

United
Way



United Way of the
Columbia-Willamette

A YEAR UNITED MADE POSSIBLE BY YOU

2017-2018 Impact Report

THANK YOU FOR INVESTING IN OUR REGION'S KIDS & FAMILIES



106,000

kids & families served



\$26M

invested in the region



430

community partners



If there was ever a time for a **united** approach, it's now.



Oregon is 47th in the nation for on-time graduation, which means we're failing a generation of kids. Unemployment is below 4%, but our economic growth is disproportionately shared, with low-income families and people of color being pushed even farther behind. We have a housing and homelessness crisis that seems to have grown out of control in recent years.

Although the challenges are daunting, united, we will solve them to make our region a better place for everyone. You make it possible for United Way to bring people and organizations together to work on these issues, in a sustained and coordinated way. Our role as a community problem solver is more vital now than ever before.

Because of you, United Way has:

- Built the first-ever regional early learning framework so that more kids show up ready for school
- Launched two of the state's largest high school graduation initiatives
- Helped keep vulnerable families housed and off the streets
- Provided thousands of working families with financial education and tax preparation services, giving them and our local economy a boost
- Mobilized thousands of volunteers, contributing real value to hundreds of nonprofits

With your continued support, we're committed to doing more to strengthen the effectiveness of the nonprofit sector and improve the lives of tens of thousands of vulnerable kids and families. **At a time when our nation feels divided, it's time to stand united and invest in our region's kids.**

Sincerely,

Keith Thomajan, President & CEO
United Way of the Columbia-Willamette

A SCHOOL WHERE KIDS CAN THRIVE

“Parents tell me that their preschool child is ahead of their kindergarten child in public school. I see the progress they are making. It’s exponential.”

–Bashir, founder of CAIRO Academy

As a Somali refugee, Bashir knows that schools aren’t set up to adapt to cultural differences. It’s one reason many immigrant kids struggle in school.

With new state funding and support from United Way, Bashir saw a way to give African immigrant and refugee kids a better experience. He started CAIRO Academy, a preschool where kids feel at home and where parents learn how to engage with local public schools. The results have been profound.

For families, being able to speak Somali in the classroom, communicate easily with teachers and trust that cultural food restrictions will be honored, takes much of the stress out of the first school experience. That means kids can focus on learning and be ready for the first day of kindergarten.

OUR UNITED IMPACT

You make it possible for us to:

- Engage culturally specific and culturally responsive organizations to give kids the right support at the right time, from preschool to graduation
- Create high-quality preschools and align early learning efforts in Multnomah and Washington counties so kids are better prepared for kindergarten and beyond
- Lead our region’s largest high school graduation initiative in two Oregon school districts, using research and a data-driven approach to transform how schools support students of color



47TH

Oregon has the **third worst graduation rate** in the nation¹



28,000+

culturally specific early learning **kits and books** delivered



2,200

kids of color received wraparound support to ensure they graduate



509

educators trained to help families get kids school-ready



27

new preschool classrooms created for 510 kids



1 IN 3

families **can't pay for basic needs** like rent and groceries²



2,500

families received rent & utilities assistance



94%

of families remain in **permanent housing** one year later



\$24M

in **tax credits** secured for 21,478 working families



A FAMILY WITH A PLACE TO CALL HOME

“Everybody should be able to at least have a place to come home to.”

–Stephanie, recipient of United Way support

Not long ago, Stephanie found herself in an unimaginable situation. Even with a full-time job, she couldn't afford rent. She and her six-year-old daughter, Teja, became homeless.

Through Community Action, a United Way partner, Stephanie and Teja were able to move into a family shelter and later an apartment. They were also connected to resources for food boxes, school supplies and more.

Now, they have a place to call home. Teja has a best friend across the street and is excelling in school. Stephanie can finally give her daughter what she needs to learn, grow and be healthy.

OUR UNITED IMPACT

You make it possible for us to:

- Invest in partners that identify families on the edge of houselessness and fund rent and utilities assistance programs to keep them housed
- Stabilize families by working with community partners to provide resources like job training, access to medical care and food
- Secure tax credits and benefits for low-income families to help build their financial foundation and ensure a sustainable future

A COMMUNITY MADE STRONGER BY PASSIONATE VOLUNTEERS

“For me, volunteering is that connection to something bigger than yourself. It’s the connection to community.”

–Larry, volunteer of 14 years

Larry started volunteering with Hands On Greater Portland, a United Way program, in 2004 and hasn’t stopped since. Over the last 14 years, he’s led and participated in hundreds of projects — from spreading mulch and planting trees in parks, to fixing bikes and serving meals to homeless families.

