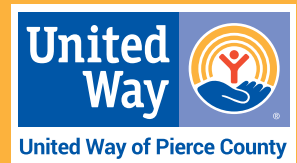


Together

MAKE MORE POSSIBLE

ANNUAL REPORT
DIGITAL EDITION
WITH LIVE LINKS 2020



*TOGETHER WE WILL END POVERTY
ONE FAMILY AT A TIME*



“THERE IS ALWAYS LIGHT. IF ONLY WE’RE BRAVE ENOUGH TO SEE IT. IF ONLY WE’RE BRAVE ENOUGH TO BE IT.”

AMANDA GORMAN

In January 2020, no one predicted what was coming. How could we know that by March, the COVID-19 pandemic would halt daily life and shut down our community? We held our collective breath as we waited for solutions. Our offices went virtual; restaurants closed their doors; freeways emptied of cars. The pandemic created a long emergency from which we are still recovering.

Then another shock in May; George Floyd was killed at the hands of police officers, triggering protests across the United States and around the world. The killing of George Floyd sparked overdue conversations about systemic racism, revealing that injustice and inequality are global challenges we must overcome. As a result, our board and staff started having deeper conversations about diversity, equity and inclusion, resulting in bold initiatives to becoming an anti-racist organization.

We can honestly say that 2020 was unprecedented, and we hope there will never be another year like it, but we learned so much as an organization. In fact, we rose to the occasion and came out better than before. With our community partners, we were able to see what was possible when we come together to take care of one another in a time of crisis.

When COVID-19 hit, we partnered with the Greater Tacoma Community Foundation to launch the Pierce County Connected Fund – an aligned philanthropy effort that raised over \$7.6 million. These dollars went to support organizations providing services to address urgent needs and essential human services to Pierce County’s most vulnerable.

In addition, we partnered with the county to conduct surveys that would help us understand the needs and impact of non-profits working at full capacity to meet the growing needs of our community during this crisis.

Our 211 call center, in partnership with Washington 211 and the state, answered thousands of COVID -19 calls throughout the year. And we led volunteer efforts throughout the county that resulted in distributing over 5,000 masks and 18,000 diapers to families who needed them most.

During this time, we continued to stay focused on our goal of lifting 15,000 families out of poverty by 2028, one family at a time. And we are well on our way toward that goal. Since July 2017, your investments have provided the support needed to move over 4,300 from crisis to self-sufficiency.

We learned that despite the challenges continually thrown our way, we can make more possible together and that our organization is about being in and with community, even virtually. We are so proud of our organization but even more proud of our resilient community and partners. Because despite the turmoil and disruption that 2020 presented, it also ushered in our unwavering commitment to seeing and being the light.

Thank you for standing by us during this momentous year. We are so grateful for you, our colleagues, patrons and our community.



Dona Ponepinto
President & CEO



Nicole Sherman
Board Chair



COVID-19 IMPACT ON PIERCE COUNTY HOUSEHOLDS



Meeting Basic Needs

The health and economic crises caused by COVID-19 have not impacted everyone equally. Lower income households and black and brown families have been hit especially hard, with households facing multiple stressors, such as unemployment, ballooning debt, lack of child care, and food and housing insecurity.

The pandemic has created two groups of lower income workers, those who are still working in higher risk settings like grocery stores and those from service industries who are now working far fewer hours or were laid off altogether.

Parents have been forced to make tough choices due to lack of childcare and school age children remote learning at home. Many working mothers have been forced to leave the workforce to take care of their children and help with school.

Food banks have experienced double the number of visitors, as families struggle to put food on the table. As many as **30%** of Pierce County households are facing eviction once the moratorium expires.

By ensuring basic needs are met, such as food, clothing and shelter, individuals and families can move out of crisis and into stability. Basic Needs is an essential component of the social safety net and United Way of Pierce County helped more than **156,958** people last year.

For kids relying on free school meals as a main source of food during the week, weekends and school breaks can mean they will go hungry. Through weekend food packs and 'care closets' at middle and high schools, Power Pack partners ensure kids have the food they need. We invested **\$35,000** in the Power Pack provider network serving more than **2,890** students county-wide.

