



ANNUAL REPORT 2020

#UnitedForEquity



United Way
of Washtenaw County

LEADERSHIP



LINDA KOOS, BOARD CHAIR



PAM SMITH, PRESIDENT & CEO

We Live United.

We are United for Equity. Our community has suffered so much loss and disruption in the past year. The pandemic and the continued fight for racial justice requires us to raise our voices and fight against racism; to create change and advocate so all people in our community can thrive. Read more about our Equity Challenge in this report to learn how more than 8,000 people participated locally in a life-changing experience that has swept the United Way system nationally. Our Board of Directors, donors and volunteers are committed to investing in long-term solutions to uproot structural racism and build a more equitable community in Washtenaw County.

For 100 years, United Way of Washtenaw County has been providing real-time responses and solutions to multiple critical needs and emerging problems that no one human service agency can solve on its own. Throughout history, and most recently the pandemic, we have been able to pivot and have the processes in place to respond, in real time, to a community in crisis, raising and equitably distributing more than 1.62 million dollars for COVID-19 relief.

Our pandemic pivots are shared throughout this annual report. We know we couldn't have done it without you. Thank you for working alongside us to help Washtenaw County respond, recover, reimagine and rebuild.

This is a time for united action. This is a time for Living United. Thank you for joining us to realize a time when zip code no longer predicts opportunity in our Community.

Thank you for Living United.

#unitedforequity

Linda Koos
Board Chair

Pam Smith
President and CEO

OUR MISSION: UNITED WAY OF WASHTENAW COUNTY CONNECTS PEOPLE, RESOURCES, AND ORGANIZATIONS TOGETHER TO CREATE A THRIVING COMMUNITY FOR EVERYONE.

2020 BOARD OF DIRECTORS

Justin Bagdady
Bodman PLC

Erik Bakker
Bank of Ann Arbor

Rich Chang
New Foundry
UWWC Vice Chair

Rich Cooper
DTE Energy Services

Tony Denton
University of Michigan
Health System

Greg Dill
Washtenaw County
Government

Marjorie Dixon
Conlin, McKenney &
Philbrick, PC

Steve Dobson
Community Volunteer

Cecilia Fileti
C.P. Fileti Associates, Inc.
Latino Health Communications

Nancy Heine
Washtenaw County Government

Diane Keller
A2Y Chamber of Commerce

Jeff Kennedy
Precision Stamping
UWWC Treasurer

Linda Koos
Burns + Wilcox
UWWC Board Chair

Gloria Llamas
CWA Local 4123

Megan Mazurek
Charles Reinhart Realtors
UWWC Secretary

Yodit Mesfin-Johnson
Nonprofit Enterprise at Work

Mia Milton
Eastern Michigan University

Nicole Torbert
KeyBank

Brandon Tucker
Washtenaw Community
College

VOLUNTEERS POWER UNITED WAY

Our campaign volunteers executed a pandemic pivot as COVID-19 had a devastating economic and emotional effect on many individuals and families in our community. Your United Way proved its collective strength, relevancy and value in our response for our community. We united with our volunteers to raise over **\$1,627,000** in COVID-19 relief funds that helped **99 programs** provide vital services. More importantly was the equity lens in which grants were invested that addressed the social determinants of health.

This was in addition to holding our annual fundraising campaign that brings millions of dollars into an active, equitable, solutions-oriented grant process fueled by our fundraising committees.

Our volunteers proudly played a vital, leading role in responding to community needs. It's what we were built for—connecting resources, people and organizations together to create a thriving community for everyone. **Now we're leading Washtenaw County in the next step:** continuing to build on the community's success to help struggling people recover and rebuild.

The importance of our business partners, our company campaigns and community members stepping up is the foundation of our annual campaign which is the cornerstone of philanthropy in our community. Every donor has our gratitude. More than 100 volunteers work on our committees and within their workplace to raise the funds needed to dramatically change the lives of so many.

Special thanks to these important volunteer groups that help raise significant funds for community impact.

Tocqueville Committee

Leadership Giving Committee

Power of the Purse Committee

Emerging Philanthropists

Resource Development Committee

Campaign Cabinet

If you are interested in learning more about how you can support our campaign efforts, please reach out to United Way at liveunited@uwwashtenaw.org.



