

United
Way



United Way of Lane County

United Way of Lane County's

2021-22 ANNUAL REPORT

A note from our President & CEO, Noreen J. Dunnells



I am pleased to share our 2021-22 annual report with you – it's filled with inspiring stories and powerful data illustrating the impact that we're making, together, to *create opportunities for a better life for all*.

This past year, we celebrated our 75th anniversary, and we are deeply grateful to those community leaders who, in 1946, had the foresight to launch our local United Way. Over that span of time, United Way has engaged thousands of volunteers, donors, community partners, and many talented staff to create a more just and resilient Lane County community.

Community challenges like food insecurity and low reading scores still persist, and indeed, will take years to fully address. Thankfully, with your support, United Way is able to coordinate individual efforts into a collective movement, propelling us ever forward toward our vision of a community where every child succeeds in school and life. From meeting immediate needs to addressing underlying causes of societal issues, from being strategic in our approach and responsive as new challenges arise, United Way is helping ensure that people, programs, and systems are working together to help children thrive.

We hope you enjoy this snapshot of our shared impact over this past year – thank you for making this possible with your support!

Noreen J. Dunnells
President and CEO



United Way staff members with Olympic athlete Jackie Joyner-Kersey



United Way staff, June 2022



Students with the books they received during BookFest 2022. Photo courtesy of Springfield Education Foundation

United Way of Lane County

creates opportunities for a better life for all.

OUR VISION

We work to create a community where all kids are successful in school and life—because we believe that healthy, successful kids are the best investment in our future.

HOW WE DO IT

We implement a four-part strategy to effect change: assess community needs, raise funds and invest in the community, mobilize people to action, and measure results.

OUR PRIORITY OUTCOMES



Families are healthy and stable



Children enter kindergarten ready to learn



Students are successful in elementary school



Youth gain the knowledge and skills to pursue their dreams



\$3,094,650

Because of you,
United Way of Lane County was able to invest

\$4,609,181

in our community in 2021-22

Community Impact Grants and Programs

\$600,000

Community Agency Investments

\$655,922

Donor-Restricted Dollars to other Charities

\$258,609

Donor-Restricted Dollars to UWLC-Certified Agencies



Healthy, Stable Families



Family health and stability is an essential foundation for a child to be successful in school and life. This past year, thanks to United Way investments, families were able to access safe shelter and afford rent, receive food boxes straight to their door steps, find counseling and respite services, expand their English literacy, access gift cards during the holidays, and much more.

United Way's Funded Partners

- CASA of Lane County
- Centro Latino Americano
- Community Sharing Program
- Daisy C.H.A.I.N.
- Florence Food Share
- FOOD for Lane County
- Junction City Local Aid
- Oakridge Food Box
- Oregon Community Programs
- Pearl Buck Center
- Relief Nursery
- South Lane Mental Health Services, Inc.
- St. Vincent DePaul First Place Family Center

Other Initiatives

Ride United



Photo courtesy of Oregon Family Support Network

\$207,289
in rental assistance to
Lane County families

10,763
food boxes distributed to families,
totaling 115,707 meals

1,087 parents and caregivers received parental support through support groups, classes, developmental screenings, home visits, and more

IMPACT SNAPSHOT:

Centro Latino Americano

“ A resident of Cottage Grove that has enrolled to have a plot of land in the new community garden...told us that this is very important for her because the garden will provide a space to model positive activities for Latinx youth, to learn new things, to de-stress, to move the body and to enjoy the foods that the gardens will produce, which will provide nutrition to many families. ”

Photo courtesy of Junction City Local Aid





Photo courtesy of Lane Community College Preschool Promise site



Kindergarten Readiness

United Way's Funded Partners

CASA of Lane County
 Centro Latino Americano
 Healthy Homes Initiative
 Latino & Immigrant Family
 Wellness Hub Initiative
 Oregon Community Programs
 Pearl Buck Center
 Relief Nursery
 St. Vincent DePaul First Place
 Family Center
 South Lane School District:
 Early Learning Center

Other Initiatives

Black Early Learning Program
 Early Learning Alliance
 Dolly Parton's Imagination
 Library
 Kids in Transition to School
 (KITS)
 Preschool Promise
 LaneKids Parenting Education
 Hub

The first five years of a child's life are critical brain-building years. Giving them a strong early start significantly shapes their future and sets them on a path toward success. This past year, thanks to United Way investments, children with disabilities received important developmental screenings and in-home support, hundreds of preschoolers enrolled in free, high-quality preschool (including more families of color and families in rural locales), thousands of books were mailed to kids to build their home libraries, and much more.

