



**United Way of the Columbia-Willamette**

# **2013** REPORT TO THE COMMUNITY

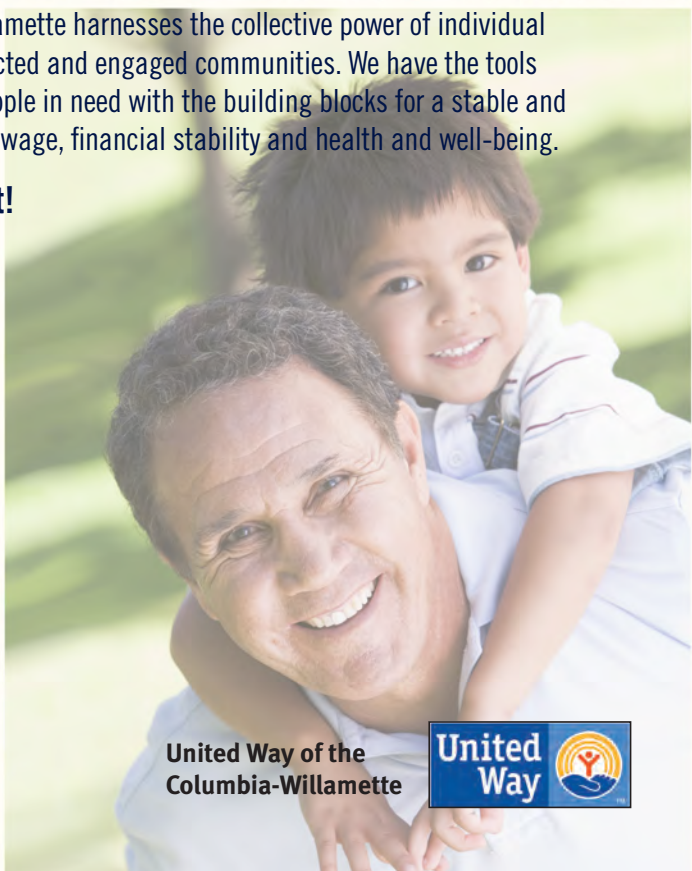
Fiscal Year July 2012-June 2013

**YOUR SUPPORT CREATES CHANGE**



United Way of the Columbia-Willamette harnesses the collective power of individual generosity to build strong, connected and engaged communities. We have the tools and the know-how to connect people in need with the building blocks for a stable and healthy life—education, a living wage, financial stability and health and well-being.

**Thank you for your support!**



**United Way of the  
Columbia-Willamette**



## Creating Positive Change ... Together

This year, with your support, United Way of the Columbia-Willamette raised \$21.6 million dollars to directly fund the projects that connect people with job opportunities, provide affordable housing, and promote healthy living.

United Way knows our community. We know where the money should be spent so people in need get the education and training to succeed in life and work, the tools to build financial stability, and the same opportunities for health and wellbeing.

Every dollar of every donation to United Way goes to projects that work.

Part of the \$21.6 million dollars raised this year came from the Pacific Northwest Combined Federal Campaign (CFC), donations from federal employees. The CFC raised a total of \$1,491,371 from 4,491 donors in 600 federal offices and 37 counties gave through CFC.

We are so grateful for the support of the CFC and every individual who has supported United Way this year. We cannot do the amazing work we do without you!

### OUR MISSION

Improve lives, strengthen communities and advance equity by mobilizing the caring power of people across our metro area.

#### ACTIONS

- Ignite a community-wide social movement thereby mobilizing thousands to action—to give, advocate and volunteer—to improve the conditions in which they live
- Galvanize and connect all sectors of society—individuals, businesses, nonprofits, faith communities and governments—to create long-term social change that produces healthy, well-educated and financially stable individuals and families
- Raise, invest and leverage millions of dollars annually to create and support innovative programs and approaches which generate sustained impact in local communities
- Hold ourselves accountable to our steadfast commitment to equity and continually measure improvement in education, financial stability and health

