Annual Report 2021



100 Years
of Creating Possibilities
Together



United Way of Pierce County

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

CREATING POSSIBILITIES TOGETHER 100 YEARS AND BEYOND

- CORFTTA SCOTT KING

When we reflect on the year 2021, we reflect on a year of extremes. 2021 was a year of celebration and optimism for the future and it was also a year of challenges as we wrestled with a second year in the grips of the COVID-19 pandemic. Would kids return to the classroom? Would we return to the office, to restaurants, concerts and football games?

It was a year of celebration—May 14, 2021, marked United Way of Pierce County's Centennial year! To celebrate, we kicked off a Centennial Capital Campaign, and by the end of the year, we raised close to \$4M, halfway to our \$8M goal. We held several birthday events, including a food drive in May, a virtual event in September and we're planning a gala in 2023.

It was a year of challenges—as 2020 ended, we thought we'd come back together in person, yet we continued to live in a virtual world. 2021 was the second year of the long emergency wrought by the COVID-19 pandemic. Several studies show that 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. However, rather than wring our hands, our team continued to roll up our sleeves and do the work. For the second year in a row, we're proud to say that we rose to the occasion and came out better than before. We came together with our community partners and continued to take care of one another in a time of crisis.

Today, the caring power of our compassionate community is more critical than ever. There is an urgency to our work as one in three households are struggling to make ends meet. So, we continue to do the work to meet our bold goal of ending poverty for 15,000 households by 2028. We continue to be committed to

ensuring that ALICE (Asset Limited, Income Constrained, Employed) families have access to basic needs so that they continue to move toward greater stability.

We want ALICE familes to not only become self-sufficient but to build wealth. Our Center for Strong Families (CSF) network, made up of eight trusted organizations throughout the County, helps make this possible. To date, through your investments and our community partners, 6,300 families are moving towards self-sufficiency and on their way to building wealth.

We want families to leave poverty for good! CSF helps struggling families improve their financial bottom line by providing one-on-one mentoring and coaching to help clients get jobs, increase income, decrease expenses while building credit and acquiring assets.

In late 2021, we partnered with the Sumner-Bonney Lake School District to create an eighth Center for Strong Families to help low-income families improve their financial well-being.

In November, we held our annual poverty summit, From Poverty to Possibilities. This year's summit focused on racial equity and how we can prosper together, and attendees had the privilege of hearing from keynote speaker Heather McGhee.

We partnered with the City of Tacoma Mayor's Guaranteed Income Initiative which is called GRIT (Growing Resilience in Tacoma). We believe in providing a guaranteed income to help struggling families as a powerful way to reduce poverty.

Our information and referral call center, South Sound 211, operated by UWPC, in many ways, is the first call for help in breaking down barriers for individuals. Every day our call specialists continue to connect the callers to critical resources for behavioral health, food, housing, transportation and employment.

With deep respect and appreciation for our donors and community throughout our 100 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 beyond 100 years, 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.

With gratitude,



Dona Ponepinto
President & CEO



Steve Harlow
Board Chair





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Basic Needs is an essential component of the social safety net. As a result of UWPC investments, 143,708 individuals had access to food, shelter and other essentials to help households move from crisis to stability.

At the heart of United Way is our commitment to basic needs. By ensuring basic needs, such as food, health care, childcare and shelter are met, families can move out of crisis, prevent future crises and move toward greater stability. Last year, through United Way's community investments, over 140,000 individuals accessed services, moving them closer to self-sufficiency.





1,205

individuals attained or maintained stable, permanent housing

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 Power Packs, weekend food packs and 'care closets' at middle and high schools...

1,905

kids and their families were provided...

450K+ meals and snacks during the 2020-21 school year.

5,709 individuals received supportive services designed to break down barriers to self-sufficiency.

Through place-based, two-generation investments supporting Franklin Pierce Schools' students and their families...

13,551 individuals received culturally-appropriate food, social-emotional supports for students, parenting supports and more.



