

United Way
of the National Capital Area



2022

ANNUAL REPORT



► Working to create a more equitable society

A Letter From the CEO

When none are ignored, all will thrive. It is the tagline we live by at United Way of the National Capital Area. We believe when every community member is seen and heard—regardless of race, gender, income, or ability—equity can be achieved for all National Capital Area residents.



As our region continues to recover from the global pandemic, equity must be at the center of our thoughts, conversations, and actions. At your United Way, we remain focused on improving the health, education, and economic opportunity of

National Capital Area residents, especially our neighbors in the ALICE population. ALICE—a United Way acronym—stands for Asset Limited, Income Constrained, Employed, and represents more than 500,000 households in our region that are earning above the Federal Poverty Level, but still struggling to make ends meet.

It takes all of us to create long-lasting change, which is why United Way NCA invites all community members to join us on the journey.

With the support of our donors, advocates and volunteers, United Way NCA launched Thrive United 365, providing equitable access to and distribution of health resources to improve people's lives by addressing health conditions most affecting our communities. This included administering over 3,000 COVID-19 vaccines, tests, and resources; distributing 6,500 kits containing food and hygiene supplies to those who needed them most, including our neighbors at risk of or experiencing homelessness; helping over 32,000

people in our region save over \$6 million on prescriptions through our SingleCare discount program; and facilitating \$12.8 million in tax refunds through our Volunteer Income Tax Assistance (VITA) program.

We convened with our nonprofit and corporate partners to continue the support of our ALICE families and students through our annual Project Community Connect and Stuff the Bus signature programs. These initiatives provided much needed resources like backpacks and school supplies, tax preparation, connections to health care and much more; with the goal of providing individuals and families with the tools they need to succeed.

We invited you on the journey, as well. From October 2021 to October 2022, we initiated the Practice Equity 365 campaign, a year-long initiative that challenged community members to think about how they can incorporate equity into their daily lives; through giving, advocating, and volunteering, or by simply educating themselves on equity-related issues by reading our education blogs or taking our Diversity, Equity & Inclusion Quiz.

This work cannot be done alone because there is not a simple solution to the challenges we face on the journey to equity for all. Yet, when we LIVE UNITED to create a better future where everyone's basic needs are met, that's when we all can truly begin to thrive. The work that lies ahead will be the most significant and transformative in our lifetime. United Way NCA will continue to make bold strides as we move forward. Thank you for joining us. I look forward to what lies ahead.

President & CEO,
United Way of the National Capital Area

A handwritten signature in dark ink that reads "Rosi Allen-Hering".

PRACTICE EQUITY 365: OUR YEAR-LONG CAMPAIGN

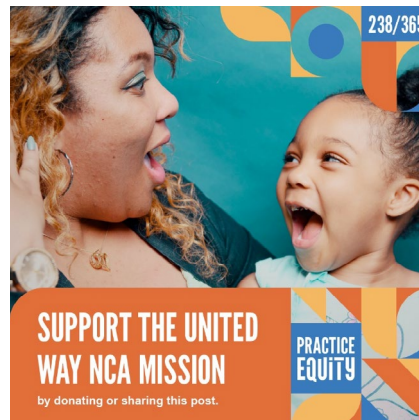
United Way of the National Capital Area is working to create a community where everyone has fair and equal access to health, education and economic opportunity. We serve as a convenor for thought leaders and organizations who share our goal. Our programs tackle inequity in its many forms, including food insecurity, homelessness and systemic racism. Over the last fiscal year, we invited you to join us on the journey toward equity for those who are most in need, yet most overlooked.



thinking and behavior. Equity is more than a practice, though. It's a personal journey in support of a greater movement. Over the course of 365 days, from October 2021 to October 2022, United Way NCA asked others to join us on this journey. We shared ideas daily via social media with different ways in which community members could do their part to practice equity—from donating to United Way NCA and volunteering with us, to reading educational material on social justice and testing

their equity knowledge by taking our Diversity, Equity and Inclusion quiz. Our blog articles had an equity focus as well, bringing to light the challenges and barriers that exist within our region when it comes to accessing resources that can provide area residents with a better quality of life.

In addition to giving, advocating and volunteering to practice equity, participants also had the opportunity to earn an official United Way NCA Equity Advocate badge.



This badge was given to individuals who proved their dedication to promoting the health, education and economic opportunity of every community member and reducing

disparities throughout the National Capital Area. Recipients were encouraged to display their badge on their LinkedIn accounts to showcase their ongoing commitment to creating a more equitable society for all.

