



UNITED WAY
Pierce County

**ANNUAL
REPORT 2025**

ADVOCACY

**SYSTEMS
CHANGE**

United, we will lift
15,000 households
out of poverty and
into financial stability,
one family at a time.

MOBILITY

**UNITED IS THE WAY
FORWARD**

STABILITY

Together, we've
invested \$373M
into Pierce County
since 1921.

ACCESS

**The Path
from Crisis
to Stability**

CRISIS



Resilience is not just about getting through hard times; it's about building a future where fewer families face them in the first place.

Because of you, that future is within reach.

Across Pierce County, families are navigating rising costs, shifting systems, and increasing uncertainty. And yet, every day, we see resilience in action.

- Parents working multiple jobs to stay housed.
- Students pushing forward despite barriers.
- Neighbors showing up for one another in quiet, powerful ways.

Your support meets that resilience with opportunity.

- In 2025, you helped ensure that when families reached out, someone was there to answer.
- Through the transition from South Sound 211 to Access Pierce, you made it possible for individuals not just to receive referrals but to have someone walk alongside them, helping them navigate complex systems and take meaningful steps forward.
- You helped put food on tables, keep families housed, connect people to jobs, and support pathways to education and financial stability.

And together, we are approaching a milestone that once felt out of reach. Our Bold Goal is clear: "United, we will lift 15,000 households out of poverty and into financial stability by 2028, one family at a time."

202,734

INDIVIDUALS SERVED

55,815

CONNECTIONS TO HELP



Today, because of your commitment,

14,802 families

have already made that journey since 2016.

That's not just a number.

That's thousands of families who can pay their rent.

Who can put food on the table.

Who can plan for tomorrow instead of just surviving today.

The families we serve are not just those in poverty—they are ALICE: working households doing everything right, yet still struggling to make ends meet.

As economic pressures continue and safety nets are tested, more families are finding themselves one unexpected expense away from crisis. That's why your partnership matters now more than ever...not only to meet immediate needs, but to continue building systems and solutions that create lasting stability.

Thank you for standing with Pierce County families. Thank you for investing in solutions that last. And thank you for helping ensure that, together, we don't just respond to hardship, we reduce it.

With gratitude,

A handwritten signature in black ink, reading "Dona Ponopinto".

Dona Ponopinto
President and CEO

A handwritten signature in black ink, reading "Nathe Lawver".

Nathe Lawver
Board Chair



Learn more about our impact at: uwpc.org



How We Move Families and ALICE Forward

Helping Pierce County Families and **ALICE®** (Asset Limited, Income Constrained, Employed) achieve stability—and preventing more households from falling into crisis.

ALICE represents hardworking individuals and families who are earning, contributing, and doing everything right—yet still can't afford the basics of housing, childcare, food, transportation, and healthcare.



United, we will lift 15,000 households out of poverty and into financial stability, one family at a time.



Board of Directors

Leading with Purpose.
Guiding with Vision.



United Way of Pierce County's Board of Directors brings together leaders from across the business, government, and nonprofit sectors, each committed to advancing equity and creating pathways out of poverty.

2025 BOARD LEADERSHIP

Nathe Lawver, Chair

Secretary-Treasurer, Pierce County Central Labor Council, AFL-CIO

Jackie Flowers, Vice Chair

Director/CEO, Tacoma Public Utilities

Andy Larson, Treasurer

Controller, Providence Health Plan

Tanisha Jumper, Secretary

Chief Communications Officer, Tacoma Public Schools

Sebrena Chambers, Past Chair

Division Director, Tacoma-Pierce County Health Dept.

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Amanda Westbrooke Tacoma Community House

Archie Sharma TAPCO Credit Union

Carlos Ortiz, Zeta-Maya Entertainment

Eileen Walker Regence BlueShield / Cambia

Eli Taylor Key Private Bank

Georgia Lomax Community Advocate

Jacqueline Justice Attorney

Lua Pritchard Asia Pacific Cultural Center

Mark Pinto Engel & Völkers Chambers Bay

Pamela Devi Chandran, Union Attorney

Renee McClain Washington State Fair

Shasta Kelley Dickson Frohlich Phillips Burgess

Stuart Grover Community Advocate

Tim Holmes MultiCare Health System

Tina Vasen TPSC Benefits

Yelda Bryant Bank of America

Mike Griffus Pierce Transit

Beth Johnson Coordinated Care

EMERITUS BOARD MEMBERS

Jim Walton Community Advocate

Kent Roberts Community Advocate

Our Mission

We mobilize and unite the caring power of Pierce County to tackle our community's toughest challenges to improve lives in measurable and lasting ways.

