

IMPACT REPORT

2018-2019



United Way of the
Columbia-Willamette





You make it possible for United Way to bring people and organizations together to find the short-term and forwarding-thinking solutions our communities need now more than ever before.

MESSAGE FROM THE CHAIR

This year we witnessed the longest federal government shutdown in our country's history. Thanks to your support, United Way immediately responded, raising additional dollars to help local furloughed federal workers and their families stay housed and pay their utilities.

It is the ability to unite people and create collective impact that makes United Way an effective community problem solver. Our kids and families need assistance now, especially low-income families and families of color being pushed even further behind. United Way addresses the needs of today while working to create sustained impact and opportunities for generations to come.

Because of you, United Way has –

- Advocated for universal preschool in Multnomah County so more kids show up to day one of kindergarten ready to succeed.
- Demonstrated the effectiveness of our high school graduation initiative in David Douglas and Reynolds School Districts. In collaboration with our nonprofit partners, and drawing on support from Multnomah County dollars, we've seen improved outcomes for students of color and their families.
- Helped launch a new multilingual storytime series for kids ages 0 to 6 in Arabic, Chinese, Spanish and Vietnamese in partnership with Washington County Cooperative Library Services.
- Begun work to reduce the undercount in the 2020 census as a partner for the Census Equity Funders Committee of Oregon (CEFCO).
- Partnered with 400 companies through workplace giving to raise millions of philanthropic dollars, which were invested back into our region across 900 nonprofit organizations.
- Mobilized thousands of volunteers, providing vital support to hundreds of nonprofits in the region.

As we approach 100 years of doing good in the community, we remain committed as ever to improving the lives of tens of thousands of vulnerable kids and families. **Thank you for standing united and continuing to invest in our region's kids.**

Sincerely,

Sean Edwards, Board of Directors Chair,
United Way of the Columbia-Willamette

OUR WORK

We have a simple, ambitious mission: Invest in our region's kids so they are free from poverty and free to reach their potential.

United Way of the Columbia-Willamette (UWCW) is uniquely positioned to bring people, community partners, foundations, businesses and government agencies together to build awareness of the challenges that poverty creates, focus on where the need is the greatest and scale what works. Together, we're not only meeting the immediate needs of our most vulnerable families today, but also building racially equitable systems to create lasting impact for generations to come.

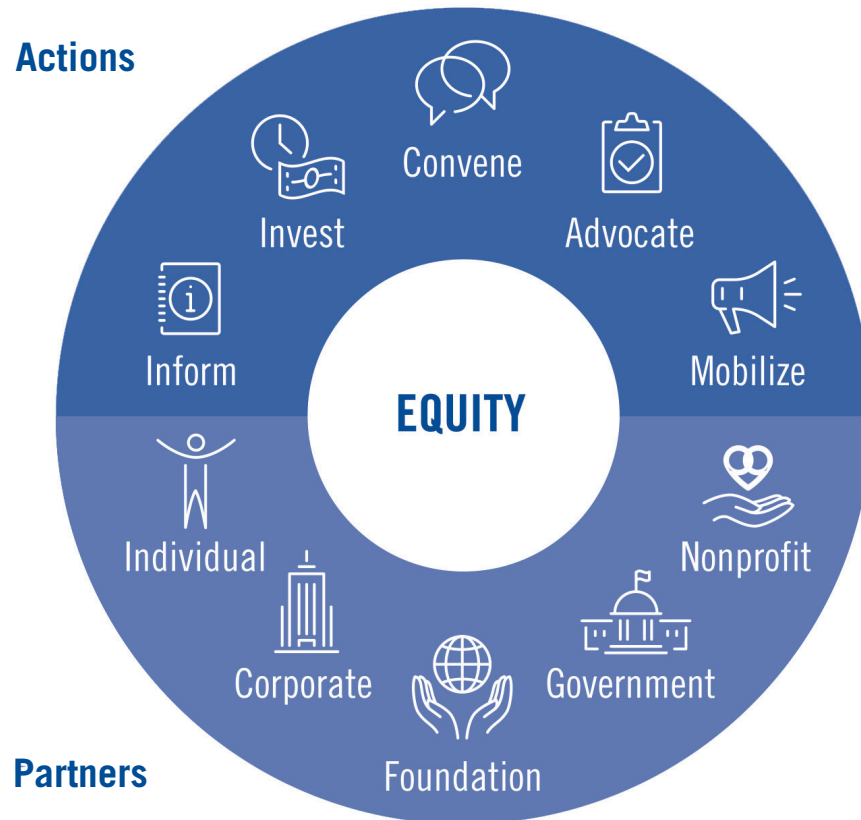
Our work as a community problem solver includes:

