

2022 Annual Report



United Way of Pierce County

# tackling poverty at its roots

*Because one in  
three families  
is too many*



# *Dear United Way of Pierce County Community,*

As we reflect on the past year and look ahead to the future, it is clear that achieving our vision and mission requires a deeper understanding of the challenges faced by those in our community. We cannot simply rely on assumptions or statistics to guide our actions. We must listen to those with lived experience and center their voices in our efforts to create a just, equitable and inclusive Pierce County.

With this in mind, I am thrilled to present our 2022 Annual Report, which not only highlights our accomplishments from 2022 but also emphasizes our commitment to truly hearing and uplifting the experiences and perspectives of our community members.

We continue to center our work around the voice of ALICE (Asset Limited, Income Constrained, Employed) individuals, and developed an informal theme, "Centering Our Work Around ALICE: The Power of Listening to Community Voices."

By intentionally listening to the voices of our community, particularly those who are facing challenges such as asset limitations, income constraints and employment struggles, we can better advocate for their needs and create more effective solutions.

In 2022, we developed a new vision statement that embodies our unwavering dedication to a just, equitable and inclusive Pierce County. At the heart of this vision is our commitment to supporting ALICE families, and we have made a deliberate effort to center their voices as we navigate the challenges of COVID-19.

To further support our diverse community, we established the Hispanic Heritage Group and the Black African American Initiative, and we will continue to take meaningful action in the year ahead.

We continue to work with our partners to challenge our collective understanding of what it means to provide opportunities for all to

achieve their highest potential. By recognizing and addressing the unique obstacles faced by marginalized groups, we can work toward a more inclusive Pierce County where everyone has the resources and support they need to thrive.

We are more committed than ever to our mission of improving lives in measurable and lasting ways, and we thank our supporters, partners and volunteers for their continued dedication to our work. By working together, we can build a more just, equitable and inclusive community where everyone has the opportunity to thrive.



*Dona Ponepinto*

**Dona Ponepinto**  
President & CEO



*Steve Harlow*

**Steve Harlow**  
Board Chair

***United, we will lift 15,000 households out of poverty by 2028 and into self-sufficiency, one family at a time.*** To date, through your investments and our community partners, 7,800 families are moving towards self-sufficiency and on their way to building wealth.



United Way of Pierce County



# Thank You United Way of Pierce County Board of Directors



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Bank of America  
Private Bank  
*Chair*



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**Stuart Grover**  
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**Carla Santorno**  
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**Tanisha Jumper**  
Tacoma Public Schools



**David Carlson**  
MultiCare Health System



**Kathy Schmidt**  
Virginia Mason  
Franciscan Health

# Have you met ALICE?

ALICE® is a United Way acronym for **A**sset **L**imited, **I**ncome **C**onstrained and **E**mloyed. Dismantling poverty is not only about programs and services. Understanding and working to shift systems that create wealth disparities is essential for us to succeed.

- 1 in 3 community members live below the ALICE threshold, which means they are earning less than needed to maintain economic stability.
- More than half of ALICE Families (57%) do not have enough saved to cover three months of living expenses in the case of an emergency or loss of employment.
- ALICE families often find innovative ways to get by and navigate issues such as food insecurity, difficulty paying bills, reducing debt and maintaining health care.
- Living from paycheck to paycheck can take a toll on mental health and wellness.
- Scan the QR code below to view United Way of the Pacific Northwest's 2023 ALICE report for Washington and Pierce County to learn more about the racial wealth gap and trends among ALICE in our community.



## Basic Needs

Basic Needs is an essential component of the social safety net. As a result of UWPC investments, 138,615 individuals had access to food, shelter and other essentials to help households move from crisis to stability.

**844** were served through shelter/housing programs

**126** children received free dental services

**1,124** received behavioral health support

**2,738** received supports to break down barriers to self-sufficiency

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

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



# 211



## Help When You **Need It Most**

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.