65 South Lane children and their families received kindergarten preparation support

36

families enrolled in the Black Early Learning program to build support, skills, and connection with other Black families



20,400 books mailed to kids in rural communities to build their home libraries

329 children enrolled in free, high-quality preschool through Preschool Promise

IMPACT SNAPSHOT:

Pearl Buck Center

“ One benefit of supplying gas cards... was that a group of 4-5 mothers would arrive at the same time to drop off their toddlers and stop to talk to each other. Our parents are often isolated, especially after Covid-19 and they have formed supportive friendships through these encounters at the preschool. They now meet at parks or in each other's homes so the children also get more socializing. It has been wonderful to see these friendships blossom. ”



Photo courtesy of Springfield Education Foundation

Elementary Success



Third grade is a crucial time for students: when they transition from “learning to read” to “reading to learn.” Reaching this benchmark is essential to a student’s ability to graduate on time. This past year, thanks to United Way investments, students were able to expand their home libraries, receive tutoring and afterschool support, access mental health counseling, and much more.

319 students enrolled in afterschool programs



Photo courtesy of Boys & Girls Club of Emerald Valley



Photo courtesy of Springfield Education Foundation

94 students and their families participated in family literacy programs

1,895 students at 13 schools received books through BookFest

United Way’s Funded Partners

- Boys & Girls Clubs of Western Lane County
- CASA of Lane County
- Centro Latino Americano
- Healthy Homes Initiative
- Latino & Immigrant Family Wellness Hub
- Oregon Community Programs
- South Lane Mental Health Services, Inc.

Other Initiatives

BookFest

IMPACT SNAPSHOT:

BookFest

“ BookFest helps make reading FUN for these young readers! Choosing their books ahead of time through the Book Menu helps build anticipation and excitement, which leads them to WANT to read.

- Lizzie Gray, Connected Lane County Project Coordinator

“ I can’t wait to read this summer! Thank you for the new books.

- Jeremiah, Oakridge Elementary School Student ”



Photo courtesy of Connected Lane County



Youth Knowledge & Skills

United Way's Funded Partners

15th Night
 Boys & Girls Clubs of Western
 Lane County
 Centro Latino Americano
 Connected Lane County
 Looking Glass Station 7
 Oregon Blacks in Government
 South Lane Mental Health
 Services, Inc.
 White Bird Clinic - HOOTS

In order for youth to graduate on time and pursue their dreams, they need to be equipped with the knowledge and skills—academic and interpersonal—to help them get there. This past year, thanks to United Way investments, youth learned about career opportunities in STEM, received counseling and employment support, had safe places to sleep when faced with housing instability, and much more.

135 unoused youth provided with short-term shelter and basic needs



70 unoused youth accessed long-term housing



Photo courtesy of Connected Lane County

190 middle/high school students enrolled in STEM programming, including 60 students who identify as BIPOC and/or live in rural communities

260 youth enrolled in afterschool programs

IMPACT SNAPSHOT:

Connected Lane County

“ Invention Lab is a powerful tool to inspire youths’ excitement in school. One student spent her formative years in and out of foster care in rural communities, and as a high school senior, had just dropped out of school. Her current foster family enrolled her in Invention Lab... with the hope of rekindling her interest in academics and learning. She made friends immediately, and by the second week was asking mentors about options and ways to return to school. By the fourth and final week of Invention Lab, she was determined to re-enroll in high school and finish her diploma. ”

Collective Impact: Transformation Grants

United Way's Transformation Grants are substantial investments in collaborative, cross-sector partnerships tackling big challenges in Lane County. Between 2019-2022, **United Way invested \$427,500 in three inspiring local initiatives**. In addition to grant funding, United Way offered extensive evaluation training and support so these initiatives could measure and improve the impact of their work.

15th Night School Mobilization Model

15th Night, Oregon Social Learning Center, local school districts

15th Night helps keep youth from becoming chronically unhoused by mapping and mobilizing resources within schools and districts. With United Way grant funds, 15th Night expanded their "School Mobilization Model" to Churchill, North Eugene, ECCO, and Junction City high schools. This included completing resource assessments in each high school to identify existing school-based resources, uncovering barriers and gaps for youth accessing these resources, and making recommendations for how to address them.



