

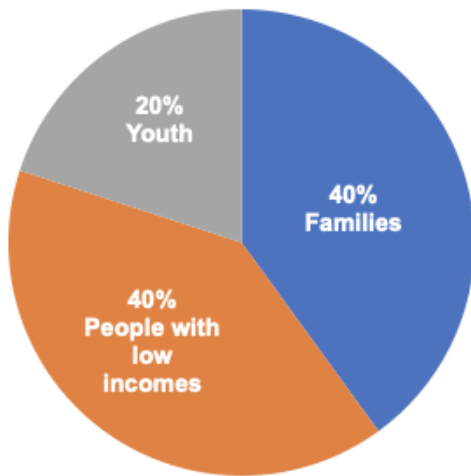
FY20 Power of the Purse Fund Overview and Highlights

United Way of Washtenaw County awards Power of the Purse fund grants annually to support existing and emerging programs and initiatives that increase the financial capability of people who identify as women. In FY20, UWWC invested \$35,000 through this fund.

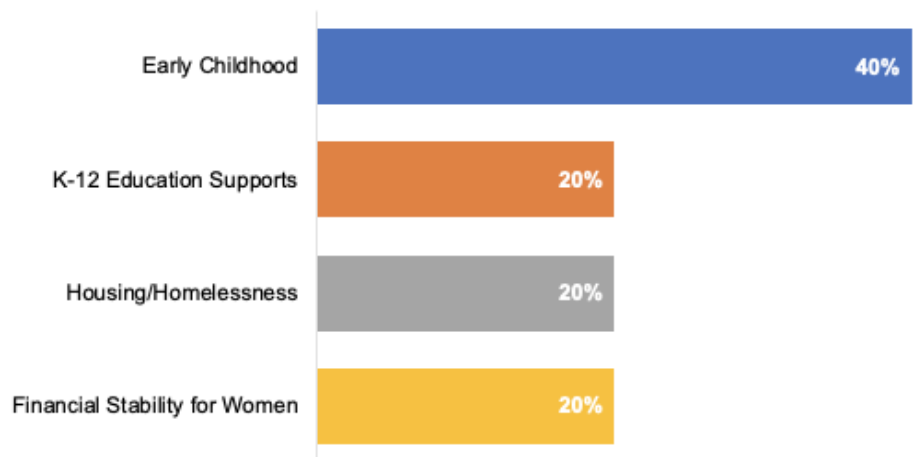
Quick Facts

- **\$35,000**: Total awarded
- **5**: # of grants awarded
- **20%**: Grants to agencies led by people of color
- **60%**: Explicitly serving communities of color
- **80%**: Funding to Ypsilanti zip codes 48197/98
- **1418**: # of people positively impacted through United Way funding

40% of Grants Supported Families



40% of Grants Funded the Priority Area of Early Childhood



*40% low income (Youth and families are represented in this number)

United Way
of Washtenaw County



For additional information about our Power of the Purse Fund efforts, please visit uwgive.org or contact Bridget Herrmann, bherrmann@uwwashtenaw.org

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Narrative Questions Qualitative

Analysis and Summary

At the end of the project period, United Way staff meet with grantees to understand the impact of the funding that was granted. After qualitative analysis and coding, the following major and secondary themes arose from the Narrative portion of the final report.

What Grantees are most proud of when reflecting on their work made possible by this funding:

60% Continuing services while building relationships.

"I am most proud of providing structure and security for my clients. Many clients live lives that are constantly changing (not always for the better) and to be able to provide the support and help they need makes me proud of myself and the team at The Women's Center."

-The Women's Center



"I am really proud of how we pivoted during this environment and expanded our services significantly. We've been successful in terms of offering not just a tutor for a family, but our tutors like this program delivery mode. It helps them get around the barriers of childcare... In addition to the 1-1 placements we've made, we started offering small workshops on Zoom with LIFT parents on topics like voting."

-Washtenaw Literacy

40% Securing and raising funds.

"I am most proud that we reached our fundraising goal. For our sponsors to say "we got you" even though it looks a little different. My team really stepped up to take things to folks in different ways. To be able to shift our message and pivot so quickly was really great. Being able to connect with women and families in different ways was a piece that helped connect those volunteers to the woman who is getting the house. We are throwing out ideas of what we can do. We have discussed a drive-by celebration of the new house since everything has been online. I think that a year from now this family will be involved in the future of Women Build."