## 2022 Highlights

- 211 launched a Client self-referral form, resulting in 46 families connecting with Family Resource Navigators.
- 211 expanded the Ride United Program, providing more rides and longer-term trip coordination for employment, resulting in a 197% increase in rides.
- 211 expanded our Workforce Development Common Referral System partnership with four new partners.
- 211 expanded our Workforce Development Common Referral System in partnership with WorkForce Central, welcoming four new partners resulting in 144 additional Job Seekers connecting to Employment and Education to further their careers.
- 211 coordinated a Paid Family Medical Leave outreach program enabling us to provide 85 families with financial stability to bond with a new child, care for a family member or recover from a medical condition.

Total Number of  
Contacts **76,529**

Connected to  
Transportation **3,201**

Connected to Rental  
Assistance **7,270**

Connected to  
Ride United Rides **2,092**

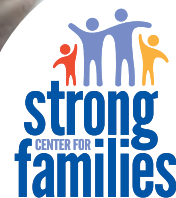
Connected to  
Shelter **5,041**

Connected to  
Permanent Housing **14**

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*“United Way and 211 have been a lifesaver for my family, but it was their navigator who was truly an angel. She went above and beyond to find the resources and help I needed, not just once but twice. As a Domestic Violence Survivor, I left with nothing, not even hope. With two little ones to support on my own, I felt defeated and lost. But thanks to United Way and 211, my children and I were able to find a home and a better situation. They gave us a head start toward the life we want to live. We will be forever grateful for this life-saving organization and everyone involved.” –Anonymous*

# Center for Strong Families



The stories from our Center for Strong Families (CSF) network in 2022 centered around the resiliency of individuals and families across Pierce County. Our network of 22 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.

## 2022 Highlights

- The Center for Strong Families network expanded service to East Pierce County, with a tremendous community presence during its open house, at the Sumner-Bonney Lake Family Support Center.
- CSF continued partnership with the Siemer Institute and Tacoma Housing Authority to promote an innovative coaching model, receiving support of \$125K for two years.
- CSF distributed personal translation devices to 20 coaches to empower communication with clients in 39 languages.
- CSF designed new professional certification training for Employment Coaches, to be implemented in the new year.
- UWPC was awarded \$360K in American Rescue Plan Act funding to shore up network providers with training and technical assistance and continue programming at our 4 sites located within the City of Tacoma

Average Monthly  
New Income  
Increase

**\$1,972.35**

Average  
Hourly  
Wage

**\$21.04**

Individuals  
Who Saw A Net  
Worth Increase

**116**

Connected with  
Coaches

**536**

Average Increase  
in Short-Term  
Savings

**\$6,041.91**

Individuals  
Placed in  
Jobs

**74**

Individuals  
Who Achieved  
Financial Goal

**76**

Career Advancing  
Credentials  
Obtained

**5**

Total Number of CSF Clients  
served since 2016

**3,529**

## Success Story

(\*Name changed to keep identity confidential.)

Despite working long hours at a fast-food restaurant, Sara\* struggled to make ends meet, and her income was way lower than her expenses. With a newborn baby to care for, she knew that she needed to find a way 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 combined employment, income support and financial coaching, offered her a lifeline.

When she first started working with coach Kenan Hadzic at CSF, 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, Sara advanced her career, moving from her job at the fast-food restaurant to a gas station with better hours. Eventually, she landed a job at an employment agency that not only offered a good base salary but also provided bonuses for exceeding sales goals.

The client's budget, savings and net worth all increased as she started earning more money. And now, she works 8am to 5pm, which aligns perfectly with her daycare hours of 6am to 6pm. Her current job even offers her the flexibility to work from home, providing her with the work-life balance she needs.

