

**United
Way**



**United Way
of San Diego County**

United We Can

UNITED WAY OF SAN DIEGO COUNTY
2020-2021 ANNUAL REPORT



MISSION

To spark breakthrough community action that elevates every child and family toward a brighter future.

VISION

United Way envisions a vibrant community built on opportunity for everyone.

ALIGNING PARTNERS.

LEVERAGING RESOURCES.

TRANSFORMING LIVES.

United We Can

LETTER FROM OUR PRESIDENT & CEO AND BOARD CHAIR

DEAR FRIENDS,

As we reflect upon the past year at United Way of San Diego County, a variety of thoughts and emotions confront us. Fear for the COVID-19 pandemic's effect on the health and safety of our community members, uncertainty about our region's economic stability, anger at the racial injustices that continue to plague our nation, and sadness about the racial and economic inequities that have grown exponentially; to name a few. Amid these raw and unsettling emotions, we also feel a sense of pride for our team's unwavering commitment to supporting students and families in their efforts to maintain stability in their lives, gratitude that we were able to help more than 10,000 San Diegans keep the roofs over their heads and lights on during such a dark period of time, and reignited grit to face racial disparities head on and strive to create a more equitable community.

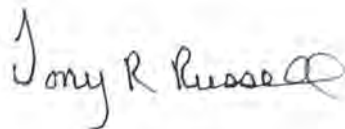
This past year magnified the grave educational and economic disparities that exist and widened the gap for those experiencing racial inequities. During the throes of the pandemic, we released our strategic plan, "Mind the Gap: EDICT 2030", and dedicated our work to closing that gap and igniting the possibilities for our region's future. We are committed to continue addressing these issues and ending disparities — and we know that no one organization can do this work alone. United with community partners and donors, we can rebuild and reimagine a community in which all San Diegans, especially those most impacted, have the opportunity to succeed and thrive.

Thank you for your support of United Way of San Diego County.

Nancy L. Sasaki and Tony R. Russell



Nancy L. Sasaki
President & CEO



Tony R. Russell
Board Chair



United We Can

This past year, we have been celebrating the 100th anniversary of United Way of San Diego County (UWSD). 100 years is epic, particularly in a world where changes happen by the hour. What hasn't changed is our commitment to ensuring that every child, young adult, and family has the chance to succeed.

Kids start with big dreams and aspirations. They want to be astronauts, veterinarians, doctors, firefighters, rock stars, video game developers, pilots, football players, lawyers, and writers.

For many kids, those dreams slip away. Not just because they become more practical or "grow up," but because of disparities around education and family stability that hold them back.

It is clear to us at UWSD that the stability of the family plays a critical role in early childhood development. We're also keenly aware that there are many families in San Diego who can't afford to meet their basic needs. This scarcity cripples a child's ability to learn. As a leader in our community, UWSD brings together community partners to align goals and leverage expertise to reconstruct systems and resolve the stark inequities that exist across San Diego County.

This is what we have valued for the past 100 years and what we will continue to value for the next 100.

2020 was an unprecedented year, to say the least. The public health and economic crisis brought on by COVID-19 and the proliferation of the social justice movement when George Floyd was killed at the hands of police have illuminated the truth that our most marginalized communities are not included in the American Dream.

As our nation works to respond to and recover from these issues, we must also reimagine our future and rebuild our community in a way that ensures a more equitable society. Now more than ever, we must realize that we are all in this together – and it will take all of us working together to overcome the systemic barriers that have led to inequities in our community.

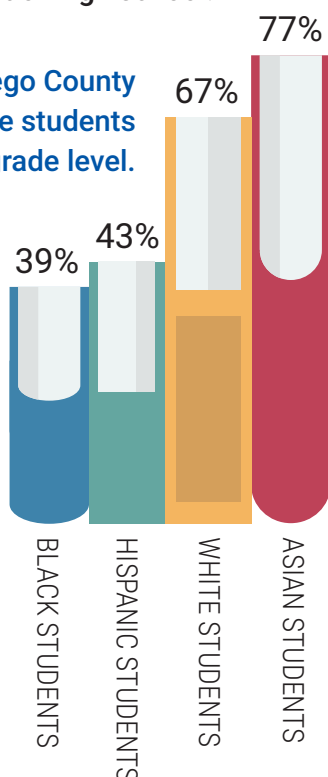
That leads us to our strategy for the future . . .