Participants in the Virtual Campaign Kick-Off. Pictured clockwise from top left: Lucy Ann Lance, Moderator; Panelists: Ugbaad Keynan, Financial Capability Programs Manager, UWWC; Jimena Loveluck, Health Officer, Washtenaw County; and Bonnie Billups Jr., Executive Director, Peace Neighborhood Center



Brandon Tucker led the Campaign Cabinet and overall campaign efforts as the 2020 Campaign Chair. Brandon has volunteered with United Way in Washtenaw and Lucas Counties for more than a decade.



Campaign Cabinet recording video to thank the Employee Campaign Coordinators for their volunteerism. Pictured from upper left to right: Brandon Tucker, Washtenaw Community College; Ebony Robinson, UWWC; Dave Skaff, Old National Bank; Carrie Leahy, Bodman Law; Kyle Mazurek, Comcast; Matt Hylant, Hylant; Steve Dobson, Board Member; Rella Bitner, UWWC

View our digital Annual Report at uwgive.org/annualreports to review volunteer rosters and campaign lists

COMMUNITY IMPACT

INCREASING FINANCIAL STABILITY IN OUR COMMUNITY

VOLUNTEER INCOME TAX ASSISTANCE PROGRAM (VITA)

Our VITA team's pandemic pivot meant doing all of the tax returns virtually, creating new processes to expedite people's tax documents. Our staff and volunteers created new solutions daily to meet the COVID-19 challenges.

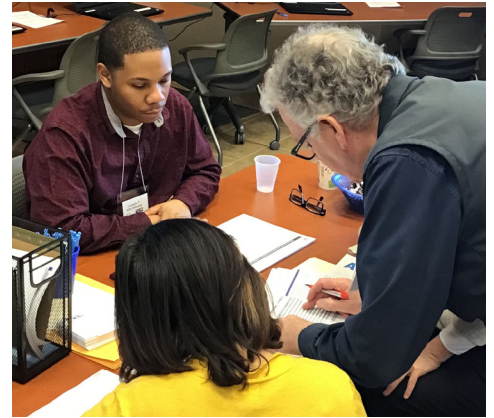
Our Impact: By the Numbers

1,064: number of free tax returns filed

\$1,768,217: total in tax returns and credits returned to Washtenaw County this year. Our services also helped people access COVID-19 stimulus payments.

\$1,694: Average tax refund amount

\$266,000: Total amount saved by participants using our free service



Bob Mull, long time VITA volunteer, assists with tax preparation

IMPACT STORY

Marc reached out to get financial coaching because he felt overwhelmed living on a fixed income during his retirement years. He was looking for answers to help him become financially successful and he needed help handling his debt level along with improving his credit score. Coaching gave him the confidence to reach out to his creditors so he could improve the terms of his loans, reduce his interest rate, lower his monthly payment, and improve his credit score.

When asked about his experience Marc said, *"Coaching allowed me to get through the red tape and unfamiliar territory of working with a credit card company"*

He wants people to know that resources exist in the community to help with their finances and they are not alone.

FINANCIAL NAVIGATION

A significant pandemic pivot was created in partnership with the Washtenaw County Office of Community and Economic Development to help residents manage the financial impact of COVID-19. Financial Navigators provided free one-on-one telephone assistance to help people navigate pandemic-fueled critical financial issues. Our navigators helped clients receive utility and rent assistance, access unemployment insurance, apply for SNAP benefits, get their stimulus checks, and make a plan for managing debt.



FINANCIAL COACHING - OUR PARTICIPANTS MADE GREAT FINANCIAL STRIDES

\$426

Average Saved by our participants



\$228

Average Debt Paid Off by our participants



83%

of participants feel more empowered



87%

of our participants saw a decrease in financial stress



\$33,625

Total Saved by all participants



\$22,914

Total Debt Paid Off by all participants



57%

of our participants increased their credit score



41 pts

Average in credit score increase of those participants

EQUITY IN OUR COMMUNITY

WE ARE UNITED FOR EQUITY. We know this begins within our walls, and have been transforming how we advance our mission so that you, our community, sees us as an anti-racist and anti-poverty agency. Your United Way brought **three Equity Challenges** to this community, putting racism at the center of the conversation for more than 8,000 people. It is our belief that the people, the conversations and the commitment make the difference.