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

# Advocacy

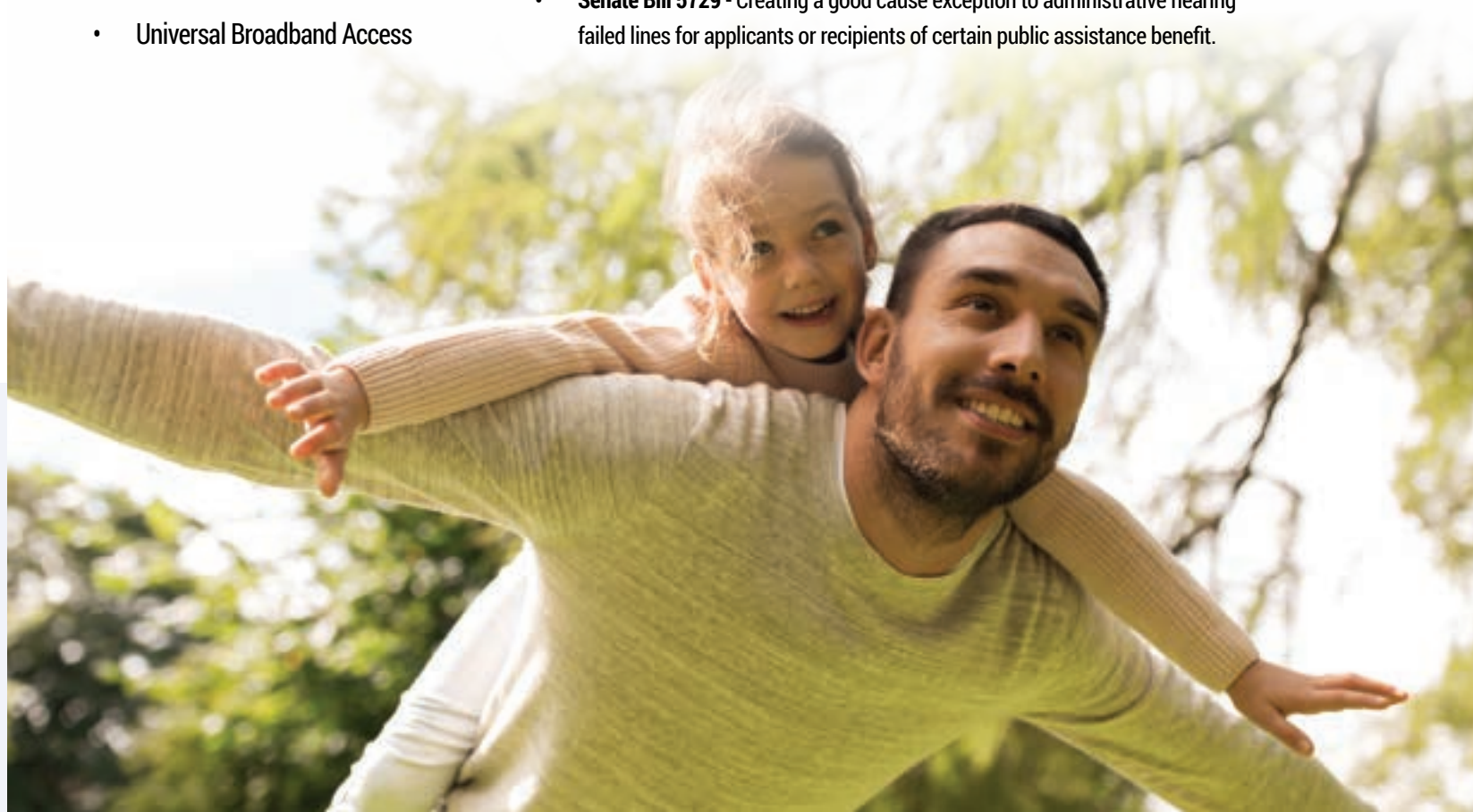
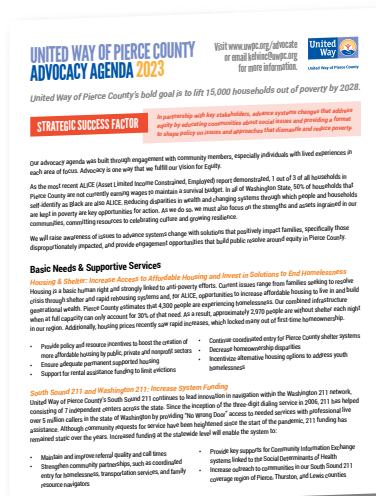
Each year, we convene to develop an advocacy agenda that guides community efforts to impact public policy and lift up the voice of lived experiences in a way that can benefit systems change. Our 2022 advocacy agenda focused on ensuring families and individuals had access to resources to meet their basic needs and the supports to keep families strong and on a path to thriving. Our 2022 advocacy agenda included the following broad categories:

- Basic Needs & Supportive Services
- Affordable Housing
- Temporary Assistance for Needy Families
- Support for Washington 211
- Strong Families
- Increase Access, Affordability and Quality of Child Care and Early Learning for Working Families
- Unrestricted Cash Assistance Through a Guaranteed Income
- Universal Broadband Access

## Legislative Successes

We supported state legislation that resulted in the passage of:

- Continued state funding to support South Sound 211 and the statewide 211 system.
- **House Bill 1866** - Apple Health and Homes - Rapidly acquire hotel/motel and apartment properties leveraging federal funds.
- **House Bill 1755** - Concerning temporary assistance for needy families' time limit extensions during times of high unemployment.
- **House Bill 1878** - Expand Free School Meals for Washington Kids.
- **House Bill 1888** - Allowing the department of revenue to adjust the rates of remittance reductions in the working families' tax credit to align with federal maximum qualifying income levels.
- **Senate Bill 5785** - Extend Transitional Food Assistance to families leaving TANF.
- **Senate Bill 5838** - Diaper Subsidy Program.
- **House Bill 1723** - Closing the digital equity divide by increasing the accessibility and affordability of telecommunications services, devices and training.
- **Senate Bill 5793** - Lived Experience Stipend.
- **Senate Bill 5729** - Creating a good cause exception to administrative hearing failed lines for applicants or recipients of certain public assistance benefit.



# Centennial Campaign

*Creating Possibilities Together*



On **May 14, 2021**, United Way of Pierce County turned 100 years old. To kick off a multi-year 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 at the LeMay – America's Car Museum. The Rally kicked off an \$8 million Centennial Campaign called Creating Possibilities Together.

On **May 3, 2022**, nearly 200 people convened in person at Tacoma's LeMay – America's Car Museum. It was a continuation of the Centennial festivities and an opportunity to create awareness of the Centennial Campaign designed to support our ongoing work. The program included testimonials and inspirational anecdotes from speakers such as **Jim Walton**, UWPC Centennial Campaign Tri-Chair, UWPC Board Member, a community activist and former Tacoma City Manager, **Dona Ponepinto**, UWPC President and CEO, **Steve Harlow**, Chair of UWPC's Board of Directors, and **Todd Silver**, UWPC Centennial Tri-Chair. **J'nai Starks**, a South Sound 211 Navigator, also took the stage to share her personal journey. The Centennial Campaign will continue into 2023 with a Donor Wall Unveiling in February and a Gala on **May 6**.







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**1** UWPC Hosts Angela Williams, President/CEO of United Way Worldwide  
**2** Sumner-Bonney Lake Center for Strong Families Open House  
**3** United Way of Pierce County's 101st Birthday Food Drive  
**4** Living United on Mt. St. Helens!  
**5** The Willie Stewart Community Service Scholarship program: Dona Ponepinto and Willie Stewart with the 2022 scholarship recipients

**6** City of Fife's donation of snacks to support Summer of Action! Here is Sarah Hawkins with the collected snacks.  
**7** Carol Mitchell moderates a panel discussion at From Poverty to Possibilities.

