

2010 REPORT TO THE COMMUNITY



United Way of the
Columbia-Willamette



JOIN HANDS.
OPEN YOUR HEART.
LEND YOUR MUSCLE.
FIND YOUR VOICE.
GIVE AN HOUR.
THINK OF WE BEFORE ME.
REACH OUT A HAND TO ONE AND
INFLUENCE
THE CONDITION OF ALL.



OUR MISSION:

Helping people, changing lives, making every contribution count.



TOGETHER, UNITED, WE CAN ACCOMPLISH MORE THAN ANY OF US CAN ALONE.

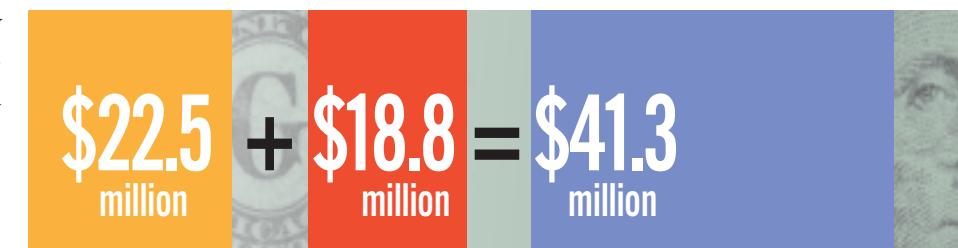
United Way of the Columbia-Willamette is advancing the common good and creating a better life for all. Our focus is on education, income and health – the building blocks for a good quality life. One person or organization can't solve our community's tough issues alone. That's why United Way recruits people and organizations that bring the passion, expertise and resources to get the job done. Our goal is to create lasting changes that will help children gain the skills to succeed in school and life, help families and individuals become financially stable and independent, and help people achieve physical, mental and emotional health and well-being.

At United Way, we work side-by-side with individuals, nonprofits, government, businesses and other community partners to change systems so that individuals have the support they need to succeed. This past year we worked with more than 150 collaborating partners providing services through 37 projects and six strategic initiatives. Together, we are helping more than 100,000 people each year who live in Clackamas, Multnomah, Washington and Clark counties and are working to address the root-causes of our community's most pressing issues.

Measurable Results

One of the most significant accomplishments for the year was the release of the Community Impact Fund Report showing results of strategic investments between 2004-2009. Each year since 2004, United Way's Community Impact Fund has touched the lives of 100,000 people with vital programs supporting the growth of the building blocks for a good quality life: education, income and health.

In this same time period, United Way was able to leverage government, foundation grants, collaborators and other sources to make each dollar entrusted to us into \$1.83 for programs in your community. As a result, on top of the \$22.5 million raised by United Way, an additional \$18.8 million was added to create a \$41.3 million impact for the community.



“United Way of the Columbia-Willamette is an exceptional organization due to its ability to listen to multiple voices in our diverse community. They have the ability to see the intersections in disparities. United Way understands that often what seems to be a simple social disparity can in fact be part of a set of complex, interconnected systems. You can’t talk about the causes of the recession without talking about education. You can’t talk about the educational achievement gap without talking about the general health of the broader community. United Way is making those connections and making a commitment with those connections and making a commitment with their significant contributions. Their investments leverage real change in the places that need it most.”

– CHARLES MCGEE, PRESIDENT/CEO, THE BLACK PARENT INITIATIVE

“Intel is a data driven business. Intel employees work hard to make sure that the decisions they make are supported by thorough analysis and are focused on results. This is one of the reasons why we have built such a strong, collaborative partnership with United Way of the Columbia-Willamette. They have made a conscious choice to use data to focus the investments they make to improve people’s lives, and their investment strategy is transparent.”

– JILL EILAND, CORPORATE AFFAIRS MANAGER, INTEL CORP.

“We cannot over-emphasize the importance of this Innovation Grant from United Way. It enables us to support youth led activities, to have a true system impact, and to convene a high profile Community Forum. These activities drew the attention of a designated donor with the Oregon Community Foundation. Funding is now secure for two years at \$100,000 per year. This will enable us to expand youth leadership and deepen community involvement and commitment. Thank you!”

– MARC LEJEUNE, PROGRAM MANAGER, OUTSIDE IN

“As a Foundation, we strive to ensure that our grants are providing the maximum benefit to agencies we support...United Way is uniquely positioned to feel the pulse of the economic and social stress in the community...Raising money is important. But how that money is distributed is equally important. That is what makes United Way so valuable to our community.”

