

# STRONGER TOGETHER

## IMPACT UPDATE 2022

For 100 years, United Way Bay Area (UWBA) has helped our region respond, recover, and rebuild for the long-term through our network of volunteers, donors, policy makers, labor partners, community partners and corporate partners.

### TOGETHER, WE REBUILT.

During our 2022 fiscal year (July 1, 2021 - June 30, 2022), UWBA addressed the needs of our most vulnerable community members in our eight-county region, which includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, and Solano counties. COVID-19 continued to create uncertainty with the emergence of new variants, however, as signs of recovery began to emerge we realized the impact was unbalanced across our communities.

While the wealthiest across our region saw increases in their net worth during the pandemic, those with lower income levels, especially those at or below the poverty line, saw a decrease in their financial standing. The 500,000 families in our region who struggle to make ends meet continued to seek urgent support for everything from housing assistance to food to career support. As we entered our centennial year of addressing and responding to the effects of poverty on human lives across the San Francisco Bay Area, we continue to evolve how we meet our community members in the places they need us. This year UWBA mobilized to increase services to our neighbors that address immediate and long-term needs. All of our programs continued to function, serving nearly 650,000 people across our service portfolio and mobilizing more than 1,796 volunteers throughout the region.

### HOUSING JUSTICE

- We launched our initial round of grants designed to fund organizations committed to advancing housing justice in the Bay Area. For the first time ever, we invested \$970,000 in community-based partner organizations, including \$250,000 through our first-ever UWBA Ambassador-led grantmaking process.
- With additional funding from the McKenzie Scott's transformational gift and funds raised from corporate partners and individual donors, UWBA's Rental Relief 2.0 provided rental assistance to low-income households across the 8 counties and were distributed through SparkPoint Centers, EAN partner agencies, and the San Francisco Labor Council Hardship Fund.
- UWBA advocated for housing policies aimed at increasing the development, accessibility, and availability of affordable housing – such as SB9, SB10, AB721, TOPA, COPA – and held a legislative briefing on Emergency Rental Assistance Program (ERAP) and AB 832.



UNITED WAY BAY AREA

## BASIC NEEDS

- The Emergency Food and Shelter Program (EFSP) and the Emergency Assistance Network (EAN) continued to provide Bay Area households with meals and shelter assistance enabling thousands of families to overcome financial crises and remain in their homes.
- COVID-19 still impacted community members who returned to work, were still out of work, or fighting through contract negotiations, and in some cases walking the picket lines to demand protections. Our three Labor Community Services staff provided 1,754 Bay Area families with direct financial assistance for hardships or case management and connection to other local social services agencies.
- 211 was an integral component of COVID-19 relief and recovery over the last year, as demonstrated by the increase in call volume compared to pre-pandemic times. With our longstanding relationships throughout the region and our deep knowledge of the communities we serve, 211 Bay Area conducted outreach and awareness campaigns, including the “COVID” keyword campaign, and actively updated and expanded the 211 website directory to provide community members with the most recent health and human services resources.
- UWBA advocated for a federal one-time Child Tax Credit payment increase, creating a federal source for 211 improvements, and ensuring the federal budget does not cut essential funding for EFSP.

## FINANCIAL STABILITY

- As the risks of COVID-19 were still present, our Free Tax Help sites expanded services both in-person and virtually at 98 locations throughout the region. Our tax sites continued to provide free tax preparation services much further into the year due to extended tax seasons while also providing services for an entirely new client population – those clients who typically do not file taxes but needed to claim critical EIP (stimulus) resources.
- In response to the economic impacts of COVID-19, our SparkPoint Centers strengthened their basic needs support by expanding access to resources and services including distributing food and rental relief. SparkPoint centers moved toward a hybrid model of services to meet clients both virtually and in-person to better support access to public benefits and financial coaching services.
- UWBA met with federal and state representatives resulting in the expansion of the Golden Stimulus, CalEITC and the Child Tax Credit. In addition, UWBA advocated for equitable use of local funding in both Santa Clara and Contra Costa counties, which pushed these counties to adopt a racial equity lens when evaluating which services to fund. We partnered with the UWBA’s San Mateo Labor Liaison to advocate for an increase of the minimum wage in the city of South San Francisco.



## EMPLOYMENT & CAREER OPPORTUNITIES

- This year, we continued to host virtual Youth Workforce opportunities with over 10 events serving more than 150 youth across the Bay Area. We partnered with community agencies in Santa Clara, Solano, and Alameda counties as well as corporate partners including Target, Exact Sciences, Deloitte, and others, to provide career readiness workshops, career panels, and resources to 49 youth aged 14-24.
- After two years of virtual programming, our On Track Career Expo returned to in-person engagement at San Jose City College where over 100 youth explored career paths.
- UWBA supported the implementation of Assembly Bill 132, which mandates post-secondary institutions to create Basic Needs Centers to support student academic success (five SparkPoint Centers are located on community college campuses).



### UWBA AMBASSADORS

This year we activated our UWBA Ambassadors. Designed to harness the passion of members of the community while enhancing growth for participants as leaders and change agents, UWBA Ambassadors are a group of community members with lived experiences that enable us to better integrate community and client voices into our programmatic, grantmaking, advocacy, and fundraising efforts. We elevated the voices of 31 UWBA Ambassadors at 45 events throughout our service region.

## TOGETHER, WE PERSEVERED.

**\$1,3M+** in rental assistance to **595** low-income households across the **8** counties Bay Area

**5,2M+** food distributions (equivalent to **4,408,764** pounds of food) and **151,930** shelter bed nights provided through EFSP, EAN, and partner agencies

**\$53M+** in state and federal tax refunds for **29,694** Bay Area residents from Free Tax Help

**13,091** individuals received basic needs services through SparkPoint centers, with **2,722** individuals and families receiving free financial coaching. Despite economic hardships, **78%** of clients made progress towards their financial goals in FY22

**49,576** 211 calls and texts responded and **57,169** website inquiries

**423** individuals placed into jobs through SparkPoint, Youth Workforce, and Labor Community Services, including **25** youth, and **30** individuals placed in pre-apprenticeship programs