

# TOGETHER, WE ROSE TO THE CHALLENGE.

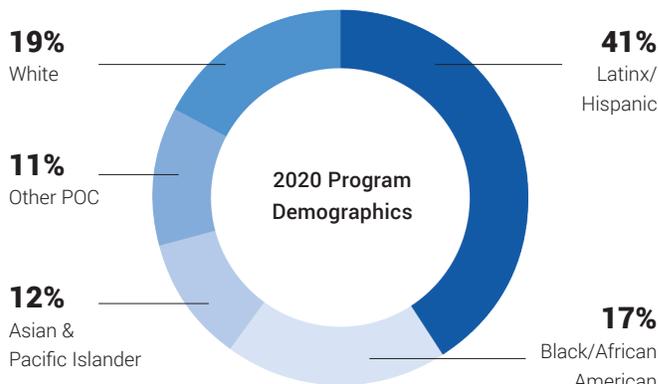
IMPACT UPDATE 2020

2020 was an unimaginable year. So United Way Bay Area leveraged our longstanding relationships and deep knowledge of the community to do what we do best in the aftermath of disasters: help the Bay Area respond, recover, and rebuild for the long term.

## TOGETHER, WE RESPONDED.

Within a month of local shelter-in-place orders, UWBA launched the **COVID-19 COMMUNITY RELIEF FUND** to support the short- and long-term response and recovery efforts of nonprofit organizations throughout the Bay Area. The fund focused on basic needs, technology infrastructure, PPE, supports for workers, and reliable public messaging through 211.

COVID-19 has disproportionately hurt communities of color, highlighting just how central fighting for racial equity is to achieving UWBA's mission of breaking the cycle of poverty. Many Black, Indigenous, and people of color (BIPOC) have been and continue to be systemically barred from economic opportunity. Our programs have provided critical support to help clients, most of them BIPOC, access basic needs services, increase their financial stability, and build wealth. But this is only the beginning; the reality is that people of color experience poverty at up to three times the rate of white people. We have therefore also advocated for legislative and community change to remove structural barriers and dismantle racist policies and systems.



## COVID-19 RELIEF

**\$4.87M**

was distributed to over 130 Bay Area organizations

**2,933**

individuals received rental assistance

**6,173**

individuals received cash assistance for groceries, gas, and other bills

**165**

individuals and families experiencing homelessness or domestic violence received motel vouchers, for a total of 1,217 nights

**4.8M**

meals were provided

\*These figures are adjusted from initial impact estimates reported in community partner progress reports dated August 2020.

In response to our region's devastating wildfires, UWBA partnered with other local United Ways to launch the **GREATER BAY AREA AND CENTRAL COAST WILDFIRE RELIEF FUND**. Each United Way brings a deep understanding of their local community—which neighborhoods are most affected, what they need, and how to provide those services—as well as longstanding relationships with local governments and front-line nonprofits. **Over \$1.4M in funds were applied to immediate relief and recovery assistance and long-term preparation against future wildfire seasons.**

UWBA functioned as the administrative backbone for the region's efforts to get a complete count in the 2020 Census. UWBA's **BAY AREA COUNTS 2020** was a \$3.7M regional census outreach initiative, including grantmaking, regional coordination, data stewardship, and technical assistance to hundreds of partners. Despite shifting deadlines, widespread disinformation, and the cancellation of in-person events, **75.7% of all housing units in the Bay Area completed the census.** Our counties also reported four of the five highest response rates in the state.

## TOGETHER, WE REIMAGINED.

Created by Wells Fargo and supported by dozens of additional funders, **UWBA'S RENTAL RELIEF FUND** provided an initial \$500,000 in rental assistance to more than 300 families through SparkPoint centers and local community partners. By the end of 2021, UWBA will have raised and disbursed a total of \$3,000,000 in rent relief across the region.



UWBA is a founding partner of **GETYOURREFUND.ORG**, a national end-to-end pilot created by Code for America. Participants in our Earn It! Keep It! Save It! Program can use this fully virtual site to access free tax preparation services safely during COVID. Between March and the end of the extended tax season in July 2020, we prepared **approximately 700 tax returns** through this platform and have expanded the pilot to bring on additional partners.

UWBA launched its **COVID BENEFIT OUTREACH PROJECT**, or C-BOP, to people who are eligible for critical COVID relief benefits but poorly served by existing enrollment strategies. This outreach and referral campaign targeted W-2 workers, independent contractors, and undocumented workers, offering them step-by-step, hands-on help enrolling in benefits. **C-BOP helped approximately 2,500 individuals claim their COVID benefits.**

Every year UWBA hosts the On Track Career Expo—an experiential learning opportunity for young people to understand different educational and career paths from industry professionals. We held an in-person **On Track** in March before shelter-in-place and since then, we've replicated the experience virtually. In December, we piloted our first **VIRTUAL ON TRACK CAREER EXPO**. 20 East Oakland youth participated in interactive exhibits led by the East Bay Regional Parks District and the National Organization of Minority Architects using kits they received in the mail. They also asked career-related questions to coaches. **76% of On Track Career Expo youth attendees were inspired to stay in school and/or attend college.**

## TOGETHER, WE PERSEVERED.

**1,650**

COVID-affected families received groceries each month from the San Mateo Labor Community Services Union Food Distribution

**\$67M+**

returned to the community in tax refunds through our free tax preparation program [EKS](#)

**2,784**

clients received long-term financial or career coaching through [SparkPoint](#)

**96,850**

calls and texts answered by our [211](#) helpline

**67,179**

Santa Clara County residents served through [Emergency Assistance Network food pantries](#)

**\$2M+**

distributed to agencies in 8 counties through the [Emergency Food and Shelter Program](#)