Our Vision

A just, equitable and inclusive Pierce County community where everyone has access to opportunities and the resources needed to thrive and achieve their highest potential.

Our Vision for Equity

We believe that every person is entitled to be treated with dignity and respect, equal treatment and access to justice.

Financials

Statement of Activities and Net Assets (unaudited 2025) for the year ending 12/31/2025

BEGINNING NET ASSETS	2025	2024
(Unrestricted \$14,231,531; *Restricted \$2,792,199)	\$17,023,730	\$16,882,116
REVENUES	2025	2026
Campaign Results	\$1,334,443	\$1,603,886
Campaign Results Donor Designated	\$489,754	\$533,155
100 Year Anniversary Campaign	\$4,710	\$26,033
Grants, Other Misc. Revenue	\$4,468,752	\$4,982,113
Investment Income (including unrealized gains)	\$1,597,693	\$1,147,713
Total Support and Revenues	\$7,895,352	\$8,292,900
EXPENSES		
Program Expenditures		
Distributions to Community Nonprofits	\$2,076,420	\$3,225,560
Gifts In Kind to Community Nonprofits	\$117,578	\$141,834
Community Impact (Includes Centers for Strong Families)	\$2,159,177	\$1,406,061
Betye Martin Baker Human Service Center	\$540,262	\$503,599
211/Access Pierce	\$1,103,400	\$1,033,385
Other Community Programs	\$220,429	\$205,121
Infrastructure Support:		
Administrative	\$571,689	\$531,025
Fundraising	\$946,414	\$1,033,453
Dues to State and National	\$88,963	\$71,248
Total Investments in the Community	\$7,824,333	\$8,151,286
ENDING NET ASSETS		
(Unrestricted \$14,946,772; *Restricted \$2,147,977)	\$17,094,749	\$17,023,730
*Restricted Net Assets are donor and grant restricted funds to be used for community program investments.		
OTHER RESOURCES raised and distributed with our efforts:		
Reduced Rent for Nonprofit Tenants	\$343,327	\$375,038
Value of Volunteer Hours	\$83,984	\$75,894
Leveraged Resources	\$250,000	\$250,000
Total Other Resources Invested	\$677,311	\$700,932

Difference between Total Revenues from audit and this report is donor designations.



Meeting basic needs so families can breathe again.

STEP 1

CRISIS

Stabilizing Today

“Meeting basic needs is the first step in breaking the cycle of poverty.

In 2025, we didn’t just provide services—together with community partners, we created stability that allows families to move forward.”

– Dona Ponepinto, President & CEO

Sarah was doing everything right. She was working, budgeting carefully, and stretching every dollar. But like many families in Pierce County, the cost of rent, childcare, groceries, and gas left little room for anything unexpected.

One week, with payday still days away, Sarah skipped dinner so her children could eat.

Then groceries started arriving through a United Way-supported food delivery program.

Today, her children run to the door when the delivery arrives. What was once a source of constant stress is now one less worry her family has to carry. Sarah’s story is one of thousands.

Because of donors like you, 10.3 million meals reached families across Pierce County last year—providing more than food. They provided relief, stability, and hope.

Basic needs are not just about survival—they are the starting point for everything that follows. When families have food, housing, and support:

- Children are ready to learn
- Adults can work and earn
- Families stay stable

10.3M
MEALS PROVIDED

724
HOUSEHOLDS STAYED
IN THEIR HOMES

665
PEOPLE MOVED
INTO STABLE HOUSING

Because of You... Families don’t just survive—they stabilize.



From referrals to real relationships.

STEP 2

ACCESS

Finding A Way Forward

In 2025, United Way transformed **South Sound 211** into **Access Pierce**—a local, human-centered Resource Navigation Center. Instead of simply providing referrals, trained Navigators walk alongside individuals and families—helping them overcome real-world barriers and move forward.

“Access Pierce is more than a program—it’s systems change. It reflects what our community has asked for: local, human-centered support that meets people where they are and helps them move forward with dignity.”
- **Shawn Paton, VP of Community Impact**



Faster Access to Help • Barriers Removed
Real Outcomes Achieved



Previously, **South Sound 211** had been **a phone number and a list of resources**.
When you contact **Access Pierce**, you reach **a real person** to help you move forward.

In just three months...