– AL JUBITZ, FOUNDING DIRECTOR, JUBITZ FAMILY FOUNDATION

HERE IS AN OVERVIEW OF THE COMMUNITY IMPACT FUND RESULTS REPORT:

Education programs

- 38,919 children and youth have increased academic and life skills, with 27,818 adults improving their skills and resources to support them in their learning
- 4,446 parents improved their parenting skills and 5,138 of their children attended early childhood education programs
- 3,998 young people connected with 1,566 adult mentors to improve their academic skills, community service and career exploration

Income programs

- 41,564 individuals and families have increased financial stability
- 3,129 individuals improved financial literacy skills and management of their household resources, increasing financial stability for 4,269 children and 4,443 adults and seniors
- 6,522 children and 5,231 adults and seniors increased access to food

Health programs

- 44,472 adults and children have improved their health and well-being
- 12,209 uninsured and underinsured accessed health care services
- More than 17,874 adults and youth received health education to increase their knowledge of improving and maintaining their health

The full report is available for download at www.unitedway-pdx.org





OTHER HIGHLIGHTS FROM THIS YEAR:

Bringing Tax Dollars to our Community

Aiming to put savings and tax refunds in taxpayers' pockets, United Way funded free tax preparation programs for people across the region that may be eligible for tax refunds through the Earned Income Tax Credit (EITC). The program sponsored by Bank of America Charitable Foundation and the Walmart Foundation brings thousands of dollars back to our local community. "Building the financial security of our local families is critical to revitalizing our economy," said Roger Hinshaw, Oregon and Southwest Washington president, Bank of America. "Free tax preparation sites provide an opportunity to help put money back in the pockets of hard-working families. Our longstanding financial stability partnership with United Way is one great example of how the bank is helping support pathways out of poverty." Over 600 volunteers helped families and individuals with free tax preparation.

Far West Fibers Classic

Over 250 golfers hit the links at Pumpkin Ridge Golf Club's Ghost Creek Course. Far West Fibers Classic has raised a total of \$1 million since its inception 15 years ago. The event attracts local golfers who are joined by many from around the nation to raise money for the Community Impact Fund that focuses on education, income and health programs in the four-county region.

"We've drawn so many people year after year to support United Way. We always knew we'd reach \$1 million and it's so gratifying to finally have reached that milestone because with United Way of the Columbia-Willamette we know the money has been put to good use in our community."

MLK Day

More than 2,500 volunteers participated in the third annual United Way of the Columbia-Willamette's MLK Weekend of Service in partnership with Hands on Greater Portland. Volunteers worked on 91 projects at 72 local agencies throughout the region from helping cover library books, serving a meal at senior center, to planting trees at a local park, and making blankets for shelters. This was the equivalent of almost \$200,000 in volunteer time.

Community Giving Campaign

A special thank you to the almost 1,000 companies, 2,000 volunteers and more than 30,000 donors who supported this year's United Way Campaign and raised \$20,103,668 to advance the common good in our community. This incredible display of generosity represents a 2.2% increase from the prior year. Most importantly, these funds are used to drive critical work in the areas of education, income and health. The annual giving campaign was led by Kristin Lewis with Wells Fargo, Tom Elmer with KeyBank, Rick Paul with Far West Fibers, Mike Alexander with the Regence Group, and Dennis Catmull with Costo.

Pacific Northwest Combined Federal Campaign

This past year Pacific Northwest Combined Federal Campaign, administered by United Way of the Columbia-Willamette raised \$1,691,755 million dollars. A very special thank you to the more than 5,700 Federal employees working in 359 offices in 33 counties in Oregon and SW Washington who donated through the campaign. United Way supports all phases of the campaign including volunteer training, distributing campaign materials, and processing of donations.

Community Issues Breakfast and Forum

United Way and Northwest Health Foundation co-hosted a Community Issues Breakfast and forum featuring Dr. Adewale Troutman, a nationally recognized expert on social determinants of health. His talk focused on how jobs, working conditions, education, housing, social inclusion, race, and even political power influence the health of individuals and our communities. The event drew almost 500 business, nonprofit, and community leaders and was followed by a day-long forum. Close to 120 people participated in the forum that explored specific issues and solutions for the region using the health equity and social determinants of health framework.

United Way one of Oregon's Most Admired

United Way of the Columbia-Willamette once again made the Portland Business Journal's "Most Admired Companies" list in the nonprofit sector. To identify the award winners, the Business Journal sent out surveys to more than 2,000 CEO's throughout Oregon and southwest Washington and asked for their top three choices in various categories. United Way ranked ninth in the nonprofit sector out of more than 1,300 nonprofits in the state. This marked the third year of recognition among the top ten organizations in the field.

Community Relief Fund

The Community Relief Fund (CRF) was initiated in spring of 2009 in collaboration with The Oregon Food Bank and Community Action Programs in all four counties to address the growing needs of families hit hardest by the recession. CRF was specifically designed to provide food, rent and utility assistance. By the end of FY10, the program had distributed \$1.45 million in assistance to help financially stabilize 14,717 households representing 44,773 families.

