



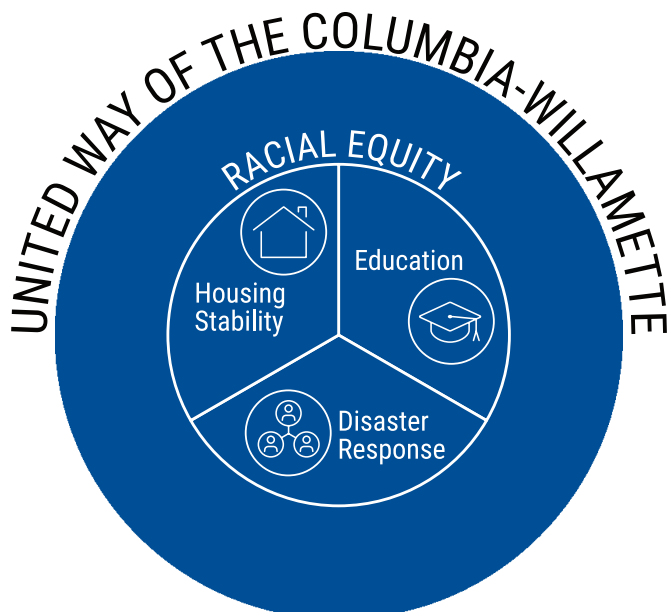
WHAT WE ARE...

The compounding threats of the COVID-19 pandemic, wildfires across Oregon and the ongoing housing crisis continue to test our community and our collective strength. These crises have further highlighted persistent inequities across our region, with communities of color and low-income communities being disproportionately impacted.

In order to meet these challenges, as we look to the year ahead, we are developing innovative solutions, building coalitions and changing systems. Through our Resilient Families Initiative, we are working to build a more equitable and inclusive region where all families have the resources and opportunities to thrive.

Across our region, UWCW will ensure that BIPOC families facing eviction will not enter any court proceeding alone, but will have access to free legal defense and funds to immediately settle the eviction. This will prevent families from rapidly falling into houselessness, allowing them to remain in their homes, as well as be connected to community-based resources to ensure future basic needs are being met.

RESILIENT FAMILIES



EDUCATION *Collaborating with community partners to create equitable educational systems where every child can learn, grow and succeed.*

- Albina-Rockwood Promise Neighborhood Initiative
- Early Learning Multnomah County
- Early Learning Washington County



HOUSING STABILITY *Increasing housing stability & accessibility through rental assistance, developing pathways and supporting advocacy.*

- Transitional Housing
- Rental Assistance
- Emergency Services



DISASTER RESPONSE *Supporting disaster preparedness, relief and recovery by prioritizing communities of color & the needs of our community-based partners*

- Rapid Response Disaster Fund
- COVID-19 Response
- Inclusive Messaging Campaign
- Healing Collaborative

THE UNITED WAY DIFFERENCE

At UWCW our mission is to improve lives, strengthen communities and advance equity by mobilizing the caring power of people.

As your local United Way, we're uniquely positioned in our region 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 to create sustainable impact. We do this by:

- **Focusing on Racial Equity:** We address the root causes of poverty by putting racial equity at the center of our work.
- **Implementing Culturally Appropriate Strategies:** By funding culturally specific and culturally responsive organizations, we elevate solutions that come from within communities of color and are the most effective.
- **Building on Past Success:** We will continue to build on what we know works, having served 9,397 families through our Safety Net program this past year.
- **Leveraging our Trusted Brand:** We are recognized for our efficiency, accountability and investments in kids and families.
- **Applying a Data-Driven Approach:** As a regional leader, we are positioned to see across systems, jurisdictions and organizations to evaluate what works and how we can most effectively support our community.



OUR IMPACT



160,000+
kids and families served



\$24M
invested in the region



600+
nonprofits & community partners



"I was beyond thankful. I still can't believe it. This made such an impact on me . . . that someone that I didn't know was so willing to help during a time like this." –Emilee, recipient of United Way support

HOW YOU CAN GET INVOLVED

When families are stably housed, they can focus on their health and well-being, including their children's education. All of which increases a child's ability to thrive later in life. But it starts with a safe place to call home and it starts with YOU.

We need your support to help our community recover, become more resilient, while building a more inclusive and equitable region where all families have the resources and opportunities to thrive. **#UnitedWeReimagine**

www.unitedway-pdx.org

    | @UnitedWayPDX



Donate to the Resilient Families Initiative:
<https://connect.unitedway-pdx.org/pledge>



Involve your workplace:
corporate@unitedway-pdx.org



**United Way of the
Columbia-Willamette**