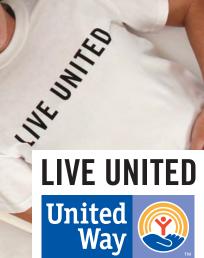
United Way of the Columbia-Willamette 2011 REPORT TO THE COMMUNITY Fiscal Year June 2010-July 2011

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LIVE UNITED



LIVE UNITED

OUR MISSION: Helping people, changing lives, making every contribution count.

We are advancing the common good by mobilizing the caring power of communities across the four-county Portland/Vancouver metro area in both human and financial resources. By working together, united, we can inspire hope and create long-lasting changes in the lives we touch and our community

OUR VISION:

To build a community where...

- People are committed to the wellbeing of children
- Families are nurtured and supported
- Neighborhoods are safe
- Individuals are prepared to succeed in a complex, changing world
- A strong, diverse economy creates good jobs
- All people see the possibilities for themselves and others
- All people are healthy and living as independently as possible
- Diversity is embraced
- People live and work together, encouraging and supporting one another

LIVE UNITED is a constant reminder that when we as individuals think outside ourselves, we have the power to create change. We all win when a child succeeds in school, when families are financially stable, and when people are healthy. With your help, United Way has been working to advance the common good in Multnomah, Washington, Clackamas and Clark Counties for more than 92 years. Much has changed in our community over the years but one thing has remained constant – our mission of helping people, changing lives and making every contribution count.

Your United Way has been able to accomplish this mission by focusing on the building blocks we all need to succeed: education, income and health. In the past year, we have worked with well over 1,000 companies from all sectors, 30,000 individual donors, various foundation partners, business and community leaders, and almost 10,500 volunteers. With your help, we funded 31 projects and strategic initiatives last year in collaboration with 150 service providers. Together we created lasting changes in the lives of over 100,000 people and strengthened communities across our region.

A very special thank you to our loyal contributors, volunteers, and corporate and community leaders for your continued support.



INVESTING IN OUR COMMUNITY

United Way is founded on a simple principle: by acting together we can make positive change in the community that we could never achieve acting alone. We do this through an investment strategy called Community Impact. Our goal is to help people with their needs today while also creating deep and lasting changes by addressing the three underlying elements that are the foundation of successful lives and a successful community: education, income and health.

It starts with a thorough assessment of community needs and analysis of best practices. We then use a volunteer-driven competitive grant process to identify the most effective projects and programs. United Way strategically invests in collaborations of non-profits, business and community leaders who are committed to measurable results. By pooling your contributions with those of your neighbors through the Community Impact Fund, you not only have the power to change lives in an immediate and lasting way – you have the power to change the future of the community we share.

With your help in fiscal year 2010-11, United Way funded more than 31 projects in the four-county Portland/Vancouver metro area and worked with over 150 partner agencies. AS SUPPORTERS OF UNITED WAY, YOU CAN BE PROUD THAT LAST YEAR 100,000 CHILDREN, INDIVIDUALS, AND FAMILIES RECEIVED HELP. As a community, we all win when kids are successful in school, when families are financially stable, and when people have good health. United Way is committed to ensuring that everything we do is focused on results, accountability and the greatest impact where the need is greatest.

HERE IS A SAMPLE OF HOW WE INVESTED IN EDUCATION, INCOME AND HEALTH IN THE PAST YEAR:



EDUCATION

- 3,525 Children ages 0-5 were supported in their early development and learning
- 1,609 Youth were connected with mentors and after school supports; 84% are on track for graduation
- 4,331 Parents and teachers increased skills and resources to support children's learning; 72% of parents increased participation in their child's school and learning

INCOME

- 12,659 Adults increased skills and connections for financial security
- 6,476 Kids experienced increased family financia security
- 2,023 Households received rent and utility assistance
- 8,764 People received assistance preparing their tax returns and more than \$3 million was returned to the community in EITC credits

HEALTH

- 15,219 Adults and children increased skills and resources to improve their health and safety
- 4,613 Accessed health services
- 2,526 Adults accessed mental health services
- 700 kids received dental exams and education



LIVE UNITED



COMMUNITY SUPPORT WORKING TOGETHER FOR **A BETTER COMMUNITY**

To accomplish our Community Impact goals requires support from companies, individuals and foundations throughout the Portland/Vancouver metropolitan area. This year campaign co-chairs Bob Van Brocklin, Managing Partner and CEO of Stoel Rives, LLP and Gregg Kantor, President and CEO of NW Natural agreed to lead the 2010-2011 campaign despite the slow economic recovery in the region. The good news is that people and companies answered the question of whether they would be there for those in need with a resounding yes. Together, with the help of almost 30,000 donors, a thousand businesses and organizations, and over 2,000 volunteers we raised \$21.1 million for our community. This represented a 5.1% increase over the prior year and was the second largest campaign total in the 91-year history of this United Way.