3,365
CALLS ANSWERED

523
FAMILIES SUPPORTED

1,258
RIDES PROVIDED

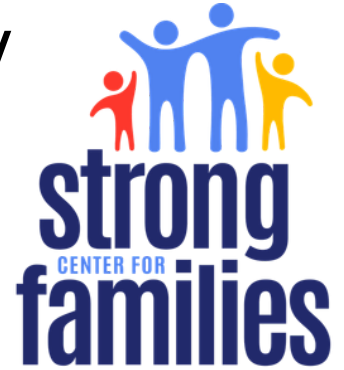
741
CONNECTED TO
EMPLOYMENT SUPPORT



Because of You... People feel seen, supported,
and empowered to take their next step.

STABILITY

Building Stability



“Economic mobility doesn’t happen by accident. It happens when people have the tools, support, and opportunity to move forward—and the Center for Strong Families network delivers all three.”

—Lynn Willis, Director, Family Stability Initiatives

The Center for Strong Families network integrates employment coaching, financial coaching and access to income supports in order to address the unique challenges faced by ALICE families, equipping them with the tools and resources necessary to build stronger financial futures. Brenda arrived with a nursing degree from her home country but no pathway forward. With support, she earned her CNA license and is now working in healthcare—building a stable future.

1,000
INDIVIDUALS
SERVED

92%
RECEIVED BUNDLED
SUPPORT

A proven combination of coaching, financial services, and employment assistance with 5–6x greater success rates in increasing income, reducing debt, and improving credit.

\$25
AVG HOURLY RATE

53
AVG CREDIT SCORE
POINT INCREASE

\$18,916
AVG NET WORTH
INCREASE

More Stable Housing • Greater Financial Confidence • A Future They Can Plan For



Because of You... Families are not just stabilizing—they’re building wealth.

We don't just help families— we change
the systems around them

STEP 4

MOBILITY

Moving Forward

Economic Mobility

Education, job training, and coaching create pathways to living-wage careers.

Even as traditional poverty rates decline, financial hardship is rising for working families.

With nearly one in three families with children living below the ALICE Threshold, the challenge is no longer just poverty—it's the growing number of households struggling to keep up with the cost of living.

This reality underscores the need for solutions that go beyond temporary relief—creating pathways to lasting stability for families and brighter futures for their children.

Employment & Training

359
INDIVIDUALS
IN TRAINING

174
INDIVIDUALS
RECEIVING
SUPPORT

220
MAKING
EDUCATIONAL
PROGRESS

Equitable Pathways

STEP 5

ADVOCACY

Advocating for ALICE

Ending poverty requires more than programs—it requires policy. In 2025, United Way helped advance policies that:

- **Improve housing stability**
- **Expand financial protections**
- **Support vulnerable families**

Advocacy efforts in 2025 focused on policies that support ALICE families—expanding tax credits, strengthening assistance programs, and increasing access to workforce opportunities.

The result: Greater financial stability and more equitable pathways for families working to make ends meet.

Renters have greater stability.

Families keep more of what they earn.

Fewer households fall into crisis.

Because of You... Change happens not just one family at a time—but at scale.

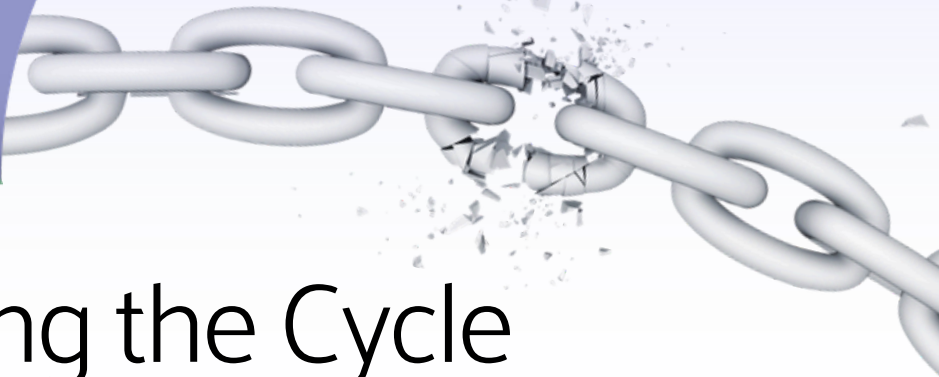




Accelerating long-term financial stability
and moving from surviving to thriving.

STEP 6

SYSTEMS
CHANGE



Breaking the Cycle

United Way, with support of community partners and donors, invests in innovative solutions and systems change that help families build wealth and create lasting change.

Breaking the Cycle of Living Paycheck to Paycheck

For many ALICE families, the cycle of living paycheck to paycheck leaves little room to build savings, pursue education, or invest in a better future. GRIT (Growing Resilience in Tacoma) is helping break that cycle.

