

ANNUAL REPORT 2022



REPORT TO THE COMMUNITY

July 1, 2021-
June 30, 2022



LIVE UNITED



UNITED WAY



BAY AREA



UNITED WAY

LETTER FROM CEO & BOARD CHAIR

Dear Friends and Supporters,

We are thrilled to introduce United Way Bay Area's Annual Report for Fiscal Year 2022 and to highlight the impactful work we have done together toward achieving our shared goal of ending poverty and building a stronger, more equitable Bay Area. As we enter our second year of implementing our three-year strategic plan, we remain committed to transparency and accountability, and this report is a testament to all we are doing to make the most of the resources entrusted to us.

Over the past year, the challenges our communities have faced cannot be overstated. As the pandemic-era effects and supports are tapering off, we continue to navigate the numerous inequities, struggles and economic hardships it has laid bare throughout the Bay Area communities we serve. Despite the difficulties, our team has remained committed to providing crucial resources to those in need, from emergency support to families in crisis to financial coaching and resource navigation that helps those still rebuilding and recovering.

This year we have also made some space to celebrate and share the joys which come with the hard work we are honored to do. We marked a century of impact and rallied support to remain united for equity on the journey ahead. We are grateful to our donors, funders, volunteers, and community partners who have come together to ensure our shared work remains possible. Without this unparalleled network, we would not have been able to achieve and celebrate the milestones of this extraordinary year.

We look forward to continuing to work alongside each of you to make a difference in the lives of those we serve, and to continue pushing toward a more equitable Bay Area where everyone has the opportunities and resources needed to thrive.



Kevin Zwick, CEO
United Way Bay Area



Pierre Breber, Chair of the Board
United Way Bay Area

ABOUT UWBA



WHAT WE DO

UWBA brings together partners from the nonprofit, business, and government sectors to address Bay Area poverty. We partner across these sectors to develop solutions, capture the data we need, and use those insights to support public policy and create research-backed community initiatives.



OUR VISION

UWBA envisions an equitable Bay Area where all people have the opportunities and resources needed to thrive.



OUR MISSION

UWBA mobilizes the Bay Area to dismantle the root causes of poverty and build equitable pathways to prosperity. Through initiatives and policy change, we provide immediate and long-term support for employment, housing, financial stability, and meeting basic needs.

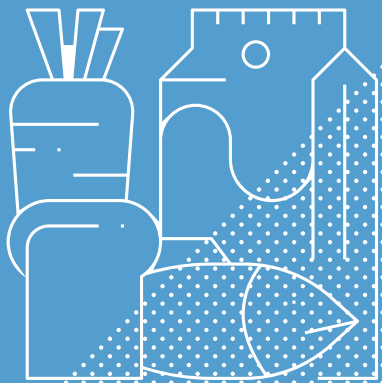
OUR IMPACT AREAS



01

Basic Needs

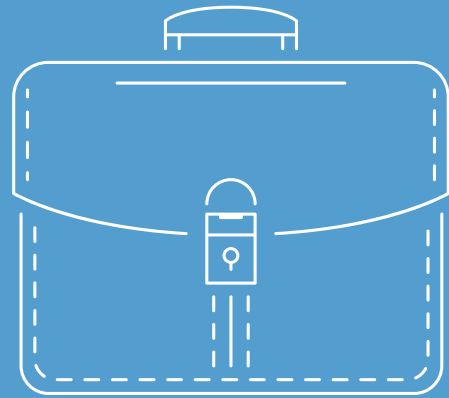
Ensure access to basic needs like food, shelter, and legal services.



02

Employment & Career Opportunities

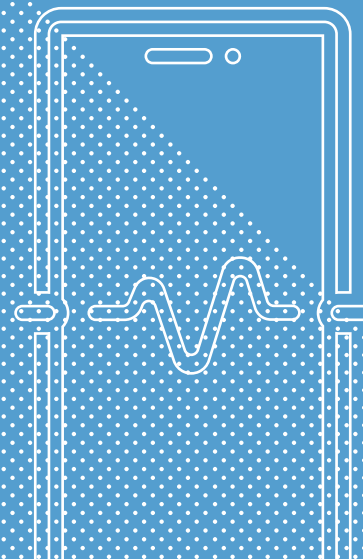
Build systems and pathways to career and employment opportunities.



03

Financial Stability & Prosperity

Help families increase income and savings on their way to financial stability and prosperity.



04

Housing Justice

Improve access to stable, affordable housing and advocate for homelessness prevention.

CENTENNIAL HIGHLIGHTS



One hundred years ago, United Way Bay Area was born to address the fundamental basic needs of individuals and communities in our region.

To commemorate a century of impact, UWBA held its Centennial Celebration in May 2022. It was an opportunity to celebrate with our partners, community members, colleagues and families and a moment to reflect on the collective work we have all done to help our neighbors. The evening included a Mayoral Proclamation officially making May 19th United Way Bay Area Day, UNITED for Impact awards presentations and greetings from special guests. Thanks to overwhelming generosity, UWBA received over \$700,000 through this event to continue the vital fight against poverty.

Following our Centennial Celebration, we activated our Centennial Week of Caring. Working together with corporate partners, community partners, volunteers and staff, the week consisted of opportunities to support our neighbors with our Youth Career Expo, a Walk-A-Thon, free clothing programs and food bank support.

As our centennial year comes to an end, we are look forward to our next century of impact in partnership with all of you, dismantling the root causes of poverty and building equitable pathways to prosperity for our neighbors and friends.

\$700,000

raised for this event through corporate, institutional and individual supporters

CENTENNIAL CELEBRATION SPONSORS

Community Hero (\$150,000)

Chevron

Community Organizer (\$75,000)

Dodge & Cox

Community Connector (\$50,000)

Meta

Wells Fargo

Community Catalyst (\$30,000)

Enterprise

PwC

Community Organizer (\$10,000)

Oportun

Silicon Valley Community Foundation

Waymo

Community Supporter (\$5,000)

eBay

Health Net, LLC

Texas Instruments

DIVERSITY EQUITY & INCLUSION

After several months of deep dialogue and inquiry with all stakeholders of our organization, we created a DEI Action Plan focused on 10 parts of the organization which resulted in more than 50 actionable, concrete and accountable actions we can take to achieve our goal of being a more antiracist organization and to better center racial equity and social justice in our work.

WORKING TOGETHER TO CREATE A MORE EQUITABLE BAY AREA

While work has been completed in all ten sections of the robust plan, we have made the most progress in our Search and Selection hiring processes, Internal Climate & Culture and with UWBA Policies and Procedures.

22%

of UWBA's DEI Action Plan goals (12 action items) have integrated into UWBA policies, procedures and/or culture.