Through volunteering, Larry also passes along important life lessons to his two daughters. They’ve grown up volunteering with him, learning that sincere, unselfish giving is a key part of building community. Now, as adults, they’re volunteers too, tangibly improving the lives of kids and families in our region, one project at a time.

OUR UNITED IMPACT

You make it possible for us to:

- Provide one-time Catalyst Fund investments that promote innovation and strengthen community networks in our region
- Convene a cohort of nonprofits to share knowledge, adopt proven practices and increase equity to ensure communities in our region have access to the best services
- Activate the village through our Hands On Greater Portland program, connecting thousands of volunteers each year to projects that directly benefit kids and families



1 IN 2

nonprofits **turn clients away** due to lack of volunteers & resources³



\$1.89M

in **service value** to hundreds of regional nonprofits



23,000+

volunteer connections with 350+ organizations



92%

of **volunteers** say their experience was meaningful

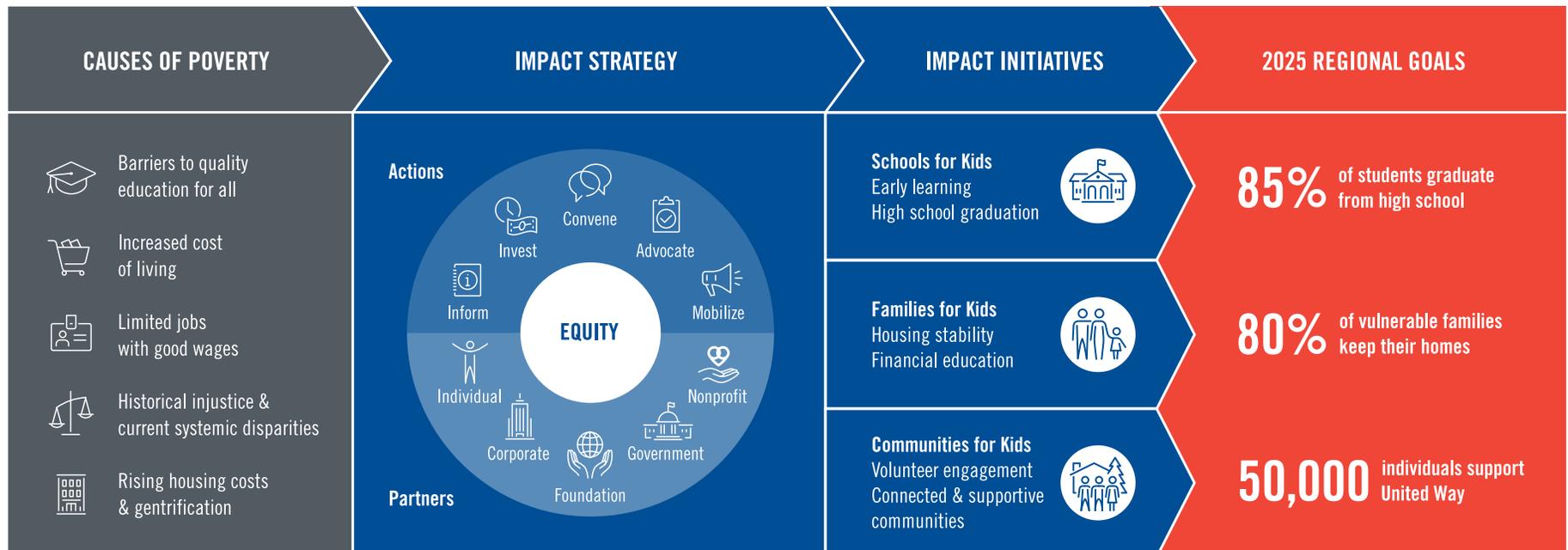
UNITED, WE AMPLIFY THE IMPACT

Supporters like you have stood with us for nearly 100 years. Here’s how you create change with United Way.

At United Way of the Columbia-Willamette, we have a simple, ambitious vision — to invest in our region’s kids so they are free from poverty and free to reach their potential.

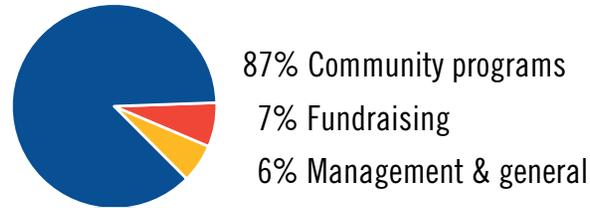
At the root of our work is the belief that we are a single community, our health and well-being inextricably linked. We also know that particular communities defined by race, ethnicity and culture have very specific needs and important perspectives. When we honor both these truths we make our schools, families and communities stronger for kids in our region.

You make it possible for us to bring together the people and organizations working hard to address childhood poverty in our region.