"MIND THE GAP: EDICT 2030"

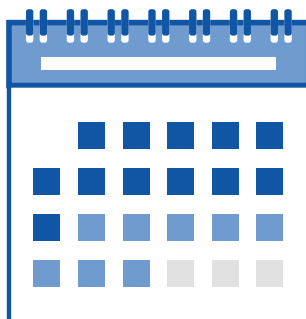
What do we mean by "gap"? Let's use data to describe it:

- A child who is not reading at grade level by 3rd grade is 76% more likely to drop out of high school.

2019 San Diego County
3rd grade students
reading at grade level.



- In 2019, in San Diego County, 55% of White students and 75% of Asian students met or exceeded eighth grade math expectations. That was true for less than half of their Black and Brown peers. Sadly, this gap has NOT changed since 2003.



2X

- Black and Hispanic students are **TWICE AS LIKELY** as White students to have received no live contact with teachers while learning remotely.

- Students of color experienced **six to 12 months** of COVID-related learning loss compared to **four to eight months** for White students.

These few data points are evidence that today's pandemic has a vastly disproportionate impact on our Black and Brown kids. "Mind The Gap" is all about ending these disparities. With a commitment to racial equity and justice, our entire organization pledges to achieve this vision.

EDICT 2030 is our north star and an audacious goal.

We are investing in children's dreams by improving literacy and 3rd-grade reading attainment because we know that kids who are not reading at grade level by the end of 3rd grade are four times more likely to drop out of high school.

The work cannot be done alone. By offering diverse ways for the corporate and philanthropic community to give back — through their time, talent, and treasure — we will ignite our superpower: elevating the best ways to support early childhood success and family stability built on proven practices and solid data, along with our partners' expertise.

UWSD doesn't only IMAGINE this; we are the CATALYST for this. And we're doubling down with our partners for solutions. We reimagine a future for our region where "The Gap" closes by 2030.

UWSD



30,865

San Diegans
impacted
Countywide

135 Partners

- **97 Partners** collaborating on shared goals from a variety of sectors: early and K-12 education, business, government, workforce, higher education, health, and nonprofit
- **38 Schools** working in partnership with UWSD

UNIONS UNITED

2,734

families served

\$636,790+

in emergency
assistance distributed



284

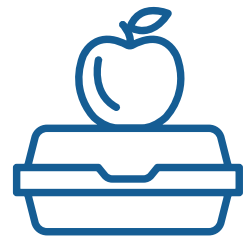
Volunteers engaged in virtual and on-site volunteerism

EARLY CHILDHOOD SUCCESS



% of families who have more than 25 books in their home library grew from **36% to 83%** after the Readers in the Heights (RITH) initiative

92% increase in meal distribution at participating Every Student, Every Family (ESEF) sites to address child hunger



YOUTH SUCCESS



93 local students interned with **46** local companies in the first year of the Advancing San Diego (ASD) initiative

FAMILY STABILITY

- **Earned Income Tax Credit (EITC) Coalition**

15,556 individuals received free tax preparation assistance

29,876 federal and state returns filed, totaling over

\$28 million in federal and state refunds



- **Worker Assistance Initiative (WAI)**

10,682+ individuals received rent, mortgage, or utilities assistance

\$2,006,222 distributed to help San Diegans keep the lights on and a roof over their head during the pandemic





Education

UNITED WE CAN HELP KIDS CATCH UP

The COVID-19 pandemic and subsequent shift to online learning has had staggering consequences across San Diego County and exacerbated inequities that already existed in our education system.

It also reinforced what we knew to be true and had started talking about before the pandemic — that racial and economic inequities in our community are very real. In our schools, this results in kids falling further behind and not having the same chance at success as their peers.

At the start of the 20-21 school year, students of color were about three to five months behind in learning.

Amidst these challenges many K-12 schools are experiencing staff shortages, student dropout rates, and mental health challenges that continue to exacerbate these inequities. From mounting studies of summer reading loss, we already know that reading loss compounds over time: high school graduation can be predicted with reasonable accuracy by knowing someone's reading abilities at the end of third grade — a person who is not a modestly skilled reader by that time is unlikely to graduate from high school. It is now also predicted that COVID-related cumulative learning loss could be substantial, exacerbating already significant opportunity gaps and resulting in students of color being up to twelve months behind by June 2021. Because children living in low-income communities experience disproportionate levels of reading loss when not engaging in formal on-site schooling during the summer — opportunities increasingly stifled under the heavy veil of the pandemic — additional resources and supports were urgently needed to provide equitable access to high-quality learning experiences.