When everyone begins to practice equity, is when equality starts to take hold. By setting aside a few minutes each day to share and act on what we've learned, we can shift paradigms and change lives—together. **When none are ignored, all will thrive.**

United Way NCA Opens its Fifth Financial Empowerment Center



On February 24, 2022, alongside partners M&T Bank and WorkSource Montgomery, United Way of the National Capital Area celebrated the opening of its Financial Empowerment Center (FEC) in Montgomery County.

This marks United Way NCA's fifth FEC in the Washington region. United Way NCA's FECs offer direct access to high-quality financial services and guidance in a welcoming, professional environment at no cost. Each FEC brings together the most effective partners to help clients grow income, build assets, manage debt, and improve credit.

"We look forward to working with each and every one of you here to invest in families and initiatives that will help individuals to be able to achieve, for many, what may have seemed impossible: living with enough financial resources and knowledge to build a foundation and a future," shared Rosie Allen-Herring, president and CEO of United Way NCA.

Home to over one million individuals and families, Montgomery County residents will have access to much-needed resources for a community where many residents face substantial economic challenges.

M&T Bank has been a critical partner in this effort, initially contributing \$300,000 in early 2021 towards the development of the Financial Empowerment Center to provide financial literacy education and other financial resources to the center's visitors.

The new Financial Empowerment Center is located at WorkSource Montgomery in Wheaton, MD and will offer services like one-on-one personal and small business financial coaching, workshops, tax preparation by IRS qualified volunteers, housing counseling, virtual libraries and more.

"[These] services will allow families to go on vacations, to take trips together. It'll increase business ownership and homeownership," explained Anthony Featherstone, executive director of WorkSource Montgomery. "I'm really excited about



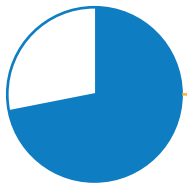
the little things that are not so little that we may not see on paper, but the impact that they'll have on lives moving forward and generations moving forward," he adds.

Learn more about United Way NCA's Financial Empowerment Centers at unitedwaynca.org/financial-empowerment-center.

PROJECT COMMUNITY CONNECT 2022

During Oct 3-8, United Way NCA held three resource fairs for our annual Project Community Connect (PCC) event. During PCC, we partnered with 35 organizations and served 129 participants out of which, 61 were surveyed to assess program effectiveness.

The Population We Served:



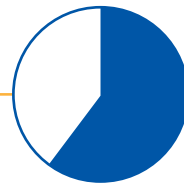
72% of surveyed participants are employed



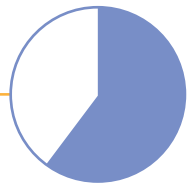
33% of surveyed participants have an annual income less than \$20,000



72% of surveyed participants have less education than a college degree



61% of surveyed participants are Black



62% of surveyed participants are female

Volunteer Engagement

103 total volunteers

73 volunteers for kit-packing events

30 volunteers for pop-up events

308.5 total volunteer hours

176 hours for kit-packing events

132.5 hours for pop-up events

Kit Packing

4,500 total kits

1,500 snack packs

1,500 cold weather kits

1,500 hygiene kits

RESOURCES UTILIZED

Healthcare Services	35	Social Services	18
Rent & Utility Assistance	27	STEM Lab	18
Food Security	26	Voter Registration	11
Workforce Development	23	Legal Services	10
FEC	19	Volunteer Engagement	10
		Peer Support Services	9
		Senior Services	6

CHALLENGES FACED

Paying My Bills	21	Having A Stable Job	15
Getting Healthcare You Need	18	Paying Down Debt	15
Applying For Public Benefits	16	None	13
Having An Affordable Place to Live	16	Having Enough Food	11
		Having Reliable Transportation	10
		Help With Legal Issues	7

How Project Community Connect is Changing the Narrative Around Unhoused and ALICE Communities



For many National Capital Area residents living one paycheck away from experiencing homelessness, one event can turn their entire lives upside down. For community member Aimee*, her journey to becoming unhoused began almost 15 years ago. Battling substance abuse, addiction and other health issues, Aimee sought out help through a rehabilitation facility, and now, has been clean for 13 years. But, for Aimee, part of becoming sober was experiencing homelessness.

It was in the middle of her sobriety when things took a downward turn: **“While in sobriety, when doing what I thought was all the right things, was when I ended up homeless,”** shares Aimee.

Following her time at the rehabilitation facility, Aimee and her daughter lived at a family shelter for five months. After navigating multiple health issues—including a cancer scare—Aimee was unable to go to work regularly, being left unable to pay rent. **“Life got in the way; illnesses, not having paid leave and getting sick ... Being off work for two or three weeks can make you lose a lease, you can lose your car ... all those things happened. That’s where we ended up.”** It had been nearly four years after completing her time at the rehabilitation facility and being sober that Aimee and her daughter ended up without a home.