Participants shared how the program helped them return to school, start small businesses, and spend more time with their children. Combined with financial coaching, budgeting tools, and workforce training, GRIT provides families with resources to build long-term stability.

In 2025, GRIT expanded to serve 190 families thanks to a generous investment from the Martin-Fabert Foundation. Their support made it possible to add 15 additional participants, each receiving \$500 per month in cash assistance while also accessing services through Tacoma Community House, Center for Strong Families, Bates Technical College, and WorkForce Central.

Together, we are helping families move from getting by to getting ahead.

The Individual Development Program (IDA) is turning bold ideas into real results for ALICE families.

The initiative provided technical assistance, free tax services, and Individual Development Accounts (IDAs)—matched savings accounts with coaching—to help families build assets and achieve financial stability.

Most participants—supported by financial coaches—successfully reached their goals.

\$1.3M+
IN ASSETS BUILT THRU
MATCHED SAVINGS
AND COACHING

190
GRIT FAMILIES RECEIVING
\$500/MONTH

In partnership with the United Ways of the Pacific Northwest, WorkForce Central, GTCF and others, families were able to save and get matched up to \$10,000 to help with:

- Starting Businesses
- Purchasing Vehicles
- Securing Housing
- Building Long-Term Stability



Because of You... We're creating generational change through innovative programs

This work is only possible because of our partners.



Powered by Partnership

Through Community Reinvestment funding, we joined forces with organizations like Workforce Central, United Ways of the Pacific Northwest, Mi Centro, and CIK Community Homes to expand opportunity across Pierce County.

Together, we are helping families build assets, access critical resources, and move toward long-term financial stability.

Thank you to the partners who make this work possible—your leadership, trust, and commitment are changing lives.



Affinity Groups



Women United

Launched in 2025, Women United brings together women to lead, give, and create lasting change. The result: A growing network of women investing in education and opportunity—strengthening pathways for women across Pierce County.



Tocqueville Society & Friends Gathering

On July 31, members of the Tocqueville Society and supporters gathered for a special evening aboard the Chippewa, celebrating shared commitment to community impact. Events like this deepen relationships, strengthen philanthropic leadership, and inspire continued investment in solutions that help families achieve financial stability.



Black Leadership Circle

Investing in community-led solutions. Expanding opportunity. The Black/African American Leadership Circle brings together donors committed to advancing economic stability within the Black community—by investing in solutions designed by and for the community.



Together for ALICE

More than 120 community leaders joined a countywide conversation about financial hardship and the realities facing ALICE households in Pierce County. The discussion helped advance awareness, advocacy, and shared solutions.

"At Tacoma Public Schools we rally every day for our kids. We don't just support them at times; we always support them. So, when an opportunity like this happens where we can support our kids and our community, we rally together for United Way. Because we are 'better together,' every day."
-DAWN MAYS

Pierce County is my home, and giving to United Way means I'm helping neighbors right here; knowing that my contribution supports the areas of highest need in our community.
-COURTNEY DUDLEY



"I'm grateful to get to be a part of this work because I could never accomplish the change United Way is making in our community BY MYSELF." -A. YOUNG



Elevate Women EmpowerHER Summit

More than 200 women gathered for workshops, networking, and resources focused on financial well-being, confidence, and opportunity.

Suit Her Up for Success

This new career-wear initiative provided professional clothing for women re-entering the workforce—supporting confidence, stability, and fresh starts.



From Poverty to Possibilities

More than 400 community members gathered for this powerful convening featuring Dr. Matthew Desmond. Through conversation and collaboration, participants explored bold solutions to poverty and the collective role we all play in creating lasting change.





Everything But the Turkey Food Drive
 UWPC helped deliver more than 4,530 pounds of food—equal to nearly 3,600 meals—to families during the holiday season.

United Way brings hope and brighter days to people in Pierce County, helping them meet their basic needs and build a better future. I'm proud to stand with United Way to make sure everyone has the chance to thrive and succeed.
 -ANDREA REBER



MLK Day of Service
 156 volunteers assembled 3,257 hygiene kits for neighbors experiencing homelessness during Pierce County's Point-in-Time Count. Each kit included essential supplies and handwritten notes of encouragement—small reminders that every person deserves dignity and care.