As such, we pivoted the way in which we were approaching our work.

READERS IN THE HEIGHTS, a typically in-person, summer camp-like experience, shifted to an at-home, family-focused program that aimed to build strong family reading habits and excitement around reading. For example, the percentage of parents reading to their child either a few days a week or every day increased from 29% to 71%.

- At three months post-implementation, 85% of parents reported that their child enjoys reading and 70% of parents reported feeling confident in helping their child read.
- Families bonded around reading and changed their at-home family reading habits; they observed growth in their children's interest in reading and comprehension, learning more about their child's abilities in the process. The percentage of parents reading to their child for more than 10 minutes per session increased from 34% to 71%.

PARTNERS: City Heights Development Corporation, City Heights/Weingart Library, Council on Literacy, Karen Organization, Words Alive

EVERY STUDENT, EVERY DAY shifted its focus from attendance to at-home student and family engagement, renaming the program Every Student, Every Family (ESEF). The initiative is now working in Lemon Grove, City Heights, and Escondido.

- In Escondido, ESEF partners joined together to address a range of issues — from lack of access to technology to students caring for their siblings to job loss and more. Partners conducted home visits to assess needs and barriers to learning. As a result, families were connected to resources to ensure their children could be successful in school.
- In a year of remote learning, school supplies were no longer pencils, paper, and backpacks. Families received support resulting in newer computer equipment, enhanced broadband, and other technology-related support.

PARTNERS: County of San Diego Health and Human Services Agency - HHSA, Education Compact, Escondido Union High School District, Feeding San Diego, Interfaith Community Services, Lemon Grove School District, San Diego Food Bank, San Diego Hunger Coalition, San Diego Unified School District, Vista Hill



It has encouraged him to read. And this is so great, because reading is everywhere. If we don't learn this now, it will be so much harder later on. Before this, he wasn't really a reader."

— Parent of Participant



One of the biggest benefits of this collaborative has been getting to know the community more through the school; seeing the opportunity to figure out how we can help families in a way that helps students be more successful in school."

— Veronica, Interfaith Community Services



United We Can

HELP FAMILIES GET BACK ON THEIR FEET

SAN DIEGO COUNTY EARNED INCOME TAX CREDIT (EITC) COALITION

United Way continues to lead the San Diego EITC Coalition, now nearly 20 years, offering free tax preparation assistance to low- to moderate-income local families. The EITC Coalition faced challenges during the 2021 tax season due to the pandemic that affected our 22 partners' ability to serve clients. These challenges included the delayed start to tax season, extended filing deadline, closure and reduction in capacity of in-person tax preparation sites, and changes in tax law. However, our Coalition remained committed to serving the community by operating 39 sites across the county, resulting in 29,876 federal and state returns. Over \$28 million in federal and state refunds were brought back to San Diego County and clients saved over \$2.9 million in tax preparation fees.

PARTNERS: The EITC Coalition is comprised of over 22 community partner organizations dedicated to providing a clear pathway to tax assistance for families in our community. The Coalition is anchored by a partnership among the County of San Diego Health and Human Services Agency, the IRS, Dreams for Change, 2-1-1 San Diego, and UWSD.

UNIONS UNITED

Many San Diego families lacked access to basic needs during the pandemic. During the 2020-21 fiscal year, Unions United served 1,877 clients. Support included food, rent, mortgage, utilities, and other emergency assistance, amounting to \$636,793.

PARTNERS: American Federation of Labor and the Congress of Industrial Organizations (AFL-CIO), Feeding San Diego, Jacobs & Cushman Food Bank, and United Way Worldwide



“

For my family and myself this refund is our Christmas. It means so much just to help get bills paid, new clothes and shoes for the kids, and other supplies they may need.”

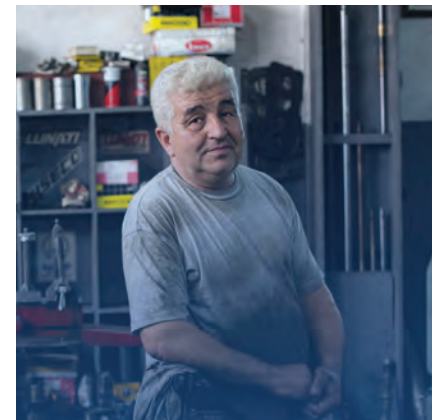
“

This means so much to me and my children. It means we get to have a home and never be homeless again.”