44%

of UWBA's DEI Action Plan goals (24 action items) are in-progress.

UWBA Advisory Council has shifted from 84% male and 63% white to

52% 56%

female BIPOC

UWBA Board of Directors has shifted from 78% male and 56% white to

54% 69%

female BIPOC



HIGHLIGHTS OF OUR PROGRESS

UWBA's commitment to DEI is clearly stated in all job descriptions and candidate interviews are conducted with an equity lens, including equity-minded screening and interview questions with clear criteria for selection.

We embarked on the intentional and important work of diversifying our Board of Directors, Advisory Council, leadership team and staff by prioritizing equitable representation of those communities who have been the most historically, persistently and racially marginalized in the Bay Area. This has led to greater depth and diversity of knowledge and understanding of community needs, positioning UWBA to be more representative of our Bay Area communities as we tackle our ambitious strategic goals.

UWBA's DEI Council is working closely with consultants at LeaderSpring to finalize a charter and formalize the Council's work and membership moving forward.

In the year to come, UWBA aims to revisit our DEI Action Plan and create a timeline for future work to ensure we continue to build a community and culture consistent with the organization's DEI commitment.

COMMUNITY NEEDS ANALYSIS

For 100 years United Way Bay Area has been honored to serve the community we love. The San Francisco Bay Area is rich with history, culture, diversity, and natural beauty, and leads the nation in social, political, economic, and technological advancements. The region is a magnet for people around the world for these reasons and represents the sixth largest economy in the United States.

However, much like the rest of the country, the effects of COVID-19 have deeply impacted our region. For many families, making ends meet and building a stable future was hard enough, but the events of the past several years have made it much more difficult for many more families. Over the course of the fiscal year that ended in June 2022, the Bay Area faced several compounding crises: the pandemic and economic hardship that disproportionately affected our working-class families. These crises exacerbated the many inequities that already existed.

A CLOSER LOOK

at the community data for FY22 shows the challenges many of our neighbors face:

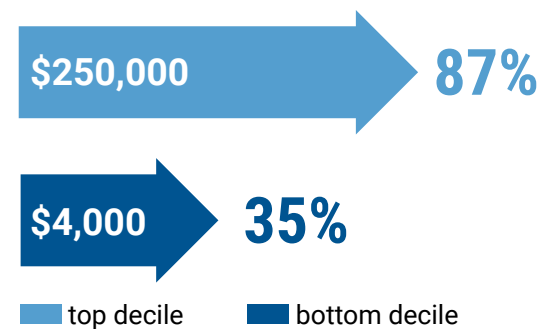
INCOME

BAY AREA HOUSEHOLDS CANNOT AFFORD TO LIVE IN THE REGION.

A family of four in the Bay Area (2 adults/1 preschooler/1 school-aged) needs \$109,088 a year to meet basic needs, according to the United Way's Real Cost Measure Report.

One in 4 households had a household income that fell below the Real Cost Measure.

Household income for the bottom decile saw a 35% (\$4,000) increase in median income between 2010 and 2019. The top 10% saw an 87% (\$250,000) increase. That income growth disparity was higher in the Bay Area than anywhere else in California and in the U.S.



During the pandemic, lower-income households were more likely to report a loss of employment income than higher-income households.

HOUSING

BAY AREA HOUSEHOLDS SPEND TOO MUCH ON HOUSING.

36% of households (902,722) were housing-burdened, spending 30% or more of their income on housing.

16% of households (412,560) were severely housing-burdened, spending 50% or more of their income on housing.

HOMELESSNESS

HOMELESSNESS GREW EVEN MORE IN 2022

35,224 individuals experienced homelessness according to the 2022 Point-in-Time count

24,714 individuals who experienced homelessness were unsheltered, while 10,480 were sheltered.

FOOD INSECURITY

OUR BAY AREA NEIGHBORS EXPERIENCED FOOD INSECURITY AT A HIGHER RATE THAN BEFORE THE PANDEMIC

619,319 individuals in the Bay Area experienced food insecurity, including 138,990 children.

The data indicates that the systems in place are not working for everyone in our community. This is a result of deeply-rooted long-standing inequitable policies and practices that have kept marginalized communities from accessing the opportunities and resources needed to thrive.

At United Way Bay Area, we recognize the need to tackle these challenges from all fronts and in partnership with our network, including you. From helping people meet their basic needs and access career and employment opportunities, while providing tools to be financially stable, and fighting for housing justice – we are stepping up to these challenges in both the long-term systems change work as well as the day-to-day support our Bay Area neighbors need to live with dignity.

DEMOGRAPHICS OF POPULATION SERVED

70%

were renters

99%

of households served had an annual income less than \$74,999

44%

of households served had an annual income less than \$50,000

61%

of individuals served identified as female

*** UWBA only collects demographic information from community members when appropriate and where it would not pose a burden to accessing services. Thus, UWBA only collected demographic data for approximately 10-20% of the population served and the results shown here may not be representative of all persons served by UWBA.*

STRATEGIC PLAN

MOBILIZE >> DISMANTLE >> BUILD

In the middle of fiscal year 2022, we put the finishing touches on our new three-year Strategic Plan. This ambitious effort, anchored in our transformation to focus on improving diversity, equity, and inclusion (DEI) within our own organization and externally in our communities, charts a course for us to help one million people across the Bay Area meet their basic needs and help them achieve financial stability.

Meeting the objectives of our Strategic Plan will require that we continue to mobilize the Bay Area to dismantle the root causes of poverty and help our neighbors build equitable pathways to prosperity. That has been UWBA's model for over 100 years, and we will leverage it to tackle the persistent and emerging challenges poverty continues to impose on our region.



2022-2025 UWBA STRATEGIC PLAN PILLARS

INITIATIVES

Even though our Strategic Plan officially starts in our 2023 fiscal year, we could not wait to get started and embarked on a number of initiatives in FY22:

Strengthening our connection to the communities we serve requires that we proactively engage with community members, other agencies, policy makers, mission funders and potential clients. We started the process of planning a series of in person and virtual Town Halls and Partner Convenings. During these events, we'll share our strategies for combating poverty, data and insights we collect on the nature of local and regional challenges, discuss opportunities for collaboration, and collect feedback on ways we can enhance our support for the communities we serve.

Given our focus on DEI and its essential role in solving so many of the root causes of poverty, we began the search for a VP of Equity and Strategy to ensure accountability of our DEI efforts among our leadership team, and to embed these principles throughout our mission work, internal operations and communications.

Understanding that we can't fight poverty without addressing the very challenging housing issues in our region, we added Housing Justice as a fourth mission pillar, began a search for housing and policy staff to develop and execute a strategy to increase supply and accessibility and initiated discussions with new and existing partners to collaborate on legislative solutions for housing issues.