### VALUES

- **Collective impact:** We are better together; United Way inspires people to get involved and focuses our collective resources for amplified results.
- **Equity:** We recognize inequities in our community and will prioritize our resources to level the playing field for those communities most impacted by these inequities.
- **Service:** We believe volunteerism transforms our communities and ourselves.
- **Connection:** Our portfolio of relationships—corporate, nonprofit, government, faith and philanthropic—is unique and strengthens our ability to collaborate, convene, leverage and achieve change.
- **Integrity:** We act with integrity that justifies trust, and we take responsibility for our relationships and results.
- **Innovation:** We support new and better ways to solve old problems.
- **Pursuit of excellence:** We adapt and learn from both our successes and mistakes.
- **Passion:** We are tenaciously committed to a better community and to building a modern United Way to drive positive social change.





# Program Accomplishments

## EDUCATION

**Summary: Communities served by United Way of the Columbia-Willamette (UWCW)-funded projects showed improved attendance and academic outcomes, as well as reduction in the differential disciplinary treatment of students of color. The short-term outcomes highlighted below suggest UWCW's support of these projects is making a significant impact on student success and ultimately in helping to break the cycle of childhood poverty.**

- 75% of 6th grade children served by UWCW-funded projects showed improved school attendance, thus reducing the harmful effects of chronic absenteeism.
- More than 800 at-risk high school students served by projects funded by UWCW are now on track to graduate on time from high school, nearly an 80% success rate.
- Education projects funded by UWCW in charter and alternative schools averaged 90% on-track to graduation rates for 10th grade students.
- Among programs funded by UWCW, there was a 60% reduction in disciplinary actions taken against students of color.
- Almost 70% of eighth graders served by UWCW-funded projects showed improvement in math scores.
- More than 80% of English Language Learners served by a UWCW-funded program improved language skills.

## FINANCIAL STABILITY

**Summary: Family financial stability, reflected in terms of income or housing, is critical to the academic and developmental success of children and young adults. Through its funded partners, UWCW helps improve the outlook for a significant segment of at-risk, low-income children and families.**

- More than 19,500 people were served by UWCW-funded projects to improve financial stability. Of the individuals served, approximately 11,800 or 60% reported achieving their financial goals and increasing their financial stability.
- 82% of the individuals served by UWCW-funded projects for housing services reported increased access to housing opportunities.
- 1,235 people engaged in community building through UWCW-funded projects.

## HEALTH & WELL-BEING

**Summary: UWCW investments to improve access to health and better health outcomes brought important benefits to low-income residents, including increased access to mental health services and systemic changes aimed at further increasing access to oral health services.**

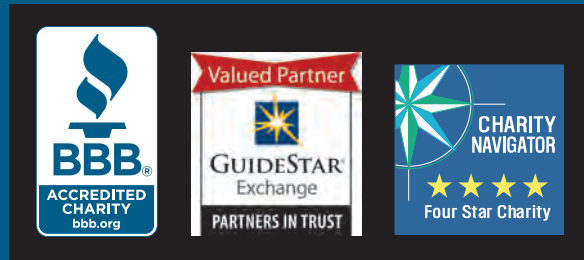
- 2,130 received access to mental health services.
- 97% improved their health and made informed healthy decisions.
- 94% maintained safety from domestic and family violence.
- Seven new partnerships were created in order to improve access to oral health care.