-
- **650,000+ meals** and snacks provided to kids and their families, by Power Pack partners, during the 2019-2020 school year
 - **8,920 individuals** received supportive services designed to break down barriers to self-sufficiency
 - **148,038 individuals** had access to food and shelter – ensuring a strong foundation to help move more households from crisis to stability
 - **4,556 individuals** transitioned to stable, permanent housing

SOUTH SOUND

211



Get Connected. Get Help.™

HELP WHEN YOU NEED IT MOST

"As a first-time mom, I was really nervous and scared. I didn't know where to go for guidance or resources. It was a big switch as soon as I talked to the 211 Navigator. She helped me out a lot and I'm so much more comfortable now."

211 COVID-19 Response

As part of the WA211 network, our 211 was activated to respond to calls to the Washington State Department of Health (WA DOH) COVID-19 Hotline, resulting in expanded hours of operation; and hiring and training additional staff and volunteers.

Help Me Grow Coordinated Access Point

Launched our Help Me Grow Coordinated Access Point by adding an additional Family Resource Navigator to support parents and caregivers during the pandemic. Worked with local health care providers to reach families. Became the access point for Pierce County Diaper Bank providing real time information on the inventory and sizes available at each of 10 sites.

Behavioral Health

211 is now the single point of entry for behavioral health. Pierce County residents in need of behavioral health support can simply dial 2-1-1 and access a referral network.

Ride United

Service Area Expanded to 11 cities within Pierce County (Bonney Lake, Fife, Lakewood, Midland, Parkland, Puyallup, Spanaway, South Hill, Sumner, Tacoma and University Place) and 4 cities in Thurston County (Lacey, Olympia, Tumwater and Yelm).

Trip Expansion includes door to door access to healthcare, employment, food access, financial assistance and public benefits and education supports and resources.



79,407

Total Number of
Contacts



4,979

Connected to
Rent Assistance



5,405

Connected to
Shelter



2,064

Connected to
Transportation



27

Connected to
Permanent Housing



1,082

Connected to
Ride United Rides



THE CENTER FOR STRONG FAMILIES

Employment placement, financial coaching and workplace skills move families from stable to thriving. Families who struggle with poverty know it is more than just money they lack. Many don't know where or how to find the resources that will help them get back on solid ground. Our Center for Strong Families has been deployed in low-income neighborhoods to help residents face financial challenges head on.

2020 IMPACT REPORT

In 2020, the Center for Strong Families network of Financial Opportunity Centers transitioned to a virtual office setting after the stay-at-home order was announced. The network coaches provided families with the support needed to achieve financial well-being goals while facing an ever-changing economic environment that highlighted racial inequities, healthcare disparities and the urgent need for social justice reform. Throughout the year, coaches helped families adjust to job loss, face mental and behavioral health issues, homeschool, find childcare, overcome technology barriers and more. The pandemic showcased the importance of learning financial well-being strategies and tools as a method of building resilience.

PARTNERS

- Goodwill – Milgard Work Opportunity Center
- Sound Outreach – Hilltop Center for Strong Families
- Clover Park Technical College
- Bethel Center for Strong Families
- Tacoma Community House
- Tacoma Housing Authority
- Pierce County Housing Authority



In 2020:

1,554	individuals served
774	individuals were connected with coaches
\$2,817	average increase in monthly savings
\$1,068	average monthly income increase
\$17	average hourly wage
194	with a key financial goal
132	were placed in a new job
175	people enrolled in education or training

Since Inception:

2,679	clients connected with a coach
498	clients saw a net worth increase
\$20,922,953	is the total net worth increase
758	clients met a key financial goal
702	people placed in jobs



After losing her job in May of 2018, Jaci Sweet went on unemployment for the very first time in her life. Luckily, she was able to connect with job training and educational classes at the Goodwill Milgard Work Opportunity Center.

"Everything I needed was in one place to get my career back on track. Not just get a job, but the career that I wanted in Nursing at the pay I needed to get my boys and I into a house of our own. During the financial class I was given the road map on what to do, step by step, to be able to buy the house my children and I are living in now."