South Sound 211 is a free helpline that connects people facing barriers to hundreds of services and programs including utilities, transportation, behavioral health, housing and employment. The helpline supports Pierce, Thurston and Lewis Counties.

- Provided application assistance for 190 households for the Basic Food program.
- Assisted 607 households with tax credit screening and connection to free tax preparation.
- In partnership with the network of organizations, we were awarded another year as Pierce County Coordinated Entry Screening site.

Help When You **Need It Most**

Total Number of **Contacts**

80,087

Connected to **Ride United Rides**

717

Connected to **Permanent Housing**



Connected to **Transportation**

2,269

Connected to Rental **Assistance**

8,416

Connected to Shelter





The stories from our Center for Strong Families network in 2021 centered around the resiliency of individuals and families across Pierce County. The COVID-19 pandemic affected all communities with more shutdowns and closures. As the pandemic continued to highlight inequities, the centers continued to provide life-changing employment, financial and income support coaching services in a virtual world.

Despite the many barriers in 2021, our network of 30 coaches provided 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. The outcomes showed that families who participated in the coaching services were beginning to rebound from 2020.

Success Story

In partnership with a grant from Kaiser
Permanente of Washington, UWPC awarded
nearly \$20,000 to the centers to help bridge the
technology gap that held families back from
applying to remote jobs, educational opportunities,
reducing debt accrued due to the pandemic and
even attending coaching sessions.

The funding was vital in improving one family's financial security and well-being at Tacoma Community House. Mateo, a Guatemalan immigrant and 10-year resident of Pierce County, worked with coaches to acquire work authorization and successfully graduate from the Childcare Training Program. The training credential is a career pathway with many opportunities.

Unfortunately, Mateo contracted COVID-19 and spent time in the hospital. During that time, he could not work and became behind on his bills.

Diana Parra, AFC® and the Center for Strong Families financial coach, shared Mateo's story with us. "When he came back from his 3-month stay in the hospital, his electricity bills were piled up, his cellphone was gone and he had a hard time communicating with service providers and friends. Thanks to this grant, our client was able to catch up on electric, internet and phone bills."

After sourcing the income support to help reduce Mateo's immediate debt, Diana was able to help him set achievable financial goals with an action plan that included a manageable budget. With access to the internet and a new phone, he worked with his employment coach to register for Adult Basic Education classes in digital literacy and apply for remote jobs. With the continued support of his coaches, Mateo was able to find an accessible job in his industry while he continued to recover and grow stronger.

2021 Outcomes

Average Monthly Net Income Increase

\$1943

Average Increase in Short-Term **Savings**

\$5,018

Average **Hourly Wage**

People Placed in a New Job

\$20/hr

142

Connected with Coaches

Career Advancing
Credentials Obtained

704

109

People Who Achieved Key Financial Goal

337

Since 2016:

- 3002 People connected with a coach
- 602 People saw a net worth increase
- \$22.8M Total net worth increase
- 991 People achieved a key financial goal
- 810 People placed in jobs

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. Communicating with our elected officials helped to put a face to the work we do to achieve that goal.

Day(s) in Olympia

We held our 2021 Legislative Day(s) on February 17, 18 and 22. Board members, volunteers and staff met with twenty legislators over three days to share our commitment to advancing our bold goal.

2021 Legislative Successes

We supported successful legislation that:

- Strengthened the state's portion of Supplemental Nutrition Assistance Program (SNAP) by creating a transitional food benefit, extending funding for SNAP fruit/vegetable incentives and bringing parity to our state's food assistance program for legally residing immigrants.
- Provided funding for the Fair Start for Kids Act to support the network for childcare providers across the state and make more high-quality childcare/early learning resources available to needy families.
- Secured continued funding for the Help Me Grow Pierce County pilot program, a community-driven resource and referral linkage system that connects young children and their families to appropriate services and community support.
- Secured \$3M in state funding to help support the state-wide 211 system through the 2021-2022 biennium.







The UWPC Advocacy
Team meeting with
Representative
Derek Kilmer.

