



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 47<sup>th</sup> 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





# 47<sup>TH</sup>

Oregon has the **third worst graduation rate** in the nation<sup>1</sup>



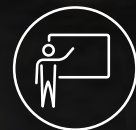
## 28,000+

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 groceries<sup>2</sup>



# 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 & resources<sup>3</sup>



# \$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

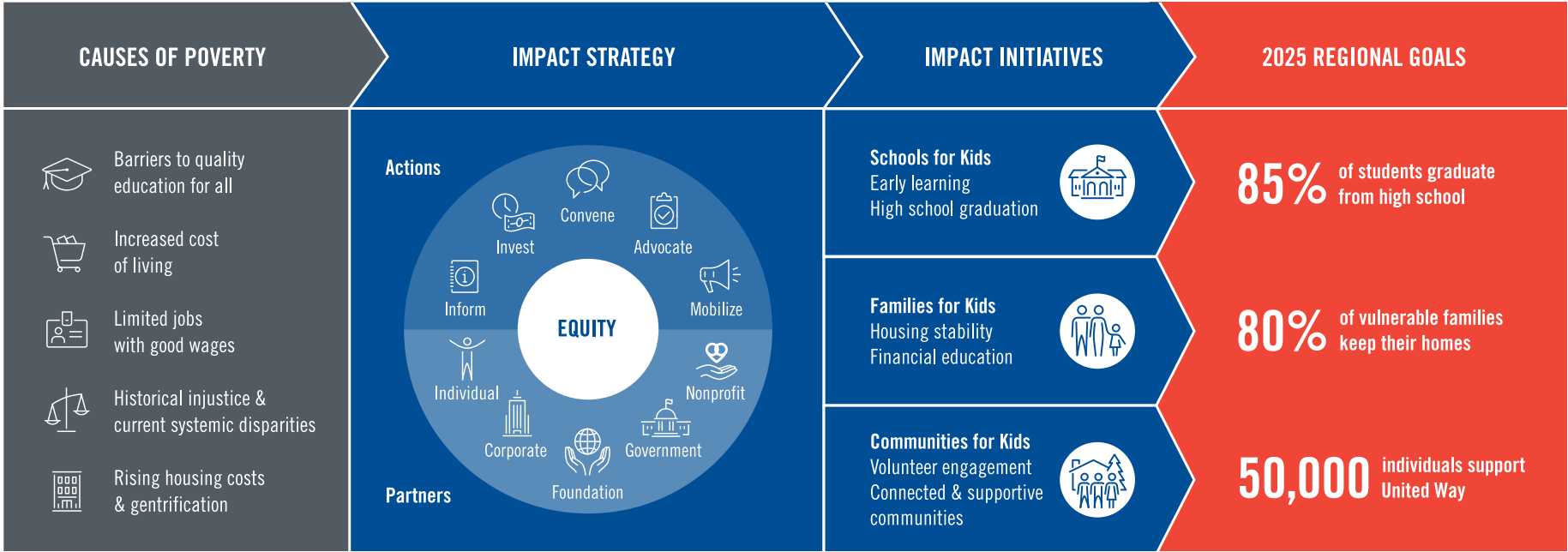
# UNITED, WE AMPLIFY THE IMPACT

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.

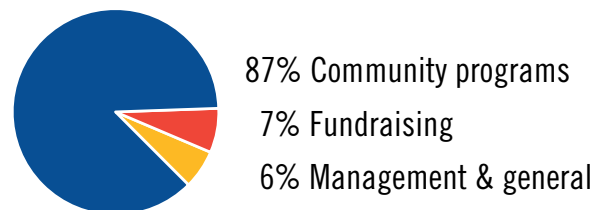
You make it possible for us to bring together the people and organizations working hard to address childhood poverty in our region.





## 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

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

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
<b>Net assets: end of year</b>	<b>15,959,249</b>