Our Coalition remained committed to serving the community by operating 39 sites across the county, resulting in **29,876 federal and state returns**. Over \$28 million in federal and state refunds were brought back to San Diego County and clients **saved over \$2.9 million in tax preparation fees.**

WORKER ASSISTANCE INITIATIVE (WAI)

The need for collaboration never felt stronger than when COVID-19 hit our country and our San Diego region. Families found themselves struggling to keep food on the table and a roof over their heads.



The nonprofit community came together to identify the areas of greatest need and what role we all could play in helping those in need. In collaboration with **The San Diego Foundation, the County of San Diego, San Diego and Imperial Counties Labor Council, and SDG&E**, UWSD launched the Worker Assistance Initiative to support individuals and families with rent, utility, and mortgage payments.

Due to the incredible generosity of individual donors, community foundations, and local corporations, UWSD raised and distributed \$2,006,222 in assistance to more than 10,680 low-wage workers and local nonprofit partners who provided direct assistance to workers who had been most impacted by the pandemic.

COMMUNITY PARTNERS: MAAC, North County Lifeline, Partnership for the Advancement of New Americans, San Diego Community College District, San Diego LGBT Community Center, SBCS, and United Domestic Workers



I had an anxiety attack because I was told I was being furloughed from my job. I was a full-time graduate student who depended on my checks to pay for my gas money, food, rent, and utilities. This help has really made a difference in my life."

— Monica W., WAI recipient



“
Every day is a struggle. Support from the United Way will help me to be able to get things that I need to survive.”

— Kyle



“
I was applying to jobs, got an interview and was offered the job, but because of COVID-19, I never started working. My son ended up getting two jobs to help me. With funds from the United Way, we are going to catch up on bills and buy some clothes.”

— Mrs. Araceli

THANK YOU TO OUR GENEROUS DONORS

\$25,000+

Acushnet
City National Bank
Sara Jacobs
Yao Ming Charitable Foundation
SDG&E
U.S. Bank
Wells Fargo

\$10,000 - \$24,999

Bank of America
Burns & McDonnell Foundation
DTE Energy
Genentech
Keith Johnson
Kiwanis Club of La Jolla
Scott Peters
Toro Company

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Marian Pines
Will Pogue
Oliver Ryder
Fern Steiner
San Diego City Firefighters Fund
Terry Temnick
Stephanie Truhlar
Gayle and Bruce Wheeler

UWSD raised
and distributed
\$2,006,222
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to more than
10,680 low-wage
workers and
local nonprofit
partners.

United We Can

LEVERAGE LOCAL LEADERS TO STRENGTHEN THE NONPROFIT COMMUNITY

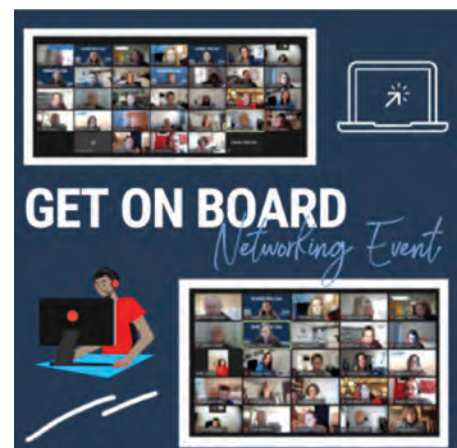


Corporate Social Responsibility

UWSD is proud to partner with hundreds of local businesses to advance their philanthropic giving in the community. From workplace campaigns to volunteerism, UWSD aligns with corporate partners and leverages the time, talent, and treasure of their workforce to transform lives in our community. The pandemic caused many businesses to move their work virtually, significantly impacting workforce culture. As a way to help corporate partners engage their employees from afar and help nonprofits who were on the front lines, UWSD shifted its volunteer initiatives to offer virtual formats as well as socially distanced opportunities.

Day of Service Events

247 volunteers donated their time and talents to support 18 local nonprofits throughout the year. Projects included painting and planting flowers at a local safe parking lot, building hygiene kits for people experiencing homelessness, and donating food to families in need.