-Habitat for Humanity of Huron Valley

"... [We are proud of] securing funding to 13 more program scholarships at the three Ypsilanti elementary schools, allowing every girl who wanted to participate the opportunity. We were able to transition pretty quickly into virtual programming, once COVID-19 forced schools to close in March, and continue to provide support and connection to the girls in our program."

-Girls on the Run of Southeast Michigan



**United Way
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Thinking about the future of this project/program/initiative, here's what lies ahead for Grantees:

Girls on the Run of Southeast Michigan

"... We are VERY committed to our Star Power Sites Initiative and that it is a high priority for us. Unfortunately the pandemic has forced us to focus on just keeping our doors open."



Habitat for Humanity of Huron Valley



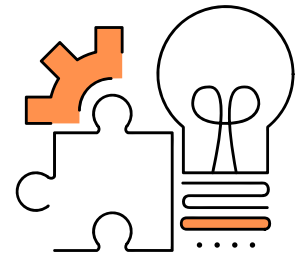
"We made the decision to keep volunteers but much smaller scales (about 4-6), testing volunteers, COVID compliant... We are testing out what that looks like as the "new normal". We are pushing to have the fundraising teams, just a little smaller which does create a deficit for us but hoping to continue the core of what we do at Women Build. We are always looking for that next woman in our pipeline and start to include her in those conversations."

The Women's Center of Southeast Michigan

"Due to the pandemic we have moved to one-on-one online Financial Coaching which are continuing... We had to put our divorce financial education workshop on hold. We will re-starting the divorce financial and legal education workshops online next month (October)."

Washtenaw Intermediate School District

"We are surveying the parents about their educational needs. We have the opportunity to connect with adult education and possibly put a site in the Sycamore Meadow area. [We are] building a relationship with My Brothers Keeper and the Sheriff's department and MI Works. [We are] looking for ways to support kids remotely to partner with organizations to provide education support. [We are also] looking for small grants to continue operating and supporting our programs."



Washtenaw Literacy

"We wanted to address the gap in the pandemic with everyone being remote. The school districts have been catching on to this but we are drowning. We had 12 referrals last week, from one school. We are the only ones doing this. Nobody else is doing this. At this point, we are tracking these numbers and since September it's been overwhelming."



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We ask Grantees to reflect on the most significant change they have observed through this funding:

60% Being able to support participants in response to the pandemic.

"Not just learning how to budget better or plan for an emergency but an improvement in confidence, or hope; a sense that they will be able to deal with whatever their situation is. We are helping people change their money story. A money story is what you tell yourself about money and many clients come in telling themselves they are "just bad with money". I help them rewrite their money story by giving them the tools they need to be successful. By doing this, I give them the confidence to tackle their finances head-on and accomplish the financial goals they set."

-The Women's Center of Southeast Michigan

"The most significant change we experienced as a result of United Way funding was being able to offer support to so many Ypsilanti girls. And we had a record number of volunteers at the four Ypsilanti Star Power sites!"

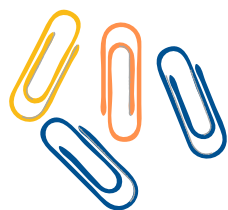
-Girls on the Run of Southeast Michigan



40% Impressed by increased leadership and support

"... I have been so moved by our team and how quickly our team ensured there was no gap in services. We learned that maybe we were not reaching people the best way before. The moment the governor said construction was essential we were back out there. The more people we get into the program and the more people we have mortgages, helps us keep the cycle of getting more people into homes. Not being able to finish the mission was difficult. Being able to see them on Zoom and outreach during this time has been helpful to connect with everyone. We are realizing we can do a lot of really great work from home and not be in the office."

-Habitat for Humanity of Huron Valley



"The Trusted Parent Advisors have really grown in their leadership skills... Their confidence has grown in being the voice of parents they work with, and to know they have value in representing that voice to leaders of organizations. (one member of the team is now on the Parent Advisory Committee for Ypsilanti Community Schools)..."

-Washtenaw Intermediate School District

For a full listing of Power the Purse Fund grantees with descriptions of their work, please [click here](#).

For Power of the Purse Stories of Impact, please [click here](#).

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Last updated by J. Hoffman 12/06/2020