**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.

<b>INDIVIDUAL DONORS</b>				
<b>\$100,000+</b>	Michael & Michele Biehler	Mark & Jenny Poling	<b>\$100,000-\$249,999</b>	
Al & Nancy Jubitz	Stefan & Valerie Bird	John Prevost	Cascade Corporation	
	The Cameron Family	Marcia Randall	Comcast	
	Charitable Fund	Robert & Marilyn Ridgley	COSTCO Wholesale	
<b>\$25,000-\$99,999</b>	Laura & Chris Carlisle	Keith & Ann Ristau	Enterprise	
Pete & Julie Fleming	Anita & John Drew	Steven & Violet Schad	Hoffman Construction Company	
Robert & Elizabeth Warren	Wayne & Julie Drinkward	David Scott	The Oregon Community	
Fund of The Oregon	Edwards Lienhart	Merlin & Valerie Wilkinson	Foundation	
Community Foundation	Family Foundation	Annetta M. Young	PacifiCorp	
Alan Yordy & Joan Kropf	Chris & Joni Feryn		Wells Fargo	
	Heather Guthrie & Gil Parker			
	The Irwin Family Fund	<b>CORPORATE</b>		
<b>\$10,000-\$24,999</b>	of the Renaissance	<b>&amp; INSTITUTIONAL DONORS</b>	<b>\$50,000-\$99,999</b>	
Anonymous (3)	Charitable Foundation	<b>\$250,000+</b>	Anonymous	
Mary Bishop	Leon Jallo	Meyer Memorial Trust	Far West Recycling	
Eric & Janice Hoffman	Jane R. Kendall Family Fund	Multnomah County, Dept. of	Hyster-Yale Group	
Nancy Lematta	of The Oregon Community	Human Services, Youth &	Intel	
Richard & Delight Leonard	Foundation	Family Services Division	KeyBank	
H. Craig Ramey	Jennifer & Jim Mark	Philanthropy Northwest	Nordstrom	
Sabrina Rokovitz & Leslie	Mike Mayberry	Robert D. & Marcia H. Randall	NW Natural	
Johnson	Nancie Stevens McGraw	Charitable Trust	Providence Health & Services	
Christiana Smith Shi	Timothy McMahan	State of Oregon,	Regence BlueCross BlueShield	
Keith & Edie Thomajan	& Mia Nicholson	Dept. of Education	of Oregon	
	Rob & Margaret Morton	UPS	Target	
<b>\$5,000-\$9,999</b>	Milo E. & Beverly Ormseth	U.S. Bank		
Anonymous	Larry Paulson			
Ray & Jean Auel				



**\$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

Hillsboro School District

Home Forward

Human Solutions

Immigrant & Refugee Community Organization (IRCO)

Impact NW

Iraqi Society of Oregon

Oregon Child Development Coalition (OCDC)

Oregon Community Health Worker Association (ORCHWA)

Innovative Changes

Kairos PDX

Kúkátónón African Dance Troupe

Labor Community Services

Latino Network

Lewis & Clark Montessori

LifeWorks Northwest

Metropolitan Family Services

Milagro (Miracle Theatre)

Mill Park Elementary

Morrison Child & Family Services

Mt. Hood Community College Child Development & Family Center

Native American Youth & Family Center (NAYA)

Neighborhood House Head Start

NW Housing Alternatives

Open School
- Oregon School-Based Health Alliance

Partners for a Hunger-Free Oregon

Planned Parenthood Columbia Willamette

Portland Community Reinvestment (PCRI)

Portland Metro STEM Partnership

Project Access Now

Proud Ground

Providence Health & Services

Reading Results

Second Step Housing

Self Enhancement Inc. (SEI)

Shaver Elementary School

Sherwood School District

Tigard-Tualatin School District

Todos Juntos

Urban League

Verde

Village Childcare

Virginia Garcia Memorial Foundation

Washington County Cooperative Library Services

Youth Educating Police (YEP)

YMCA of Columbia-Willamette

YWCA Clark County
- Clackamas Early Learning Hub

David Douglas School District

Dress for Success Oregon

Gresham Barlow School District

Health Share of Oregon

Mother & Child Education Center

Multnomah County, Dept. of Human Services, Youth & Family Services Division

Multnomah Early Childhood Program

Multnomah Education Service District

Northeast Emergency Food Program

Northwest Children’s Outreach

Northwest Early Learning Hub

Northwest Health Foundation

Northwest Regional Education Service District

Oregon Dept. of Human Services

Parkrose School District

Portland Children’s Levy

Portland Parks & Recreation

Portland Public Schools

Portland State University

Reynolds School District

Social Venture Partners

Virginia Garcia Memorial Trust

Washington County Mental Health Dept.

Washington County WIC Program
- COORDINATING PARTNERS**

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:

- <sup>1</sup> EDFacts Data Groups 695 and 696, School Year 2015-16. U.S. Dept. of Education. October 25, 2017.
- <sup>2</sup> United Way ALICE Project: [unitedwayalice.org](http://unitedwayalice.org).
- <sup>3</sup> 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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