Photo courtesy of 15th Night

40+ nonprofit and community partners have joined the 15th Night resource network



Photo courtesy of 15th Night

9 schools in 5 districts offer the Rapid Access Network, quickly connecting students to resources

By leveraging United Way funding, 15th Night helped Lane County secure a **\$3.7 million** grant to help increase resources and housing for youth

Latino & Immigrant Family Wellness Hub

Centro Latino Americano, Huerto de la Familia, Downtown Languages

Photo courtesy of Latino & Immigrant Family Wellness Hub



In 2018, three local organizations were considering if they could better serve Latino and immigrant families if they merged their separate organizations into one. With United Way grant funds, Centro Latino Americano, Huerto de la Familia, and Downtown Languages were able to consolidate their programs, boards, and operations into one brand-new nonprofit, providing integrated, wrap-around services for Latino and immigrant families. Part of the process included creating a new shared-leadership structure – representative of the communities they serve, and trained in trauma-informed care – which they shared will “help us ensure our new, combined organization is connected to the community, trusted by the community, and ready to help heal the community.” This initiative is set to announce its new name and mission in the coming year.

Healthy Homes Initiative

Cornerstone Community Housing, Homes for Good, Youth Era, Oregon Family Support Network

As an emerging best practice to improve people's ability to navigate services, the Healthy Homes Initiative launched a "peer-support" model in 12 affordable housing sites across Lane County. The grant allowed them to hire peer support specialists at each of the housing sites and expand their referral network. Peer-support specialists have helped families build stability and resilience by connecting them with food resources, rental and utility assistance, community building and social cohesion opportunities, youth programs, and more.



Photo courtesy of Healthy Homes Initiative



Photo courtesy of Healthy Homes Initiative

464 households served through peer-support at 12 affordable housing sites

\$100,000+ in rental and utility assistance secured for residents

1,774 referrals helped families connect to other vital services

“ Delivering peer services within affordable housing **has an increased number of positive outcomes for families and children.** Parents reported having basic needs met and being able to focus on other household needs and feeling empowered to improve physical and mental health and work towards setting and reaching goals.

- Healthy Homes Initiative

”

Vital services this organization will provide:

- Family literacy programs for English language learners
- Behavioral health and youth mentorship
- Community gardening and food security programs
- Microenterprise development to bolster family financial stability

“ This was a transformation grant, and we knew if we wanted to transform the community then **we also needed to transform ourselves** and have the changes radiate from the inside out.

- Latino & Immigrant Family Wellness Hub

Photo courtesy of Latino & Immigrant Family Wellness Hub





United Way of Lane County

Racial Justice Fund



To create a community where every child succeeds in school in life, we must address how systemic racism negatively impacts outcomes for communities of color—within health, education, and more—and hinders our entire community’s ability to succeed.

This past year, **United Way made an important step toward investing more deeply in marginalized communities** – by launching a new Racial Justice Fund. Aimed at increasing power, influence, access, and wealth for communities of color, the fund is guided by an advisory council of local leaders of color and is continually being shaped by listening sessions and conversations with people of color throughout Lane County. The first round of funding will be invested in spring 2023.



\$50,000+ raised in the first year of the fund

13 leaders of color on the fund’s Advisory Council

4 listening sessions and countless one-to-one conversations to gather hopes and ideas from communities of color

Priorities identified by communities of color during recent listening sessions:

- increasing down payment assistance for people of color to purchase homes
- providing spaces for collaboration and connection between leaders of color to coordinate service efforts
- assistance for individuals navigating the justice system
- funding culturally-specific organizations and services, including interpretation and translation services
- addressing unmet needs by filling gaps between what services provide and what people still need, and more



Civil Rights advocate Ruby Bridges (top left) helped us launch the fund at a virtual community event and spoke with Lane County students about her inspiring story

“ Each and every one of us needs to understand that we have that responsibility, and we need to find what speaks to us. There’s so much work that needs to be done. ”

- Ruby Bridges, during United Way’s 2021 conversation on racial justice

Capacity-Building & Nonprofit Support



Volunteerism

As Lane County's volunteerism hub, United Way mobilized over 650 volunteers to support nonprofits during 2021-22, including 337 volunteers during the three-day Days of Caring event.

“ I have never volunteered before in my life. When I saw the flyer...for Days of Caring, I knew I had to sign up and try my best to give back to the community in however way possible. Dealing with the pandemic helped me realize the importance of a connected community and our communal ties. It's all we've got. And this definitely seems like the best way to do it.