## Volunteerism / Information & Referral:

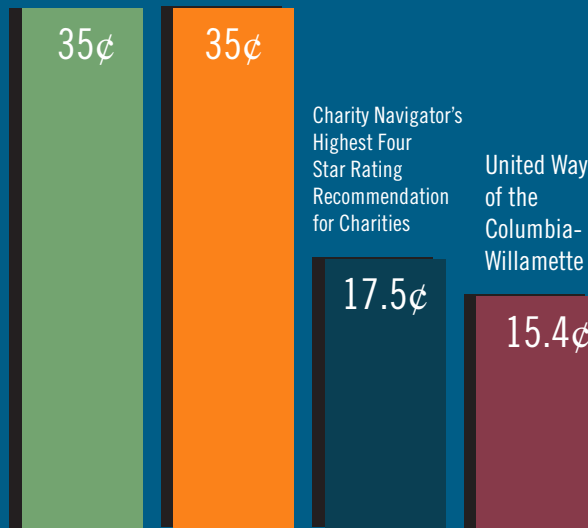
- 22,287 volunteer connections were made totaling 89,148 volunteer hours, a value of \$1,723,230 (using the \$19.33 OR state volunteer value).
- 619 individuals from companies that run campaigns in support of UWCW were connected to volunteer opportunities, accounting for 2,476 hours of service, a value of \$47,861 worth of work going back into the community.
- Our partner, Project Access Now, recruited over 3,000 volunteers to donate medical care; more than 1,000 clinicians volunteered to provide care for low income community members in this last year.
- More than 400 volunteers lent their time and talent in helping qualified individuals file their tax returns through our Earned Income Tax Credit (EITC) Initiative, resulting in \$5,535,282 in EITC dollars going back to families and over \$20 million going back into the community.
- Our partner 211info received 94,202 calls to their hotline, and over 140,000 visits to their website from individuals needing referrals to necessary resources in our region.

\*All data and success rates assessed by individual partner providers.

We're committed to using your donation effectively and wisely. Don't just take our word for it—we're recognized by three independent organizations for careful use of funds.



Better Business Bureau's Wise Giving Alliance Recommendation for Charities  
 GuideStar Recommendation for Charities

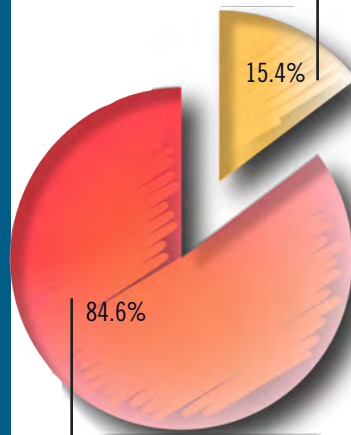


Administrative and Fundraising Costs Per Dollar

## 2013 EXPENDITURES

### OVERHEAD

Fundraising Campaign 9%  
 Management & General 6.4%



### RETURNED TO THE COMMUNITY

\*\*United Way Overhead Based on IRS Form 990

## UNITED WAY OF THE COLUMBIA-WILLAMETTE FINANCIAL INFORMATION

The following are audited figures from the fiscal years ending June 30, 2012 and June 30, 2013. Full audited financials are available online at [unitedway-pdx.org](http://unitedway-pdx.org) or by request.

	July 1, 2012 - June 30, 2013	July 1, 2011 - June 30, 2012
<b>PUBLIC SUPPORT AND REVENUE:</b>		
Public Support:		
Gross Campaign results, including amounts raised for others	21,638,892	22,914,071
Less Amounts Directed to 501(c)3 Agencies:	(12,049,793)	(11,715,141)
Provision for uncollectible pledges	(500,000)	(600,000)
Net Campaign Revenue	9,089,099	10,598,930
Revenue:		
Grants and bequests	2,219,464	825,950
Donated services	166,866	191,959
Community service fees	96,736	96,718
Rental income	153,875	228,202
Other	331,916	85,814
Total Revenue	2,968,857	1,428,643
<b>Total public support and revenue</b>	<b>12,057,956</b>	<b>12,027,573</b>
<b>EXPENSES:</b>		
Program Grants	3,505,819	4,923,442
Community impact program services	2,547,312	2,009,814
Supporting services:		
Fund-raising campaign	2,293,969	2,063,027
Management and general	1,507,037	1,416,419
<b>Total allocations and expenses</b>	<b>9,854,137</b>	<b>10,412,702</b>
Increase (decrease) in net assets	2,203,819	1,614,871
Net assets, beginning of year	8,347,189	6,732,320
Net assets, end of year	10,551,008	8,347,191

Audited Financial Statements available upon request.

- 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.



## United Way of the Columbia-Willamette Community Investment Funded Projects 2012-2013

### Education

**Adelante Mujeres** – Journey to College  
*Target Population:* Washington County low-income Latina youth and their parents.

**Camp Fire Columbia** – From Surviving to Thriving

*Target Population:* Multnomah County low-income youth.

**Concordia University Foundation** – Launch Pad

*Target Population:* Multnomah County low-income youth.

