



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.



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,



A handwritten signature in black ink that reads "Dona Ponepinto".

Dona Ponepinto,
President and CEO



A handwritten signature in black ink that reads "Nathe Lawver".

Nathe Lawver,
Board Chair

BEGINNING NET ASSETS (UNRESTRICTED \$13,811,342; *RESTRICTED \$3,070,774)	2024 \$16,882,116	2023 \$14,708,430
REVENUES		
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
TOTAL SUPPORT AND REVENUES	\$8,292,900	\$8,574,250
EXPENSES		
PROGRAM EXPENDITURES		
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
INFRASTRUCTURE SUPPORT:		
ADMINISTRATIVE	\$531,025	\$485,407
FUNDRAISING	\$1,033,453	\$1,116,385
DUES TO STATE AND NATIONAL	\$71,248	\$78,630
TOTAL INVESTMENTS IN THE COMMUNITY	\$8,151,286	\$6,400,564
ENDING NET ASSETS (UNRESTRICTED \$14,231,531; *RESTRICTED \$2,792,199)	\$17,023,730	\$16,882,116
<i>*RESTRICTED NET ASSETS ARE DONOR AND GRANT RESTRICTED FUNDS TO BE USED FOR COMMUNITY PROGRAM INVESTMENTS</i>		
OTHER RESOURCES RAISED AND DISTRIBUTED WITH OUR EFFORTS:		
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
TOTAL OTHER RESOURCES INVESTED	\$700,932	\$734,927

BOARD OF DIRECTORS

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**
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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 24th 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

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

112

INDIVIDUALS SAW NET
WORTH INCREASES

125

UNIQUE CSF CLIENTS
PLACED IN JOBS

\$2,311

AVERAGE MONTHLY
INCOME INCREASE

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

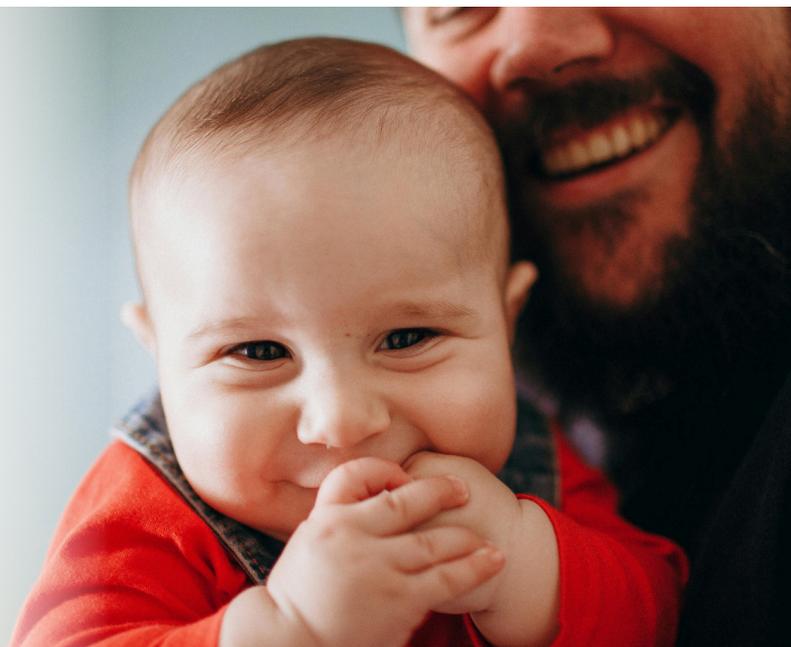
2,796
CONNECTED TO TRANSPORTATION

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
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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

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