

2019 ANNUAL REPORT

UNITED

WE MAKE MORE POSSIBLE



United Way of Pierce County

“ALONE WE CAN DO SO LITTLE, TOGETHER WE CAN DO SO MUCH.”

HELEN KELLER

United Way of Pierce County has a bold goal – to lift 15,000 households out of poverty and into economic self-sufficiency, one family at a time, by 2028. Since July 2016, your investments helped 2,900 individuals move out of poverty. We know that we can't do this alone. United, we can provide more ALICE (Asset Limited, Income Constrained, Employed) families with opportunities and much-needed resources to create a stronger community.

The magic of United Way is our ability to mobilize the caring power of our community to address the most critical issues in Pierce County. Your generosity and support is reflected throughout all of our work and is creating multi-generational systems change for a brighter future.

2019 was a year of lifting up the strength of our partnerships and there were many. Our annual *From Poverty to Possibilities* Summit, held in November, once again brought the community together to continue the discussion about long-term solutions to poverty reduction. With a focus on affordable housing, we partnered with the University of Washington Tacoma to do a deep dive on possible strategies with over 250 people in attendance!

Partnerships, such as with the cities and the county, played a vital role in accelerating our work to remove barriers for families and provide supports needed for them to be self-sufficient. Another excellent example of collaboration is with our South Sound 211 call center and Workforce Central. Together we created a common referral system shared by over 15 partner organizations, designed to help job-seekers with our 211 helpline as the designated common referral point and a 211 Navigator who oversees the system referral processes. In 2019, nearly 700 job seekers received important connections to employment. The list of our partners who are critical in our overall success in changing lives is endless.

As a part of our poverty reduction work, we began a partnership with the Department of Social and Human Services to look at how we might reimagine human service systems through the lens of people served. We hope that this work will lend itself to designing strategies and systems that remove barriers and disparities that so many of our most vulnerable face every day.

Thanks to you, and our corporate and community partners, we improved conditions for over 112,000 individuals in Pierce County. 78,000 of these people received access to basic needs services that included food, housing, shelter, and other supportive services in Pierce County. We cannot thank you enough. Your continued support is so needed to fulfill our mission.

We remain committed to ensuring that every ALICE family in our community has an opportunity for a great life, because we know that together, we can do so much.

With much gratitude and compassion.



Dona Ponepinto
President & CEO



Bill Berry
Board Chair

**10-YEAR
GOAL**

United Way and our partners are committed to lifting 15,000 households out of poverty and into financial stability by 2028, one family at a time.

To date, more than 2,900 individuals are now more financially stable.

MEETING BASIC NEEDS

By ensuring basic needs such as food, clothing and shelter are met, individuals and families can move out of crisis and into stability. Basic Needs is an essential component of the social safety net and helped more than 112,554 people last year.



2,500 STUDENTS DIDN'T HAVE TO GO HUNGRY

For kids relying on free school meals as a main source of food during the week, weekends and school breaks can mean going 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 \$37,500 in the POWER PACK provider network serving **more than 2,500 students** county-wide.

2019 HUNGER FREE PIERCE COUNTY COLLABORATIVE

Power Pack partners provided over 598,560 meals and snacks to kids and their families for the 2018-19 school year.

22,543

Received supportive services designed to break down barriers to self-sufficiency

4,948

Children and their parents/caregivers access early childhood development resources and 67% on track for development

77,203

Individuals had access to food and shelter – ensuring a strong foundation to help move more households from crisis to stability

703

Individuals transitioned to stable, permanent housing

"We live on \$1,300 per month, and \$880 of that goes to rent. Without this food, life would be a real struggle."

NICOLE

INTERVENTION EXPERTS

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.



90,292

Last year we connected 90,292 people with life-changing help in 3 counties

PIERCE, LEWIS & THURSTON

Our Partners

Building Changes
CHI Franciscan Health
City of Tacoma
First 5 FUNdamentals
Pierce County Government
United Way of Thurston County
Washington State Department of Transportation
Washington 211

"I had just started my job. I couldn't afford to get to and from work because I hadn't received a paycheck. I provided 211 with my work schedule and they said they could provide rides for me for free, thanks to the Ride United program with Lyft. Each day 211 would text me with a link so I could request my rides. It was really easy. I have received my first paycheck and today, I am able to get to and from work on my own."

BRIDGET, 211 CALLER



253 RIDES

We joined a select group of 23 United Ways across the country to launch **RIDE UNITED**, a program we serve in partnership with **Lyft** to provide free rides to people who otherwise lack transportation to medical, employment and public benefits access appointments.



J'nai was in crisis and called South Sound 211. She was connected to support and a few years later she joined our team at 211 where she is a star employee.

MAKING CONNECTIONS

4,540 People were connected to **rental assistance**

2,144 People were connected to **emergency shelter**

3,046 People were connected to **transportation**

59 People were successfully connected to **permanent housing** by our by our navigators through our diversion program

STRONG FAMILIES

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

In 2019, the Center for Strong Families network of Financial Opportunity Centers continued to grow our regional movement to support families in achieving financial self-sufficiency and dignity. Word of our work and growth has traveled. Now, several nonprofit and educational institutions are interested in bringing our powerful service model into their nascent programming.

CENTER FOR
STRONG
 FAMILIES

Our Partners

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

979 INDIVIDUALS

Were connected with coaches at our **7 sites**

\$1,230/MONTH

Average increase of earnings

Average increase in short-term savings **\$3,536**

2M+ Combined client debt reduction

Individuals enrolled in education or training programs **357**

246  Achieved a significant financial goal

187 Individuals got a new job 

Shawn, an apprenticeship program graduate from our Center for Strong Families partner Sound Outreach, was recently hired by MRG Construction Services at \$30 per hour.

