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 require 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 & 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

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Nicole Torbert
KeyBank

Brandon Tucker
Washtenaw Community College
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.

**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

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 peoples’ lived experience, we can all learn how best to do our part to make positive change at uwgive.org/equity.

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.
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

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

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.
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.

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.
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.