"My dreams of being a homeowner, financially secure with a career path that will last until retirement, have come at a price I could afford. My time, hard work, perseverance and the wonderful teachers at Goodwill Milgard Work Opportunity Center have made it come true. If I, an older disabled single mom with two amazing children can do it, so can you."

"Thank you to the teachers and staff at Goodwill. Without everyone working together as a team I would not be the success story I am today. I am and will always be grateful to you all." – Jaci Sweet RND



Advocacy UPDATE

United Way of Pierce County's (UWPC) advocacy agenda addresses issues most important to Pierce County. It supports our work in breaking the cycle of poverty and aligns with our bold goal of lifting 15,000 households out of poverty by 2028.

February 11, 2020: Day on the Hill

Over the course of 21 meetings, 15 board members, staff and volunteers met with 30 legislators or their aides in Olympia, WA.

August 2020: Virtual Legislative Roundtable

U.S. Representatives Derek Kilmer, Pam Schrier and Denny Heck met with 56 community members to learn about work they've done on our behalf in Washington D.C.

Ongoing Advocacy

Washington 211, the Temporary Assistance for Needy Families and Early Learning Workforce helped pass bills addressing those issues in the Washington State legislature.

Pandemic Advocacy & Community Dialogue

Three community conversations hosted in the fall focused on the impacts on COVID-19 and sought feedback from community members, social service providers and representatives of our local Hunger-Free Pierce County collaborative. The conversation revealed that while families and service providers are being severely tested by COVID-19, we are a resilient, adaptable community with optimism for the future.



We hosted our 4th annual From Poverty to Possibilities event on November 10. The event was virtual and over 350 people registered for the event. This year's summit focused on disrupting poverty by exploring the intersections of trauma, equity and resilience. The keynote speaker was Dr. Wendy Ellis from George Washington University who spoke on The Pair of Aces and community resiliency. We also selected our second cadre of Pitch to Ditch Poverty Challenge winners. The event culminated with a human centered-design activity facilitated by Dr. Divya McMillin and her team from the Global Innovation and Design Lab at the University of Washington Tacoma. [Click here for resources from the event.](#)

Statement of Activities & Net Assets (unaudited)

For the year ending 12/31/2020

Beginning Net Assets	
(Unrestricted \$8,694,123; *Restricted \$2,332,881)	\$11,027,004
Revenues	
Campaign Results	\$2,542,564
Campaign Results Donor Designated	\$1,060,859
Grants, Other Misc. Revenue	\$3,950,867
Investment Income including Unrealized Gains	\$722,414
Total Support and Revenues	\$8,276,704
Expenses	
Program Expenditures	
Distributions to Community Nonprofits	\$1,587,391
Gifts in Kind to Community Nonprofits	\$178,853
Community Impact (includes Centers for Strong Families)	\$690,336
Betye Martin Baker Human Service Center	\$396,738
211 HelpLine	\$840,798
Other Community Programs	\$158,782
Donor Designated Gifts	\$1,060,859
Infrastructure Support	\$1,370,065
Total Investments in the Community	\$6,283,822
Ending Net Assets	
(Unrestricted \$10,368,672; *Restricted \$2,651,214)	\$13,019,886
<i>*Restricted Net Assets are donor and grant restricted funds to be used for community program investments</i>	
Other Resources Raised and Distributed With Our Efforts:	
FamilyWize Prescription Discount Program	\$329,834
Reduced Rent for Nonprofit Tenants	\$275,216
Value of Volunteer Hours	\$94,933
Centers for Strong Families	\$120,000
Total Other Resources Invested	\$819,983

TOP 20 of 2020

1 In March, our team transitioned to working virtually from home after Governor Inslee issued the Stay Home, Stay Safe order.



2 We asked and the community delivered masks, boxes, bags and cleaning solution to local food banks!



3 South Sound 211-WA State becomes a One Entry Point for Behavioral Health.



5 We've renewed our commitment to be an anti-racist organization. Read our Equity Statement on page 8.

4 The Pierce County Connected Fund, a partnership of United Way of Pierce County and the Greater Tacoma Community Foundation, distributed \$7.6 million to 174 essential organizations that address urgent needs and provide basic human services to Pierce County's most vulnerable populations during COVID-19.