- Days of Caring 2021 Volunteer ”

Disaster Preparedness for Rural Organizations

Given the devastation of the 2020 Holiday Farm Fire, United Way wanted to bolster rural, community-based organizations' abilities to prepare for disasters. With funding from Ford Family Foundation, United Way hosted a 4-part disaster preparedness training free for 17 rural community organizations, equipping them with tools to act as conveners in their areas during emergencies and natural disasters. Topics included developing an Emergency Operations Plan, coordinating with other community organizations, supporting staff during an emergency, and planning to assist vulnerable or marginalized communities.



Impact Evaluation for Nonprofits

This past year, United Way hosted an evaluation series with Dialogues in Action called "Project Impact" for nonprofits to evaluate the efficacy and impact their programs have in the lives of their clients. Eight nonprofits participated in the free, year-long training, gaining education and support to implement their projects.

“ The interim reports that have been coming from our team are refreshing in showing us insightful approaches to effective evaluation that are completely new to us, our board is excited as they hear about the team's process and progress step by step, and our internal leadership is enthused by positive changes we see coming in our future. We owe any current and future successes in this area to United Way for making this opportunity available.

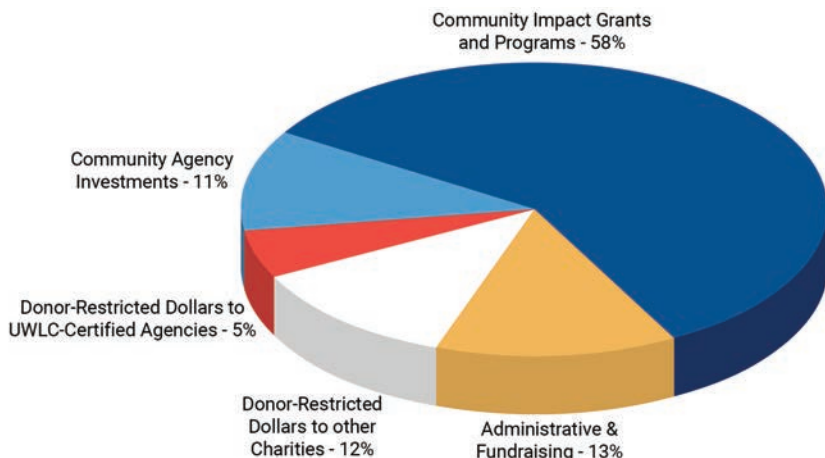
- Oregon Community Programs ”

Oregon Community Programs' goal was to improve how they support new foster parents caring for youth with behavioral challenges.

“ United Way has a really important role in the community: interacting with lots of different agencies, convening conversations, and leveraging resources to help those agencies collaborate and have more impact. That's something that we're not able to do without the backbone of United Way. ”

- Carrie Copeland, FOOD For Lane County

HOW YOUR UNITED WAY DOLLARS WERE INVESTED



PUBLIC SUPPORT AND REVENUE

Public Support	2021/22	2020/21
Campaign Results (net of uncollectible)	\$2,481,765	\$2,551,023
Net Campaign Revenue	\$2,481,765	\$2,551,023
Emergency Fund Contribution Revenue	\$134,000	\$1,618,137
Total Public Support	\$2,615,765	\$4,169,160

Revenue	2021/22	2020/21
Grant Revenue	\$2,233,859	\$3,354,085
Sponsorships, Fees, and other	\$182,139	\$659,648
Total Revenue	\$2,415,763	\$4,013,733
Total Public Support and Revenue	\$5,031,763	\$8,182,893

EXPENSES

Program Grants	\$3,094,650	\$4,650,504
Community Impact Program Services	\$600,000	\$650,000
Donor Designation to 501© Agencies	\$914,531	\$739,090
Support Service - Administration	\$273,511	\$291,023
Support Service - Fundraising	\$414,462	\$253,252
Total Allocations and Expenses	\$5,297,154	\$6,583,869
Increase (decrease) in Net Assets	(\$265,391)	\$1,599,024
Net Assets Beginning of Year	\$4,780,565	\$3,181,541
Net Assets End of Year	\$4,515,174	\$4,780,565

(numbers derived from June 30, 2022 audited financial statements)

United Way's 2021-22 Board of Directors

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Lane Tompkins, McKenzie School District
Gayle Truax, Royal Caribbean International
Marissa Zarate, Huerto de la Familia

“United Way has always been a wonderful partner to our merged organizations. In addition to funding, UW helps us connect with other people to create partnerships, you are always there when we need advice for an array of issues that are part of the non-profit world. In addition, being a United Way beneficiary always gives us leverage to apply for other grants. **Thank you for all the dedication and investment in our community.**”
 - Centro Latino Americano

THANK YOU.

Creating pathways for kids' success is only possible with your support.



United Way of Lane County



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