Results also included contributions from the Pacific Northwest Combined Federal Campaign (CFC) which totaled \$1,737,156 million, a 3% increase over last year. About 5,200 employees from 600 federal offices in 37 counties in Oregon and SW Washington participated this year. United Way of the Columbia-Willamette supports all phases of the CFC campaign including volunteer training, distributing campaign materials and processing of donations.

A number of companies went above and beyond and were recognized with awards. UPS earned United Way's Achievement Award both locally and nationally. Since 1982, UPS, its foundation, employees and retirees have donated \$1 billion to United Way programs across the country. Locally UPS has run annual workplace giving campaigns through United Way since 1986 and in the last fifteen years has raised an impressive \$6.3 million.

Intel Corporation received the prestigious Corporate Leadership Award for their outstanding support of the community and United Way. A very special thank you

to Intel employees, retirees, and the Intel Foundation who together raised \$6.8 million to support our community.

Campaign Chair Awards went to Bi-Mart and Nordstrom, Best New Company Campaign to Woodruff-Sawyer Oregon, Inc., and the Innovation Award to Pendleton Woolen Mills. Phil Moran and Shari Young with Stoel Rives, Jan Lambert with PacifiCorp, and Laura Bain with Intel were recognized as Campaign Coordinators of the Year.

This year Meyer Memorial Trust donated an additional \$300,000 to the Community Relief Fund and provided a challenge to the community that helped generate even more funding for this critical work. With this gift, we have raised over two million dollars since 2009 and helped about 20,000 households representing close to 60,000 people.

Thank you to all the individual donors, companies and organizations, federal workers, and foundations for your generosity, spirit of caring, and ongoing support.

Thank you!

OTHER HIGHLIGHTS FROM THIS YEAR:

VOLUNTEERISM

- 10,288 Volunteers were connected to service opportunities resulting in 69,815 hours given at a value of \$1.4 million.
- 82,739 Calls handled by 211info

This past year United Way also collaborated with Oregon Mentors to launch a statewide effort in partnership with United Ways around the state to recruit 7,000 new mentors in the next three year

The fourth annual MLK Weekend of Service drew 2,000 volunteers from across the four-counties who worked on 96 different projects with 70 nonprofit partners. United Way's strategic partner in volunteerism, Hands On Greater Portland was integral in helping organize this highly successful event. Volunteers spent a total of 8,000 hours or the equivalent of almost \$166,800 worth of work for the community and helped serve meals, clean up local parks, make blankets for shelters, salvage building materials, and refurbish bikes for kids. Thank you to all of the volunteers who participated.

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.

Going Green

This year we implemented a series of projects to make us a more "green" organization. This was done to help protect our environment but also to ensure we improve our efficiency and decrease costs. In the past year, we reduced the use of natural gas, saving our organization \$40,000 since updating the system. Our Information Technology department upgraded staff computers to new Energy Star rated units and we have switched to green-certified cleaning products. With the help of the Best Business Center, United Way also participated in a waste audit to set waste reduction goals and expand the current recycling programs. About 23 pounds of plastic bags and 58 pounds of rigid plastics have been diverted from garbage to recycling. In the first year, upgrades to the building's heating and air conditioning system lead to a reduction in electricity usage of 50% and natural gas usage was also reduced by 28% in one building.







Far West Fibers Classic

The 16th annual Far West Fibers Classic drew 225 golfers to Pumpkin Ridge Golf Club's Ghost Creek Course to show their support for United Way. A special thank you to the 22 companies who sponsored the event and helped raise thousands to help our community. The event attracted local golfers who were also 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.

Community Issues Forum

André Tapia, Chief Diversity Officer and Emerging Workforce Solutions Leader at Hewitt Associates

and internationally recognized author of The Inclusion Paradox: The Obama Era and the Transformation of Global Diversity, was the keynote presenter at breakfast attended by close to 900 business and community leaders. His direct and compelling approach provided a non-traditional way of looking at differences of race, age, gender, sexual preferences, ethnicity, and disabilities. Following the event, Mr. Tapia led a half-day forum with close to 100 local leaders to explore ways to address issues in the community. United Way has established an advisory group to continue the work started at the forum and implement recommendations.

