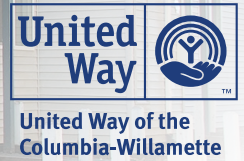


FROM RESPONSE TO RESILIENCY



COVID-19 is a new test of our collective strength. As physical distancing and quarantine become the new normal, and businesses shut their doors and lay off workers, we are facing new economic challenges and an unprecedented surge in demand for social services.

THE CHALLENGE

Even before the pandemic, 1 in 3 families in our region was unable to pay for basic needs, having to make agonizing choices between paying for rent, utilities, childcare or healthcare. With unemployment on the rise and widespread economic insecurity due to COVID-19, families that were already on the edge of houselessness do not have the financial reserves to stay stably housed.

¹Oregon Employment Department.

²<https://portlandalliance.com/advocacy/2020-housing-affordability.html>

³https://public.tableau.com/views/211infoPublicDashboard_15948334110600/TotalContactsbyRegion?:display_count=y&language=en&origin=viz_share_link&publish=yes&showVizHome=no

⁴<https://covidtracking.com/race/dashboard>

SPIKE IN UNEMPLOYMENT

Oregon's rate jumped from **3.3%** in January to **11.2%** in June.¹



COST OF RENT IN PORTLAND



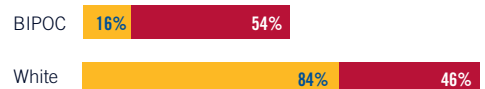
More than half of all renters spend greater than 30% of their income on rent.²

TOP ²¹¹ REQUESTS FOR ASSISTANCE³



#1 HOUSING
#2 UTILITIES

DISPROPORTIONATE EFFECTS OF COVID



Black, Indigenous, People of Color (BIPOC) make up a **smaller % of Oregon's population** but account for a **higher % of COVID-19 cases**.⁴

WHAT WE'RE DOING

For 100 years, United Way of the Columbia-Willamette (UWCW) has been working to meet the needs of vulnerable families in our region. No matter the crisis, we have always remained steadfast to our commitment to LIVE UNITED and take care of our community.

As we shift from immediate COVID-19 response efforts to reducing the long-term economic impacts, we're committed to rebuilding and reimagining more equitable and resilient communities. That's why UWCW launched the **Resilient Families Fund**. Your donations will provide supportive housing services for families with the highest risk of being displaced and divert these families from becoming houseless.

Through vetted nonprofit partners across our four counties (Clackamas, Multnomah, Washington Counties, OR and Clark County, WA), UWCW will provide rent and utilities assistance so vulnerable families can remain stably housed. This in turn will enable families to focus on their mental health and well-being, including mitigating potential chronic health issues related to being houseless.

THE UNITED WAY DIFFERENCE

At UWCW our mission is to improve lives, strengthen communities and advance equity by mobilizing the caring power of people.

As your local United Way, we're uniquely positioned in our region to bring people, community partners, foundations, businesses and government agencies together to build awareness of the challenges that poverty creates, focus on where the need is the greatest and scale what works to create sustainable impact. We do this by:

- **Focusing on Racial Equity:** We address the root causes of poverty by putting racial equity at the center of our work.
- **Implementing culturally-appropriate strategies:** By funding culturally-specific and culturally-responsive organizations, we elevate solutions that come from within communities of color and are the most effective.
- **Building on past success:** We will continue to build on what we know works, having served **13,732 families** through our Safety Net program over the last five years.
- **Leveraging our Trusted Brand:** We are recognized for our efficiency, accountability and investments in kids and families.
- **Applying a Data Driven Approach:** As a regional leader, we are positioned to see across systems, jurisdictions and organizations to evaluate what works and how we can most effectively support our community.



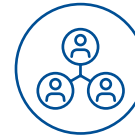
OUR IMPACT



100,000+
kids and families served



\$19.9M
invested in the region



450+
nonprofits & community partners



"It just amazes me that you could work so hard and still not make it. Everybody should be able to at least have a place to come home to."

— Stephanie,
recipient of United Way support

HOW YOU CAN GET INVOLVED

When families are stably housed, they can focus on their health and well-being, including their children's education. All of which increases a child's ability to thrive later in life. But it starts with a safe place to call home and it starts with YOU.

We need your support to help our community recover, become more resilient, while building a more inclusive and equitable region where all families have the resources and opportunities to thrive. **#UnitedWeReimagine**



Donate to the Resilient Families Fund:
<https://connect.unitedway-pdx.org/pledge>



Involve your workplace:
corporatesupport@unitedway-pdx.org

www.unitedway-pdx.org

