



ANNUAL REPORT 2019

#UnitedForEquity



United Way
of Washtenaw County

LEADERSHIP



YODIT MESFIN-JOHNSON, BOARD CHAIR



PAM SMITH, PRESIDENT & CEO

Dear United Way Friends,

We are United. We are #unitedforequity. By 2030 we aspire to live in a community where your zip code no longer determines your opportunity in life. Equity is the foundation of our work. From engagement with donors to our investment of resources across neighborhoods in our community and in our interactions with our neighbors, clients and families. We commit to equity as a core value to advance our mission of connecting people, resources and organizations together to create a thriving community for everyone.

For almost a century, our United Way has been shaped by our community and serves our community. We endeavor to bring all voices to the table and shape solutions with our community to maximize the benefits for all people in Washtenaw County.

Relationships continue to make the difference for us and Washtenaw County is home to many caring individuals. Our donors continue to fully commit to making a difference and come in all shapes and sizes from every part of our County. We want to extend our sincere gratitude to all of our donors – individuals, families, businesses, and foundations. Thank you!

Relationships with our volunteers powered decision making committees, grant reviews, our Volunteer Income Tax assistance program and more. Every person in Washtenaw County has the power to get involved to create change – thank you for joining us!

We are grateful to you for being part of the driving force that will help us achieve our vision.

Yodit Mesfin-Johnson
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.

2019 BOARD OF DIRECTORS

Justin Bagdady
Bodman PLC

Erik Bakker
Bank of Ann Arbor

David Canter
University of Michigan
Health System

Rich Chang
New Foundry

Rich Cooper
DTE Energy Services

Tony Denton
University of Michigan
Health System

Greg Dill
Washtenaw County
Government

Steve Dobson
Community Volunteer

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

Jason Gold
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Nancy Heine
Washtenaw County

Diane Keller
A2Y Chamber of Commerce

Linda Koos
Hylant
UWWC Board Vice Chair

Megan Mazurek
Charles Reinhart Realtors
UWWC Secretary

Yodit Mesfin-Johnson
Nonprofit Enterprise at Work
UWWC Board Chair

Alex Strati
Old National Bank

Brandon Tucker
Washtenaw Community
College

Judy Walker
Community Volunteer
UWWC Treasurer

VOLUNTEERS POWER UNITED WAY

Each year, more than 100 companies in Washtenaw County host a workplace giving campaign on behalf of United Way of Washtenaw County (UWWC) to raise the funds needed to invest in more than 90 programs in our community. Hundreds of volunteers facilitate giving by making presentations, hosting bake sales, organizing volunteer opportunities and a variety of other activities to inform their team members about the impact and importance of their participation in the campaign. The Campaign Co-Chairs, Kyle and Megan Mazurek, announced a 4.25 million dollar goal at the fall kick-off. Together, Megan and Kyle have volunteered for more than ten years for United Way.

Brandon and Tia Tucker served as the Leadership Giving Co-Chairs and were the driving force behind the revitalization of the Leadership Giving Committee. Brandon and Tia have volunteered for more than a decade with United Way, in Washtenaw and Lucas County.

Michigan Medicine, IHA, and St. Joseph Mercy Health System are dedicated sponsors of our annual Leadership Reception. More than 800 donors who give \$1,000 or more annually receive the invitation to attend this free event.

The importance of community members and companies stepping in to fulfill these roles is critical to the success of our annual campaign which is the cornerstone of philanthropy in our community. Thank you to everyone who participates in these efforts. Our community is better because of you.

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 or visit uwgive.org/staff



Megan and Kyle Mazurek lead the Campaign Cabinet and overall campaign efforts as our 2019 Campaign Co-Chairs



Brandon and Tia Tucker, 2019 Leadership Giving Co-Chairs



Kevan Lawlor, President and CEO of NSF, flipping pancakes for his team to support the United Way campaign

COMMUNITY IMPACT

INCREASING FINANCIAL STABILITY IN OUR COMMUNITY



Noni with Ugbaad, UWWC Financial Coach

IMPACT STORY

Noni was referred to United Way's coaching program by our community partner agency, Friends in Deed. Noni lost everything; her job, her house, and her car. As a single mom who had living paycheck to paycheck this changed everything for her. Noni took the first step with us and began her financial journey.

