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
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

“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

A SCHOOL WHERE KIDS CAN THRIVE

Preschoolers at CAIRO Academy | Kyla Yeoman
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
nonprofits turn clients away due to lack of volunteers & resources

1 IN 2

volunteer connections
with 350+ organizations

$1.89M
in service value to hundreds of regional nonprofits

23,000+

92%
of volunteers say their experience was meaningful
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
- Gross campaign revenue, including amounts raised for others: $19,324,045
- 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
- 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
- Change in net assets: $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% Community programs
7% Fundraising
6% Management & general

87 cents of every dollar you donate goes directly to community programs.
We are deeply grateful for the support of our capable partners and generous donors who make this work real.
“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

“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

“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

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

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 (YPE)
YMCA of Columbia-Willamette
YWCA Clark County

COORDINATING PARTNERS
Centennial School District

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