



## **United Way Worldwide and United Way Bay Area to Enter into Organizational Affiliation**

*Move will Position UWBA as the Prototype "Modern United Way"*

Alexandria, Va. (August 27, 2019) – United Way Worldwide announced today that United Way Bay Area will be entering into a services agreement with UWW, as part of their mutual intent to enter into an organizational affiliation in the coming months. This will allow the San Francisco-based organization to increase efficiencies and leverage operational resources from UWW while continuing to serve their community as an independent nonprofit.

Under the affiliation model, UWBA will retain its 501(c)(3) status and continue to deliver the services and programs vital to the Bay Area community. The new affiliation will also allow UWW to test and refine a new organizational structure for local United Ways, the "Modern United Way," which aims to drive efficiencies and effectiveness through shared services for operational functions. The "Modern United Way" model will give local United Ways greater opportunity to drive impact and revenue by driving greater organization efficiency.

"As we continue to adapt our models to best serve the needs of our communities, we're excited by this opportunity to design a prototype for future United Ways," said Suzanne McCormick, U.S. President, United Way Worldwide. "We made this decision in partnership with the United Way Bay Area and we look forward to helping them continue to offer vital programs for the Bay Area community."

The shift to an affiliate model follows UWBA's review of its business operations, as well as an analysis of local philanthropic landscape. UWBA determined that it would need to transform its business model and approached UWW with a proposal to enter into an organizational affiliation model.

During the past several years, the philanthropy sector has faced a major evolution. Online giving platforms for individuals, alongside changes to tax laws that disincentivize giving, are a driving force in the shift. As a result, many nonprofits are examining their business models and identifying opportunities to gain operational efficiencies.

UWW has spent the last 18 months developing the prototype "Modern United Way," to address the shift in the broader philanthropic landscape, to enable local United Ways to operate more efficiently; and to do what they do best, help build stronger communities. The initiative transforms the current organizational structure to drive efficiencies through sharing administrative services in IT, finance, human resources and marketing; and give the local United Ways greater opportunity to focus on resource development and delivering innovative services that will help their local communities.

"We are excited about entering this next phase with United Way Worldwide by continuing to activate locally while also sharing resources, knowledge, and expertise at the network level," said Anne Wilson, CEO, United Way Bay Area. "The new model will allow us to align our priorities and strategies with the most immediate needs of people in the community and further inspire donors to take action through giving and volunteering."

UWBA will continue to operate and maintain a strong local presence in the Bay Area. The agreement with UWW allows UWBA to continue its long track record of creating its impactful, free signature programs like SparkPoint, Earn it!, Keep it! Save it! (EKS), and On Track – all which help lift people out of poverty and position them for success.

### **About United Way**

United Way fights for the health, education and financial stability of every person in every community. Supported by 2.9 million volunteers, 9.8 million donors worldwide and \$4.7 billion raised every year, United Way is the world's largest privately-funded nonprofit. We're engaged in 1,800 communities across more than 40 countries and territories worldwide to create sustainable solutions to the challenges facing our communities. United Way partners include global, national and local businesses, nonprofits, government, civic and faith-based organizations, along with educators, labor leaders, health providers, senior citizens, students and more. For more information about United Way, please visit [UnitedWay.org](http://UnitedWay.org). Follow us on Twitter: @UnitedWay and #LiveUnited.

### **About United Way Bay Area**

United Way Bay Area (UWBA) fights for financial stability and equal opportunity for residents in eight Bay Area counties. UWBA takes an innovative, holistic approach to ending the cycle of poverty through advocacy and programs that support all ages— providing free access to family support, financial and career coaching, job opportunities and basic needs. Learn more at [uwba.org](http://uwba.org).

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