

THEORY OF CHANGE



AN EQUITABLE BAY AREA where all people have the opportunities and resources needed to thrive



MISSION

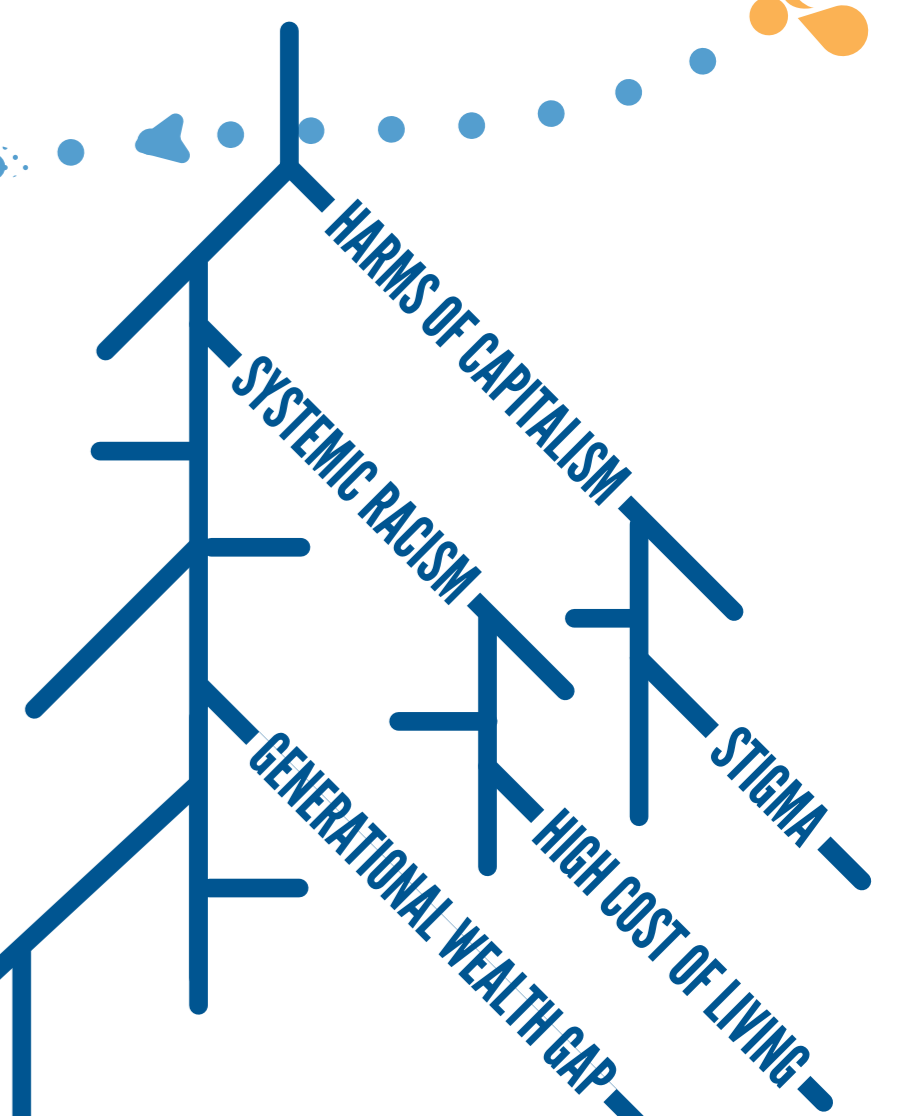
UWBA mobilizes the Bay Area to dismantle the root causes of poverty and build equitable pathways to prosperity.

Through initiatives and policy change, we provide immediate and long-term support for employment, housing, financial stability, and meeting basic needs.



Systems, structures, and policies built on these root causes perpetuate the cycle of poverty. These root causes contribute to inequities in the San Francisco Bay Area, especially for marginalized demographics.

ROOT CAUSES OF POVERTY



To address these, UWBA focuses on four areas:

- HOUSING JUSTICE
- EMPLOYMENT AND CAREER OPPORTUNITIES
- FINANCIAL STABILITY
- MEETING BASIC NEEDS



ONLY 1 UNIT OF HOUSING WAS BUILT for every 4 jobs, forcing many families to live in overcrowded and unsafe environments, pay unsustainable housing costs or move farther away

NEARLY HALF OF ALL RESIDENTS in the Bay Area have either low or very low incomes

Between 2010 and 2019, median household income increased by \$250,000 (87%) among highest earning households and ONLY \$4,000 (36%) AMONG LOWEST EARNING HOUSEHOLDS

Black and Latinx residents make up 33% of very low-income families but ONLY 12% OF HIGH-INCOME FAMILIES

OUTCOMES



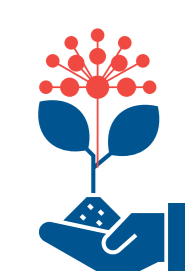
PEOPLE ARE FINANCIALLY STABLE AND PROSPEROUS

- Income that matches our region's cost of living
- Increased opportunities to build credit, savings, and wealth
- Decrease in the racial wealth gap



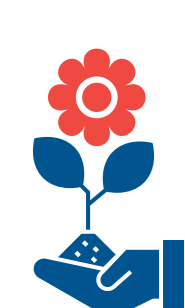
PEOPLE HAVE HIGH QUALITY, LIVING WAGE JOBS AND CAREERS

- Access to social capital and social networks
- Opportunities and support to achieve educational and career goals



PEOPLE'S BASIC NEEDS ARE MET

- Access to services such as emergency shelter & food
- Information and resources needed to navigate the safety net system
- Increased information and support to access public benefits



PEOPLE HAVE SAFE, STABLE AND AFFORDABLE HOUSING

- Increased affordable housing
- Decreased evictions and displacement



DISMANTLE INEQUITABLE POLICIES AND SYSTEMS

Advocate for policies to advance equity, transform the narrative on poverty, and lift community experiences for systemic change.



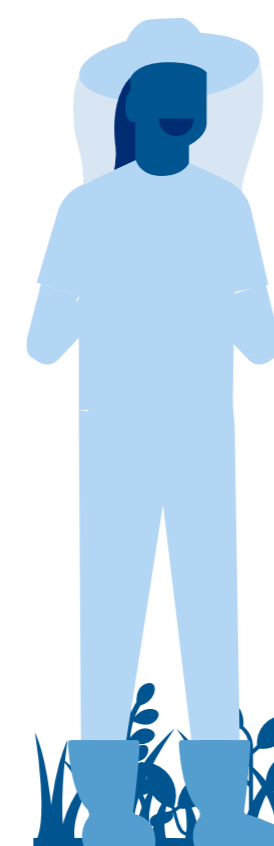
BUILD EQUITABLE PATHWAYS TO PROSPERITY

Co-create data-driven solutions that prevent and mitigate poverty, scale what works across the region, and provide resources and services directly to our community.



MOBILIZE OUR COMMUNITY

Activate our regional network to tackle poverty by engaging volunteers, raising funds to meet local needs, and partnering across sectors and with community agencies to coordinate services.



STRATEGIES



OUR STRENGTHS