Domestic Violence Summit

In November, United Way hosted over 130 regional leaders to discuss the growing crisis of domestic violence in our community. The summit was the culmination of a year of work by staff and a committee to assess gaps in resources and define needs for the region. Dr. Sujata Warrier, Director of the New York City Program of the New York State Office for the Prevention of Domestic Violence was the keynote speaker and facilitator for the daylong activities. During the summit, violence prevention activities were a major focus of discussion as well as education programs starting at an early age. Top priorities from discussions included increasing housing and shelter options for domestic violence survivors and better prevention and education activities. Following the summit, a Regional Strategic Workgroup was formed to prioritize and execute recommendations from the workgroups over the next year.

Special Awards

At the annual Major Gifts Dinner in September, Mary and Brot Bishop of Pendleton Woolen Mills were honored with the Robert G. Miller Major Gifts Achievement Award. The award recognizes significant leadership, philanthropy and community spirit honors the Bishop's many years of dedication to supporting the growth of the community. Brot and Mary are dedicated volunteers, having served on many boards (including that of United Way) and led various philanthropic causes. At the event, Roger Hinshaw, president of Bank of America in Oregon and SW Washington was also presented with



the James H. Rudd Commitment to Service Award. The award recognized lifetime achievement, commitment and volunteerism in this community and longtime support of United Way.

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.





CHAIR: Richard High **Riverview Community Bank** CHAIR-ELECT: James Rue Oregon Department of Land Conservation and Development TREASURER: Barbara Mathey IBEW & United Workers Federal Credit Union SECRETARY: Sabrina M. Rokovitz Enterprise Holdings PAST CHAIR: Dan James PNGC Power

Kerry E. Barnett

The Regence Group 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 **Kristin Lewis** Wells Fargo Ross Lienhart Community Leader Jaime Lim The Asian Reporter Jocelynne McAdory Kaiser Permanente Mary Monnat LifeWorks NW **Michael Montgomery** U.S. Bank Perry Moore The Boeing Company Larry Paulson Port of Vancouver, USA Amy Joseph Pedersen Stoel Rives, LLP Keith Ristau Far West Fibers 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

2010-2011 **CAMPAIGN CABINET**

CHAIR: Robert Van Brocklin Stoel Rives LLP CO-CHAIR: Gregg Kantor NW Natural VICE CHAIR: Mike Alexander Regence Blue Cross Blue Shield of Oregon VICE CHAIR: Dennis Catmull Community Volunteer VICE CHAIR: Tom Elmer KeyBank VICE CHAIR: Kristin Lewis Wells Fargo

Laura Bain Intel Corporation Robert Beck

Enterprise Holdings Vickie Burns Labor's Community Service Agency Rodney Cook Office for Children & Families John Drew Far West Fibers Deanna Haley The Boeing Company Scott Hatley Incight Company **Richard High Riverview Community Bank** Robert Katsuno Ameriprise Financial Services, Inc. Dwight Kelly UPS Jaime Lim The Asian Reporter Michael Montgomery U.S. Bank Devon Zastrow Newman Schwabe, Williamson & Wyatt Barbara Palmer U.S. Trust, Bank of America Larry Paulson Port of Vancouver, USA John Prevost Ashland Inc. Mark Poling Clean Water Services Dan Sitner Columbia Distributing Suzan Wallace Community Volunteer Duane Watari Daimler Trucks North America LLC John Willis CH2M Hill

UNITED WAY OF THE COLUMBIA-WILLAMETTE FINANCIAL INFORMATION

The following are audited figures from the fiscal years ending June 30, 2010 and June 30, 2011. Full audited financial are available online at unitedway-pdx.org or by request.