In an effort to enhance financial support for our mission, we made additional investment commitments in development and marketing staff to improve our ability to acquire and sustain new corporate, institutional and individual relationships, expand brand awareness and mission understanding and provide outstanding CSR experiences for our corporate partner volunteers.

These initiatives are just the beginning when it comes to our 2023-2025 Strategic Plan and our DEI Initiatives. We invite you to read more about them by visiting [HTTPS://UWBA.ORG/WHO-WE-ARE/STRATEGY/](https://uwba.org/who-we-are/strategy/) and stay connected to our progress by signing up for UWBA communications at [HTTPS://UWBA.ORG/SUBSCRIBE/](https://uwba.org/subscribe/).

IMPACT OVERVIEW

649,000+

individuals served through UWBA programs and relief efforts

\$6M+

allocated by UWBA to 90 nonprofit organizations resulting in direct assistance to over 5,000 households

\$1,396,681

in rental assistance was distributed through UWBA Rental Relief Fund to 595 households

123,215

referrals were made to basic need and community resources

5,276,794

meals were provided

UWBA advocated for policies at

**45
EVENTS**

1,796

volunteers engaged with UWBA

258

partners throughout SF Bay Area

PROGRAMS & INITIATIVES

FIGHT POVERTY



FREE TAX HELP

32,228

tax returns filed

\$53M+

in total refunds

\$25M+

in Earned Income Tax Credits and Child Tax Credits

\$8M+

in tax prep fees saved



Our Free Tax Help program provides high-quality tax preparation in the eight counties we serve at 89 locations with the help of 1,036 volunteers - all at no cost to our clients. We led the coalition of local VITA (Volunteer Income Tax Assistance) sites to assist eligible families in claiming applicable tax credits. We also conducted campaigns to increase awareness of and access to economic opportunities.

The tax system has been a key part of COVID-19 recovery with various stimulus and expanded tax credits like the Earned Income Tax Credit (EITC), California Earned Income Tax Credit (CalEITC) and the Child Tax Credit (CTC). These credits are well researched and proven to be effective poverty-fighting tools, while stimulus outreach and registration connects us with families and individuals who need our help getting "bureaucracy-ready" to claim these life-changing funds.

"ONE OF THE GREAT THINGS IS SEEING THE HAPPINESS ON SOMEONE'S FACE WHEN YOU SHOW THEM HOW MUCH THEIR REFUND IS GOING TO BE. FOR MANY, A \$100 REFUND OR A \$1,000 REFUND CAN REALLY MAKE A DIFFERENCE IN THAT WEEK OR THAT MONTH. SOMETIMES YOU GET REFUNDS THAT ARE SEVERAL THOUSANDS OF DOLLARS, AND FOR SOME PEOPLE, THAT'S A LIFE-CHANGING EXPERIENCE."

- Dan, Free Tax Help Volunteer

PROGRAM PARTNER HIGHLIGHT

On The Move

700

families supported in filing tax returns

\$1,375,089

brought back to the community

To meet its mission, On the Move (OTM) developed programs and initiatives over the last 18 years with innovative approaches to address critical educational, social, health, and economic inequities in communities. Last year, in addition to extensive disaster case management, financial coaching, screening, and crisis response, OTM ran the only free tax preparation site in the City of Napa.

"AS A COMMUNITY, IT IS IN ALL OUR BEST INTERESTS FOR FAMILIES TO BENEFIT FULLY FROM IRS EARNED INCOME TAX CREDITS AND IN MANY CASES CHILD TAX CREDITS. WHEN WE PROVIDE THE TOOLS THAT FAMILIES NEED, THEY NOT ONLY USE THEM TO INCREASE THEIR SELF-SUFFICIENCY BUT THEY ARE FORGING BETTER FUTURES FOR THEIR CHILDREN."

-Susana Garcia, Program Director On The Move, Neighborhood Initiative

SPARKPOINT

13,091

individuals served

2,722

financial coaching clients

78%

of SparkPoint clients made progress on their financial goals

64%

of SparkPoint clients improved their financial situation



UWBA's SparkPoint centers work with families to ensure their basic needs are met, while providing free one-on-one financial coaching to help increase income and savings, build credit and reduce debt. Our career, education and financial services also help clients recognize behavioral outcomes, brainstorm strategies and set realistic action plans to move toward financial prosperity.

By using a financial coaching model and integrating the services of multiple partners in a community college setting, SparkPoint not only helps students stay in school, but also helps them reach their own educational goals. Our numbers showed a 25% improvement in the Fall to Spring semester persistence rates* for SparkPoint students.

** Persistence rate measures whether a student persists in their education program from Fall semester to Spring semester.*

“CREDIT COUNSELING HAS BEEN THE MOST EFFECTIVE. WHEN YOU GROW UP IN POVERTY, YOU’RE NOT TAUGHT THE BENEFITS OF CREDIT. SO, TO HAVE SOMEONE HELP ME AND HELP ME TEACH MY KIDS – IT’S BEEN THE MOST BENEFICIAL TO ME. BEING FINANCIALLY SECURE IS THE ULTIMATE GOAL.”

- Paris, Sparkpoint client

PROGRAM PARTNER HIGHLIGHT

San Jose Evergreen Community College District

64

clients provided with over 275 hours of financial coaching

123

participants served

11

financial literacy workshops offered

As a leading educational institution, the mission of the San Jose Evergreen Community College District (SJECCD) is to meet the diverse education and workforce needs of our community by empowering our students to become agents of socio-economic change.

Through our partnership, UWBA/SparkPoint San Jose has been able to provide clients living in Santa Clara County with rental support, financial coaching services and access to other resources.

“THE PARTNERSHIP AND SUPPORT PROVIDED BY UWBA MAKES A SIGNIFICANT DIFFERENCE IN MAKING THE ABILITY TO OFFER SPARKPOINT SERVICES . UWBA IS SPARKPOINT SAN JOSE’S LARGEST FUNDER AND THEIR PARTNERSHIP AND RESOURCES ENABLE THE PROGRAM TO CONTINUE TO OFFER SERVICES TO THE RESIDENTS AND STUDENTS LIVING IN SANTA CLARA COUNTY, ONE OF THE MOST EXPENSIVE COUNTIES IN THE BAY AREA.”

-Vanessa Muñiz, Director, Sparkpoint San Jose

YOUTH WORKFORCE

101

youths attended OnTrack Youth Career Expo

49

youths reached through Career Exploration Events

7

youths placed in Business Pathways internship program

25

youths placed in jobs

The Youth WorkForce program partners with nonprofit agencies and schools across the Bay Area to provide youth and young adults with career exploration and readiness opportunities. We recruit volunteers from our corporate partners to provide a variety of skill development workshops.