The Equity Challenge is a commitment to devote 10-15 minutes a day for 21 days to learn about the history and impacts of racism in Washtenaw County, and the different ways that bias, prejudice, privilege, and oppression show up in our everyday lives. It is free, private and anonymous.

With this deeper understanding of the history and impacts of racism and how it shapes different people's lived experience, we can all learn how best to do our part to make positive change at uwgive.org/equity.



Mikhaella Norwood, the 2019 Motown Artist of the year opened the 2020 Equity Summit. Inspiring panels of thought leaders shared innovative strategies. Group dialogue held space for people to share personal experiences and knowledge. A Gallery Walk lifted up 19 agencies focused on racial and social justice work that inspired attendees to answer a call to action and get involved so this work was not just a moment, but a movement.

RESULTS OF ENGAGEMENT

86%

Learned about
themselves and
the community

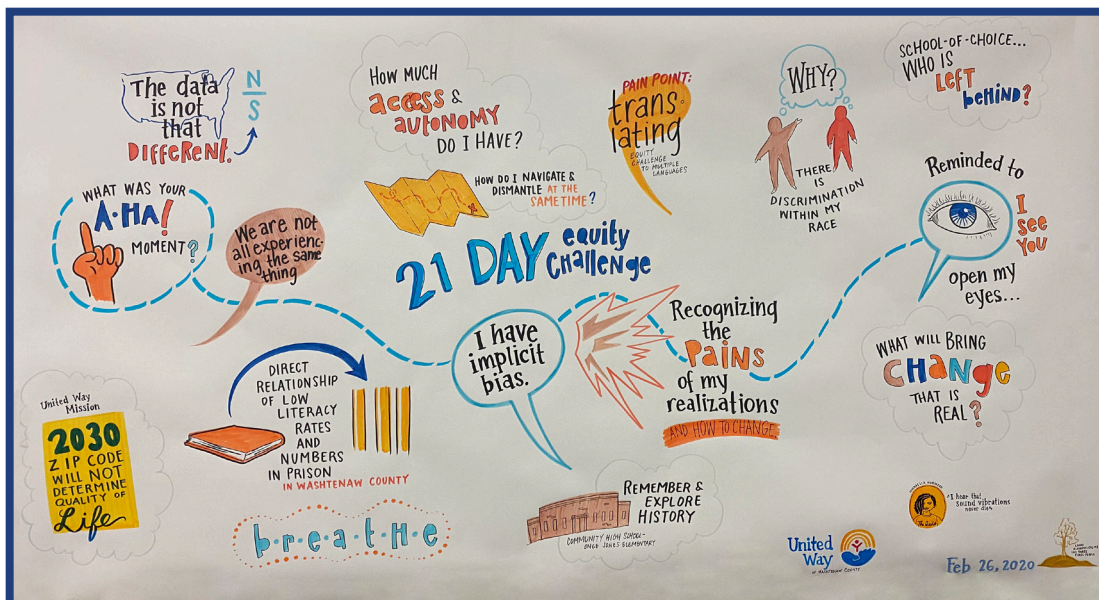
45%

Shifted
their way of
thinking

43%

Learned how to get
involved with advocacy
& make changes in
the community

"Prompted meaningful
conversations with
co-workers"



"Understood why things
are the way they are (i.e.
learned about historical
injustices that led to
today's injustices)"

"It is validating to see
that people are exposing
the truth about systemic
discrimination"

Yen Azzaro used her talents as a graphic recorder to capture the ideas, thoughts and feelings pumping through our panelists and audience. Quotes are from Equity Surveys.

PARTNERSHIP IMPACT

COLLABORATIONS AND PARTNERSHIPS

Our Relief Fund, Community Recovery Fund and State of Michigan Rapid Response grants provided unrestricted operating support to local human service nonprofits and community groups meeting immediate, emergent and unanticipated needs of people and communities impacted by the COVID-19 pandemic.

Prioritizing response efforts that attend to racial inequity remains a central tenet in United Way's grant making as the COVID-19 pandemic continues to reveal the disproportionate impact of this virus on people and communities of color.

