



**UNITED WAY**  
Pierce County

# *United for Change*



**ANNUAL REPORT 2024**



## BOLD GOAL

United, we will lift 15,000 households out of poverty and into financial stability by 2028—one family at a time.

## OUR MISSION

We mobilize 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.



**UNITED WAY**  
Pierce County

At United Way of Pierce County (UWPC), your support helps ensure that the voices of those most impacted by poverty are not only heard—but lead the way. Thanks to you, in 2024, we did more than listen—we elevated lived experiences to shape solutions that truly reflect the needs of our community.

We saw this come to life through our Basic Income initiative, GRIT, (Growing Resilience in Tacoma), where participants helped reimagine how we support families. Within our Center for Strong Families network, over a third of participants took bold steps toward education or employment. And in our two-generation partnerships, families didn't just survive—they gained the tools to thrive.

Through a partnership with United Ways of the Pacific Northwest and funds as part of the state's Community Reinvestment Plan, we're able to offer matched savings through Individual Development Accounts (IDAs), helping individuals build assets to start or grow a business, buy a home, pursue education, or secure reliable transportation.

Because poverty isn't just about income—it's about access, opportunity, and choice. And too often, ALICE® (Asset-Limited, Income-Constrained, Employed) families have none of the above.

But we're changing that.

With your support, we're investing in programs that restore choice, build resilience, and move families toward lasting stability—from housing and food to workforce development, child care, and mental health.

Together, we're turning possibility into progress. United is the Way forward—and we're just getting started.

With gratitude,



**Dona Ponepinto,**  
President and CEO



**Nathe Lawver,**  
Board Chair

<b>BEGINNING NET ASSETS</b> (UNRESTRICTED \$13,811,342; *RESTRICTED \$3,070,774)	<b>2024</b> <b>\$16,882,116</b>	<b>2023</b> <b>\$14,708,430</b>
<b>REVENUES</b>		
CAMPAIGN RESULTS	\$1,603,886	\$1,308,297
CAMPAIGN RESULTS DONOR DESIGNATED	\$533,155	\$577,432
100 YEAR ANNIVERSARY CAMPAIGN	\$26,033	\$1,174,942
GRANTS, OTHER MISC. REVENUE	\$4,982,113	\$4,503,052
INVESTMENT INCOME INCLUDING UNREALIZED GAINS	\$1,147,713	\$1,010,527
<b>TOTAL SUPPORT AND REVENUES</b>	<b>\$8,292,900</b>	<b>\$8,574,250</b>
<b>EXPENSES</b>		
<b>PROGRAM EXPENDITURES</b>		
DISTRIBUTIONS TO COMMUNITY NONPROFITS	\$3,225,560	\$2,082,746
GIFTS IN KIND TO COMMUNITY NONPROFITS	\$141,834	\$158,939
COMMUNITY IMPACT (INCLUDES CENTER FOR STRONG FAMILIES)	\$1,406,061	\$935,578
BETYE MARTIN BAKER HUMAN SERVICE CENTER	\$503,599	\$391,975
SOUTH SOUND 211 HELPLINE	\$1,033,385	\$976,353
OTHER COMMUNITY PROGRAMS	\$205,121	\$174,551
<b>INFRASTRUCTURE SUPPORT:</b>		
ADMINISTRATIVE	\$531,025	\$485,407
FUNDRAISING	\$1,033,453	\$1,116,385
DUES TO STATE AND NATIONAL	\$71,248	\$78,630
<b>TOTAL INVESTMENTS IN THE COMMUNITY</b>	<b>\$8,151,286</b>	<b>\$6,400,564</b>
<b>ENDING NET ASSETS</b> (UNRESTRICTED \$14,231,531; *RESTRICTED \$2,792,199)	<b>\$17,023,730</b>	<b>\$16,882,116</b>
<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>		
REDUCED RENT FOR NONPROFIT TENANTS	\$375,038	\$430,975
VALUE OF VOLUNTEER HOURS	\$75,894	\$53,952
LEVERAGED RESOURCES (E.G. CENTERS FOR STRONG FAMILIES)	\$250,000	\$250,000
<b>TOTAL OTHER RESOURCES INVESTED</b>	<b>\$700,932</b>	<b>\$734,927</b>

**Nathe Lawver**, PC Central Labor Council, AFL-CIO **Chair**  
**Jackie Flowers**, Tacoma Public Utilities **Vice Chair**  
**Tanisha Jumper**, Tacoma Public Schools **Secretary**  
**Andy Larson**, Providence Health Plans **Treasurer**  
**Sebrena Chambers**, Tacoma-Pierce County Health Dept  
**Louis Cooper**, Retired  
**Stuart Grover**, Community Advocate  
**Steve Harlow**, Bank of America Private Bank  
**Tim Holmes**, MultiCare Health System  
**Shasta Kelley**, Dickson Frohlich Phillips Burgess, PLLC  
**Georgia Lomax**, Community Advocate  
**Joe Martinez**, CIERTO