BUILDING A COMMON AGENDA FOR CHANGE – together, we create spaces where we and our partners increase our understanding of community needs, and leverage public and private resources to address those needs while targeting poverty with an explicit focus on racial equity.

EVALUATING PROGRESS – we do this by tracking key metrics for each of our initiatives as well as listening to community voices and input to develop recommendations for systems change.

ON THE COVER: Children volunteering during MLK Weekend of Service - Outlive Creative.

OUR IMPACT STRATEGY



OUR IMPACT INITIATIVES



EARLY LEARNING: As part of a state-wide early learning system, our hubs in Multnomah and Washington counties align and coordinate resources and systems to ensure children of color (age six and under) get what they need to thrive in kindergarten and beyond.



HIGH SCHOOL GRADUATION: The Successful Families 2020 Collaborative provides academic support to students to improve their graduation rates, and connect their families to wraparound services to ensure that kids of color and their families succeed, inside and outside of school. The Collaborative works with students and families in the David Douglas and Reynolds School Districts. The Collaborative comprises of UWCW, Multnomah County, culturally specific organizations: Self Enhancement Incorporated (SEI), Native American Youth and Family Center (NAYA), Latino Network (LN), Immigrant and Refugee Community Organization (IRCO) and one culturally responsive organization: Metropolitan Family Service (MFS).



SAFETY NET: Provides funds to nonprofit partners to support individuals and families through access to crisis services, rent and utilities assistance as well as tax preparation services so families can receive Earned Income Tax Credit (EITC). 381 families received direct assistance for rent and utilities services.



COMMUNITY ENGAGEMENT: Through our Hands on Greater Portland program, UWCW connects thousands of volunteers each year to projects directly benefiting kids and families. Our Catalyst grants provide small one-time investments to promote innovation and strengthen community networks in our region. Additionally, we invest in scholarships for students historically underserved within the education system.


THE IMPACT OF YOUR GIFT PUTTING YOUR DONATIONS TO WORK


 **350+**
nonprofits &
community partners


 **97,141**
kids and families served

 **\$20.5M**
invested in the region

 **30 / 623**
pre-school classrooms and
children enrolled

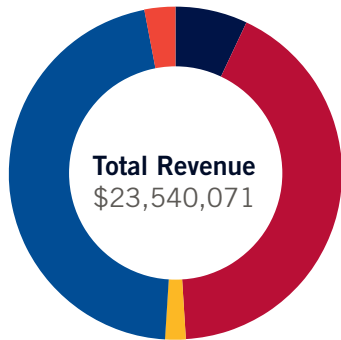
 **5,040**
early learning kits, STEM kits, backpacks
etc. distributed to low-income families

 **\$5.4M**
total received in EITC tax
credits for 2,921 families

 **2,873**
families in the region who
received short term rent and
utilities assistance through
pooled funding

 **21,248**
volunteer connections mobilized
with 350+ organizations

MAXIMIZING YOUR GIFT



Individual	1,703,023	7%
Workplace	9,887,837	42%
Foundation	480,427	2%
Government	10,818,498	46%
*Other	650,286	3%

* Includes investment revenue, fee for service and miscellaneous

Based on the 17-18 IRS Form 990



\$23,540,071
TOTAL REVENUE

\$23,755,644
TOTAL EXPENSES

\$16,039,727
END OF YEAR NET ASSETS



86 cents of every dollar you donate goes directly to community programs

OUR TEAM IN ACTION

1 Corporate Relations Specialist Betty Chan pledges to reduce poverty in our community as part of United Way's #UnitedToEndPoverty campaign.



2 Westside Program Manager with Hands On Greater Portland Kaleema Kerbs kicks off MLK Weekend of Service 2019 by interviewing with KATU TV.



