

tackling poverty at its **roots**

*Because one in
three families
is too many*

United
Way



United Way of Pierce County



“The greatness of a community is most accurately measured by the compassionate actions of its members.”

– Coretta Scott King

**107,000
FAMILIES**

in Pierce County, many who are hardworking families with children, struggle to make ends meet.

Together with you, United Way of Pierce County is committed to continuing our 102-year legacy of evolving and addressing the most critical issues facing our community. The caring power of our compassionate community is more crucial than ever—there is an urgency to our work as one in three households struggle to make ends meet.

Many are ALICE (Asset Limited, Income Constrained, Employed) families. Economic uncertainty and climbing inflation rates are hurting all families, and is especially devastating to lower-income households facing multiple stressors such as unemployment, ballooning debt, lack of childcare, food and housing insecurity.

We believe we can do more together than we can ever do alone, and we ask you to join us in achieving our bold goal of lifting 15,000 households out of poverty by 2028.

We recognize and rely on community partnerships, initiatives, volunteers and advocacy that addresses challenges related to poverty to help our neighbors in need and have a community-wide impact. Growing Resilience in Tacoma (GRIT) is Tacoma’s Guaranteed Income Initiative and serves as one example where we come together to reimagine how we address poverty in Pierce County. To learn more about our work and help tackle poverty at its roots, please visit uwpc.org.

Because one in three families is too many.

OUR
BOLD
GOAL

We will lift **15,000 households** out of poverty **by 2028** and into self-sufficiency, one family at a time.

FOR MORE INFORMATION OR TO MAKE A DONATION, VISIT WWW.UWPC.ORG

Our Work

At the heart of United Way is our commitment to **Basic Needs**, an essential component of the social safety net that provides a solid foundation to families ensuring basic needs, such as food, healthcare, childcare and shelter.

United Way of Pierce County's **South Sound 211** is a free helpline that connects people to hundreds of services and programs including utilities, transportation, behavioral health, housing and employment to move families toward stability and self-sufficiency.

Our seven locations of **Center for Strong Families** provides families with tools and resources that improve their resiliency by connecting them to living-wage career pathways, solid financial action planning and strategies to reduce debt and build their assets.

1 in 3 HOUSEHOLDS STRUGGLE WITH POVERTY



Despite working long hours at a fast-food restaurant, Melissa struggled to make ends meet, and her income was way lower than her expenses. With a newborn baby to care for, she knew she needed to increase her income to avoid homelessness.