By connecting young people to the workforce, it increases the likelihood they will be employed and earn family-sustaining wages later in life.

“WITHIN A WEEK OF LEARNING ABOUT THE PROGRAM, I GOT MY INTERNSHIP PLACEMENT AT UNITED WAY BAY AREA. THE PROCESS WAS FUN AND EASY FOR ME, AS I HAD THE SUPPORT OF THE ENTIRE TEAM.”

- Alesha, Youth WorkForce Intern

PROGRAM PARTNER HIGHLIGHT

Union City Family Center

Union City Family Center (UCFC), part of the New Haven Unified School District, is a partnership of families, schools, community, and public and private organizations working together to promote “cradle to retirement” success. UWBA and UCFC worked together in FY22 to enhance youth programming and resources for students ages 14 to 24, providing UCFC staff with financial aid training and its youth the opportunity for career/college preparation and exploration.

25

students participated in the OnTrack Career Expo, learning about different career paths and opportunities

30

high school students participated in a College Essay Review workshop held at James Logan High School

50

students received holiday experiences at Winter Wonderland

“UWBA IS A UCFC CORE PARTNER. UWBA PARTICIPATES REGULARLY IN UCFC’S QUARTERLY PARTNER MEETINGS, AND HAS PROVIDED OPPORTUNITIES FOR UCFC STAFF GROWTH, AND COMMUNITY SUPPORT THROUGHOUT THE YEARS. THIS PARTNERSHIP HAS ENHANCED UCFC’S COMMUNITY AND YOUTH RESOURCES AND DEVELOPMENT.”

- Nora Moussavi, Community Specialist

49,576

calls and texts

19,532

calls and texts related to housing or emergency shelter

7,676

calls and texts related to food and meals

31,858

calls and texts related to COVID-19



Through 211, a free, confidential helpline, we connect those in need with specialists trained to match callers with the right resources and connect them directly to health and human service agencies within their community. This vital service is available in over 150 languages and can also be accessed via text or online.

By getting to the root causes of the situation a caller is experiencing, our operators can provide appropriate referrals which can address immediate and long-term needs. In times of crisis as we witnessed in this past year – wildfires, pandemic or inclement weather – 211 can be used to deliver timely information to the public such as information on evacuation areas, shelter access, local assistance centers and public safety updates.

“I WAS PREGNANT, HOMELESS, AND SLEEPING ON COUCHES. BEING ABLE TO FIND RESOURCES LIKE SHELTERS I COULD STAY AT FOR A NIGHT, OR EVEN APPLYING FOR FOOD STAMPS JUST TO GET ME BY. IT’S A LOT EASIER TO FIND HELP WHEN YOU CAN JUST CALL ONE NUMBER. 211 IS A GREAT RESOURCE!”

- Adelita, 211 Caller/ UWBA Ambassador

PROGRAM PARTNER HIGHLIGHT

Tenants Together

Tenants Together is a statewide coalition of local tenant organizations dedicated to defending and advancing the rights of California tenants to safe, decent and affordable housing. As part of the California Eviction Protection Project, United Way Bay Area partnered with Tenants Together, 211 Alameda, 211 Contra Costa, and Health Leads to

prevent evictions in the Bay Area through the screening of 211 callers for housing instability, train call specialists on tenants’ rights and housing resources and pilot housing navigation services. In FY22, Tenants Together trained 53 211 Bay Area Call Specialists in Know Your Rights Training.

“IT HAS BEEN OUR DREAM TO INCREASE ACCESS TO CRITICAL KNOW-YOUR-RIGHTS INFORMATION FOR EVERY TENANT IN CALIFORNIA. IN PARTNERING WITH UWBA AND OTHERS ON THIS PROJECT, WE NOW CAN LEVERAGE THE EXPERTISE OF TENANTS TOGETHER AND THE CAPACITY AND SKILL OF OUR LOCAL 211 PROVIDERS TO PILOT THIS VISION FOR THE BAY AREA. SKILLED TENANT COUNSELING KEEPS OUR COMMUNITIES HOUSED.”

- Aileen Joy, Development Director (they/he/she)

EMERGENCY ASSISTANCE NETWORK (EAN)

40,480

individuals helped with rent and food

\$227,895

distributed in direct cash assistance to community members



As a founder of the Santa Clara County EAN decades ago, United Way recognized the importance of providing assistance to families and individuals experiencing emergency situations. The EAN agencies are providing safety net services to prevent first-time homelessness throughout the county. The seven member agencies that make up the Network include Community Services Agency, LifeMoves, Sacred Heart Community Services, St. Joseph's Family Center, Sunnyvale Community Services, The Salvation Army, and West Valley Community Services.

Very low-income and extremely low income households tend to be severely rent-burdened, often just one unexpected expense away from losing their home. We know access to financial support, tenants' rights counseling, legal services and other household resources are all key to preventing homelessness.

"I BECAME MY MOTHER'S CARETAKER FULL TIME [WHEN SHE] PASSED, I WAS RESPONSIBLE FOR HER FUNERAL EXPENSES AND FELL BEHIND ON MY EXPENSES, INCLUDING MY RENT. I WAS DISABLED AND FACING THE POSSIBILITY OF BEING HOMELESS. [BUT] RECEIVING FINANCIAL ASSISTANCE FELT LIKE A BIG WEIGHT HAD BEEN LIFTED OFF MY SHOULDERS. I WANT TO SAY THANK YOU TO THOSE WHO SUPPORT THIS PROGRAM. YOU GIVE PEOPLE LIKE ME OUR LIVES BACK AND HOPE FOR A BETTER TOMORROW!"

- Maria, EAN client

PROGRAM PARTNER HIGHLIGHT Community Services Agency (CSA)

412

households (1139 individuals) assisted with rent and other financial assistance

17

households (39 people) received direct financial assistance

3,610

individuals assisted in their food pantry

Community Services Agency (CSA) has been serving the Mountain View, Los Altos and Los Altos Hills communities since 1957 with a mission to provide a safety net for people who are elderly, low-income, or unhoused. Being part of the Emergency Assistance Network (EAN) allows CSA flexibility in assisting families with rental cases, which is helpful, especially in the wake of the pandemic when the need is so severe that being nimble is one of the only ways to keep families in their homes.

CSA'S PARTNERSHIP WITH UWBA HAS MEANT SO MUCH. THE FLEXIBILITY THAT COMES WITH THE FUNDING ALLOWS US TO EXTEND OUR WORK AND REACH IN THE COMMUNITY. HAVING A STABLE AND LONG-STANDING PARTNERSHIP WITH UWBA HAS ALLOWED FOR FUTURE PLANNING AND FORECASTING OF OUR WORK.