The Power of Partnerships

Whether we're creating partnerships between colleagues and departments or establishing larger partnerships between businesses, nonprofits and the private sector, harnessing the strengths and abilities of others from different corners of our community sets us apart and is one of













Thanks to partners Georgetown Brewing Co., United Ways of the Pacific Northwest, All in Washington and the Washington Hospitality Association, we were able to distribute \$100,000 to displaced bar & restaurant workers impacted by the pandemic to help pay rent, medical expenses, car payments, utilities and medical supplies.

A Few Key Partnerships

Pierce County Connected Fund

As the public health response to COVID-19 in Pierce County escalated on March 13, 2020, United Way of Pierce County and Greater Tacoma Community Foundation partnered for an aligned philanthropic response to emerging community needs. Together, they launched the PIERCE COUNTY CONNECTED fund. From March 2020 to April 30, 2021, the fund distributed \$7.8M to support advancing, aligning and bridging gaps in governmental relief dollars to support accurate, culturally relevant COVID-19 vaccine information and access supports to be facilitated by trusted service providers and networks across communities in Pierce County.

Guaranteed Income Initiative – Growing Resilience in Tacoma (GRIT)

United Way of Pierce County, the City of Tacoma, Pierce County Government, Greater Tacoma Community Foundation, Tacoma Urban League, Sound Outreach, Tacoma Housing Authority, Mayors for a Guaranteed Income, Center for Guaranteed Income Research and Washington's Department of Social and Health Services partnered to reimagine the way we address poverty in Pierce County. GRIT is a collaboration to offer a guaranteed income in the form of monthly cash payments given directly to individuals. It is unconditional, with no strings attached and no work requirements. The first payment of unrestricted \$500 was sent to 110 Tacoma families on December 15, 2021. These 110 families will receive \$500 on the 15th of every month through November 2022.

Other partnerships include:

Hunger-Free Pierce County

Ride United

Pierce County
Early Childhood
Network

WA211

Pierce County
Coordinated
Transportation Coalition

The Pierce County Workforce Partnership

Here's what a few recipients have said about receiving the help:

"Thank you for the gift of \$500. I have been struggling to keep my head above water. With this gift, I will be able to catch up on a few bills and get some groceries in my house." - Lisa

"Thank you so much for the money to help me move forward and improve my life. I feel as if a huge weight has been lifted off my shoulders. I feel so blessed for your time and care." - Fred

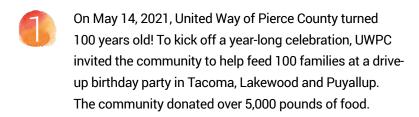
Statement of Activities & Net Assets

United Way

For the year ending 12/31/2021 (unaudited)

United Way of Pierce County

Beginning Net Assets	2021	2020
(Unrestricted \$10,368,672; *Restricted \$2,651,210)	\$13,019,882	\$11,027,004
Revenues		
Campaign Results	\$3,719,544	\$2,542,564
Campaign Results Donor Designated	\$930,128	\$1,060,859
Grants, Other Misc. Revenue	\$3,139,623	\$3,950,867
Investment Income including Unrealized Gains	\$816,046	\$722,414
Total Support and Revenues	\$8,605,341	\$8,276,704
Expenses		
Program Expenditures		
Distributions to Community Nonprofits	\$1,994,709	\$1,587,391
Gifts in Kind to Community Nonprofits	\$193,772	\$178,857
Community Impact (includes Center for Strong Families)	\$754,328	\$690,336
Betye Martin Baker Human Service Center	\$366,163	\$396,738
South Sound 211 HelpLine	\$868,989	\$840,798
Other Community Programs	\$154,478	\$158,782
Donor Designated Gifts	\$930,128	\$1,060,859
Infrastructure Support:		
Administrative	\$446,387	\$430,941
Fundraising	\$887,833	\$849,517
Dues to State and National	\$70,555	\$89,607
Total Investments in the Community	\$6,667,342	\$6,283,826
Ending Net Assets		
(Unrestricted \$11,637,238; *Restricted \$3,320,640)	\$14,957,881	\$13,019,882
*Restricted Net Assets are donor and grant restricted funds to be used for community program investments		
Other Resources Raised and Distributed with Our Efforts:		
SingleCare (formerly FamilyWize Prescription Discount Program)	\$219,894	\$329,834
Reduced Rent for Nonprofit Tenants	\$410,830	\$275,216
Value of Volunteer Hours	\$61,301	\$94,933
Center for Strong Families	\$305,000	\$120,000
Total Other Resources Invested	\$997,025	\$819,983