# United Way of Pierce County Celebrates Community Partners

*"GRIT has helped me in ways I didn't expect, and those payments helped me afford the expensive tutoring that my 11-year-old really needed. It's changed my house for the better. And I've felt so much less month-to-month stress since this program started. It feels like I have some room to breathe."*

– Geno Rosario



## 2022 Highlights

On July 29, we recognized our community partners and campaign award winners and nominees at the **Premier Partners and Campaign Awards** event at the 1882 Club at Cheney Stadium.

More than 200 people gathered at the Hotel Murano on November 15 for the annual **From Poverty to Possibilities** summit. The event featured a panel discussion that included Debbie Wilkerson, a Growing Resilience in Tacoma (GRIT) Guaranteed Income recipient.

On March 10, we held a virtual "town hall-style" summit called **"Together for ALICE"** to discuss our progress in lifting families out of poverty and data on equity and resilience in our community.

Through place-based, two-generation investments supporting **Franklin Pierce Schools'** students and their families, 11,794 individuals received culturally appropriate food, social-emotional support for students, parenting support and more.

**Growing Resilience in Tacoma (GRIT)**, a guaranteed income research demonstration, provided \$500 monthly for 13 months to 110 Tacoma ALICE families, totaling \$715,000. Participants, mostly women (83%) and Black, Indigenous and people of color (77%) allocated the assistance primarily towards essential needs.

GRIT's success led to advocacy for poverty solutions at various levels, including the Washington State Legislature and The White House. Partners included the **City of Tacoma, Mayors for a Guaranteed Income** and the **University of Pennsylvania's Center for Guaranteed Income Research**.

**Pierce County Coordinated Transportation Coalition**, including UWPC, aims to eliminate transportation barriers for Pierce County residents. Their objective is to establish a coordinated system that provides rides to anyone in need.

UWPC collaborates with the **Pierce County Early Childhood Network**, focusing on enhancing child, family and community well-being in Pierce County. 211 serves as the central access point, assisting families with resources.

UWPC is part of the **Workforce Development Council** in Pierce County, focusing on delivering accessible and high-quality workforce development services.

UWPC's Center for Strong Families joins **The Siemer Institute** and **Tacoma Housing Authority** to promote two-generation (2-gen) approaches, addressing the needs of both children and adults. Their aim is to foster academic success and break the cycle of poverty through this partnership for generational success.

# Statement of Activities & Net Assets

For the year ending 12/31/2022 (unaudited)



United Way of Pierce County

	2022	2021
<b>Beginning Net Assets</b>		
(Unrestricted \$11,637,238; *Restricted \$3,320,640)	\$14,957,881	\$13,019,882
<b>Revenues</b>		
Campaign Results	\$1,679,813	\$1,924,206
Campaign Results Donor Designated	\$839,946	\$930,128
100 Year Anniversary Campaign	\$1,811,627	\$1,795,338
Grants, Other Misc. Revenue	\$2,641,246	\$3,139,623
Investment Income including Unrealized Gains	-\$981,767	\$816,046
<b>Total Support and Revenues</b>	<b>\$5,990,865</b>	<b>\$8,605,341</b>
<b>Expenses</b>		
<b>Program Expenditures</b>		
Distributions to Community Nonprofits	\$1,321,590	\$1,994,709
Gifts in Kind to Community Nonprofits	\$278,665	\$193,772
Community Impact (includes Center for Strong Families)	\$800,006	\$754,328
Betye Martin Baker Human Service Center	\$363,733	\$366,163
South Sound 211 HelpLine	\$1,029,409	\$868,989
Other Community Programs	\$170,110	\$154,478
Donor Designated Gifts	\$839,946	\$930,128
<b>Infrastructure Support:</b>		
Administrative	\$450,193	\$446,387
Fundraising	\$986,794	\$887,833
Dues to State and National	\$95,461	\$70,555
<b>Total Investments in the Community</b>	<b>\$6,335,907</b>	<b>\$6,667,342</b>
<b>Ending Net Assets</b>		
(Unrestricted \$11,239,645; *Restricted \$3,145,463)	\$14,612,839	\$14,957,881
<i>*Restricted Net Assets are donor and grant restricted funds to be used for community program investments</i>		
<b>Other Resources Raised and Distributed with Our Efforts:</b>		
SingleCare (formerly FamilyWise Prescription Discount Program)	\$237,475	\$219,894
Reduced Rent for Nonprofit Tenants	\$412,245	\$410,830
Value of Volunteer Hours	\$49,298	\$61,301
Center for Strong Families	\$205,000	\$305,000
<b>Total Other Resources Invested</b>	<b>\$904,018</b>	<b>\$997,025</b>