2016-2017 FINANCIAL DATA (IN DOLLARS)

OPERATING REVENUE, GAINS & OTHER SUPPORT	19,324,045
Gross campaign revenue, including amounts raised for others	14,979,728
Less amounts designated to others & uncollectible pledges	(10,161,667)
Government grants & contracts	12,467,039
Contributions, private grants, in-kind & other	2,038,945
EXPENSES	19,998,450



Program services	16,336,520
Program grants, including amounts raised for others	13,375,831
Less amounts designated to others	(9,810,667)
Program investments	12,771,356
Supporting services	3,661,930
Fundraising	2,068,042
Management & general	1,593,888
CHANGE IN NET ASSETS FROM OPERATING ACTIVITIES	(674,405)
Non-operating activities	4,974,546
Change in net assets	4,300,141
Net assets: beginning of year	11,659,108
Net assets: end of year	15,959,249



87 cents of every dollar you donate goes directly to community programs.



PARTNERS LIKE YOU MAKE ALL OF THIS POSSIBLE

We are deeply grateful for the support of our capable partners and generous donors who make this work real.

INDIVIDUAL DONORS

\$100,000+

Al & Nancy Jubitz

\$25,000-\$99,999

Pete & Julie Fleming
Robert & Elizabeth Warren
Fund of The Oregon
Community Foundation
Alan Yordy & Joan Kropf

\$10,000-\$24,999

Anonymous (3)
Mary Bishop
Eric & Janice Hoffman
Nancy Lematta
Richard & Delight Leonard
H. Craig Ramey
Sabrina Rokovitz & Leslie
Johnson
Christiana Smith Shi
Keith & Edie Thomajan

\$5,000-\$9,999

Anonymous
Ray & Jean Auel

Michael & Michele Biehler
Stefan & Valerie Bird
The Cameron Family
Charitable Fund
Laura & Chris Carlisle
Anita & John Drew
Wayne & Julie Drinkward
Edwards Lienhart
Family Foundation
Chris & Joni Feryn
Heather Guthrie & Gil Parker
The Irwin Family Fund
of the Renaissance
Charitable Foundation
Leon Jallo
Jane R. Kendall Family Fund
of The Oregon Community
Foundation
Jennifer & Jim Mark
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& Mia Nicholson
Rob & Margaret Morton
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Larry Paulson

Mark & Jenny Poling
John Prevost
Marcia Randall
Robert & Marilyn Ridgley
Keith & Ann Ristau
Steven & Violet Schad
David Scott
Merlin & Valerie Wilkinson
Annetta M. Young

CORPORATE

& INSTITUTIONAL DONORS

\$250,000+

Meyer Memorial Trust
Multnomah County, Dept. of
Human Services, Youth &
Family Services Division
Philanthropy Northwest
Robert D. & Marcia H. Randall
Charitable Trust
State of Oregon,
Dept. of Education
UPS
U.S. Bank

\$100,000-\$249,999

Cascade Corporation
Comcast
COSTCO Wholesale
Enterprise
Hoffman Construction Company
The Oregon Community
Foundation
PacifiCorp
Wells Fargo

\$50,000-\$99,999

Anonymous
Far West Recycling
Hyster-Yale Group
Intel
KeyBank
Nordstrom
NW Natural
Providence Health & Services
Regence BlueCross BlueShield
of Oregon
Target

\$25,000-\$49,999

Bi-Mart
 CenturyLink
 Epson Portland Inc.
 ESCO Corporation
 FedEx
 Fidelity Charitable Gift Fund
 Geffen Mesher & Company
 Illinois Tool Works
 Kaiser Permanente
 OnPoint Community
 Credit Union
 Pendleton Woolen Mills
 Principal Financial Group
 The Randall Group
 Regency Centers
 Rockwell Collins
 Flight Dynamics
 Stoel Rives LLP
 Washington County

FUNDED PARTNERS

211info
 Adelante Mujeres
 Amazing Minds Learning Center
 Amazing Minds Child
 Development Center
 American Leadership Forum
 Asian Pacific American Network
 of Oregon (APANO)
 Asian Reporter
 Banks School District
 Beaverton School District
 Bienestar

Black United Fund
 Bridge Meadows
 CAIRO
 Cash Oregon
 Centro Cultural de
 Washington County
 Child Care Resource & Referral
 of Multnomah County
 Children First for Oregon
 Children's Institute
 City Club of Portland
 Clackamas County
 Public Health
 Clackamas Service Center
 Clackamas Women's Services
 Coalition of Communities
 of Color
 Community Action of
 Washington County
 Community Housing
 Resource Center
 Council for the Homeless
 Elevate Oregon
 Farah's Adult Day Care Center
 Faubion Elementary School
 Forest Grove School District
 Friends of the Children
 Gaston School District
 Greater Than
 Hacienda Community
 Development Corp.
 (Hacienda CDC)
 Healthy Living Collaborative/
 SW Washington Accountable