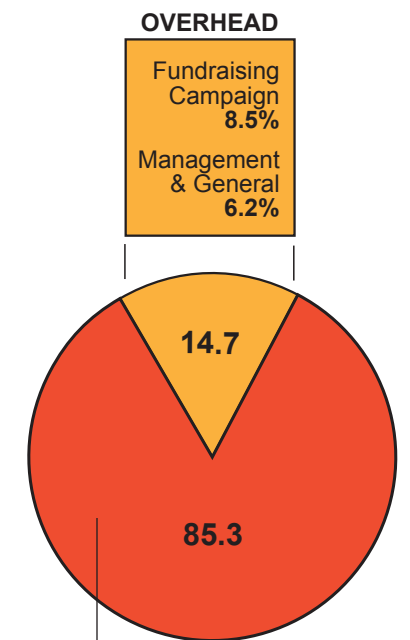




UNITED WAY OF THE COLUMBIA-WILLAMETTE FINANCIAL INFORMATION

	July 1, 2009 - June 30, 2010	July 1, 2008 - June 30, 2009
PUBLIC SUPPORT AND REVENUE:		
Public Support:		
Gross Campaign results, including amounts raised for others	21,125,264	20,660,849
Less Amounts Directed to 501(c)3 Agencies:	(9,999,769)	(9,112,554)
Provision for uncollectible pledges	(600,000)	(650,000)
Net Campaign Revenue	10,525,495	10,898,295
Revenue:		
Grants and bequests	253,331	58,806
Donated services	140,528	271,993
Community service fees	111,701	129,540
Rental income	164,339	162,358
Other	(53,874)	(76,374)
Total Revenue	616,025	546,323
Total public support and revenue	11,141,520	11,444,618
EXPENSES:		
Program Grants	5,946,149	6,022,288
Community impact program services	1,752,694	1,967,111
Supporting services:		
Fund-raising campaign	1,881,459	2,173,918
Management and general	1,300,081	1,377,845
Total allocations and expenses	10,880,383	11,541,162
Increase (decrease) in net assets	261,137	(96,544)
Net assets, beginning of year	5,438,550	5,535,094
Net assets, end of year	5,699,687	5,438,550

2010 EXPENDITURES



RETURNED TO THE COMMUNITY

**United Way Overhead Based on IRS Form 990

1) United Way of the Columbia-Willamette does not charge our CFC members any dues or fees for belonging to our federation.
2) Sources of contributions come from individuals, foundations or corporate gifts.



BOARD OF DIRECTORS

CHAIR: RICHARD HIGH, Riverview Community Bank
CHAIR-ELECT: JAMES RUE, Oregon Dept. of Land Conservation and Development
TREASURER: BARBARA MATHEY, IBEW & United Workers Federal Credit Union
SECRETARY: SABRINA M. ROKOVITZ, Enterprise Rent-A-Car
PAST CHAIR: DAN JAMES, PNGC Power

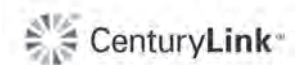
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KEVIN BORKOWSKI, KPMG LLP
ROB DAVISON, First Independent Bank
JILL EILAND, Intel Corporation
LILISA HALL, Pacific Power
SCOTT HATLEY, Incight Company
AL JUBITZ, Jubitz Family Foundation
DWIGHT KELLY, UPS
NORWOOD KNIGHT-RICHARDSON, M.D., OHSU
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JAIME LIM, The Asian Reporter
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AMY JOSEPH PEDERSEN, Steel Rives, LLP
PRESTON PULLIAMS, PH.D., Portland Community College
KEITH RISTAU, Far West Fibers, Inc.
GLENN RODRIGUEZ, M.D., Providence Health Systems
MARDILYN SAATHOFF, NW Natural
BOB TACKETT, NW Oregon Labor Council
WIM WIEWEL, Portland State University

EX OFFICIO
SEAN EDWARDS
Chair, Young Leaders Society, Bank of the West

MARC R. LEVY
United Way of the Columbia-Willamette



A SPECIAL THANKS TO UNITED WAY CORNERSTONE PARTNERS WHO COVER OUR OVERHEAD EXPENSES SO THAT EVERY DOLLAR OUR DONORS CONTRIBUTE GOES TO FUND CRITICAL PROGRAMS RIGHT HERE IN OUR COMMUNITY.



WE INVITE YOU TO CONTINUE TO BE A PART OF THE CHANGE

You can give

You can advocate

You can volunteer

That's what it means to LIVE UNITED

www.unitedway-pdx.org
facebook.com/UnitedWayPDX
twitter.com/UnitedWayPDX
youtube.com/UnitedWayPDX
unitedwaypdx.blogspot.com

United Way of the Columbia-Willamette has been helping people in the four-county region of Clackamas, Multnomah and Washington Counties in Oregon and Clark County in SW Washington since 1920. We are an independent 501(c)(3) nonprofit that is locally managed and governed. United Way of the Columbia-Willamette is a member of United Way Worldwide, a network of nearly 1,800 community-based United Ways in 45 countries and territories.

**United Way of the
Columbia-Willamette**



**619 SW 11th St., Ste 300
Portland, OR 97205**
phone: 503.228.9131
fax: 503.226.9385