



Flooding our community
with kindness since 1999.

PRESS KIT

About us



In 1999, HRSD and the public utilities departments of Hampton Roads joined forces through the Hampton Roads Planning District Commission to establish Help to Others (H2O) to help those in need.

The program allows residents to make tax-deductible donations to help local families who cannot afford their water bill due to crises beyond their control. H2O is made possible by a partnership with The Salvation Army.

Participating localities include:

Chesapeake · Franklin · Gloucester · Hampton
Isle of Wight · James City · Newport News
Norfolk · Poquoson · Portsmouth · Smithfield
Southampton · Suffolk · Surry · Virginia Beach
Williamsburg · Windsor · York



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Fast facts

In 2011, the Help to Others program received nonprofit 501(c)(3) status, making all program donations tax deductible.

275

**average families assisted
per year**

\$55,000

**average pledges issued
per year**

Public water/wastewater utility customers can receive financial support one time in any 12-month period for their balance due, up to \$250.

Support is available for families all year long until H2O funds are exhausted.

The average pledge needed to make a customer's account current is about \$200. With this in mind, H2O constructed a tier system for donations from its corporate sponsors.



Levels of Giving

Drop	\$200
Ripple	\$600
Splash	\$1,000
Wave	\$2,000
Downpour	\$4,000

Any organization that causes a downpour gets special recognition through our social channels. It's our way of saying thank you for their kindness.

How to donate

1 ONLINE AT
shareh2o.org/donate

2 BY CHECK/MAIL:
H2O Program, c/o HRSD
P.O. Box 5917
Virginia Beach, VA 23471-0917

Checks should be made payable
to "H2O"

3 ALONG WITH
BILL PAYMENTS:

HRSD/HRUBS customers can
help by adding a donation to their
online payment.

Twice a year, customers receive an
insert in their mailed HRSD/HRUBS
bills requesting donations.



Identity assets



Please use these official H2O logos when spreading the word
about our program. All graphic assets are available for
download on our website at www.shareh2o.org/toolkit.



**SETH ATKINSON, THE SALVATION ARMY
HAMPTON ROADS AREA COMMON**

“At the Salvation Army, we’re dedicated to doing the most good. By being a part of H2O, we’re accomplishing our goal. Clean water is a basic human right, and we’re proud to help provide it to Hampton Roads community members in need. For us, it’s not about administering the donations that you make to help your neighbors with their water bills. It’s about what your support means: hot showers, clean clothes and fresh water from the tap. It’s knowing that we’re all making a difference.”



**MRS. H
VIRGINIA BEACH, VA**

“I’m a single mom with three kids – one with autism. A few years ago, I was injured on the job. We get some disability benefits to help out, but we’re living on a fixed income that often leaves us strapped to reach the bare minimum we need for monthly expenses.

In 2017, I joined the Salvation Army’s Pathway of Hope Initiative as a way to help me overcome my challenges and reach my financial goals. I want to run my own cleaning business, and I’m happy to say that, thanks to assistance programs like H2O, I’m finally making it happen. They’re just what I needed to bridge the financial gaps until I could reach my goal.”



**DARLENE MORMON, CUSTOMER SERVICE MANAGER
NEWPORT NEWS WATERWORKS**

“As an employee at a utility company, I know firsthand that water service is something that we often take for granted. But when it’s gone for even just a day, it can be life altering. It’s why the H2O program means so much to me. There is nothing like knowing you’re making a positive impact on the community and improving the lives of families in your very own neighborhood. By donating to H2O, others can experience the joy of giving. And that’s a tremendously powerful thing.”

Press releases

available for download
on our website at
www.shareh2o.org/toolkit.



FOR IMMEDIATE RELEASE
January 30, 2019

H2O-Help to Others Program Available to Assist with Water Utility Bills

Because of the recent government shutdown, Hampton Roads federal workers and their families may find their resources are temporarily stretched to cover the necessities: housing, food and utilities. The Help to Others (H2O) program might be able to provide some relief. H2O is a community-based program that assists people in a financial 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. The program 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, Smithfield, Southampton, Suffolk, Virginia Beach, Williamsburg, and York County.

The program is administered through HRSD and the Hampton Roads Salvation Army. For information on how to qualify and apply, please visit www.shareH2O.org and contact the Salvation Army Command near you.

For those looking for a way to help our neighbors impacted by the shutdown, please consider donating to H2O-Help to Others. 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.

And you can donate online! Click [HERE](#) for more information on donating.

About Help to Others (H2O)

In 1999, the Hampton Roads Sanitation District and the public utilities departments of Hampton Roads joined forces through the Hampton Roads Planning District Commission to establish Help to Others (H2O) to help families in need. The program is made possible by a partnership with The Salvation Army. H2O allows people to make tax-deductible donations to help local families who cannot afford their water bill due to crises beyond their control. 100% of all donated funds go to the H2O program for bill payment assistance. Visit www.shareh2o.org to make a donation and for more information.

Need

District local families in its area residents /or wastewater /ber jurisdictions e of making a \$20 encouraged to shareh2o.org/donate.

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Hampton Roads re Salvation nds goes local water e Salvation Army,

When you a sudden layoff ays just around those who rts to give."

of Hampton Roads h Help to Others The Salvation ho cannot afford he H2O program for formation.

Our partners



Our people

Katie Cullipher
Principal
Environmental
Education Planner



Mrs. Cullipher joined the HRPDC in January 2011. Prior to that, she worked for the city of Virginia Beach, where she concentrated on spreading the word about the value of tap water, wise water use and healthy drains. As a Hampton Roads native, she's excited to now be working on a regional level to help improve the community she has always considered home.

Rebekah Eastep
Environmental
Planner II



Ms. Eastep has been with HRPDC since 2013 and provides administrative support to the Help to Others program. Having lived and worked in cities all across Hampton Roads, she feels deeply connected to the greater Hampton Roads community. Ms. Eastep likes working with Help To Others because it helps give the gift of water to people living right in her community.

Have questions?

Want to schedule an interview?

Know of any donor fundraising/PR opportunities?

Please contact:

**Katie Cullipher, Principal Environmental Education Planner
Hampton Roads Planning District Commission
723 Woodlake Drive
Chesapeake, VA 23320**

**Email: kcullipher@hrpdcva.gov
Phone: (757) 420-8300**

