

# IMPACT UPDATE 2024

STRONGER TOGETHER.



## FY24 HIGHLIGHTS

- **383,946** individuals served across the Bay Area
- **3,081** community members engaged in volunteering with UWBA
- **15M+** pounds of food served
- **95,054** referrals to basic needs and community resources
- **\$52M+** in tax refunds filed for community members
- **\$4.08M** in grant funding provided to nonprofit partners

For over 100 years, United Way Bay Area (UWBA) has been committed to building a community where everyone has the opportunities and resources to thrive. As a trusted partner in the Bay Area we bring together our network of volunteers, donors, policy makers, labor, community, and corporate partners to fight poverty in the region, not just in times of critical need, but every day.

Over our most recently completed fiscal year, July 2023 to June 2024, we continued to see the impacts of higher inflation which have further exacerbated financial challenges faced by the communities we serve. Across the nation, the cost of goods and services have increased by 23% and household savings have decreased 54% since 2020. The good news is that most of the U.S. is seeing inflation slow down; however, the Bay Area has not been able to see the same trend, much of that due to dramatically higher utility costs.

**United Way's Real Cost Measure** analysis estimates the amount of income required to make ends meet (including food, housing, health care, childcare, transportation and other basic needs). The percentage of Bay Area household incomes that fall below that Real Cost Measure minimum (\$122,663) is a shocking 28%. We live in a region where some thrive, while many struggle to get by, with the gap in median household income between the top 10% and bottom 10% of wage earners being much more pronounced in the Bay Area than across California and the rest of the country. Bay Area residents continue to struggle to access affordable housing, with nearly 210,000 low-income renters not having access to an affordable home. In our region alone, there are 34,000 individuals experiencing homelessness and nearly 500,000 individuals - including 147,000 children - going hungry.

Despite these challenges, UWBA was able to mobilize and optimize our impact across the region.



## SUPPORTING BASIC NEEDS

Ensuring people have access to services and resources such as food, shelter, healthcare, and more.

- UWBA and partner agencies helped **35,667** households access **\$11,691,511** in direct cash assistance to support their basic needs and rental assistance
- **Emergency Food and Shelter Program** (EFSP) partners provided **34,907** shelter bed nights to individuals needing a safe place to sleep
- **Emergency Assistance Network** (EAN), EFSP, Labor Partnerships, and our community partners provided **15,487,703** pounds of food to hungry families
- UWBA and partner agencies provided **97,500** referrals to basic needs and community resources
  - Our 211 Helpline received **43,621** calls and texts from the community, resulting in **95,054** referrals to health and human services
  - We provided **1,900** referrals for union members and **318** referrals through SparkPoint centers

## FINANCIAL STABILITY

Supporting families and individuals to achieve their financial goals, recover from a financial crisis, and have a quality life

- **Free Tax Help** program participants received **\$52,346,547** in total federal and state refunds through our collaboration with **55** partner agencies and **1,356** volunteers across **93** locations preparing **32,491** tax returns
  - **50%** of these refunds came from Earned Income Tax Credits totaling **\$12,533,072** for low-income, working families and Child Tax Credits totaling **\$13,587,729** for households with children
- **33,422** individuals were served through SparkPoint™ centers, with **2,482** individuals receiving free financial coaching (among whom **74%** made progress towards their financial goals)
- **SparkPoint** helped **541** individuals and families get out of a financial crisis

## HOUSING JUSTICE

Working with community stakeholders and housing experts to improve access to stable, affordable housing and homelessness prevention.

- **\$347,200** granted to **Housing Justice** partners
- **1,655** households received housing services

## EMPLOYMENT AND CAREER OPPORTUNITIES

Building systems and pathways for youth and adults to achieve their career goals and earn a living wage.

- **217** youth attended UWBA-led events and workshops to explore career paths or increase their career readiness through **Youth Opportunity Pathways**
- **1,106** job placements, including **779** youth placed jobs
- **68** Trades Introduction Program Graduates, an apprenticeship program through the San Mateo Labor Council
- **2,278** individuals reached through the San Francisco Labor Council to educate members on labor rights and to access community resources

## PUBLIC POLICY & ADVOCACY

Part of our comprehensive effort to end the cycle of poverty and complements our organizational efforts in philanthropy, volunteerism, and community impact.

- Led **12** policy campaigns and participated in **64** events where UWBA advocated for policies. Efforts included:
  - Advocating locally around affordable housing and tenant protections in San Mateo, Gilroy, Solano, Napa, and Marin
  - Coordinating Capitol Day to visit key elected officials in Sacramento
  - Serving as Regional Advocacy Coordinator to organize policy work with neighboring United Ways for statewide policies
  - Championing for ACA1/Prop 5: Local government financing for affordable housing and public infrastructure
  - Supporting 211 Bill meetings to propose solutions to legislative hurdles that support the statewide 211 network
  - Increasing Volunteer Income Tax Assistance (VITA) outreach and education