- City of Tacoma proclaims February 1–March 2 Equity Challenge Days when UWPC launched the 21-day Equity Challenge to spark conversation, action and change in our community around issues of race, power, privilege and leadership. UWPC held two more challenges in 2021, one to learn more about Asian and Pacific Islander communities and one in honor of Hispanic Heritage Month.
- Recognized its 2020 Premier Partners and Campaign Award Honorees and Winners in July. UWPC selected 36 companies in 2020 for their commitment to our focus on lifting families out of poverty.
- Thank you to United Way of Pierce County Centennial Committee Tri-Chairs: Debbie Bingham, Todd & Teresa Silver and James Walton. Thank you to Committee Members: Frank Hagel, Steven Harlow, Shasta Kelley, Dianna Kielian, Nathe Lawver, Kent Roberts, Mike Rogers, Lyle Quasim and Willie Stewart.
- Launched the Growing Resilience In Tacoma (GRIT) program in collaboration with the City of Tacoma, which aims to demonstrate that a modest, no strings attached, cash investment can improve economic stability, housing security, mental health and wellbeing and reduce poverty in our community.
- Jackie Flowers, Director/CEO of Tacoma Public Utilities and Bill Robertson, CEO of Multicare
 Health System agree to be UWPC's 2021/2022 Campaign Co-Chairs overseeing overall workplace
 campaign goals, which over 300 companies participate in.
- We held a Centennial Rally on September 10 at the LeMay America's Car Museum, inviting attendees on an amazing ride through United Way's 100-year history and to travel with us on the road to our future. By December 31, the Centennial Campaign had raised \$3.93M.
- Thanks to Georgetown Brewing Co., United Way of the Pacific Northwest granted \$50,000 to United Way of Pierce County to help ease the economic disruption displaced bar and restaurant workers impacted by the COVID-19 pandemic experienced.
- From Poverty to Possibilities, Pierce County's signature community summit that takes on barriers to economic equity was held on November 9, 2021. Over 550 people registered for the virtual summit! This year's event focused on racial equity and how we can prosper together and featured keynote speaker, Heather McGhee, author of *The Sum of Us*.
- At From Poverty to Possibilities we held the 3rd Pitch to Ditch Poverty Challenge and awarded a total of \$10,000 to 3 groups—Career-Connected Learning for Low-Income Young Adults of Color, Future Forward Outreach for Tax Time Financial Inclusion and Read Me Justice.

- 1
- In 2021, 1,400 snack packs and 960 books were provided weekly to 175 children at meal sites over the summer.
- 12
- 405 volunteers engaged in 1,758 hours of service in 2021, including 20 corporate teams that participated in MLK Month of Service Hygiene Kit projects and Day of Action Snack Pack projects.
- 13
- Pierce County residents have realized a savings of \$219,894 in prescription medication in 2021.
- 14
- We expanded the Center for Strong Families Network into East Pierce County by mediating a partnership with LISC, Sumner-Bonney Lake Family Center, Sound Outreach and UWPC.
- 15
- In 2021, South Sound 211 launched Plan of Safe Care Connection between Help Me Grow Coordinated Access Point and St. Joseph and Tacoma General to ensure families with newborn infants have access to appropriate services.
- 16
- We joined the Seimer Institute Network, combining the Center for Strong Families (CSF) Model with Tacoma Housing Authority's 2-Gen Program to have a more significant effect on keeping students in school, families housed and financially striving in West Tacoma.
- In partnership with Pierce County Human Services, South Sound 211 submitted more than 800 applications for rental assistance on behalf of those without internet access or experience.
- 18
- In 2021, we were awarded a Social Innovation Partnership grant to launch a two-year learning collaborative that will convene, strengthen and foster development of Connected Community Networks (CCN). UWPC's South Sound 211 and Virginia Mason Franciscan Health began working together with partners to build a CCN to serve the diverse needs of our community.
- 19
- As a part of reimagining how families access health and human services, we partnered with University of Washington Tacoma's Global Innovation and Design department to work with residents in the Salishan community to create a prototype focused on creating a space for shared resources, respite support and shared day care opportunities.
- 20
- Sumner-Bonney Lake School District's Family Center was selected as the eighth partner to help low-income families improve their financial well-being through United Way's Center for Strong Families.
- 21
- Launched food bank delivery and culturally-appropriate food in school pantries for Franklin Pierce families as part of our FPS 2 Generation Collaboration.