**Renee McClain**, Washington State Fair  
**Mark Pinto**, Engel & Völkers Chambers Bay  
**Lua Pritchard**, Asia Pacific Cultural Center  
**Archie Sharma**, TAPCO Credit Union  
**Eli Taylor**, Key Private Bank  
**Grant Twyman**, NEXT Consulting Firm  
**Tina Vasen**, TPSC Benefits  
**Eileen Walker**, Regence BlueShield / Cambia  
**Jim Walton**, Community Advocate, Emeritus  
**Kent Roberts**, Community Advocate Emeritus  
**Mike Griffus**, Pierce Transit, Campaign Co-Chair  
**Beth Johnson**, Coordinated Care, Campaign Co-Chair



## When you show up, change shows up.

In 2024, your support fueled action across Pierce County. Hundreds of volunteers gave their time and heart—because you believe in community-powered change.



**“We don’t wait for change—we make it happen.”**  
- Volunteer

### MLK Jr. Month of Service

- 198 volunteers
- 3,065 hygiene kits assembled

Supporting people experiencing homelessness through the annual Point-in-Time Count



**“It felt good to do something tangible. These kits meet a real need.”**  
-Volunteer



### Summer of Action

- 276 volunteers
- 5,500 snack packs

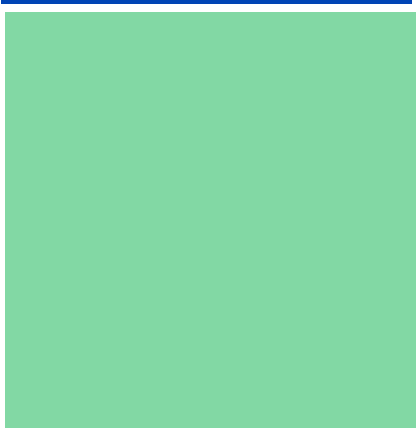
At 12 summer meal sites, kids received healthy snacks to fuel play, learning, and growth.



### Everything But the Turkey

- 206 volunteers from 26 companies
- 6,683 lbs of food donated
- 5,340 meals provided to local families

**VOLUNTEERS & PARTNERSHIPS  
IN ACTION**  
SHOWING UP FOR OUR  
COMMUNITY





In March 2024, we launched the first-ever **Elevate Women Expo**—a powerful day of career growth, wellness, and connection at Tacoma's STAR Center. With inspiring speakers, expert-led workshops, and strong community support, this inaugural event laid the foundation for an annual tradition of empowering women to thrive.



In partnership with **Dolly Parton's Imagination Library**, your generosity helped deliver:

- Nearly **119,000** free books to 10,000 children ages 0-5 in Pierce County

Thanks to you—and partners like Amazon, Rotary, the Puyallup Tribe, and Korum for Kids—kids are developing early literacy and a lifelong love of reading.



### From Possibility to Progress: A Summit for Change

At the 8th Annual Poverty to Possibilities Summit, you joined over **400** changemakers to ask:

- What if where you live didn't determine your future?
- What if every system was built for equity?
- What if solutions started with listening?

Keynote speaker H. Luke Shaefer urged us to shift away from blame and toward bold policies—like child tax credits and safety nets that actually work.



In 2024, we officially launched the **Black/African American Leadership Circle**, focused on providing support to Black ALICE households.



In June 2024, the 24<sup>th</sup> Annual **Willie Stewart Community Service Scholarship** honored 15 Pierce County Seniors with scholarships. United Way and local leader Willie Stewart granted \$2,500 to each scholarship recipient. Recipients will use their awards to help pay tuition at colleges and universities across the country.



### Financial Coaching

You helped place financial coaches at **Workforce Central's One-Stop & Tacoma Community College**

These coaches provide real-time, personalized support—budgeting, saving, planning—so individuals can build long-term financial independence and stability.

**VOLUNTEERS & PARTNERSHIPS  
IN ACTION**  
SHOWING UP FOR OUR  
COMMUNITY



# Basic Needs

## HOW WE HELP FAMILIES GET THROUGH HARD TIMES

Together, we've helped **11,640 families** move from crisis to stability since 2016. In 2024, your support helped **153,141 people** access food, shelter, and life's essentials.

### Have You Met *Alice*?

Meet the families who keep our community running—but are one unexpected expense away from crisis. ALICE® stands for Asset Limited, Income Constrained, Employed—households working hard but unable to afford the basics. Living paycheck to paycheck affects mental health, opportunity, and long-term stability.

That's why we don't just provide services—we tackle the root causes of poverty by removing barriers and opening doors.