### Grantors & Sponsors

Albertsons – Safeway Foundation	Greater Tacoma Community Foundation	The Norcliffe Foundation	Regence Blue Shield	Umpqua Bank
Amazon	Group Health Foundation	Norman Archibald Foundation	Reinvent Stockton Foundation	Union Bank
Bank of America	Harborstone Credit Union	NuStar Energy L.P.	Sequoia Foundation	U.S. Bank
Bamford Foundation	JC Penney Company	Perigee Fund	Siemer Institute	Virginia Mason Franciscan Health
Ben F. Cheney Foundation	Kaiser Permanente	Oscar T. and Olivann Hokold Foundation	Sound Credit Union	Washington State Employees Credit Union
City of Tacoma	KeyBank	PacificSource Health Plans	State Farm Insurance	Wells Fargo Bank
Costco	Kitsap Credit Union	Perigee Fund	Tacoma Community College Foundation	WorkForce Central
DaVita	Local Initiatives Support Corporation	Pierce County Government	Tacoma-Pierce County Economic Development Board	
Forest Foundation	MultiCare Health System	Premera Blue Cross	Tacoma Public Utilities	

### Premier Partners

Bank of America	DaVita	MultiCare Health System	Regence BlueShield	Titus-Will Automotive Group
Bethel School District	FedEx Corporation	NuStar Energy L.P.	Sound Credit Union	United Parcel Service
City of Tacoma	Franklin Pierce School District	PacificSource Health Plans	Sumner-Bonney Lake School District	U.S. Bank
Cole Graphic Solutions	Gene Pankey Motor Co., Inc.	Parametrix, Inc.	Tacoma-Pierce County Health Department	Virginia Mason Franciscan Health
Columbia Bank	Harborstone Credit Union	Pierce County Government	Tacoma Public Schools	WaFd Bank
Cordinated Care	Heritage Bank	Pierce Transit	Tacoma Public Utilities	Washington State Employees Credit Union
Costco	KeyBank	Puget Sound Energy		
	Kitsap Credit Union	Puyallup School District		

### Tocqueville Donors

Anonymous (3)	Jackie Flowers	Greg and Melanie McFarland	Todd and Teresa Silver	James and Sally Will, Jr.
Calvin and Joanne Bamford	Derrek Gafford	James and Vicki Murphy	Summit Trust	Kathi Willis
Pam and Gary Beil	Tim and Cynthia Gallagher	Dona and Joe Ponepinto	Michael A. Tucci	Jeff and Nancy Woodworth
Bill and Bari Berry	Dr. Stuart Grover and Dr. Pamela Transue	Kent and Linda Roberts	Michael and Mimi Tucci	John and Judy Woodworth
Debbie W. Bingham	Mark Hollander	William and Della Robertson	Timothy and Barbara Tucci	Thomas Zumek
Rick and Betsy Ellingson	Joshua Hughes	Tony and Megan Saddler	Craig and Niki Ueland	
Janice and Terry Farning	Corry and Donna McFarland	Willard L. and Maryann Salsgiver	William and Gail Weyerhaeuser	
		Scott E. Silver	Lawrence and Donna White	

## 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 co-create 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.

[uwpc.org](http://uwpc.org)



United Way of Pierce County



United Way of Pierce County

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