**IRCO: Immigrant and Refugee Community Organization** – IRCO - School Success for Newcomers

*Target Population:* Multnomah, Washington & Clackamas County immigrant & refugee youth.

**Janus Youth Programs, Inc.** – Janus Youth - Food Works Academic Youth Leadership Program

*Target Population:* Multnomah County low-income youth.

**Mt. Scott Learning Centers** – Transitions Program

*Target Population:* Multnomah County low-income youth.

**Native American Youth and Family Center** – NAYA Family Center Early College Academy Enhancement Project

*Target Population:* Multnomah County low-income Native American youth.

**Open Meadow Alternative Schools** – Step Up

*Target Population:* Multnomah County low-income youth.

**Self Enhancement, Inc.** – SEI - Youth Potential Realized

*Target Population:* Multnomah County low-income African American youth.

**Todos Juntos** – Todos Juntos

*Target Population:* Clackamas County low-income Latino youth.

### Income

**Bridge Meadows** – Uniting Foster Youth, Families and Seniors

*Target Population:* Multnomah County Foster youth, prospective adoptive parents and older adults.

**CASH Oregon** – Earned Income Tax Credit (EITC) Tax Help

*Target Population:* Multnomah, Washington & Clackamas County low wage earners.

**Community Housing Resource Center CHRC** – Finance Smart, Take Credit for Taking Credit

*Target Population:* Clark County residents.

**DePaul Industries** – Finding Employment for Homeless People with Disabilities

*Target Population:* Multnomah County homeless seeking employment

**JOIN: Connecting the Street to a Home** – JOIN: Leading from Home

*Target Population:* Multnomah County homeless re-engaging with communities.

**Mercy Corps Northwest** – Re-entry Transition Center

*Target Population:* Multnomah, Washington, Clackamas & Clark County formerly incarcerated individuals.

**Northwest Housing Alternatives, Inc.** – HomeBase

*Target Population:* Clackamas County eviction prevention.

**Northwest Pilot Project, Inc.** – Housing Stabilization & Retention for At-Risk Seniors

*Target Population:* Multnomah County (SW PDX) older adults, 55+

**Oregon Tradeswomen, Inc.** – Constructing Green Futures - Oregon Tradeswomen, Inc

*Target Population:* Multnomah & Clark County women and minorities.

**Second Step Housing** – Positive Steps to Community

*Target Population:* Clark County formerly incarcerated women.

**Verde** – Let Us Build Cully Park!

*Target Population:* Multnomah County residents

**Voz Workers' Rights Education Project** – Martin Luther King Jr. Worker Center

*Target Population:* Multnomah County day laborers.

### Health

**Asian Health and Service Center** – Tri-County Mental Health Connection for Asians

*Target Population:* Multnomah, Clackamas, & Washington County Asian populations.

**Cascade AIDS Project** – Youth HIV Education

*Target Population:* Multnomah County low-income, racially diverse & LGBTQ youth.

**Clackamas Women's Services** – A Coordinated Community Response

*Target Population:* Clackamas County domestic violence survivors.

**Free Clinic of Southwest Washington** – Adult Dental Access Program

*Target Population:* Clark County low-income adults.

**Impact NW** – Parent Child Involvement Project

*Target Population:* Multnomah & Washington County low-income domestic violence survivors.

**Luke-Dorf, Inc.** – Peer Supported Engagement

*Target Population:* Multnomah & Washington County low-income homeless individuals.

**Lutheran Community Services Northwest (Portland Metro)** – Pathways

*Target Population:* Multnomah County low-income African refugees.

**Northwest Family Services** – Access to Dental Care Program

*Target Population:* Clackamas County low-income Latino population.

**The Wallace Medical Concern** – Lasting Smiles

*Target Population:* Multnomah County low-income Latino youth and adults.

**Virginia Garcia Memorial Foundation** – Enhancing Access to Oral Health Care for Low-income Children and Families

*Target Population:* Washington County low-income Latino youth and families.

**Youth Contact, Inc.** – Rebuilding Family Alliance

*Target Population:* Washington County low-income justice-involved families.