She soon found herself in luck when she and her daughter found a home through a housing program, where they stayed for four years. It was then that Aimee’s name would appear through the U.S. Department of Housing and Urban Development’s Housing Choice Voucher Program list—a federal program designed to assist very low-income families, the elderly and the disabled to afford decent, safe and sanitary housing in the private market. Soon after, Aimee was able to move her and her daughter into a more-permanent housing situation.

Aimee’s story is only one out of thousands of community members in the National Capital Area at risk of or experiencing homelessness. The possibility of missing one day of work resulting in becoming unhoused is a reality for many in the

region who make up the Asset Limited, Income Constrained, Employed (ALICE) population, those who are working but unable to afford basic needs.

“We need to change the stigma of homelessness and the stereotype of people being mentally ill,” Aimee says. “That’s not always the case. They may be doing the work—going to therapy, going to meetings, getting clean and sober—and they’re still in a shelter or they’re still in the front of it.”

Years later, now working full-time at a jewelry store and continuing to support her daughter as a single mother, Aimee reflects on the kind of supports she could have benefitted from during her own journey. **“Having someone that you can talk to that can help you with identifying the resources, slowing you down and trying to help you navigate your own crisis is really important,”** she shares.

It is stories like Aimee’s—one of thousands—that propels United Way of the National Capital Area’s work toward creating a more equitable region for all community members. United Way NCA’s annual Project Community Connect provides much-needed resources to those at risk of or experiencing homelessness, as well as the ALICE population.



“When I think about Project Community Connect, I wish that I had known about some of the resources and services [when I was experiencing homelessness],” Aimee says. “The more information you can get to people who are going through this stuff, the better, so that people know what they’re up against. These events get information to people to try to help them navigate and let them know what’s

out there, because it’s a really hard thing to do on your own when your brain is in survival mode.”

Project Community Connect brings much-needed resources to individuals and families across the region through in-person resource-kit deliveries and workshops focusing on things like starting a business, budgeting during a crisis, food access and much more.

To learn more about how United Way NCA is achieving a more equitable future, visit unitedwaynca.org/get-involved-and-join-the-movement/

**Last name has been omitted out of respect for Aimee’s privacy.*

United Way NCA’s annual Project Community Connect provides much-needed resources to those at risk of or experiencing homelessness, as well as the ALICE population.



JULY 2021 - JUNE 2022

FY2022 IMPACT

United Way of the National Capital Area mobilizes all sectors of the community to work together with one goal in mind –helping to improve the lives of children and families by reducing disparities and increasing equity. We address the needs of our communities by focusing on three key pillars of impact – health, education and economic opportunity.

HEALTH

32,055

people served through SingleCare discount prescription program

\$6M+

in prescription savings

EDUCATION

6,571

families connected to wraparound services

5,195

students served addressing attendance, behavior & course performance

ECONOMIC OPPORTUNITY

8,753

clients received support across our five FEC locations

8,434

clients received VITA 892 and EITC services

2,000

PPE kits distributed

4,000

At-home COVID-19 self-test kits distributed

60,623

community members
served over the last year

3,001

COVID-19 vaccines
administered

6,500

kits distributed
containing food and
hygiene supplies

2,431

kits distributed through the
Stuff the Bus & WeekEND
Hunger Backpack program

9,500+

students and
families engaged
with Community
School Coordinators

892

veterans aided with financial
literacy & planning, employment
& entrepreneurial skills

\$12.8M

in tax refunds

8,033

Active engagements for
outreach and awareness
around COVID-19 and
vaccinations

\$8.3M+

Invested in the community
across all programs focused
on health, education and
economic opportunity



FY 2022 RECOVERY



During these unprecedented times, your United Way was there to respond to the disruption from COVID-19. Adapting to a new normal means providing services that respond to unique needs. United Way NCA provided equitable access to resources for community members who needed them most. With a primary focus on equity in the areas of health, education and economic opportunity, United Way NCA continues to support families and individuals with essential needs paired with workforce training that are the building blocks for success. Our powerful network of five Financial Empowerment Centers (FECs) throughout the region provide a range of services that equip individuals with the job skills necessary for their households to gain greater financial stability. As we continue to respond to the needs of our community, we are focusing on integrating services and coordinating partnerships through our place-based strategy. United Way NCA truly believes that **when none are ignored, all will thrive.**