Our Impact: By the Numbers

\$1,627,500: Total funding awarded

74%: Funding to Ypsilanti Zip codes 48197/48198

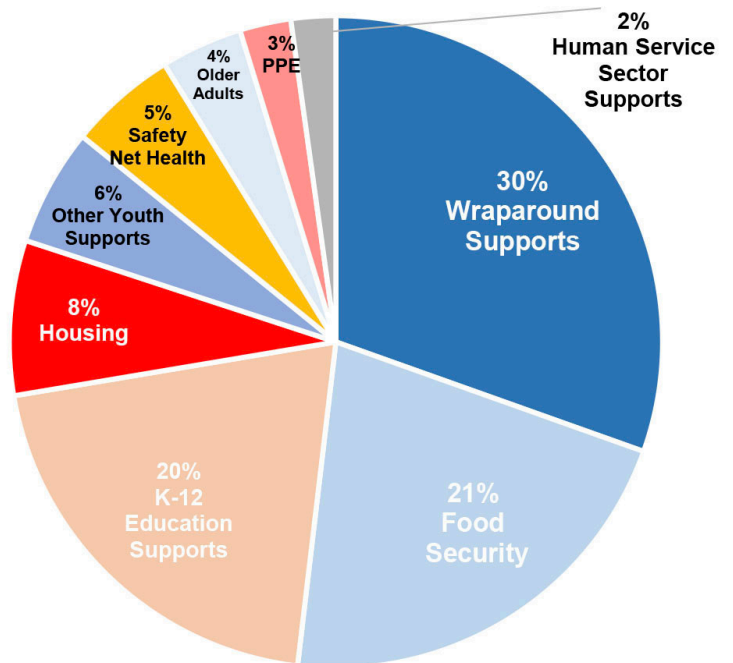
20%: Funding to rural Washtenaw County

99: Number of grants awarded

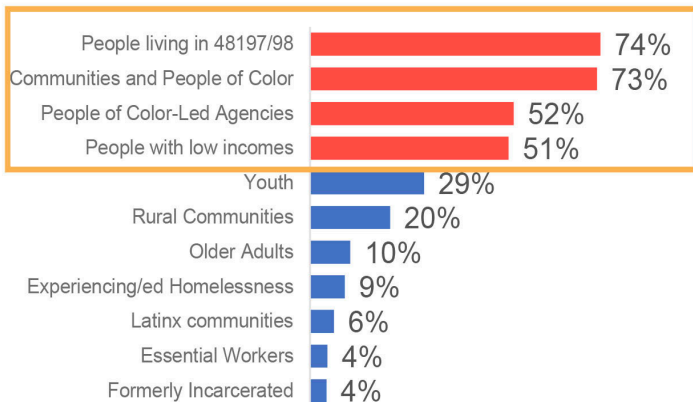
52%: Grants to agencies led by people of color

73%: Funding explicitly serving communities and people of color

Needs Served



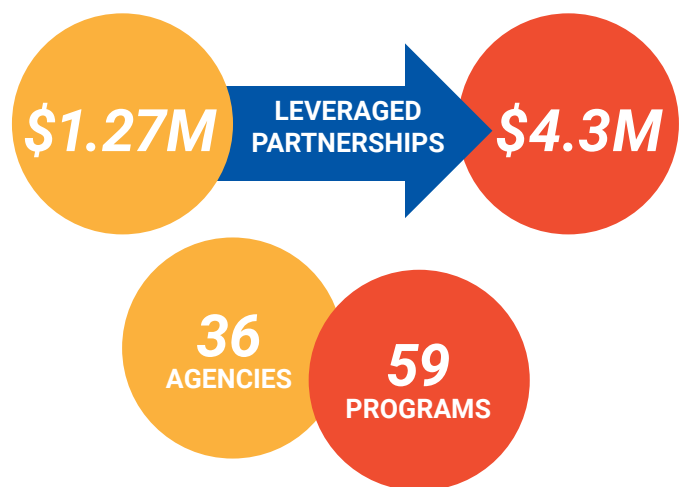
Populations Supported



A Note about the Data Above: These populations are not mutually exclusive. People may be represented in more than one category. People with low incomes are those living at or below the federal poverty level: \$12,760 annually for a single individual, \$26,200 annually for a family of four.*

*2020 Poverty Guidelines, US Department of Health and Human Services, Office of the Assistant Secretary for Planning and Evaluation

WASHTENAW COORDINATED FUNDERS



Coordinated Funding (COFU) is a grant making collaborative between United Way of Washtenaw County, The Washtenaw County Office of Community and Economic Development (representing the City of Ann Arbor, Washtenaw County, and Washtenaw Urban County), the Ann Arbor Area Community Foundation, and Saint Joseph Mercy Ann Arbor.