- Brandi Jothimani, Director of Client Programs

EMERGENCY FOOD AND SHELTER PROGRAM (EFSP)

\$1.6M

distributed in direct cash assistance to 1,061 households

4.5M+

meals provided

151,930

shelter bed nights

497,738

individuals assisted with food or emergency shelter

UWBA acts as the local grant maker for Federal Emergency Management Agency (FEMA) funding to support EFSP in eight counties throughout the Bay Area, ensuring the appropriate level of funding remains “user friendly” and accessible to smaller, grassroots agencies so residents can meet their basic needs.

Housing and food insecurity are growing in the Bay Area with the rising cost of living. Smaller nonprofit agencies across the Bay Area are doing the vital safety net work to address community needs, but access to federal funding can be difficult if not impossible.

PROGRAM PARTNER HIGHLIGHT

Monument Crisis Center

Monument Crisis Center (MCC) is a nonprofit family resource center dedicated to providing nutritious food, education, referrals, and general assistance services through dynamic, safety-net programs. Due to the COVID-19 pandemic, the need for social services has increased dramatically, and MCC’s service numbers have doubled. Through EFSP funding, MCC provided critical food resources to Contra Costa residents.

10K

clients registered

3,104

households served

10,561

individuals served

700K

pounds of food distributed

600

families provided with nutritious food each week

“MONUMENT CRISIS CENTER’S PARTNERSHIP WITH UWBA’S EFSP GOES BEYOND FEEDING PEOPLE, IT HAS IMPROVED THE LIVES OF OUR CLIENTS BY ENSURING THAT THEIR BASIC NEEDS ARE ADDRESSED BY OUR GROWING SAFETY-NET SERVICE PROGRAMS.”

- Alexa Gambero, Development Director

LABOR

13,500

individuals reached through Labor outreach and education

50

Trades Introduction Program graduates

37,200

individuals provided with food



Our Labor Liaisons connect union workers and their families in San Francisco, San Mateo and Contra Costa counties with basic needs resources, legal services and workforce training opportunities, as well as hardship funds when necessary.

The Labor Community Services program has provided much needed resources to workers facing layoffs and other hardships during the COVID-19 pandemic. On top of struggling to pay rent and meet their basic needs, many workers struggled to find opportunities for their careers to thrive. Our Liaisons were involved in or led public policy work to increase economic security and access community benefits during this time and beyond.

PROGRAM PARTNER HIGHLIGHT

Second Harvest of Silicon Valley

The mission of Second Harvest of Silicon Valley is to ensure that anyone who needs a healthy meal can get one. Since 1974, Second Harvest Food Bank has worked to serve people facing food insecurity in Santa Clara and San Mateo Counties, ensuring healthy food options remain accessible to underserved communities.

Second Harvest and the San Mateo Central Labor Council have worked together for more than 30 years to serve union and community members in times of need. Most recently, the SMCCLC/UWBA and Second Harvest partnered on a Union Food Distribution in response to the Covid-19 pandemic and the employment crisis which followed.

“SECOND HARVEST AND THE SAN MATEO CENTRAL LABOR COUNCIL/UWBA HAVE COLLABORATED THROUGH RECESSIONS, FIRES, AND MOST RECENTLY THE PANDEMIC, TO BRING FOOD TO FAMILIES EXPERIENCING FOOD INSECURITY IN SAN MATEO COUNTY. WE ARE SO INCREDIBLY GRATEFUL FOR OUR PARTNERSHIP AND LOOK FORWARD TO MANY MORE DECADES OF WORKING TOGETHER TO SERVE OUR COMMUNITY.”

- Anna Dyer, Director

HOUSING JUSTICE

\$970K

granted to 27 housing justice partners. \$250,000 granted through our first ever Ambassador-led housing justice grant

13

events advocating for affordable housing policies



UWBA addresses housing and homelessness by putting equity front and center in the fight for housing stability and affordability, and by tackling historical disparities within the system that operate in tandem with the Bay Area's immense racial wealth gap. We mobilize support for solutions through public awareness and will-building, and advocate for policies that increase supply and improve conditions and access, while helping residents meet immediate housing needs.

Housing instability remains one of the most urgent needs impacting the Bay Area. Nearly half of Bay Area households spend over 30% of their income on housing, with specific racial groups being overrepresented relative to their overall demographic representation. The number of people experiencing homelessness here is the third highest in the country.

“WE HAD TO ASK PEOPLE TO HELP US WITH THAT, SO THAT WE COULD HAVE MEDICAL TREATMENT AND TO PURCHASE MEDICINE. SO, WITHOUT THE UNITED WAY [BAY AREA’S] HELP, WE WOULD BASICALLY BE HOMELESS. IT WAS A REALLY HARD TIME, AND THEY JUST CAME OUT OF NOWHERE LIKE AN ANGEL. SO, I’M JUST THANKFUL, REALLY THANKFUL FOR THAT.”

- Elisabeth, Client

PARTNERSHIP PROGRAM

Homeward Bound

Founded in 1974, Homeward Bound is the leading provider of shelter, services and supportive housing for people confronted by homelessness in Marin County. A mission of “opening doors to safety, dignity, hope and independence” underscores its vision that “everyone deserves a place to call home.”

Homeward Bound received a Housing Justice grant of \$50,000 from United Way Bay Area in 2022. This grant will support the construction of 50 one-bedroom

apartments that will offer permanent supportive housing for veterans experiencing homelessness and people developing career pathways as they leave homelessness behind them.

A core goal of this project is to end veteran homelessness in Marin, making our community one of the first in California to ensure every former service member has a place to call home.

“WE ARE THRILLED WITH OUR PARTNERSHIP WITH UNITED WAY BAY AREA WHICH FURTHER ELEVATES THIS AMAZING PROJECT, RAISING THE BAR FOR OTHER COMMUNITY INVESTMENTS.”

- Mary Kay Sweeney, Co-Chief Executive Officer, Homeward Bound of Marin

PUBLIC POLICY

OUR POLICY WINS

1. Golden State Stimulus

UWBA successfully advocated to expand the Golden State stimulus.

2. CalEITC

UWBA advocated expanding CalEITC which resulted in funding to increase CalEITC outreach and education, so all communities have equitable, adequate access to this tool.

3. Child Tax Credit

UWBA advocated expanding the eligibility for the Child Tax Credit to include caregivers.

4. Racial Equity

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.



Voter Guide

In October of 2022, we produced a Greater Bay Area Voter Guide that detailed the proposed ballot measures across the region and statewide. Our analysis considered the impacts on our programming and policy efforts. The guide enabled our communities to become more involved and understand how they too can help move forward anti-poverty efforts in their counties, cities, towns and across the state.