\$7.6M

6 Our events went virtual! Premier Partners, Tocqueville Society, Workplace Campaigns, Legislative Roundtable.



7 Kaiser awarded United Way of Pierce County a \$1 million grant to support the Center for Strong Families across Pierce County.



8 Our Centennial Campaign ¹⁰⁰ silent phase kicked off in anticipation of our 100-year birthday on May 14, 2021!

100

9 Raised \$63,000 for the UWPC4ALICE campaign to help ALICE families during COVID, which includes a \$10,000 match from U.S. Bank.

10

Over 350 people registered for the virtual From Poverty to Possibilities. This year's summit focused on disrupting poverty by exploring the intersections of trauma, equity and resilience. Keynote speaker Dr. Wendy Ellis of George Washington University addressed community resiliency and "The Pair of ACEs."



[Click Here to Watch](#)



11 Partnered with University of Washington Tacoma's Global Innovation and Design Department to put on a virtual human centered design workshop for 150 people to develop prototypes on how to build community resilience.




12 Created a Diaper Bank serving 398 families, and distributed 18,000 diapers.




13 In June, our 2020 Day of Action had an extended virtual project which focused on making a difference by assembling snack packs for kids and care kits for older adults who are isolated during COVID. 4,200 snack packs were delivered.

14 Distributed 5,000 masks for the Tacoma-Pierce County Health Department and 2,469 DIY masks to 20 nonprofits.




15 Connected 246 people to 36 volunteer opportunities at 17 agencies during COVID.

16 Resilient Pierce County, a collaborative lead by UWPC, partnered with the Department of Social and Health Services, George Washington University and University of Washington, Tacoma to reimagine human services through the lens of equity, trauma and resilience.




17 Pierce County residents have realized a savings of over \$2,000,000 in prescription medication and helped over 18,340 people since FamilyWize began.




18 Sue Dreier, CEO of Pierce Transit, and Jackie Flowers, Director/CEO of Tacoma Public Utilities, agreed to be UWPC's 2020 Campaign Co-Chairs overseeing overall workplace campaign goals, which over 300 companies participate in.

19 Recognized its 2019 Premier Partners and Campaign Award Honorees and Winners in July. UWPC selected 33 companies in 2019 as their Premier Partners for their commitment to the mission of working to lift 15,000 households out of poverty into financial stability by 2028.



20 2020 marked the 20th anniversary of the annual Willie K. Stewart Community Service Scholarship. It has awarded \$362,000 to date in the form of scholarships to high schools across Pierce County.



**TOP
20
of 2020**





D'Chelle Daily at Alaska USA FCU helped with the Snack Pack project for Day of Action



Legislative Roundtable of 74 participants



NuStar Energy helped in the Back 2 School @Home project



Panel Discussion—From Poverty to Possibilities 2020 (Timestamp 1:08:35)



Franklin Pierce Early Learning Center received donations from Toray Composite



The Tacoma Urban League mailed dozens of PPE kits to Pierce County businesses



Hunger-Free Pierce County Collaborative

Together



Kitsap Credit Union

Brenda Jallits made and donated more than 1,500 masks for the WA Mask Challenge

Bank of America partnered to gather snack packs for summer youth programs

WaFd Bank donated \$5,000 to UWPC for Food Needs





United Way of Pierce County Board of Directors continued to meet throughout 2020 via Zoom



Dr. Wendy Ellis, From Poverty to Possibilities Keynote Speaker (Timestamp 0:27:00)



UWPC4ALICE

United Way of Pierce County Staff Party



City of Tacoma & Tacoma Public Utilities had a joint virtual campaign



MLK Month of Service



UWPC meets with Derek Kilmer



Bank of America donated 10,000 masks



PacificSource Health Plans received the Premier Partner Rising Star Award



Kitsap Credit Union Cash & Dash



Officers

Nicole Sherman, Chair; Chief Operating Officer, Numerica Credit Union
Steve Harlow, Vice Chair; Bank of America

Bill Berry, Past-Chair; Tacoma Public Utilities
Jennifer Nino, Treasurer; Northwest Bank
Sebrena Chambers, Secretary; Tacoma-Pierce County Health Department