July 1, 2010 - June 30, 2011		July 1, 2009 - June 30, 2010	2011 EXPENDITURES	
PUBLIC SUPPORT AND REVENUE:				
Public Support:				OVERHEAD
Gross Campaign results, including	22,292,994	21,125,264		
amounts raised for others				Fundraising Campaign 7.8%
Less Amounts Directed to 501(c)3 Agences:	(11,049,454)	(9,999,769)		
Provision for uncollectible pledges Net Campaign Revenue	(550,000)	(600,000)		Management & General 6.4%
Net Gampaign Revenue	10,693,540	10,525,495		
				14.2
Revenue:				
Grants and bequests	145,861	253,331		
Donated services	199,162	140,528		
Community service fees	120,328	111,701		
Rental income	195,024	164,339		85.3
Other	281,507	(53,874)		00.0
Total Revenue	941,837	616,025		
		,		
Total public support and revenue	11,635,377	11,141,520		
EXPENSES:				
Program Grants	5,241,458	5,946,149		RETURNED TO
Community impact program services	2,023,207	1,752,694		THE COMMUNITY
Supporting services:		, ,		**United Way Overhead
Fund-raising campaign	1,915,697	1,881,459		Based on IRS Form 990
Management and general	1,422,382	1,300,081		1
Total allocations and expenses	10,602,744	10,880,383		
Increase (decrease) in net assets	1,032,633	261,137		
Net assets, beginning of year	5,699,687	5,438,550		
Net assets, end of year	6,732,320	5,699,687		
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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.

PROJECTS STRATEGIC PARTNERSHIPS AND INITIATIVES

These programs receive funding thanks to your investment in United Way's Community Impact Fund.

Adelante Mujeres – Adelante Chicas

Target Population: Washington County; Low-income Latina girls aged 9-18 Arc of Clark County – Parents Receiving Intensive Developmental Education (PRIDE) Target Population: Clark County; Parents and preschool age children with developmental disabilities Asian Health & Service Center – Asian Wellness Connection Target Population: Multnomah, Washington, Clackamas; Low income Asian adults and seniors **Benefits Advocacy Coalition – Toward Independence** Target Population: Multnomah; Homeless individuals with disabilities **Bienestar – Semillas de Exito/Seeds for Success** Target Population: Washington; Low income Latino residents **Black Parent Initiative – Parent University** Target Population: Multnomah; African American parents and youth **Clackamas Women's Services – Beyond Shelter Housing Initiative** Target Population: Clackamas; Homeless domestic violence survivors Community Housing Resource Center – Take Charge! – Build Assets, \$\$\$ and Credit Smarts Target Population: Clark; Low income households Hacienda CDC-Vamos & Expresiones: Latino & Somali Target Population: Multnomah; Latino and Somali youth and their parents Hollywood Senior Center – Senior Medication Assistance Network Target Population: Multnomah; Seniors Human Solutions – Resident Services Project Target Population: Multnomah; Somali and Russian immigrant youth and their families living in affordable housing IRCO – African Community Collaboration for Economic Self-Sufficiency Target Population: Multnomah, Washington; African immigrants **Irvington Covenant CDC – Constructing Green Futures** Target Population: Multnomah; Low income, predominantly African American and women, including people returning to the community after incarceration Janus Youth Programs – Village Gardens Target Population: Multhomah; Low income teens and adults living in public housing **JOIN – Working in Community** Target Population: Multnomah; Chronically homeless individuals **Mercy Corps Northwest – ROAR** Target Population: Multnomah; Formerly incarcerated individuals Native American Rehabilitation Association – Discovering Our Story Project Target Population: Regional; Native American youth and adults

Native American Youth & Family Center – Native Student Literacy Project Target Population: Regional; Native American middle and high school students Neighborhood House, Inc. - Community Approaches to Building School Success Target Population: Multnomah, Washington; Refugee and immigrant families and their young children transitioning to kindergarten **Oregon Law Center – Project Against Workplace Sexual Assault** Target Population: Washington; Low income indigenous farm workers **Outside In – Neighborhood Sparks: Transformation** Target Population: Clackamas; Uninsured and homeless youth and adults Second Step Housing – Re-Entry Housing Project Target Population: Clark; Formerly incarcerated individuals re-entering the community **Self-Enhancement Inc – Youth Potential Realized** Target Population: Multnomah; Underserved inner-city youth and families, primarily African American Virginia Garcia Memorial Health Center – MILPA II Target Population: Washington; Low income and primarily Latino patients Youth Contact– Family Justice Initiative Target Population: Washington; Families involved in the criminal justice system

Strategic Partnerships and Initiatives

211info – Regional Information & Referral Hotline 211info provides assistance and connects callers with support for a variety of social service needs. Hands On Greater Portland - Volunteer Mobilization Connects individual and corporate volunteers with community opportunities. **Born Learning Initiative** Provides information on how to work with children birth to five to create learning opportunities. Earned Income Tax Credit Assistance (EITC) Free tax preparation assistance for taxpayers who may be eligible for tax refunds through EITC. **Community Relief Fund Initiative** Providing emergency food, rent, utility and prescription assistance. **Project Access Now (PANOW)** A strategic collaboration of hospitals and clinics that organizes charity care throughout region to improve access to medical care for low-income patients.