Our advocacy work complements our organizational efforts in philanthropy, volunteerism and community impact to dismantle the root causes of poverty. Our policy priorities align to provide greater support to our impact areas and include advocating for housing justice, safety net services, economic success, workforce development and community support.

FY22 HIGHLIGHTS

COVID-19 Impacts + Eviction Moratoriums + ERAP + Legislative Briefing with Sen. Wiener

UWBA held a legislative briefing with State Senator Scott Wiener and Assemblymember Miguel Santiago on the Emergency Rental Assistance Program (ERAP) and AB 832, which extends statewide eviction protections. This briefing provided legislators and staff with information to better implement the slow-moving program.

We brought together partners such as Tenants Together and Centro Legal de la Raza, clients who shared their expert insight on distributing and/or receiving ERAP and legal experts who shared their experience supporting tenants who were caught in the cracks of the system. UWBA continues to support coalitions and legislative offices in developing policies that increase protections for tenants and prevent evictions, especially in the wake of the COVID-19 pandemic.

NETWORKING GROUPS

MAKE A DIFFERENCE
TOGETHER





The Tocqueville Society recognizes local philanthropists who, through their outstanding community service and financial support, are affecting real and lasting change in the fight against Bay Area poverty.



Champions are a group of proud Bay Area community leaders, driven to be part of United Way Bay Area's fight against poverty influencing volunteer engagement opportunities that have a lasting impact on children and families in our community.

Champions \$1,000-\$4,999 will be listed on our website

Tocqueville Cabinet

Anna Mok, Deloitte
 Bob Walker, Community Member
 Danny Zepeda, Valero Benicia Refinery
 Dave Heacock, Retired , Texas Instruments
 Eric Street, Enterprise (Cabinet Chair)
 Linley Gwennap, Technology Insights
 Michael Coleman, Accenture
 Ron Peyton, Callan

Tocqueville Society Members

\$1,000,000+

Anonymous
 Jamie & Marritje Greene
 MacKenzie Scott

\$100,000-\$999,999

Steve Cassriel
 Dana M. and Robert L. Emery
 Arthur and Toni Rock
 Robert and Gail Walker
 Melissa Wardlaw
 Mary Jo and Dick Kovacevich Family Foundation
 Ron Conway
 Strandberg Family Foundation

\$50,000-\$99,999

Pierre and Maria Breber
 Douglas K. Derwin
 Karen Jenkins-Johnson and Kevin Johnson
 Anonymous
 Charles Pohl and Eve Niquette
 Matt and Yvonne Rogers
 Jack and Jodie Russi
 Newton & Rochelle Becker Charitable Trust

\$25,000-\$49,999

Gregory and Christy Allen
 Roberta and Steven Denning
 Richard C. and Robin M. Edwards
 Dave and Sheryl Heacock
 Megan and James Hall Herbert III
 Mike and Berit Hoffmann
 John and Ann Iannuccillo
 Stanley and Sherry Lauchner
 Washburn and Susan Oberwager
 Barbara and Ronald D. Peyton
 Jason and Molly Salzetti

\$10,000 - \$24,999

Anonymous
 James Barben
 The Barnholt Family Foundation
 Kelly and Kevin Bass
 Jeff Bharkhda
 Scott Bowman
 Michelle Branch
 Nuzha Bukhari
 Richard and Victoria Burt
 Lisa Carlin
 Stephen and Karen Casner
 Campbell and Michelle Chiang
 Dan and Beth Chapey
 Robert A. Cook
 Adele K. Corvin
 Constantine and Angela Djedjos
 Tom Dugan
 Doris and Larry Ellis
 Rosenbaum Exemption Trust
 Erasmo Falcon
 Mark Faulkner
 Frannie Fleishhacker
 Frankel Family Fund
 Kevin and Ali Fried
 Ergun Genc
 David and Jennifer Gillespie
 Steve Gorski and Mary Walsh Gorski
 Terri Hearsh
 Robert C. Herr

Patricia D. Hough
 Timothy G. and Cara R. Hoxie
 Daniel Patric Hudgens
 Roberta R. W. Kameda
 Sean and Elizabeth Kehoe
 Steven Kim and Alice Chen Kim
 George and Joy Kirkland
 Marcus L. Kong
 Paul Lau
 Thomas J. Leibowitz and Jodie A. Smith
 Greg and Betty Linvill
 Karol Marcin
 Robert and Katherine Maxfield
 John and Louise McCormack
 Charme Miller
 Anna W. Mok
 Amanda L. Nelson
 Michael Pearl
 Evan and Ann Wilson Porteus
 Adam and Valerie Reilly
 Valorie R. Rice
 Peter and Candy Robertson
 Zachary and Kimberly Ronan
 Kevin J. Schwartz
 Mary and Douglas Scrivner
 Richard Simpson and Ann Reisenauer
 John M. and Timi Sobrato
 John A. and Susan Sobrato
 Stacey and Eric Thomas Street
 Beth and Bill Strickland
 Lacy and Ryan Sutherland
 Andrew E. and Inga B. Sweet
 Joshua Tulino
 Millie Viqueira
 Grace and Steven Voorhis
 Michael Walker
 Jason Ian Wexelman
 Kirby and Amy Wilcox
 Margaret Wrensch
 John G. Zore
 The Estate of Richard Affleck

Champions (\$5,000 – \$9,999*)

Mohamed Youssef Abueida
 Paul and Lisa Adler
 Anonymous
 Marcia and George Argyris
 Stephen R. Bahr
 Allie Banuelos
 Robert Benavidez and Joshua Bridie
 Barbara and Jeff Bennett
 Christopher Berini and Jeffrey Huang
 Carl Bindoo
 Justin Blecharczyk
 John and Susan Bonsignore
 Kristin Bradbury
 Kathleen and Tony Brekke
 Casey Casalnuovo
 Raymond A. Castro Jr.
 Myungjin Cha
 Victoria Chak
 Paul L. Chrzanowski
 Justin Chueh and Pauline Shuen
 Raymond and Monica Conrady
 Ann DeLuce
 Ann M. Dye
 Melissa Manke Fimbres
 Sarah G. Flanagan
 Ben Garosi
 Jennifer M. Gaudio
 Kenneth and Lana Guernsey
 Elizabeth Hesting
 Linda M. Hill
 Gayl and Harlan Hirschfeld
 Matthew John Hoffman