55

Average net point increase
in client credit score



167

Referrals to FECs from
community partners



201

volunteers trained to give
skills based support



4,048

Clients received tailored
financial coaching

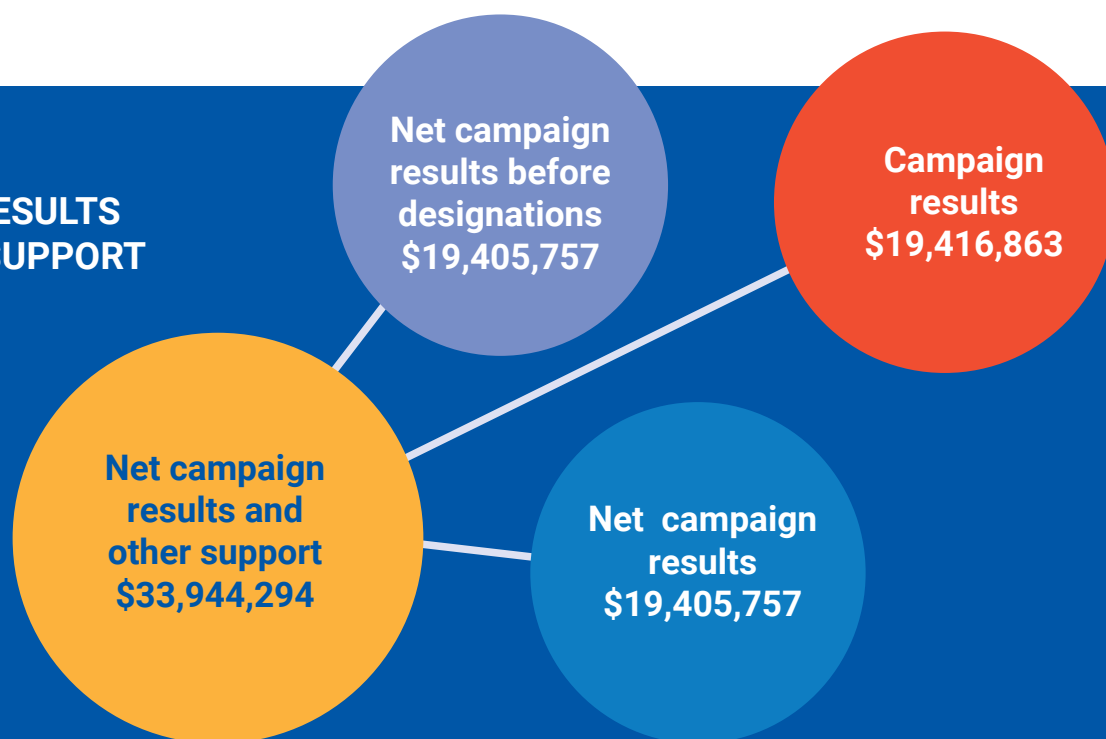


6,470

Workforce development sessions to
strengthen job skills and increase
employment opportunities

FY2022 FINANCIALS

CAMPAIGN RESULTS AND OTHER SUPPORT



EXPENSES	2022	2021
Community impact funds grants, community initiatives and events, community services	\$6,031,563	\$6,031,563
Supporting services for annual campaign fundraising, management and general	\$6,031,563	\$7,603,306
TOTAL EXPENSES	\$6,031,563	\$6,031,563
Change in pension benefit obligation	\$6,031,563	\$7,603,306
Change in net assets	\$6,031,563	\$6,031,563

*Summarized Statements of Activities and Financial Position
For the Fiscal Years Ended—June 30, 2021, and 2020*

ASSETS	2022	2021
Cash and equivalents	6,031,563	6,031,563
Investments	6,031,563	7,603,306
Promises to give, net	6,031,563	6,031,563
Prepaid and other assets	6,031,563	7,603,306
Property and equipment, net	6,031,563	6,031,563
TOTAL ASSETS	6,031,563	7,603,306

NET ASSETS	2022
Beginning	6,031,563
Ending	6,031,563
NET ASSETS	2021
Beginning	6,031,563
Ending	6,031,563
TOTAL NET ASSETS	6,031,563

LIABILITIES	2022	2021
Accounts payable and accrued expenses	6,031,563	6,031,563
Deferred revenue and other liabilities	6,031,563	7,603,306
Contributor designations payable	6,031,563	6,031,563
Community impact grants and other grants	6,031,563	7,603,306
Loan Payable	6,031,563	6,031,563
Community impact grants and other grants	6,031,563	7,603,306
TOTAL LIABILITIES	6,031,563	7,603,306

FY 2022

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Johnson Controls Inc.
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Nelson Mullins LLP
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Prince George's County Public
Schools
Prince William County Public
Schools
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Regency Centers
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SRC, Inc.
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Target Brands, Inc.
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United Way
of the National Capital Area