Collaborating Partners

AARP Tax Aide Adventist Medical Center Africa House **Banner Bank Better People Boy Scouts** CareOregon **CASH** Oregon Central City Concern **Charles F. Tigard Elementary Chief Joseph Elementary Children's Justice Alliance** City of Portland Bureau of Planning and Sustainability **Clackamas Commission on Children and Families Clackamas County Medical Society Clackamas County Social Services Clackamas Service Center Clarendon-Portsmouth Elementary Clark County Department of Corrections** Clark County Medical Society **Clark County Parent Coalition Clark County Public Health** Coalition for a Livable Future **Coalition of Community Health Clinics Columbia United Providers Community Action Washington County** Community and Shelter Assistance of Oregon (CASA) **Community Health Partnerships Community Services Northwest Concordia University** Council for the Homeless Cowlitz Tribe **David Douglas School District Disability Navigators Inc.** disAbility Resources of SW Washington **Essential Health Clinic** Fern Hill Elementary Forest Grove High School Free Clinic of Southwest Washington **Friendly House**

Global Advocates for Inclusiveness Housing Authority of Clackamas County Housing Authority of Portland IBEW Local 48 Impact NW Inter-Faith Treasure House Jefferson High School Kaiser Permanente KeyBank Latino Community Resources Legacy Health System Lewis and Clark College Indigenous Ways of Knowing Program Lifeworks NW Linfield School of Nursing Markham Elementary Medical Society of Metropolitan Portland Metro Metropolitan Contractor Improvement Partnership Metzger Elementary Milwaukie High School Multnomah County Commission on **Children and Families** Multnomah County Health Department Multnomah County Library My Story Photography NAMI National Association of Minority Contractors National Indian Child Welfare Association Neil Armstrong Middle School New Columbia New Seasons Market New Urban High School Northwest Family Services Northwest Indian Storytellers (NISA) Northwest Treeplanters and Farmworkers United (PCUN) **NW Housing Alternatives OHSU School of Nursing OHSU-Richmond Clinic OnPoint Community Credit Union** Oregon 211

Oregon Action Oregon Association of Liberians Oregon Department of Human Services Oregon Employment Department Farmworker Services Oregon Food Bank Oregon Tradeswomen, Inc. **OSU Extension Services Overland Park Coalition** p:ear Pacific Source Health Plans Pacific University Paragon Educational Network Partnership for Prescription Assistance of Oregon **Phoenix Rising Transitions** Portland Community College Cascade Campus Portland Farmer's Market **Portland Housing Center** Portland Nurserv Portland State University **Prison Fellowship Ministries Project Access Clackamas County Project Access Clark County Project Access Multnomah County Project Access Washington County Project Clean Slate Providence Health System** Providence Medical Group PSU Center for Health and Social Inequality Research PSU Center for the Improvement of Child and Family Services Regence BlueCross BlueShield **Retired Senior Volunteer Program Rosa Parks Elementary Rosewood Family Health Center** Salvation Army Cascade Division SAFES Program Salvation Army Clark County SHARE Sitton Elementary Somali Bantu Community Organization Somali Community Services Southwest Washington Medical Center Southwest Washington Parent-to-Parent

State Farm Insurance Statewide Health Insurance Benefits Advisors Support for Early Learning and Families (SELF) Tom McCall Upper Elementary **Tuality Health Alliance** University of Portland School of Nursing Urban League Vancouver Housing Authority Voices Set Free Volunteer Center of Clark County Volunteer Connection of Clackamas County Washington County Commission on Children and Families Washington County Community Corrections Washington County Cooperative Library Services Washington County Health and Human Services Washington Info-Network 211 Washington State Service Corps Wells Fargo Westview High School Willamette Falls Hospital Wisdom of the Elders YWCA Clark County YWCA of Greater Portland



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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

GIVE. ADVOCATE. VOLUNTEER.

United Way of the Columbia-Willamette has been helping people in the fourcounty 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

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