Rosalynn Hughey
 Chad and Corinne Iken
 William and Lorraine Irving
 Robert and Sarah James
 Dora James
 Richard and Susan Jardine
 Lynn and Dale Johannesen
 Todd and Lucy Johns
 Lee D. Kaiser
 Ed and Janette Kennedy
 Mike Kiedel and Kate Surman
 Heather Kunnanz
 Danny T. Lechy
 Sean Lee and Angela Poon
 Mary Margaret and Weston Lewis
 Warm the World Volunteer Association
 James Little
 David H. Longhurst
 Lawrence D. Margerum
 Amy Margolis
 Christopher and Emily Marlowe
 Gioia McCarthy
 Dean O. Morton
 Jonathan Mosby
 Julina Moy and William Lee
 TJ Nicholson
 Ann O'Bradovich
 James and Sharon Olson
 Susan B. Opp
 Allison Ottoboni
 Shawn Oxenham
 Marisol Pacheco-Mendez
 Arun Palakurthy and Priya Shah

Umasankar Perala
 Mary Kelly Persyn
 Rick J. Ragsdale
 T. Jeffrey Reid
 Kimberly A. Ronan
 Margaret Rosegay
 Anonymous
 Thomas J. Rothenberg
 Pat Mary Ryan
 Robert Sapient, Jr.
 Francis Schumacher and Nina Friend
 Dr. David Shapiro & Dr. Jane Hawes
 Michael D. Shovlin
 Mike T. Sierras
 John and Nicole Skerry
 Thomas L. Stanley
 Denise Steele
 Martin J. Stocksick
 Craig and Elise Tewell
 Cynthia K. Veitch
 Guy and Virginia Wanger
 Melissa Wardlow
 Don and Susan Watters
 Annoesjka West
 Jason and Kathleen Wilde
 Douglas J. Wokoun
 Fionnuala A. Wright
 Danny A. Zepeda
 Jonathan A. Zimmerman
 Yves N. Zsutty
 Kevin A. Zwick and Helen Lin



Women United is a diverse group of powerhouse women leaders dedicated to helping low-income women and families move out of poverty focusing on UWBA's SparkPoint program and early childhood advocacy.

Women United Steering Committee

- Mary Jane Bedegi
- Barbara Ann Bennett
- Summer Bertolet
- Jennifer Jackson-Chen
- Vanessa Lark
- Anastacia Maggioncalda
- Joanne Peters
- Toshonna Ross
- Ann Tomlin
- Yayra Tuprah
- Louise Willard

Women United

- Jenelle M. Anderson
- Julia Arant
- Marcia M. Argyris
- Kelly Ann Batson
- Emily Bolanos
- Michelle Branch
- Linda Y. Cheng
- Karen J. Conrod
- Robin M. Edwards
- Jennifer Fickel
- Frannie Fleishhacker
- Kathy M. Gallagher
- Kathy Woeber Gardner
- Cindy Goldberg
- Alice F. Gutman
- Marian A. Hafter
- Mary Beth Hambly
- Liz Hartmann
- Berit Hoffmann

- Diane C. Inzano
- Lynn Johannesen
- Mary F. Kamprath
- Barbara L. Kaufman
- Kate Laughton
- Rose Lue
- Anne Nancy Maggioncalda
- Shea H. Malcolm
- Liza Massey
- Carol Matre
- Ariana Mattison
- Mary A. Mettler
- Pooja Mittal
- Dawn L. Moehling
- Julina Moy
- Holly M. Newman
- Susyn C. Normington
- Michele Stillwell Parvensky
- Sarah Ramirez
- Elinore Robey
- Rosanna B. Sangalang
- Christine Servi
- Ruby Bolaria Shifrin
- Sue A. Stephenson
- Channa Sweet
- Archana Venugopal
- Jacob Walters
- Laurie Weinstein
- Donna L. Williams
- Mercedes M. Williams
- Stephanie A. Wittler
- Samantha Wolff
- Madeline Wyse



Emerging Leaders is a growing network of philanthropic young professionals (age 40 and under) committed to fighting Bay Area poverty, with a focus on educating and empowering youth.

Emerging Leaders Steering Committee

- Oscar Alvarez
- Elodie Chalmette
- Dustin Cooper
- Devang Dasani
- Lindsay Earhart
- Eric Gaan
- Joshua Gilbert
- Corey Kreidler
- Erik Kristjanson
- Hilary Lo
- Kathryn Luna
- Hardik Mittal
- Arjun Nijhawan
- Ashley Rochholz
- Jonathan Sack
- Ken Tang
- Jared Tate
- Alanna Williams

Emerging Leaders

- Nicholas R. Aikawa
- Prashanth Ajjampur
- Anonymous
- Jack Avery
- Milan Carpenter-Wilson
- Jess Chernak
- Shawn J. Curran
- John Graetz
- Nicholas S. Haddad
- Amber Harris
- Munir Iman
- Lesley Kraechan
- Brian Maher
- Ariana Mattison

- Nate Phillip Morris
- Anand Naik
- Nathaniel Pardini
- Stanislava Peycheva
- Robert Rose
- Shyamal Roy
- Michael J. Scanlon
- Aaron Silverman
- Nicholas D. Sireci
- TaShon Thomas
- Roxanne Trager
- Alvaro Vega
- Cindy Vu
- Jacob Walters
- Brad Washburn
- Sheila A. Whitman
- Yi Xie

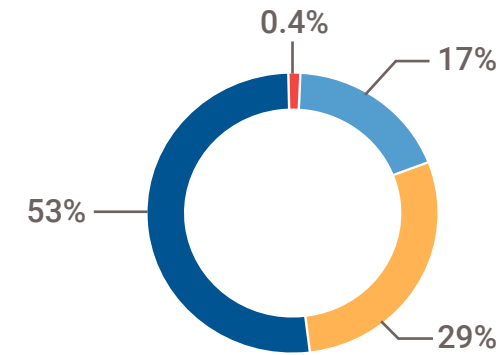
LEGACY CIRCLE

Those in our Legacy Circle have generously included UWBA in their estate plans.