### TWO GENERATION APPROACH: LIFTING FAMILIES TOGETHER

When we support parents and children together, everyone wins. Two-generation approaches create cycles of opportunity by advancing student achievement and strengthening families.

**2,997**

**FAMILIES RECEIVED BASIC  
SUPPLIES LIKE FOOD,  
DIAPERS & TRANSPORTATION**

**5,449**

**INDIVIDUALS SUPPORTED  
THROUGH FAMILY-CENTERED  
SERVICES**





# Because of you...



## HOUSING = STABILITY

Housing is the foundation for everything—work, health, and education.

**1,197**

HOUSEHOLDS RECEIVED  
HOUSING SUPPORT

**58%**

SECURED OR MAINTAINED  
STABLE HOUSING

## FOOD = FUEL FOR THE FUTURE

When kids are fed, they can focus. When parents are nourished, they can thrive.

**145,163**

PEOPLE RECEIVED FRESH,  
HEALTHY FOOD

**5.6M+**

OVER 5.6 MILLION  
MEALS SERVED

## EDUCATION & WORKFORCE TRAINING

Education and upskilling are the best paths to higher income and mobility.

**356**

PEOPLE ENROLLED  
IN GED, COLLEGE  
OR JOB TRAINING

**56%**

GAINED CREDENTIALS  
OR NEW EMPLOYMENT

## LANGUAGE & LEGAL SUPPORT = ACCESS

Breaking language and legal barriers unlocks full participation in work and community.

**350**

PEOPLE RECEIVED ESL,  
LEGAL, OR INTERPRETER  
HELP

**70%**

IMPROVED THEIR ABILITY  
TO NAVIGATE SCHOOL,  
WORK AND COMMUNITY





### **Turning Opportunity into Action**

Center for Strong Families 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.



### **Financial Education & Digital Literacy Workshops**

In today's fast-paced, technology-driven world, financial education and digital literacy are more important than ever. Together, they empower individuals to make informed financial decisions, safely navigate online platforms, and access critical tools and services that support economic mobility and long-term stability.

### **Building Financial Strength**

- **26%** increased net income
- **17%** increased net worth
- **15%** improved their credit score
- **48%** achieved financial goals

**Out of the 779 participants engaged in financial coaching, hundreds saw measurable financial progress – from income growth to goal achievement. Since 2016, Center for Strong Families has engaged over 5,000 clients!**



Our vision is that every person has the opportunity to learn, work, and thrive in all aspects of life.



## 2024 HIGHLIGHTS

**2,783**

CSF CLIENTS SERVED  
2016-2024

**779**

CLIENTS WHO CONNECTED  
WITH COACHES

**\$4,237**

AVERAGE INCREASE IN  
SHORT-TERM SAVINGS

**112**

INDIVIDUALS SAW NET  
WORTH INCREASES

**125**

UNIQUE CSF CLIENTS  
PLACED IN JOBS

**\$2,311**

AVERAGE MONTHLY  
INCOME INCREASE

“I came in anxious and unsure. I almost quit—more than once. But with support, I found confidence, community, and a path forward.

Now, I’m building skills, preparing for school, and showing my niece and nephew it’s never too late to grow or hope again.”



## SEVEN LOCATIONS

- Bethel Center for Strong Families
- Franklin Pierce Center for Strong Families
- Goodwill of the Olympic & Rainier Region - Hilltop
- Sound Outreach - Hilltop
- Sumner Bonney Lake School District
- Tacoma Community House
- Tacoma Housing Authority / Siemer Institute

# South Sound 211

CONNECTING PEOPLE TO THE HELP THEY NEED

## One Call Can Change Everything

Life throws curveballs. 211 is here to connect people with the resources they need, when they need them.



2024 HIGHLIGHTS

### Outreach that Works

- Because of our partnership with Pierce County Early Childhood Network, United Way continues to help families with prenatal care, mental health services, and early learning support
- UWPC is a member of The Pierce County Workforce Partnership working to provide effective, accessible, and high-quality workforce development services in Pierce County. We operate a Common Referral System for all partners, providing wraparound support services and tracking.

**79,126**  
TOTAL CONTACTS

**6,056**  
CONNECTED TO RENTAL  
ASSISTANCE

**2,796**  
CONNECTED TO  
TRANSPORTATION

**4,093**  
CONNECTED TO SHELTER

**1,305**  
ACCESSED RIDES  
THROUGH RIDE UNITED

**16**  
CONNECTED TO  
PERMANENT HOUSING

**“211 helped me find  
help when I didn’t even  
know where to start.”**





# Advocacy

**RAISING OUR COLLECTIVE  
VOICE FOR FAMILIES IN  
PIERCE COUNTY**

**\$1M**

**IN NEW STATE FUNDING FOR 211**

**\$1.2M**

**IN ADDED SUPPORT FOR EARLY  
LITERACY THROUGH THE  
IMAGINATION LIBRARY**

In 2024, we spoke up for policies that make life better for ALICE households—focusing on housing, hunger, early learning, and basic needs.