Nonprofit Board Certification & Matching Program

Committed to helping nonprofits build their organizational capacity and strengthen their boards, UWSD continues to scale its partnership with the Nonprofit Institute at the University of San Diego and train local leaders to give and derive the most value from nonprofit board service. 21 aspiring and current board members participated in the program during the year.



UWSD organized a Read Across America Book Drive in collaboration with Warwick's Bookstore, Geico, Holman Enterprises, & Noble Street Advisors.

Nearly 800 books were donated to local families in need to stock their homes with stories and inspiration.

Read Across America

Thanks to generous community members and sponsorships from GEICO, Holman, and Noble Street Advisors, nearly 800 books were donated to local families. This allowed students to build their own libraries and continue a love for reading while learning from home.



CENTENNIAL CELEBRATION



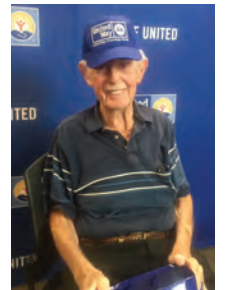
For 100 years, UWSD has aligned with partners and leveraged resources to transform lives. Our focus continues on their behalf: working to ensure that every child and young adult is prepared to succeed in school and life, from cradle to career, and families have the support needed to ensure that success.

Acknowledging the ever-changing challenges of the COVID-19 pandemic, UWSD made the decision to reimagine celebrating our impact by hosting a Virtual Centennial Celebration on October 8th, 2020. We honored our past, highlighted the present, and looked forward to redefining and reimagining the future of our local community.

SPONSORS



UNITED WAY 1920- 2020



PHILANTHROPIC COMMUNITY

UWSD is grateful for the generous support of our corporate partners, foundations, and local philanthropists to ensure that every child, young adult, and family has the tools and resources needed to thrive. We recognize these donors for their strong commitment to our community and moving our work forward, particularly during the challenging year brought on by the pandemic.

TOP TEN CORPORATE PARTNERS

**Based on total donations directed to UWSD*



GRANTS AND FOUNDATION SUPPORT

- State of California – California Complete Count – Census 2020
- San Diego Association of Governments (SANDAG)
- California Department of Community Services and Development
- San Diego Regional Economic Development Foundation
- Department of the Treasury – Internal Revenue Service
- The County of San Diego – Neighborhood Reinvestment Program
- Wells Fargo Foundation
- U.S. Bank Foundation
- San Diego Gas & Electric
- Nellie Thatcher Perkins Foundation
- The Samuel I. & John Henry Fox Foundation
- Data Across Sectors for Health (DASH)
- U.S. Department of Health and Human Services, Office of Minority Health
- MUFG Union Bank Foundation

DONORS



Tocqueville Society members give \$10,000 or more annually to UWSD.

Sandy Ardwin	Donmienne Leung
John Beals	James Levinson
Bear Family Fund at the San Diego Foundation	Sonya McAllister
John Begley	Jane McCarthy
Andrew and Carol Berman	Maureen McDaid
Craig Brown	Minerva and Ken McEneaney
Jennifer Brown	Joseph Munoz
Stephanie Brownell	Jeroen Olthof
Alexander Burke	Michael Perry
John Byers	David Pollock
Eder Cavalcante	Ingrid Poole
Linda Collins	Julie and Dennis Richardson
Steve Cotteen	Rivkin Family Fund at the San Diego Foundation
Carol and Pedro Cuatrecasas	Jeanne Rosolino
The Lawrence and Junko Cushman Foundation	Lynne and Glenn Rossman
Florence Nemkov and Bernard Eggertsen	Bruce Rucks
John Erickson	Matt Sager
Kathleen Frankel	J. Michael Sauder
Wolfgang Glaesner	Henry Schneider
Steve Gmyr	Teresa and Paul Schrader
Debbie and Alan Gold	Cecilia Scott-Stanfel and David Stanfel
Bonnie and Steve Gosselin	Jan and Barry Sharpless
Ka'eo and Jackie Griffin	Indira and Sabi Singh
Christopher Hansen	Jodi Smith
Kevin Harkenrider	Elaine Galinson and Herb Solomon
Debra Heiskala	Richard Stearns
Christopher Henn	Stephanie Truhlar and Andrew Eaton
Lulu and Andy Hsu	Gayle and Bruce Wheeler
Wendy and Greg Hunter	Nick Wibbenmeyer
Hunter Family Advised Fund at the San Diego Foundation	Margie and Gordon Wiens
Bryan Jones	Michael Wraith
Robert Khan	Rolf Ziesing
Carol and George Lattimer	Bob Zuckerman

LEADERSHIP SOCIETY

Leadership Society members, an exclusive group of over 600 business and community leaders, contribute \$1,000 or more annually to UWSD.