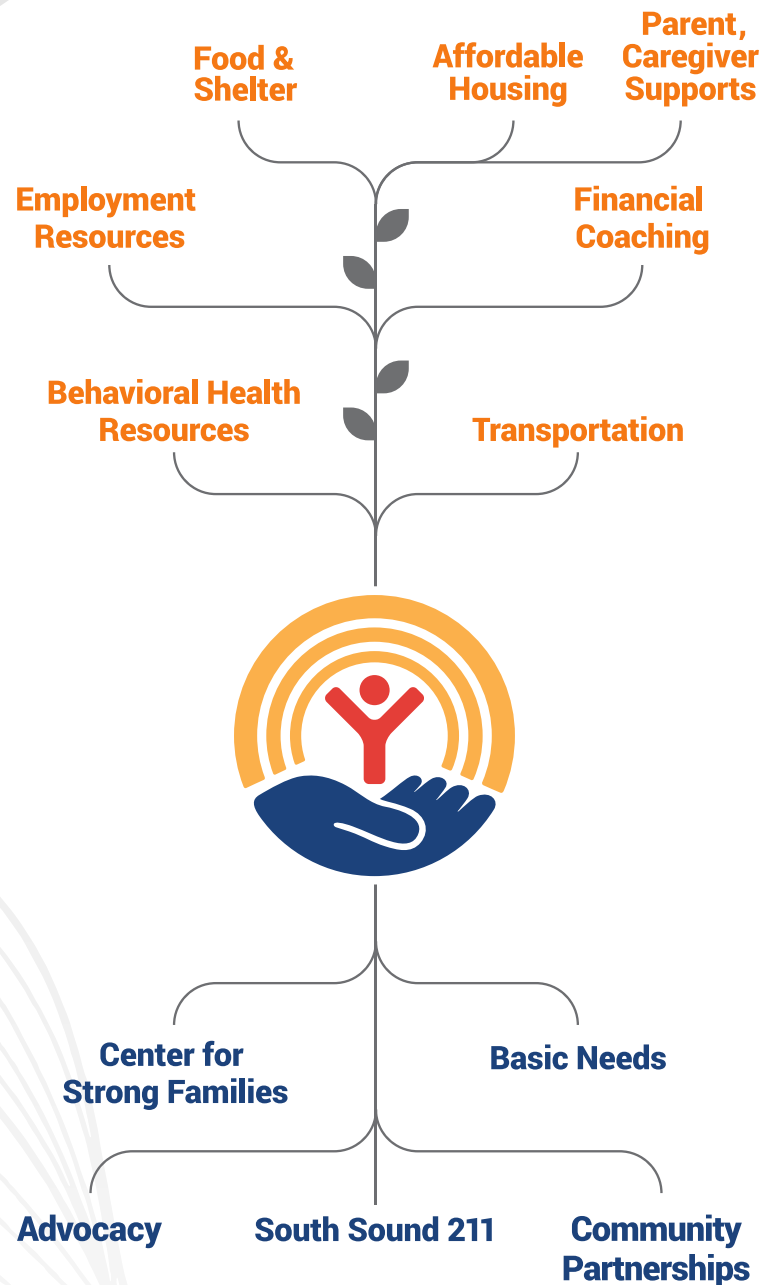
That's when she came to UWPC's Center for Strong Families (CSF) Salishan Center. CSF's integrated service model, which combines employment, income support and financial coaching offered her a lifeline. When she first started working with coach Kenan Hadzic, she had only \$4 left over after paying all her bills for the month. But with CSF's help, she was determined to turn her situation around.

Through hard work and dedication, Melissa advanced her career, moving from her job at a fast-food restaurant to a gas station and eventually landed a job at an employment agency that offered a good base salary, bonuses for exceeding sales goals and offered her the flexibility to work from home providing her with the work-life balance she needs. The client's budget, savings and net worth all

increased as she started earning more money. Now, she works 8am-5pm, which aligns perfectly with her daycare hours of 6am-6pm.

Thanks to her determination and the support she received from Kenan and the CSF team, Melissa was able to create a brighter future for herself and her baby.

(*Name changed to keep identity confidential.)





*Together, we invested over **\$6.5 million** back into the community in 2022 and we've moved over **7,800 families** from crisis to self-sufficiency since 2017.*

IMPACT 2022 BY THE NUMBERS

BASIC NEEDS



211

138,615 individuals had access to food and shelter

536 individuals connected with coaches

76,529 total number of contacts

11,794 individuals received culturally appropriate food, social-emotional supports for students, parenting supports and more

\$1,972 average monthly net income increase

7,270 individuals connected to rent assistance

2,738 individuals received supportive services designed to break down barriers to self-sufficiency

\$6,042 average increase in short-term savings

3,201 individuals connected to transportation

5,041 individuals connected to shelter

THANK YOU

With deep respect and appreciation for our donors and community throughout our 102 years of service, we thank you for giving us the opportunity to be a leader in addressing the most pressing needs in Pierce County. As we look to the future, we are committed to continuing this legacy, evolving and making an impact along with you. We know today, more than ever, that we are stronger together. I ask that you continue to stand with us as we work every day to address our community's needs compassionately.

– Dona Ponepinto, President & CEO, United Way of Pierce County

MAKE YOUR PLEDGE TODAY!



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We strive to be an anti-racist organization that puts equity, diversity and inclusion at the center of our daily work.

Find out more at uwpc.org/racial-equity