## **Together, We Achieved:**

- More support for families receiving child support
- Tax breaks to help nonprofits build affordable housing
- New investments to help working families own homes

## **How We Showed Up Together:**

We met with 19 legislators and brought 13 local volunteers to share what's really happening in our community—from the high cost of housing to the need for affordable childcare and stronger safety nets. Because when we advocate together, we make real change happen.

# GRIT **GROWING RESILIENCE IN TACOMA (GRIT): GUARANTEED BASIC INCOME**

## **GRIT 2.0: Cash Assistance Project**

Our newest initiative, Growing Resilience In Tacoma (GRIT) 2.0, is a collaborative guaranteed basic income program run by UWPC, in partnership with DSHS, the City of Tacoma and Pierce County. In April 2024, GRIT provided a **\$500** monthly stipend for 12 months to **175 ALICE families**. Participants are working single head-of-households with children under 18. From our previous GRIT project, 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.



**“The GRIT payment is lifting a weight off of my shoulders! My mother just passed, and I have to fly to California, where my family is from. I am the eldest of 14 so it all falls on me. I have used the last 3 months of funds wisely, so I have money to go take care of things for her funeral. You told me about Sun Bucks, so that is also helping. I am looking forward to Christmas-in-July to help with more ways to save. Thank you so much for being here.”**

# THANK YOU TO OUR 2024 PARTNERS



## **Tocqueville Society Donors**

Anonymous  
Calvin & Joanne Bamford  
Debbie Bingham  
Rick & Betsy Ellingson  
Jackie Flowers  
Derrek Gafford  
Tim Gallagher  
Mark Hollander  
Corry and Donna McFarland  
Richard Meeder & Susan Barrett  
James and Vicki Murphy  
Dona and Joe Ponepinto  
William & Della Robertson  
Willard L. and Maryann Salsgiver  
Scott E. Silver  
Todd and Teresa Silver  
Brewer Thompson  
Michael A. Tucci, Sr.  
Timothy and Barbara Tucci  
Craig and Niki Ueland  
William and Gail Weyerhaeuser  
Lawrence and Donna White  
Jamie and Sally Will, Jr.  
Lorraine L. Wilson  
Jeff and Nancy Woodworth  
John\* and Judy Woodworth  
\*Deceased

**\*Giving recorded for the 2023-2024  
Campaign Year, July 2023-June 2024.**

## **Grantors**

Amazon  
Bamford Foundation  
Bank of America  
BECU  
City of Tacoma  
Costco  
First 5 FUNdamentals/Department  
of Children Youth & Families  
Gottfried and Mary Fuchs Foundation  
Gesner-Johnson Foundation  
Harborstone Credit Union  
Hokold Foundation  
JC Penney Foundation  
KeyBank  
LISC Puget Sound  
Martin Fabert Foundation  
MultiCare  
Norman Archibald Foundation  
Pierce County Government  
Rotary Club of Sumner  
Rotary #8  
Seattle Foundation  
Sequoia Foundation  
Seimer Institute  
Sunderland Foundation  
Umpqua Bank  
United Way of the Pacific Northwest  
United Way Worldwide  
US Bank  
Workforce Central

## **Sponsors**

Amazon  
Asia Pacific Cultural Center  
Bank of America  
BECU  
Clover Park Technical College  
Harborstone Credit Union  
Kaiser Permanente  
Korsmo Construction  
LISC  
NuStar Energy  
Pierce County – Health and  
Human Services  
Pierce College  
Puget Sound Energy  
Regence BlueShield  
State Farm  
Tacoma Community College  
TOTE  
Tacoma Public Utilities  
US Bank Wealth Management  
University of Puget Sound  
University of Washington, Tacoma  
Workforce Central  
WSECU  
Greater Tacoma Community Foundation

## **Imagination Library Sponsors:**

Amazon  
The Imagination Library of Washington,  
Powered by United Ways of the Pacific  
Northwest  
The Puyallup Tribe of Indians  
City of Sumner  
Rotary Club of Sumner  
Rotary 8  
Korum for Kids Foundation  
Western Washington Fair Association

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## **Premier Partners**

Asia Pacific Cultural Center  
Bank of America  
BECU  
Bethel Schools  
City of Tacoma  
Coordinated Care  
Costco  
DaVita  
Enterprise Holdings  
FedEx

Harborstone Credit Union  
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 Schools  
Tacoma Public Utilities  
Titus-Will  
Umpqua Bank  
US Bank  
WaFd Bank  
WSECU