- Anonymous (12)
- Joan Braun
- Simon Desmarais-Zalob
- Kris Falconer
- Mercade Frost
- Deborah Gordon
- Irris Marashian
- Alfredo Molina
- Akwasi Okyere
- Zachary Post
- Helen Lin
- Kevin A. Zwick
- Javier Sarabia

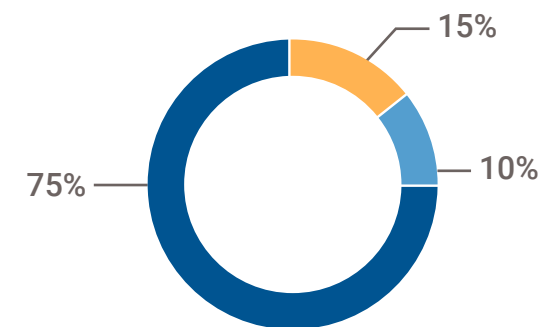
FINANCIAL SUMMARY

REVENUE



Grants	\$8,859,964
Individual & Campaign Gifts	\$4,834,174
Other Contributions	\$2,890,017
Planned Giving and Donated Goods & Services	\$85,704
Total Public Support	<u>\$16,669,859</u>

EXPENSE



Program Services	\$14,964,624
General & Admin	\$1,984,974
Development & Marketing	\$2,900,671
Total Expenses	<u>\$19,850,269</u>

MANY THANKS TO OUR DONORS



INSTITUTIONAL PARTNERS

\$500,000+

Anonymous
California Department of Public Health
Chevron Corporation
College Futures Foundation
Department of Community Services and Development
Health Leads
Internal Revenue Service
Sobrato Family Foundation
Wells Fargo Bank

\$250,000 - \$499,999

Bank of America
ECMC Foundation
Emergency Food & Shelter National Board
Stupski Foundation

\$100,000 - \$249,999

AARP Foundation
California Tobacco Control Program
Capital One
County of Santa Clara
Interface Children and Family Services
JPMorgan Chase
PG&E Corporation
Silicon Valley Bank
Silicon Valley Community Foundation
Sunlight Giving
The San Francisco Foundation
Walter & Elise Haas Fund

\$50,000 - \$99,999

City of San Jose
East Bay Asian Local Development Corp
Kaiser Permanente
Newton and Rochelle Becker Charitable Trust
Siemer Institute for Family Stability
Union Bank Foundation
United Ways of California

\$20,000 - \$49,999

CSAA Insurance Group
Dean and Margaret Leshner Foundation
Evelyn & Walter Haas, Jr. Fund
Hellman Foundation
Lisa and Douglas Goldman Fund
Marin County Government
PepsiCo
Prosperity Now

EMPLOYEE GIVING CAMPAIGNS

\$1,000,000+

Dodge & Cox
Valero Benicia Refinery

\$500,000-\$999,999

Callan LLC
Costco
County of Santa Clara
Enterprise Rent-A-Car
UPS

\$250,000-\$499,999

California State Employees Charitable Campaign
Deloitte
Sandia National Laboratories
Texas Instruments

\$100,000-\$249,999

AT&T Corporation
Comerica Bank
Corteva Agriscience
FedEx
Target Corporation

\$50,000-\$99,999

BMO Harris Bank and BMO Capital Markets
Bank of Marin
East West Bank
Google
McKinsey & Company, Inc.
Matson
NuStar

\$25,000 - \$49,999

Abbott Laboratories
AbbVie Biotherapeutics
ACCO Engineered Systems
Alameda County Government
Apple Inc.
Bank of America
Centene Corporation
E & J Gallo Winery
Exact Sciences Corporation
Graniterock
Hilti North America
Lawrence Livermore National Laboratory
PwC
Pillsbury Winthrop Shaw Pittman LLP
Salesforce.com
Sunset Development Company
The Boldt Company

BOARD OF DIRECTORS

JOY ALAFIA

Executive Director, California Association of Marriage and Family Therapists (CAMFT)

ANISSA BASOCO-VILLARREAL

Assistant Agency Director, Alameda County

RUBY BOLARIA-SHIFRIN

Director of Housing Affordability Program, Chan Zuckerberg Initiative

MICHELLE BRANCH

Founding Attorney, Branch Law Group

PIERRE BREBER

Chair of the Board of Directors, Chief Financial Officer, Chevron

OUSMANE CABA

Partner, PricewaterhouseCoopers (PwC)

ALICE A. CHEN

Health Tech Product Executive and Entrepreneur

ADVISORY COUNCIL

CHANDRA ALEXANDRE

Chief Executive Officer, Community Action Marin

PEDRO ARISTA

Senior Director, Hirsch Philanthropy Partners

AISHA BARO

Executive Director, Life Science Cares Bay Area

EVE BIRGE

Executive Director, White Pony Express

ADAM BLAYLOCK

Market Segment Leader, Ernst & Young LLP

MICHELLE BRANCH

Founding Attorney, Branch Law Group

RUBY BOLARIA-SHIFRIN

Director of Housing Affordability Program, Chan Zuckerberg Initiative

PIERRE BREBER

Vice President and Chief Financial Officer, Chevron

OUSMANE CABA

Partner, PricewaterhouseCoopers (PwC)

ALICE A. CHEN

Health Tech Product Executive and Entrepreneur

JIM FOLEY

Lead Regional President, Pacific North Region Wells Fargo Bank

MARIO ROBERTO CHAVAC GOMEZ

Program Aide, LifeMoves

DAVE HEACOCK

(Retired) Senior Vice President Texas Instruments

RUDY GONZALEZ

Secretary-Treasurer, San Francisco Building & Construction Trade Council, AFL-CIO

ALEXIS KRIVKOVICH

Senior Partner, McKinsey & Company

KEVIN JOHNSON

Secretary of the Board of Directors, VP, Portfolio Manager & Investment Analyst, Dodge & Cox

PETE MANZO

CEO, United Ways of California

GIOIA MCCARTHY

Treasurer of the Board of Directors, Managing Director, San Francisco-East Bay Market President

Bank of America Private Bank

ERIC T. STREET

Group Controller, Enterprise Rent-A-Car Company of San Francisco, LLC

JAMIE LYNN KEARNS

Math Teacher Leader, Vallejo City Unified School District-Secondary Education

KY LE

Deputy County Executive, County of Santa Clara

TOM LEIBOWITZ

Senior Vice President & Chief Actuary, Delta Dental of California

DAVID LONGHURST

(Retired) Treasurer, Dodge & Cox Funds

GABRIELA (GABBY) CHAVEZ-LOPEZ

Executive Director, Latina Coalition of Silicon Valley

RITA MANCERA

Executive Director, Puente de la Costa Sur

GIOIA MCCARTHY

Managing Director, San Francisco-East Bay Market President Bank of America Private Bank

ANNA MOK

Regions Leader & Partner, Deloitte & Touche LLP

JIM OLSON

Partner, Joseph & Cohen Professional Corporation

MARY KELLY PERSYN

Vice President of Legal Affairs, Boys & Girls Club of San Francisco

ARCHANA VENUGOPAL

Senior Member Technical Staff, Texas Instruments

BOB WALKER

(Retired) EVP, Chief Financial Officer

Agilent Technologies

**GIVE.
ADVOCATE.
VOLUNTEER.**

**550 Kearny Street
Suite 510
San Francisco, CA 94108**

**1400 Parkmoor Avenue
Suite 250
San Jose, CA 95126**

uwba.org



UNITED WAY BAY AREA