Noni's primary goal for financial coaching was to improve her credit and her dream was to buy a home. Noni wanted to start saving and change the way she thought about money. Over the course of coaching, Noni reported a 50% decrease in financial stress, improved her credit and nurtured a savings habit.

"We could all use some financial education, especially in our community. Learning how to build savings and wealth. We won't be millionaires overnight but if we can change our mindset and create change we can teach our kids so they don't have to live paycheck to paycheck. This has been a positive and enlightening experience. My coach helps me stay optimistic and is a great support system."

— Noni
UWWC Financial Coaching Program client

Financial Coaching Program

At a Glance

In 2019, we launched our one-on-one Financial Coaching program. After five months here are some of the outcomes achieved by Financial Coaching participants. To learn more please visit uwgive.org/financialstabilityindividuals



VOLUNTEER INCOME TAX ASSISTANCE PROGRAM (VITA)

OUR VITA IMPACT: BY THE NUMBERS

Number of free tax returns filed	1,248
Total in tax returns and credits returned to Washtenaw County	\$1.9 million
Average tax refund amount	\$1,542
Total amount saved by participants by using our free service*	\$312,000

EQUITY IN OUR COMMUNITY INVESTMENTS

We seek to advance justice through the full expression of diversity, equity and inclusion in our grant investments, community collaborations, board and staff composition, and our organizational practices.

INVESTMENTS IN NONPROFIT CAPACITY

	2017	2018	2019
Grants to address socioeconomic equity	87%	91%	93%
Grants intended to address racial inequity	71%	75%	85%
Capacity building to support leaders of color	64%	89%	88%
Grants to 48197/98- geographies that have the most to gain	52%	63%	78%



STRATEGIC PLANNING SYMPOSIUM & GRANTS INVESTMENTS

United Way of Washtenaw County held a Strategic Planning Symposium and grant process that was made possible by the generosity of the Fileti Family to honor their husband and father, William J. Fileti, a long time board member. The Fileti family established a Memorial Fund designed to build capacity both within the United Way itself, and in the community-based agencies UWWC supports.

The Symposium brought together more than 50 participants for an event that covered best practices, strategies and implementation of plans for every size nonprofit. All nonprofits that participated in the Symposium were eligible to apply for grant funding to support strategic planning. In FY19, four organizations received funding: Child Care Network, Corner Health Center, Friends In Deed, and Northfield's Human Services.

LEADERS OF COLOR FELLOWSHIP

To address the nonprofit racial leadership gap, United Way of Washtenaw County, in collaboration with the Washtenaw Coordinated Funders, made a joint grant of \$75,000 to Nonprofit Enterprise at Work to develop a local program that builds the skills of leaders of color and supports them as champions of social justice, equity and inclusion in Washtenaw County.

"We salute those in our community, present and past, who have striven to make change in our communities. And, we think the absence of people of color at the decision making tables, in the leadership ranks of the 2300+ nonprofits, and on area boards, councils and task forces, is a problem we must address now."

— Yodit Mesfin Johnson
Chair, United Way of Washtenaw County Board of Directors
CEO, Nonprofit Enterprise at Work



"Having the credibility of United Way of Washtenaw County funding opened doors that may not have been open before. This work was instrumental in uncovering systems barriers that we did not anticipate and are now working on figuring out how to overcome those."

