

HIGHLIGHTS FROM THE 2011 ANNUAL 2012 REPORT

► WE MOVED 250,000
BAY AREA RESIDENTS
FORWARD ON THE
PATH OUT OF POVERTY



United Way of the Bay Area



Dear Friends,

Thank you for being a part of the movement to cut Bay Area poverty in half by 2020!

This year we celebrate United Way's 90th year of impacting the Bay Area community, and I am so glad you are a part of it. With 1 in 5 people living in poverty, the issue is urgent. With your help, we are making a significant change.

In fiscal year 2012, United Way's five core programs helped 250,000 of our fellow community members. We connected struggling Bay Area residents to food and shelter, helped people get jobs, brought tax dollars back to our community, and ensured that youth could succeed in school and in the workplace.

- ▶ **Our SPARKPOINT initiative helped Etta find a job when she was unemployed and feeding a family of three on only \$30 a month.**
- ▶ **Our EARN IT! KEEP IT! SAVE IT! program got Guillermo a \$3,000 tax refund through free tax preparation to help pay bills that were piling up.**
- ▶ **Our 211 helpline connected Ruth, a senior citizen on a fixed income, to free food when she was going hungry.**
- ▶ **Our MATCHBRIDGE program helped LaRon, a former foster child, get his first job to pave the way for a bright future.**
- ▶ **Our COMMUNITY SCHOOLS program helped Sophia focus more on her school work because her family got help with its financial problems.**

I am inspired every day by these stories of success, and I want to thank you for making them possible. While our work is not yet done, we are proud of the inroads made in cutting poverty in our community – successes only made possible by our individual, corporate, non-profit, government and labor partners. Thank you.

We look forward to continuing to work with you towards a better, stronger, more vibrant Bay Area.

Sincerely,



Anne Wilson
Chief Executive Officer
United Way of the Bay Area

UNITED WAY'S FIVE PROGRAMS MOVED 250,000+ BAY AREA RESIDENTS FORWARD ON THE PATH OUT OF POVERTY.

SPARKPOINT

SparkPoint Centers provided one-stop access to a world of financial services and coaching to help people secure good jobs, get out of debt, and achieve financial stability. **3,975 PARTICIPANTS MOVED TOWARD FINANCIAL SECURITY AND 2 NEW CENTERS OPENED, FOR A TOTAL OF 10 CENTERS.**

Learn more at www.sparkpointcenters.org.

COMMUNITY SCHOOLS

Community Schools transformed public schools into community “hubs,” providing families with services such as food pantries, health care and after-school programs so kids can focus on learning. **9,586 PARENTS AND STUDENTS SERVED AT SCHOOLS UNITED WAY SUPPORTS.**

Learn more at www.uwba.org/cut-poverty/community-schools/

211

The 211 helpline connected Bay Area residents to food, shelter, and other vital services 24/7. Trained specialists assessed callers’ full scope of needs and matched them to the right services.

184,092 CALLS FOR HELP ANSWERED.

Learn more at www.211bayarea.org

EARN IT! KEEP IT! SAVE IT!

Earn It! Keep It! Save It! provided free tax preparation to low-income households, bringing millions in refunds back to our community to generate jobs and stimulate the economy. **64,623 TAX RETURNS PREPARED WITH MORE THAN \$68,109,801 IN REFUNDS RETURNED TO OUR COMMUNITY.**

Learn more at www.earnitkeepitsaveit.org

MATCHBRIDGE

MatchBridge prepared youth for the workplace and placed them in jobs and internships. Early work experiences increase young people’s ability to be financially secure as adults. **5,204 YOUTH PLACED IN JOBS AND INTERNSHIPS.**

Learn more at www.matchbridge.org

OUR PROGRAMS
HELPED MOVE **250,000** FORWARD
IN 2012

STATEMENTS OF FINANCIAL POSITION (as of June 2012)**2012****2011**

Total Assets	\$22,688,896	\$23,294,930
Total Liabilities	\$12,260,305	\$8,229,196
Total Net Assets	\$10,428,591	\$15,065,734
Total Liabilities and Net Assets	\$22,688,896	\$23,294,930

STATEMENTS OF ACTIVITIES**2012****2011**

Total Amount Raised	\$29,241,141	\$29,584,879
Less Donor Designations	\$(18,793,932)	\$(18,984,209)
Provision for Uncollectible Pledges	\$(235,388)	\$(608,249)
Other Income	\$4,886,371	\$5,738,548
Total Revenue	\$15,098,192	\$15,730,969
Grants and Programs	\$9,764,083	\$9,621,785
Fundraising and Management & General	\$5,907,070	\$6,339,081
Non-recurring Expenses	\$4,064,182	\$(1,565,559)
Total Grants and Expenses	\$19,735,335	\$14,395,307
Change in Net Assets *\$4,064,182 attributed to pension-related costs.	\$(4,637,143)*	\$1,335,662
Net Assets—Beginning of Year	\$15,065,734	\$13,730,072
Net Assets—End of Year	\$10,428,591	\$15,065,734

The complete financial statements for United Way of the Bay Area for fiscal years 2011 and 2012 audited by Moss Adams LLP are available at www.uwba.org.



SPECIAL RECOGNITION TO THE FOLLOWING CORPORATE PARTNERS WITH GIFTS OF \$500,000 OR MORE:



*Pacific Gas and
Electric Company*

Bank of America



**THANK YOU TO THE FOLLOWING ORGANIZATIONS
FOR THEIR GENEROUS CORPORATE AND FOUNDATION GIFTS OF \$50,000 OR MORE:**

AT&T

CITY OF OAKLAND

CITY OF SAN FRANCISCO'S
DEPARTMENT OF CHILDREN YOUTH & THEIR FAMILIES

CITI FOUNDATION

COSTCO

DODGE & COX

EDWIN CALLAN CHARITABLE LEAD UNITRUST

ENTERPRISE HOLDINGS

IRS, STAKEHOLDER PARTNERSHIPS,
EDUCATION AND COMMUNICATIONS

JOHNSON & JOHNSON COMPANIES

KAISER PERMANENTE

KORET FOUNDATION

NORDSTROM

STEPHEN D. BECHTEL, JR. FOUNDATION

SILICON VALLEY COMMUNITY FOUNDATION

THE ROCK FOUNDATION

UNION BANK FOUNDATION

UPS

VALERO BENICIA REFINERY

WALTER & ELISE HAAS FUND

WESTERN DIGITAL

**UNITED WAY OF THE BAY AREA ALSO GRATEFULLY
RECOGNIZES ITS LONG-STANDING PARTNERSHIPS WITH
CITY, STATE, AND FEDERATED ORGANIZATIONS.**

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90 YEARS OF COMMUNITY IMPACT

1923-2013



When it comes to changing lives, everyone has a role to play.

JOIN THE MOVEMENT TO CUT BAY AREA POVERTY IN HALF BY 2020.

Learn more at www.uwba.org/cut-poverty



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