United We Can

LEAD CHANGE IN OUR COMMUNITY

“

I have benefited from Women United in many ways over the years. I have met valuable contacts, been able to share ideas, and built lasting friendships. We have come together with a common purpose to transform lives in a positive way. These forums also provide the opportunity to build authentic relationships where we inspire and support each other personally and professionally. It is very empowering to be part of a group of ladies that come together to create a brighter future for the children and families of San Diego County.”

— Leslie Oliver, Chair, Women United



EMERGING LEADERS

EMERGING LEADERS is a network of young professionals with a passion for cross-industry networking, professional development, and volunteering.

Emerging Leaders offers monthly engagement opportunities that allow members to:

- Interact with C-level leadership from the business community
- Grow personal and professional networks
- Participate in professional development workshops
- Engage in customized volunteer opportunities across San Diego County

Any individual who donates \$500 annually to UWSD will qualify to be part of Emerging Leaders.



WOMEN UNITED

Dedicated to philanthropy, connection, and community, **WOMEN UNITED** is a powerful network of community-minded women who are passionate about creating meaningful connections and making positive change in the lives of women and children in San Diego.

BOARD OF DIRECTORS 2020-2021

EXECUTIVE COMMITTEE



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Director | Board Services/
Authority Clerk
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Regional Airport Authority



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BOARD SECRETARY
Allie Matthews
Commercial &
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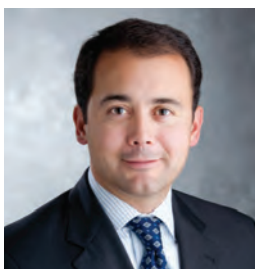
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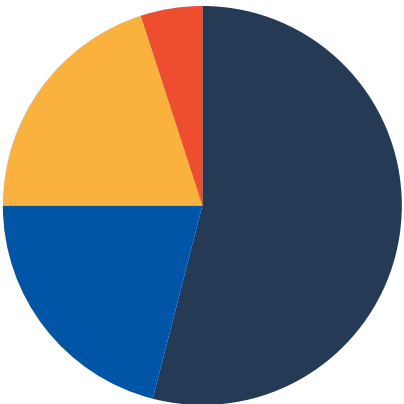
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Vice President & District Manager
North San Diego District
U.S. Bank

Kian Saneii
Founder/CEO/Chairman of the Board
Independa, Inc.

FINANCIALS

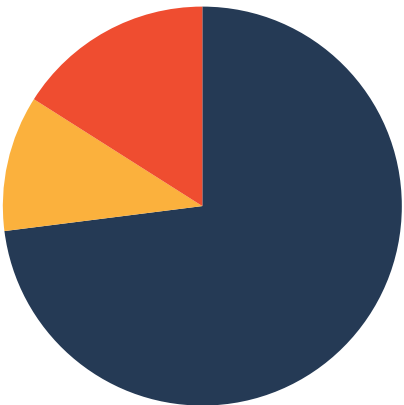
Revenue, Gains & Other Support

■ 54%	Campaign results net of losses	\$5,536,302
■ 21%	Grants, contracts & contributions	\$2,129,918
■ 20%	Net investment income	\$1,990,042
■ 5%	Other	\$523,141
Total Revenue		<u>\$10,179,403</u>



Expenses

■ 73%	Program services	\$6,114,154
■ 11%	Fundraising	\$954,597
■ 16%	Organizational administration	\$1,305,081
Total Expenses		<u>\$8,373,832</u>



Change in net assets	\$1,805,571
Net assets beginning of year	\$11,970,912
Net assets end of year	\$13,776,483

** UWSD's financial records are audited annually by an independent CPA.*



PARTNER WITH UNITED WAY OF SAN DIEGO COUNTY

Align with us to address inequities in our region and help underserved communities. Leverage our data to better understand root causes, and put impactful solutions into action. Help transform the lives of children, young adults, and families.

Aligning Partners. Leveraging Resources. Transforming Lives.

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