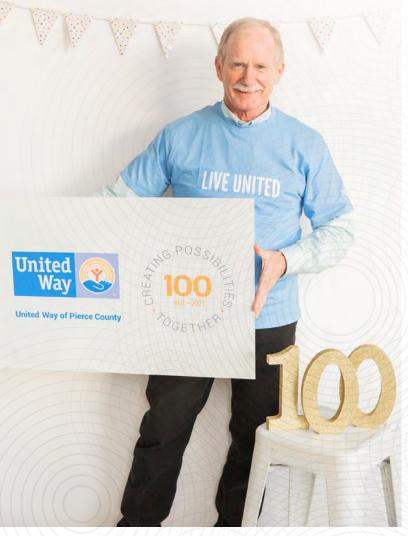












In 1921, two Pierce County women: Helen Dobson, head of the American Red Cross and Anne Post, head of the American Junior Red Cross were aware of a movement that started on the east coast where nonprofits worked together to raise resources each year to address community needs. Annually they would assess and prioritize those needs and then each nonprofit would apply for those resources. Community volunteers would make the funding recommendations and grants were given to the nonprofit partners to address the needs. There was a conference in February of 1921 where the two women invited other nonprofits to meet to see if they might be interested in this model. 27 attended with notable names, including representatives from Goodwill, Salvation Army and YMCA. They agreed to move forward and on May 14, 1921, they held their first board meeting.





















Each year they set fundraising goals. In their first year they raised \$211,000 (inflation adjusted = \$3.2M).

At one point they thought about dissolving as they were not hitting their goals. However, they realized if they stopped they may not be able to get going again. So they continued on.

In the early beginning they were called Federation of Social Service Agencies, then Community Chest, then United Good Neighbor and finally United Way.

Over the last 100 years we've mobilized the community to address the most pressing needs in Pierce County and, to date, we've invested over \$350 million to reduce poverty in our region.

On May 14, 2021, United Way of Pierce County turned 100 years old! To kick off a multiyear celebration, we invited the community to donate non-perishable food to feed hungry families at a drive-up birthday party in conjunction with Hunger Awareness Month.

On September 21, 2021, we invited the community to rally with us on an amazing ride through United Way's 100 year history at the Centennial Rally, Revving Up for the next 100 Years! The event was virtually hosted by LeMay – America's Car Museum.

The Rally kicked off an \$8 million Centennial Campaign called Creating Possibilities Together and reflects the optimistic spirit of an organization dedicated to changing our community and will culminate with a Gala in 2023.

Throughout 2021 and into 2023, we are celebrating 100 years of building a thriving community for everyone and creating possibilities together. So much has changed over the past 100 years. Still, one thing that has remained constant is United Way of Pierce County's commitment to mobilizing the caring power of the community to improve the health, education and financial stability of every person.











We received a generous donation of food and gifts over the holidays to benefit families in the Franklin Pierce Schools District.



Heather McGhee was the keynote speaker at the 5th Annual From Poverty to Possibilities Poverty Summit on November 9! Heather is the author of *The Sum of Us*. Learn more about Heather at heathermcghee.com.