Board Members

Annette Bryan, Puyallup Tribe
Louis Cooper, Port of Tacoma
Sue Dreier, Pierce Transit
Stuart Grover, Community Advocate
Tanisha Jumper, City of Tacoma
Andy Larson, Sound Physicians
Nathe Lawver, Laborers International Union NA Local 252
Joe Martinez, CIERTO

Linda Proett, Regence BlueShield
Bill Pugh, City of Sumner
Jon Rossman, Chuckal Office Products
Carla Santorno, Tacoma Public Schools
Kathy Schmidt, CHI Franciscan Health
Eli Taylor, KeyBank
Tina Vasen, TPSC Benefits
Jim Walton, Community Advocate

2020 Premier Partners

Bank of America
Bethel School District
CenturyLink
CHI Franciscan Health
City of Tacoma
Cole Graphic Solutions
Columbia Bank
Comcast
Concrete Technology Corporation
Coordinated Care
Costco

DaVita
Enterprise Rent-A-Car
FedEx Corporation
Gene Pankey Motor Co., Inc.
Harborstone Credit Union
KeyBank
Korum Automotive Group
MultiCare Health System
NuStar Energy L.P.
Parametrix
Pierce County Government

Pierce Transit
Puget Sound Energy
Puyallup School District
Regence BlueShield
Tacoma Public Schools
Tacoma Public Utilities
Tacoma-Pierce County Health Department
Titus-Will Chevrolet – Tacoma
U.S. Bank
United Parcel Service
Washington State Employees Credit Union

Grantors and Sponsors

Alaska USA Federal Credit Union
All In WA
Alpha Phi Alpha Fraternity, Inc.
Bamford Foundation
Bank of America
Bank of New York Mellon*
Ben B. Cheney Foundation
CHI Franciscan Health
City of Tacoma
Columbia Bank
Commencement Bank
Coordinated Care
Costco
DaVita
Dutch Brothers Coffee
Elliott Family Foundation*
First 5 Fundamentals
Foundation for Tacoma Schools*
Franklin Pierce School District
Georgetown Brewery
Greater Tacoma Community Foundation
Harborstone Credit Union
Kaiser Permanente
KeyBank

Kitsap Credit Union
Korum for Kids Foundation*
Lyft
L.T. Murray Family Foundation
Multicare Health Systems
Norman Archibald Charitable Foundation
NuStar Energy
Oscar T. and Olivann Hokold Foundation
PacificSource Health Plans
Perigee Fund
Pierce County Connected Fund
Pierce County Government
Puget Sound Energy
Regence BlueShield
Russell Family Foundation
Salesforce.org*
Sequoia Foundation
State Farm
Tacoma Community College
Tacoma-Pierce County Chamber of Commerce
Tacoma-Pierce County Health Department

Tacoma Public Utilities
Tacoma Rotary 8*
Target
The Boeing Company
The Joe Collins Fund*
TPSC Benefits
Umpqua Bank
Union Bank
United Parcel Service
United Way Worldwide
U.S. Bank
U.S. Oil & Refining Company*
Vera Brokenshire
WaFd Bank
Washington State Employees Credit Union
Wells Fargo
Weyerhaeuser Company
Whisper Foundation
Wilson Albers & Company
Within Reach

* Funder of the Pierce County Connected Fund

Our Vision for Equity

In order to build sustainable, inclusive, resilient organizations and communities and an organizational culture where each employee and volunteer feels valued and supported, United Way of Pierce County is committed to:

- Being an anti-racist organization.
- Developing, maintaining and publicly posting an organization position opposing all forms of racism (UWW requirement).
- Annually, providing racial equity training for all board members and staff (UWW requirement).
- Continuing to use racial equity as one of the criteria in making community investments (UWW requirement).
- Conducting an organizational assessment of all of our policies, practices and programs to better reflect the values we hold of equity and justice.
- Continuing to examine our role in advancing the end of racism, especially the systemic racism that continues to perpetuate inequities and discrimination.
- Promoting programming that promotes equity, advances opportunity and heals the trauma of racism.
- Working with our community partners, we will unapologetically work to create pathways to wealth for communities of color (BIPOC – Black, Indigenous, People of Color).



United Way of Pierce County
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