262	\$52,690	\$201
FY 16 Totals	\$72,429	290	\$55,465	\$191

Budget

FY18 H2O Program Budget	
FY18 Reserve Balance	\$73,451.79
FY18 Envelope Budget	\$20,000.00
FY18 Staff Budget	\$7,500.00
Total	\$100,951.79
FY18 Budgeted Expenses	
Staff	\$7,500.00
Envelopes – Printing 750,000	\$20,000.00
SCC Reporting	\$25.00
Total	\$27,525.00

H2O Promotions

- * Envelopes & Online Donations
- * H2O Facebook Page
- * Locality Promotions
 - * Utility customer newsletters/communications
 - * Locality websites & social media platforms
 - * H2O materials in customer service centers

Could You Imagine a Day Without Water?

Some Chesapeake families face disconnection from water services due to an unexpected crisis. Help To Others (H2O) provides a one-time helping hand to help these families maintain their water services. When you donate to H2O, your tax-deductible donation will go directly towards helping a local family in crisis.

H2O has been helping families in all 17 cities and counties of Hampton Roads stay connected to water services since 2010. In Chesapeake, the H2O program...

- Keeps about 23 Chesapeake families connected to vital water services each year. More donations mean more families can be helped.
- Awards an average of \$5,000 each year directly to families in Chesapeake. That's over \$30,000 since the program launched!
- Has helped nearly 140 families maintain their water services so they NEVER have to imagine a day without water.

When one person donates, another is helped.
Donate anytime at www.shareH2O.org

H2O Website & Branding

- * ShareH2O.org
- * Donation Envelopes
- * Rack Card

A ONE-TIME HELPING HAND TO SOMEONE IN NEED
ALL DONATIONS ARE COMPLETELY TAX-DEDUCTIBLE
100% OF CONTRIBUTIONS HELP A LOCAL FAMILY IN CRISIS
YOUR DONATION IS NEEDED

HELP TO OTHERS
WHEN ONE PERSON DONATES, ANOTHER IS HELPED.

www.shareH2O.org • 757-491-8300 • e-mail: H2O@shareH2O.org

HAMPTON ROADS PDC
 PLANNING DISTRICT COMMISSION

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Communications

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Help 2 Others
H2O - Help To Others Program
When one person donates, another is helped.
NOW ACCEPTING ONLINE DONATIONS

We use water every day without ever thinking twice about the safe, clean supply that flows freely from our faucets here in Hampton Roads. In fact, we often take for granted the fact that whenever we need it, tap water is there for us. However, for some people in our community, losing water service is a reality because a sudden crisis has temporarily left them without the resources to pay their bill. In some cases, these individuals have experienced some type of personal crisis such as death, disability or unemployment. The Help to Others (H2O) program is there to provide relief.

H2O is a community-based program that assists people in crisis through the generosity of donations. Through H2O, families or individuals in danger of losing residential water service because of a family crisis can receive one-time financial assistance to pay their local public utility and/or HRSD bill.

About H2O...
 H2O was established in 1999 by the Hampton Roads Planning District Commission with the Hampton Roads Sanitation District (HRSD) and the public utilities departments of the following localities: Chesapeake, Gloucester, Hampton, Isle of Wight, James City County, Newport News, Norfolk, Poquoson, Portsmouth, Shenandoah, Southampton, Suffolk, Virginia Beach, Williamsburg, and York County. In 2011, the Help to Others program received nonprofit, 501(c)(3) status making all program donations tax-deductible.

You Can Help
 Help keep the water flowing by donating to H2O. Your contribution can give someone the one-time helping hand they need.
 You can donate any amount and when you do, every cent goes to helping a local family in crisis. Donations to the H2O Program are completely tax-deductible and 100% of all contributions are applied directly to the program.

Donate Online

Communications eNews
 AskH2Ogreen.org Suggestions for a Labor Day Beach Weekend
 August 24, 2017
 Mini-Grants for Many Projects
 July 21, 2017
 Virginia Sales Tax Holiday First Weekend in August
 July 21, 2017

Communications Reports
 Annual Report Fiscal Year 2012
 AskH2Ogreen.org
 October 6, 2012
 FY 2011-2012 Annual Report to Department of Housing and Community Development
 September 6, 2012
 The Great American Cleanup Final Report
 September 6, 2012

Communications Files
 2017 Regional Legislative Priorities
 November 17, 2016 - Report
 HRSDC Recommended Governance
 Approach July 21, 2016
 July 21, 2016 - Presentation

A Look at Other Assistance Programs

Imagine.

Imagine that there is no difference between the temperature inside the house and the bitter cold outside.

Imagine that your kids are trying to do their homework wearing coats and wrapped in blankets.

Imagine that you cannot turn on the heat because you have no money.

The reality. For too many people in our community, money spent on food and medicine doesn't leave enough for heat.

Washington Area Fuel Fund
April 21 at 4:45pm · 🌐

Shouldn't heaters from cold winter days are coming now. Can you help keep someone's power on? Donate now: bit.ly/2Uu0u02

WINTER HEATING BILLS ARE COMING DUE FOR THOSE WHO CAN'T PAY.

WAFF
WASHINGTONAREAFUELFUND.ORG

As little as \$1 will make a big difference for a family in need.

DOING THE MOST GOOD

FUELFUND OF MARYLAND WE HELP THOSE IN NEED AFFORD HOME ENERGY 756-2600

GET ASSISTANCE | GIVE ASSISTANCE | SAVE ENERGY

9,615 FAMILIES, 21,000 INDIVIDUALS, AND 11,000 CHILDREN HAVE BEEN LIFTED FROM THE GRIPS OF CRISIS

GET ASSISTANCE
Get help and support to afford your energy bills.
[APPLY FOR HELP](#)

GIVE ASSISTANCE
Donate and give relief to families in need.
[DONATE NOW](#)

SAVE ENERGY
Learn how to save energy and take classes.
[LEARN MORE](#)

Next Steps for H2O

- * Possibilities with reserve funding
 - * Rebrand H2O - update logo & promotional materials
 - * Create website & online donation portal
 - * Customer testimonials
 - * Social media giving campaign
 - * Secure sponsorships/partnerships