

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date: May 5, 2025

Action Required: Informational presentation by the request of City Council

Presenter: United Way President Ravi Cooper

Staff Contacts:

Title: United Way of Greater Charlottesville's Prosper Program

Background

United Way of Greater Charlottesville provides local families with the resources and tools they need to achieve financial resiliency. These programs provide direct assistance to families on their journey to economic stability and success.

Discussion

United Way Greater Charlottesville's vision is to foster "[a] strong, equitable community where everyone can thrive." This presentation discussed the strategic alignment between UWGC and the City of Charlottesville's vision and strategic initiatives, specifically Economic Prosperity. The presentation focuses on the launch of UWGC's Prosper program, which is a revamp of their longstanding Financial Resilience Taskforce work. The program, launched in February 2025, works to empower ALICE (Asset Limited, Income Constrained, but Employed) households earning 150-300% of FPL to become financially independent long-term by providing support, teaching useful skills, and offering financial incentives.

Alignment with City Council's Vision and Strategic Plan

The UWGC program aligns with the Council's vision and its strategic goal focused on economic prosperity.

Community Engagement

Not Applicable - this is a presentation for City Council's information and education.

Budgetary Impact

Recommendation

This presentation is a report to inform the City Council for their education and information.

Alternatives

This presentation is a report to inform the City Council for their education and information.

Attachments

1. United Way Greater Charlottesville Charlottesville City Council - May 5 2025 Presentation