— Marta Larson
Northfield's Human Services



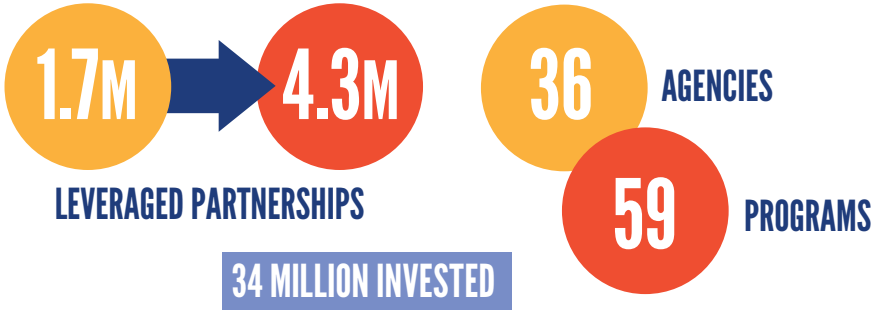
Melvin Henley and Will Jones III of Nonprofit Enterprise at Work

PARTNERSHIP IMPACT

COLLABORATIONS AND INITIATIVES

THE WASHTENAW COORDINATED FUNDERS (COFU)

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



- United Way's \$1.27 million was leveraged with our partners for a total investment of \$4.3 million
- 36 human service agencies delivering 59 unique programs.
- Since its inception in 2010, COFU has awarded \$34 million in grants to programs and initiatives that sustain our social safety net and help create a thriving community for everyone.

COMMUNITY ACTION NETWORK BUILDING FOUNDATIONS AT BRICK ELEMENTARY

Students participating in CAN's new Community Center and expanded program at Brick are thriving. This school has been isolated for so long, having these new services and resources available to the students has the potential to be transformative to the school and the community.



WASHTENAW INTERMEDIATE SCHOOL DISTRICT TRUSTED ADVISORS PROGRAM

Nivean was a Trusted Advisor that found her niche when a parent approached her asking if she spoke Arabic, and asked for help with getting her kids into preschool. She has thrived by working with parents in small groups via Parent Cafes, including working with many refugee families. She feels like a part of the community and can see she is having an impact. This Opportunity Fund investment supports parents helping their peers, which builds a more connected Washtenaw County for all.



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

EXPENSES

UNITED WAY OPERATIONS	
Fundraising	562,557
Management & General	\$399,813
Provision for Uncollectibles	\$7,596
In-Kind	\$130,165
TOTAL	\$1,100,131

REVENUE FOR COMMUNITY IMPACT

Donations	\$4,407,207
Donor Advised Funds	\$931,696
In-Kind	\$130,165
Interest	\$124,892
Events	\$50,452
Service Fees	\$77,411
TOTAL	\$5,721,823

COMMUNITY IMPACT

INVESTED IN AGENCIES & PROGRAMS	
Grants to Agencies	\$1,607,748
Donor Directed	\$1,196,762
Donor Advised Grants	\$981,032
Program Services	\$607,531
TOTAL	\$4,393,073

UNITED WAY VALUE PROPOSITION TO THE COMMUNITY

TOTAL IN-KIND BENEFIT TO COMMUNITY

Value of Volunteer Hours	\$490,500
TOTAL	\$490,500

TOTAL VALUE OF VITA

Saved in Tax Prep Fees	\$312,000
Tax Returns & Credits	\$1,900,000
TOTAL	\$2,212,000

LEVERAGED FUNDS

Coordinated Funding Partners*	\$4.3 million
TOTAL	\$4.3 million

*Washtenaw Office of Community and Economic Development, Ann Arbor Area Community Foundation and St. Joseph Mercy Ann Arbor

**These values are unaudited estimated totals

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 this 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. It is, Washtenaw United.

A Brighter Way, Aaron Suganuma, Building Matters A2 Jessica A.S. Letaw, and Big Brothers Big Sisters, Capri Ervin reflected on their participation in the Equity Challenge



VOLUNTEER WASHTENAW

OUR VOLUNTEER CENTER MAKES IT EASY TO DO WHAT YOU LOVE. FOR OTHERS!

In 2019, we made over 9,000 referrals, resulting in \$490,500 of local time and talent donated to Washtenaw County nonprofit organizations.

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

CORNERSTONE SPONSORS



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