Sip, Serve & Celebrate
 In its inaugural year, 276 community members packed 6,400 snack packs for local children experiencing food insecurity while celebrating the volunteers, sponsors, and changemakers who power this work.
 Honored Bari Berry; Recognized Marilee Hill-Anderson as 2025 Campaign Changemaker





Willie Stewart Scholarship

Through the Willie Stewart Community Service Scholarship, students who demonstrate a deep commitment to giving back are recognized and supported in their educational journeys—helping build a stronger future for Pierce County.

In 2025, the 25th annual scholarships were awarded to 14 graduating seniors who contributed a combined 8,740 volunteer hours to their communities. Each student received a \$5,000 scholarship to continue their education and impact.

Opportunity Knocks Tacoma

United Way of Pierce County was proud to partner with Pierce County and Opportunity Knocks Live Tacoma for a powerful one-day event designed to help individuals and families take meaningful steps toward financial stability. Through inspiring stories, practical tools, and proven strategies, attendees learned how to reduce debt, improve credit, increase income, and lower financial stress. More than 500 individuals received support during the event, resulting in over \$500,000 in debt reduction.



Advocacy Day

On January 27, 2026, we joined advocates and community leaders in Olympia to champion policies that help hardworking families move from getting by to getting ahead. Together, we met with lawmakers, shared stories from our community, and advocated for solutions that expand opportunity, strengthen financial stability, and address the root causes of poverty.

By amplifying the voices of ALICE households, we are helping build a future where every family has the resources and support they need to thrive.



Donors, Grantors, Sponsors & Partners

'25 Sponsors

Bates Technical College
BCRA Architects
The Black Collective
Bolt Electric
Brown & Brown
Columbia Bank
Clover Park Technical College
Concrete Technology Corporation
Costco
Georgia Pacific Gypsum
Greater Tacoma Community Foundation
Harborstone Credit Union
Infoblox
Kaiser Permanente
Kitsap Bank
Microsoft
Milgard Manufacturing
Peak Credit Union
Pierce College
Regence Blue Shield/Cambia
Sound Credit Union
State Farm
Tacoma Community College Foundation
Tacoma Community College
TAPCO
TOTE Maritime
Tacoma Public Utilities
US Bank
United Ways of the Pacific Northwest
University of Puget Sound
University of Washington Tacoma
Virginia Mason Franciscan Health
Washington State Employees
Credit Union (WSECU)
Workforce Central
WSECU

'25 Grantors

Amazon
The Bamford Foundation
Bank of America
BECU
City of Tacoma
Costco
Dimmer Family Foundation
Financial Empowerment Network
Seattle-King County
First 5 FUNDamentals
Florence B. Kilworth Charitable Trust
Gates Foundation
Gottfried and Mary Fuchs Foundation
Gesner-Johnson Foundation
Greater Tacoma Community Foundation
Harborstone Credit Union
Hokold Foundation
KeyBank
Kitsap Credit Union
Marco J. Heidner Trust
Multicare Health System
Murray Family Foundation
Pierce County Government
Regence Blue Shield
Elevate Health
Sequoia Foundation
Seimer Institute
Sunderland Foundation
Umpqua Bank (Columbia Bank)
United Ways of the Pacific Northwest
United Way Worldwide
US Bank
Workforce Central
Within Reach

UWPC Partners

Bethel Schools
City of Tacoma
Costco
DaVita
Brown & Brown
Asia Pacific Cultural Center
Bank of America
Enterprise Holdings
FedEx
Heritage Bank
KeyBank
McGranahan PBK
MultiCare
Parametrix
Pierce County
Pierce Transit
Puget Sound Energy
Puyallup School District
Regence BlueShield
Sumner-Bonney Lake School District
Tacoma-Pierce County Health Dept.
Tacoma Public School
Tacoma Public Utilities
Titus-Will
Columbia Bank
US Bank
WaFd Bank
WSECU



'25-'26 Tocqueville Society Donors

Jackie Flowers
Calvin and Joanne Bamford
Rick and Betsy Ellingson
Derrek Gafford
Tim Gallagher
Corry & Donna McFarland

Greg & Melanie McFarland
James & Vicki Murphy
Dona and Joe Ponepinto
William and Della Robertson
Willard and Maryann Salsgiver
Scott E. Silver
Todd and Teresa Silver

Michael A. Tucci
Timothy & Barbara Tucci
Craig & Niki Ueland
Sandheep Venkataraman
William & Gail Weyerhaeuser
James and Sally Will
Jeff and Nancy Woodworth

The Path Isn't Finished—Yet
We are close.



14,802 families moved towards stability.

15,000 families
our 2028 goal

Join us! Give. Advocate. Volunteer.

United, we are building a future
where every person can thrive.

Let's finish strong together.