3 Pledge Processor Julie Christiansen volunteers with Habitat for Humanity during MLK Weekend of Service 2019.



4 Vice President of Finance Kori Gregg cleans up Lent Elementary School as a volunteer during Comcast Cares Day 2019.



5 The United Way team participates in LIVE UNITED Day as part of the United Way internal workplace giving campaign.



6 Senior Program Manager Lai-Lani Ovalles (L) and Manager Amanda Grear (R), both with United Way's Early Learning Multnomah County Hub, participate in an internal workplace giving campaign with a special appearance from Amanda's daughter, Alaia!





“It was good to be able to see how I needed to get my credits up and how I was going to achieve it, versus me trying to figure it out by myself.”

—MyLin,
SF2020 CLIENT AND
DAVID DOUGLAS GRADUATE

INVESTING IN THE SUCCESS OF STUDENTS AND THEIR FAMILIES

This spring MyLin received her diploma. It was a joyous day that almost didn't happen.

When MyLin was 16, her mother slipped into several comas before undergoing surgery. Overnight, MyLin became responsible for caring her siblings and her grades plummeted.

That's when Successful Families 2020, a collaborative established by United Way, stepped in.

SF2020 focuses on two school districts - David Douglas and Reynolds - that have higher levels of racial and cultural diversity among the students, higher numbers of families living in poverty and have struggled to provide students of color the support they need to graduate on time.

As a SF2020 co-lead located on site, Miki Hunnicutt reached out to MyLin. The two connected on many levels, coming from the same culture and being able to share experiences as Black women in Portland.

Miki went above and beyond to provide MyLin the support she needed to graduate - delivering MyLin's homework if she missed class, driving her to and from school and always willing to just listen. Miki also checked in with MyLin's family regularly, making sure they had access to resources. When it looked impossible for MyLin to catch up on her diploma requirements, Miki met with teachers to develop a plan for success with MyLin and her mother.

Since the launch of SF2020 five years ago, United Way has seen improved outcomes for students of color and their families. While Oregon has the 4th worst graduation rate in the nation, there was a 9% increase in graduation rates for SF2020 students in 2018-19.

Now with her diploma in hand, MyLin is excited to pursue a degree in journalism at Seattle Pacific University.

Thanks to you, more of our region's kids are free from poverty and free to

EXPLORE, LEARN, GROW, REACH THEIR POTENTIAL.

You make the change happen. Improving the lives of many in our community. Thank you Barbara

Thank you for standing up for kids in our community! We couldn't do our work without you! Meredith

Gracias por todo el apoyo! nuestros programas existen por su donacion! - CRISTY

Thank you for your support of our and our region's kids! Amanda

Thanks for supporting our work! We couldn't do it without you! - Minnie

We're grateful for your on going support & making an impact in our community! Thank you!

Your commitment and support is commendable. Thank you for all that you do! Our community is better because of you! -Chelsea

Thank you for your support! Giji

Thanks for everything!! I'm so excited for our next generation and you can be too! -Wiz

Thanks for being part of the team! -Megan

Mahalo - thank you for your generous support of time, energy & resources. aloha - Juihan

Thank you for giving back to our community! your generosity means so much! -Thuy

Thank you! We couldn't do it without you! Evelyn

Thank you for your commitment to making life better for kids in our community! We can only do this work together. -Elizabeth

Thank you so much for your support & commitment to strengthening our community! -Emily

You give me hope. Thank you!! -Zoe Chan

We are here because of you! Thank you for making a better today & tomorrow for kids and families! -Allison

Thank you for your generous support to our work! -Jesse

Thank you for helping us positively impact our community! Janice

You make our work possible! Thank you! -Nikki

GRACIAS POR SU CONTRIBUCION, SON LOS MAXIMOS MARTIN S

Thank you! You are amazing! -Aron

Thank you for helping to create better opportunities for our kids & families! -Kristen

Thank you for your great work helping kids in the community! -Ari

Thank you for your commitment & action in making our community stronger. X

THANKS FOR HELPING US HELP THE KIDS! -KEITH

Thank you for your generous contributions of time and money- our mission could not be accomplished without you! Julie