Since hiring Shawn, they have asked us to send more graduates their way.



Markiss was deep in debt despite working hard to support his little girl. Through our Center for Strong Families he not only improved his financial literacy, he developed a career plan and opened his own business. Today he's a co-founder of iHAUL, specializing in corporate and residential deliveries.

THE POWER OF PARTNERSHIPS

There is no better approach to solving challenges than the famous saying “two heads are better than one.” Whether we’re creating partnerships between colleagues and departments or establishing larger partnerships between businesses, nonprofits and private sectors, harnessing the strengths and abilities of others from different corners of our community sets us apart and is one of the most strategic ways that United Way is driving change to fight the complex challenges of poverty.



1. Our third annual poverty summit, *From Poverty to Possibilities* focused on affordable housing and we broad cross-sectors together to put forth an action plan.
2. Eight out of 12 of the House Bills in our 2019 Policy Agenda either passed or received funding. Our collective voices resoundingly told our legislators that access to fresh produce, affordable childcare and housing matter to our community and the state.
3. Peter Buffett’s Concert and Conversation event was a big opportunity to bring students, individuals and families together, united by music, philanthropy and our poverty work.
4. St. John Church members presented Abby Meyer, our Gifts in Kind Manager, with gifts for baby showers for new moms in need. Power of Community
5. Team members from TrueBlue Inc. showed their love and support for United Way by going the extra mile to host a team photo shoot. Power of Community
6. Local troops from Joint Base Lewis McChord share a little United Way love while at Bates Technical College where they are earning certificates of training in good paying jobs. Power of Community
7. Nordstrom team members assembled snacks during our Day of Action to ensure kids would have summer meals. Power of Community
8. DaVita employees took the message of Mr. Rogers to heart and paid tribute to his caring heart during their United Way event. Power of Community
9. Incline Cider gave us a reason to cheer when they donated proceeds from their grand opening event.

2019 REPORT TO THE COMMUNITY

United Way of Pierce County combines financial gifts and grant funding with in-kind donations and volunteer service to amplify every contribution. For every dollar donated, United Way reinvests a full dollar back into the community creating a 100% return on investment. In addition, United Way secured \$186,300 in prescription discounts through the Familywize program and \$276,000 in reduced rent for nonprofit tenants.

INPUT



OUTPUT



100%
OF EVERY
\$1.00
DONATED
WENT BACK
INTO THE
COMMUNITY

*Leveraged funds include projects or grants in which United Way of Pierce County had a direct and identifiable impact.

“Our board members recognize there are many challenges our community must overcome if we are going to help lift families out of poverty. That is why we are so fortunate to have a committed group of volunteers with a wide range of skills, backgrounds and experience who volunteer considerable time to make sure that United Way remains true to its mission, safeguards its assets and operates in the public interest. It is an honor to work alongside each of them in this very worth endeavor.”

BILL BERRY, BOARD CHAIR

Officers

Bill Berry, Board Chair;
Tacoma Public Utilities

Nicole Sherman, Vice Chair;
Columbia Bank

Sebrena Chambers,
Secretary; Tacoma-Pierce
County Health Department

Jennifer Nino, Treasurer;
Northwest Bank

Board Members

Louis Cooper, Port of Tacoma
Sue Dreier, Pierce Transit

Mabel Edmonds,
Clover Park Technical College

Steve Harlow,
Bank of America Private Bank

Tanisha Jumper,
City of Tacoma

Andy Larson,
Sound Physicians

Nathe Lawver,
Laborers International Union
of WA Local 252

Matt Levi,
CHI Franciscan Health

Linda Nguyen,
WorkForce Central

Sharon Oxendale,
MultiCare Health System

Linda Proett, Regence

Patty Rose,
Pierce County Labor Council

Tina Vasen, TPSC Benefits

Jim Walton,
Community Advocate

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
KeyBank
Korum Automotive Group
MultiCare Health System
NuStar Energy

Parametrix, Inc.
Pierce County Government
Pierce Transit
Puget Sound Energy
Puyallup School District
Regence BlueShield
Tacoma-Pierce County
Health Department
Tacoma Public Schools
Tacoma Public Utilities
Titus-Will Chevrolet - Tacoma
TrueBlue, Inc.
United Parcel Service
U.S. Bank
U.S. Oil & Refining Company
Washington State Employees
Credit Union
WestRock

Grantors & Sponsors

Advancement Consulting
Bamford Foundation
Bank of America
The Boeing Company
CHI Franciscan Health
City of Tacoma
Columbia Bank
Commencement Bank
Coordinated Care
Costco
D.V. and Ida McEachern
Charitable Trust
DaVita
Department of Social and
Health Services
Dimmer Family Foundation
First Five Help Me Grow
Franklin Pierce School District
Greater Tacoma Community
Foundation
Harborstone Credit Union
Kitsap Credit Union
Korum4Kids
L. T. Murray Foundation
Leavitt Group
Lyft
Medina Foundation

MultiCare Health System
Norcliffe Foundation
Norman Archibald Foundation
Northwest Bank
NuStar Energy
Oscar T. and Olivann Hokold
Foundation
Pierce County Government
Puget Sound Energy
Regence BlueShield
Sequoia Foundation
Sound Credit Union
State Farm
Tacoma Community College
Tacoma Pierce County Chamber
Tacoma Public Utilities
TPSC Benefits
Union Bank Foundation
U.S. Bank
WA State Capital Budget
Washington State Employees
Credit Union
Whisper Foundation
Within Reach
WorkForce Central
211 Transportation Grant



We are proud to have earned a 2019 Gold Seal of Transparency from Guidestar, the world's largest source of information on nonprofit organizations.



United Way of Pierce County

UWPC.org

1501 Pacific Avenue
Suite 400 Tacoma, WA 98402