FISCAL YEAR 7/1/2019 to 6/30/2020

EXPENSES

UNITED WAY OPERATIONS

Fundraising	\$571,360
Management & General	\$406,332
Provision for Uncollectibles	\$95,581
In-Kind	\$95,791
TOTAL	\$1,153,071

REVENUE FOR COMMUNITY IMPACT

Donations	\$5,269,544
Donor Advised Funds	\$1,500,353
In-Kind	\$95,791
Interest	\$95,979
Events	\$49,931
Service Fees	\$54,538
TOTAL	\$7,066,136*

COMMUNITY IMPACT

INVESTED IN AGENCIES & PROGRAMS

Grants to Agencies	\$1,957,501
Donor Directed	\$1,354,188
Donor Advised Grants	\$1,098,445
Program Services	\$747,442
TOTAL	\$4,857,576

UNITED WAY VALUE PROPOSITION TO THE COMMUNITY

TOTAL IN-KIND BENEFIT TO COMMUNITY

Value of Volunteer Hours	\$765,397
TOTAL	\$765,397

TOTAL VALUE OF VITA

Saved in Tax Prep Fees	\$266,000
Tax Returns & Credits	\$1,768,217
TOTAL	\$2,034,217

LEVERAGED FUNDS

Coordinated Funding Partners**	\$4.3 million****
TOTAL LEVERAGED FUNDS	\$7,099,614***

*Donations include COVID-19 Funds. **Washtenaw County Office of Community and Economic Development, Ann Arbor Area Community Foundation and St. Joseph Mercy Ann Arbor. ***These values are unaudited estimated totals. ****Includes, In-Kind, VITA and Coordinated Funding figures. Audited Financials can be found at www.uwwashtenaw.org/annualreports

WASHTENAW UNITED

WEMU PARTNERSHIP

United Way of Washtenaw County partnered with WEMU to explore the people, organizations and institutions that are creating opportunity and equity in our area. As part of our ongoing series, hosted by David Fair, people benefiting and growing from the investments being made in the areas of our community share their stories. It is a community voice that has aired more than 90 episodes. It is Washtenaw United.

You can listen to podcasts of past recordings at www.wemu.org/programs/washtenaw-united.

Pictured right: Belinda Dulin, Director, Dispute Resolution Center



VOLUNTEER WASHTENAW

DO WHAT YOU LOVE. FOR OTHERS!

Another pandemic pivot when volunteers were restricted from being onsite - we explored and promoted virtual opportunities for people to stay engaged and invest their time in our community. Our Volunteer Center makes it easy to do what you love. In 2020, we gained 18 new partners, registered 925 users, and matched 1,663 direct responses from community members to donate local time and talent to Washtenaw County nonprofit organizations.

Search hundreds of ways to give back, from meals to mentoring at VolunteerWashtenaw.org.

COVID-19 FUND

THANK YOU

Lead gifts from the Song Foundation, the Ann Arbor Area Community Foundation, and the Weiser family in addition to numerous corporate and individual donors pushed the COVID-19 funds to its million-dollar goal within five weeks of its launch.

For a complete list of COVID-19 fund investments, visit www.uwwashtenaw.org/covid-19-recovery-fund.

GIVE. ADVOCATE. VOLUNTEER.

VISIT UWGIVE.ORG TODAY!

OUR VISION:

AN EQUITABLE COMMUNITY WHERE OPPORTUNITY IS NOT LIMITED AND EVERY MEMBER REACHES THEIR FULL POTENTIAL.

BY THE YEAR
2030
WE ASPIRE
TO LIVE IN A
COMMUNITY
WHERE

Your zip code no longer determines your opportunity in life • Life expectancy is the same across all populations and communities in our county • The academic achievement gap is eliminated • Everyone in our community has a home • Community members seek understanding and awareness of their own power and privilege and actively work to end poverty in our County • Poverty is not generational, if it exists, it is intermittent and brief • Everyone in our County is able to thrive and meet their needs.

STAY CONNECTED:

United Way of Washtenaw County | 2305 Platt Rd. Ann Arbor, MI 48104
734.971.8200 | liveunited@uwwashtenaw.org | uwgive.org



United Way
of Washtenaw County