“There’s so much real need in our region right now. At the same time, there are many good people and organizations working to improve our community. It’s hard to know the best place to donate. That’s why we’ve always given to United Way. Year after year, United Way has proven that it invests our donations where they have the **most effective impact.**”

—**Marcia Randall, The Randall Group**



Volunteers at Gilbert Park Elementary, MLK Weekend of Service | Megan Zabel Holmes

“YWCA’s partnership with United Way has given focus to our racial equity work and provided tools to keep driving it forward. Through the cohort led by United Way, we established relationships with local organizations who share a **commitment to advancing equity** in our region, providing support and accountability.”

—**Stephanie Barr, Director of Programs, YWCA Clark County**

“A stable job, a home and a connected community are at the heart of possibility for all of us. At U.S. Bank, we invest our time, resources and passion in economic development by supporting United Way’s efforts to **connect and support** those working hard to address poverty in our region, where we all live, work and play.”

—**Stacey M. Dodson, Market President**
U.S. Bank, Portland & SW Washington



Volunteers at Oregon Food Bank, MLK Weekend of Service | Megan Zabel Holmes

“By bringing nonprofits together in a collaborative space, United Way of the Columbia-Willamette increases efficiency and amplifies impact. And United Way embodies the mandate of our founder, Fred Meyer — ‘Even small amounts can accomplish great tasks’ — proving that **thoughtful, targeted investments** can drive better outcomes for our most vulnerable youth and families.”

—**Michelle J. DePass, President & CEO**
Meyer Memorial Trust

Communities of Health	Oregon School-Based Health Alliance	Clackamas Early Learning Hub
Hillsboro School District	Partners for a Hunger-Free Oregon	David Douglas School District
Home Forward	Planned Parenthood	Dress for Success Oregon
Human Solutions	Portland Community Reinvestment (PCRI)	Gresham Barlow School District
Immigrant & Refugee Community Organization (IRCO)	Portland Metro	Health Share of Oregon
Impact NW	STEM Partnership	Mother & Child Education Center
Iraqi Society of Oregon	Project Access Now	Multnomah County, Dept. of Human Services, Youth & Family Services Division
Oregon Child Development Coalition (OCDC)	Proud Ground	Multnomah Early Childhood Program
Oregon Community Health Worker Association (ORCHWA)	Providence Health & Services	Multnomah Education Service District
Innovative Changes	Reading Results	Northeast Emergency Food Program
Kairos PDX	Second Step Housing	Northwest Children’s Outreach
Kúkátónón African Dance Troupe	Self Enhancement Inc. (SEI)	Northwest Early Learning Hub
Labor Community Services	Shaver Elementary School	Northwest Health Foundation
Latino Network	Sherwood School District	Northwest Regional Education Service District
Lewis & Clark Montessori	Tigard-Tualatin School District	Oregon Dept. of Human Services
LifeWorks Northwest	Todos Juntos	Parkrose School District
Metropolitan Family Services	Urban League	Portland Children’s Levy
Milagro (Miracle Theatre)	Verde	Portland Parks & Recreation
Mill Park Elementary	Village Childcare	Portland Public Schools
Morrison Child & Family Services	Virginia Garcia Memorial Foundation	Portland State University
Mt. Hood Community College Child Development & Family Center	Washington County Cooperative Library Services	Reynolds School District
Native American Youth & Family Center (NAYA)	Youth Educating Police (YEP)	Social Venture Partners
Neighborhood House Head Start	YMCA of Columbia-Willamette	Virginia Garcia Memorial Trust
NW Housing Alternatives	YWCA Clark County	Washington County Mental Health Dept.
Open School	COORDINATING PARTNERS	Washington County WIC Program
	Centennial School District	
	Center for Equity & Inclusion	



Immigrant & Refugee Community Organization's Youth Leadership Council members | Megan Zabel Holmes
Front cover: Preschoolers at CAIRO Academy | Kyla Yeoman
Back cover: A preschooler at Alder Montessori | Kyla Yeoman

Sources:

¹ ED Facts Data Groups 695 and 696, School Year 2015-16. U.S. Dept. of Education. October 25, 2017.

² United Way ALICE Project: unitedwayalice.org.

³ 2011 Oregon Nonprofit Sector Report. Portland State University, Nonprofit Association of Oregon. May 1, 2012.



Thanks to you, more
of our region's kids
are free from poverty
and free to
EXPLORE
LEARN
GROW
REACH THEIR POTENTIAL

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