



United Way of Pierce County

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**1 in 3**  
**HOUSEHOLDS**  
**STRUGGLE WITH**  
**POVERTY**

*Because one in three families is too many*

tackling poverty  
at its **roots**

OUR **BOLD** GOAL

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

Scan the QR Code or visit [uwpc.org](http://uwpc.org) to learn more



## 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

## 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.

- 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**

## 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.

- Average Monthly **New Income Increase** **\$1,972.35**
- Average Increase in **Short-Term Savings** **\$6,041.91**
- Average **Hourly Wage** **\$21.04**
- Individuals **Placed in Jobs** **74**
- Individuals **Who Saw A Net Worth Increase** **116**
- Individuals **Who Achieved Financial Goal** **76**
- Connected with **Coaches** **536**
- Career Advancing **Credentials Obtained** **5**
- Total Number of **CSF Clients served since 2016** **3,529**

from **POVERTY** to **POSSIBILITIES**

From Poverty to Possibilities is Pierce County's signature economic equity summit. In 2022, over 250 community leaders attended at the Hotel Murano. The summit brings the community together to disrupt poverty at its roots. This summit creates a safe space for the community to dismantle the systems of exclusion. Our keynote speaker was Dr. Karen Johnson, an authentic leader who, "keeps it real" and has years of experience leading DEI work in our region.



## Have you met ALICE?

ALICE® is a United Way acronym for **A**sset **L**imited, **I**ncome **C**onstrained and **E**mployed. 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.



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.



## 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
- Increase Access, Affordability and Quality of Child Care and Early Learning for Working Families
- Unrestricted Cash Assistance Through a Guaranteed Income
- Universal Broadband Access

## Partnerships

Our newest initiative, **Growing Resilience In Tacoma (GRIT)**, is a collaborative guaranteed basic



income program run by UWPC and the City of Tacoma. In 2022, GRIT 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. Through program evaluation done by the University of Pennsylvania, we know that families used the dollars to reduce debt, pay for basic needs, increase credit, spend more time with their loved ones, and better their mental health. Following an investment from the State of Washington, GRIT is set to continue into 2025 with a new cohort of families.

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.

**For more info on advocacy and partnerships, visit [uwpc.org](http://uwpc.org).**