## United Way of the Columbia-Willamette Grant Funded Strategic Initiatives 2012-2013

United Way of the Columbia-Willamette harnesses the collective power of individual generosity to build strong, connected, and engaged communities. We have the tools and the know-how to connect people in need with the building blocks for a stable and healthy life – education, a living wage, financial stability, and health and wellbeing.

Your support creates change. When you give money to United Way, you directly fund local projects that connect people with jobs, provide affordable housing, or promote healthy living. When you volunteer your time and talent, you help children achieve in school or you give seniors and people with disabilities newfound autonomy. When you use your voice, you help set priorities that will provide opportunity for everyone in our community.

We know our community. Every dollar of every donation to United Way goes to projects that work.



### Funded Capital Projects

**Asian Health and Service Center** – Stay in Touch

*Target Population:* Multnomah, Washington & Clackamas County low-income Asian adults and families.

**Bienestar** – Receta para Exito (Recipe for Success)

*Target Population:* Washington County low-income families and farmworkers.

**Cascadia Behavioral Healthcare, Inc** – Prescott Terrace - Green Heat Upgrade!

*Target Population:* Multnomah County low-income individuals with mental illness or addictions.

**Clackamas Service Center** – Food Services and Warehousing Job Training Program

*Target Population:* Clackamas County low-income, homeless individuals and people with disabilities.

**CODA-Comprehensive Options for Drug Abusers, Inc.** – Fresh Start in New Housing

*Target Population:* Washington County low-income women and children.

**Columbia River Mental Health Services** – Improve Mental Health Therapy

*Target Population:* Clark County low-income individuals and families with mental illness.

**Emile Fries Piano Hospital and Training Center** – HVAC Replacement Project

*Target Population:* Clark County low-income adults with blindness.

**Friends of the Children - Portland** – On the Road to Success

*Target Population:* Multnomah, Washington, Clackamas & Clark County youth aged 16-21.

**IRCO: Immigrant and Refugee Community Organization** – IRCO: Africa House

*Target Population:* Multnomah, Washington & Clackamas County low-income African immigrant and refugee adults and families.

**Native American Youth and Family Center** – NAYA Family Center Early College Academy Enhancement Project

*Target Population:* Multnomah County low-income youth of racial, tribal and ethnic communities.

**New Avenues For Youth** – Social Purpose Enterprise Initiative

*Target Population:* Multnomah County low-income homeless youth ages 16-24.

**Outside In** – IT/Communication Project

*Target Population:* Multnomah, Washington & Clackamas County low-income, homeless & LGBTQ youth.

**Peninsula Children's Center** – Family Services Expansion Project Peninsula Children's Center

*Target Population:* Multnomah County low-income families.

**The Salvation Army Cascade Division** – White Shield Center Independent Living Capital Project

*Target Population:* Multnomah, Washington & Clackamas County low-income pregnant youth ages 12-18.

**YWCA Clark County** – Facilities Upgrade to Impact Survivors of Violence

*Target Population:* Clark County low-income survivors of domestic violence.





## BOARD OF DIRECTORS

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Enterprise Holdings

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Pacific University

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NW Oregon Labor Council

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CHIEF DEVELOPMENT OFFICER: **Patricia Bussey Jeter**  
CHIEF IMPACT OFFICER: **Zeke Smith**

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**Kevin Rask**  
KeyBank  
**Vinod Singh**  
Far West Fibers  
**Daniel Sitner**  
Columbia Distributing  
**Duane Watari**  
Daimler Trucks North America  
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CH2M Hill

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**Kristin Lewis**  
Wells Fargo Bank  
**Bob Tackett**  
NW Oregon Labor Council

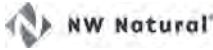
Mt. Hood Level



Columbia River Gorge Level



Vancouver Lake Level



Tualatin River Level



Douglas Fir Level

Benson Industries  
PacifiCorp

Trillium Level

Dunn Carney Allen Higgins & Tongue LLP  
Gaylord Industries  
Rodda Paint

Friends of Cornerstone

At United Way, the commitment of our corporate and community partners is integral to our success. Thanks to our Cornerstone Program, United Way has the resources it needs to do great work and make a difference in our community.

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



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