'Everything But the Turkey' food drive raised over 5,000 lbs of food.



Fun times at the Kitsap Credit Union Cares Treats & Eats event.



Sound Credit Union members and employees helped support UWPC's mission by raising \$5,800, including a \$2,500 match from Sound!



From Poverty to Possibilities-virtually!



Thank you to the team at Toray Composite Materials America, Inc., for your donations to our 'Everything But the Turkey' Food Drive!



Special thanks to the City of Fife for holding a summer snack drive as part of Day(s) of Action!



Ruth Lowry and Ron Workman help unpack, sort and set up the displays of goods in our Gifts in Kind store.



Pierce County
Executive, Bruce
Dammeier speaking
at From Poverty to
Possibilities.



Summer interns, Rocio & Emma, helped assemble kits that included notes of encouragement for Days of Action.



United Way of Pierce County





Bank of America was named the 2020 United Way Medium Company Campaign of the Year.



Maisha Rice and Marina Middleton from WaFd Bank presented United Way with a \$5,000 check to support Heroes for Financial Literacy.



Ashley Manibusan & Greg Toso of WaFd Bank accepted the 2020 Small Company Campaign of the Year Award.



Tacoma Public Utilities and City of Tacoma Government kicking off their 2021 campaign.

Panelists at From Poverty to Possibilities.





NuStar Energy assembled over 150 Senior Care Kits for Day of Action.



Puget Sound Energy donated \$25,000 to UWPC.



We appreciate the Heritage Bank team for assembling Snack Packs for Summer of Action.



Many thanks to the Orestad Family for providing 180 Snack Packs for Day(s) of Action.



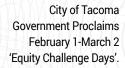
Kudos to Columbia Bank for providing and assembling over 200 United We Care kits for Day(s) of Action.



Thanks to the WaFd Bank team for organizing a Snack Pack assembly project for Day(s) of Action!



A special shout out to the Titus-Will Automotive Group for their contribution of snack packs for Day(s) of Action!





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Kitsap Credit Union

Lyft

Medina Foundation

MultiCare Health System

NuStar Energy L.P. O Bee Credit Union

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Our Vision for Equity

United Way of Pierce County fights for every person in every community every day. We believe that every person is entitled to be treated with dignity and respect, and equal treatment and access to justice. We remain committed to the following:

- United Way is committed to being an anti-racist organization with a focus on racial and social justice.
- We unequivocally denounce structural systemic practices that work to marginalize entire populations of people.
- We work with residents and public and private partners to cocreate solutions that ensure everyone has the resources, supports, opportunities and networks they need to thrive and achieve their highest potential.
- We recognize structural racism and other forms of oppression that have perpetuated poverty and contributed to persistent disparities which United Way seeks to dismantle. Our United Way strives to engage community members, especially those whose voices have traditionally been marginalized.
- We commit to leveraging all of our assets (convening, strategic investments, awareness building and advocacy) to create more equitable communities





United Way of Pierce County



United Way of Pierce County 1501 Pacific Ave, Ste 400 Tacoma, WA 98402 253-272-4263



Our Supporters

We are deeply touched and grateful to the incredible individuals, foundations, companies and organizations for their generous financial support to our Centennial Campaign "Creating Possibilities Together." With deep respect and appreciation, United Way of Pierce County thanks you for giving us the opportunity to be a leader in bringing individuals, businesses and other nonprofits together in addressing the most pressing needs in Pierce County, such as poverty. We look forward to continuing to create possibilities together and building a vibrant, inclusive and supportive community where everyone has the opportunity to thrive—now and into the future.

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Donors who have given planned gifts

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Pete and Laura Grignon

Frank Hagel and Marcia Walker

Maria and Steve Harlow

Ms. Tanisha Jumper

Ms. Dianna L. Kielian and Ms. Lynn Cheshire

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Ben B. Cheney Foundation

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Kiwanis Club of Tacoma Foundation

Russell Family Foundation

Satterberg Foundation

Sequoia Foundation

The Sunderland Foundation

Woodworth Family Foundation

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