

**BASIC NEEDS
CHILDREN &
FAMILIES
COMMUNITY
CAPACITY
HOUSING FOR
EVERYONE**

2020

ANNUAL REPORT

**United
Way**



**United Way of the
Mid-Willamette Valley**



FROM THE CEO:

This year, the work that United Way of the Mid-Willamette Valley has done has been unlike any before. Aside from our traditional workplace fundraising, community grants, and nonprofit partner support, we fed hundreds of medically fragile and compromised neighbors, and we launched a massive relief effort to help our friends in the Santiam Canyon when the wildfires broke out. We hope that you – our community partners and friends – reflect on our shared effort and feel the same pride and sense of accomplishment that our team feels as they head into the community to serve. We simply could not have been this nimble and effective without you. This is an exciting time to be part of United Way!

It is also a transformational time. For over eighty years, United Way of the Mid-Willamette Valley has built bridges to the community that focused on developing resources for nonprofits. Today, we reach for higher outcomes, address wider gaps, and cultivate a culture of collaboration and partnership to assure lasting impact. Going forward, we will continue to focus on ensuring that your United Way steps up for our community. We will increase collaboration to provide sustainable outcomes, we will commit to a deeper understanding of the community challenges, and increased opportunities for innovative impact projects. And, of course, we will invest in the real-world community partnerships that have defined the United Way experience for service providers throughout the Mid-Willamette Valley.

Thanks to you, United Way has remained an integral part of the social service provider network for over eighty years. We're excited to see what we can accomplish in 2021, and to have you as partners in our efforts.

A handwritten signature in blue ink, appearing to read "R. Anderson", is positioned at the bottom center of the page.



FOR OVER 80 YEARS...

BASIC NEEDS

CHILDREN & FAMILIES

COMMUNITY CAPACITY

HOUSING FOR EVERYONE

United Way of the Mid-Willamette Valley has been working to meet the needs of vulnerable families in our region. No matter the crisis, we have always remained steadfast in our commitment to take care of our community.

2020 COMMUNITY INVESTMENT: \$3,122,268

*2020 COMMUNITY BENEFIT DETAIL:

\$2,250,455 GOOD360 DISTRIBUTIONS

\$365,184 COMMUNITY IMPACT PROJECTS

\$146,999 COMMUNITY GRANTS

\$131,439 DONOR DESIGNATED

\$109,850 DAF DISTRIBUTIONS

\$108,341 WILDFIRE RECOVERY



2020 FINANCIALS

2020 REVENUE: \$5,553,850

\$2,245,726 IN KIND DONATIONS

\$1,282,364 RESTRICTED DONATIONS

\$988,801 WORKPLACE CAMPAIGNS

\$401,031 GRANTS

\$227,751 DAF GRANTS

\$181,642 BEQUESTS

\$106,735 INVESTMENTS

\$89,801 OTHER

\$30,000 CORPORATE SPONSOR

2020 EXPENSE: \$4,281,363

\$3,112,268 COMMUNITY BENEFIT*

\$646,314 OPERATIONS

\$233,267 CONTRACT SERVICES

\$130,254 FACILITY

\$152,866 OTHER

\$6,394 CAMPAIGN



SANTIAM WILDFIRE SUPPORT



BASIC NEEDS

CHILDREN &
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EVERYONE

2020 IMPACT:

1,069 SERVED

510 VOLUNTEERS,

3680 HRS.





For over 80 years, United Way of the Mid-Willamette Valley has been working to meet the needs of vulnerable families in our region. No matter the crisis, we have always remained steadfast in our commitment to take care of our community.

When the wildfires wreaked havoc across our region, forcing thousands of people to evacuate and seek shelter, we immediately jumped into action. Our community responded to our call to action in the most prolific and inspiring way. Within a week, with the help of some amazing community champions, we had moved from collecting supplies at our office to opening a Resource Hub filled with thousands of items to meet their most pressing needs right across the street from the evacuee center. Hundreds of volunteers showed up to help in any way they could, companies send pallets of donated items to support the survivors, even small children came to give their savings.

As word spread, we were contacted by the Detroit Pistons who sent a gift of solidarity to the citizens of Detroit, corporations reached out to offer help and newspapers and media across the nation called to ask about our effort. We cannot thank those that helped us to support our community so quickly and so abundantly, we could not have done this work without your help.

Today, we are facilitating Long Term Recovery by structuring the effort to support families and communities by working with nonprofit partners, county, city and federal teams to help our friends rebuild and thrive. This effort will continue for the next four to six years.

COVID-19 FOOD SUPPORT



BASIC NEEDS

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The year began with the most alarming event in decades - a global pandemic had reached our region. As schools closed and services became more strained with the increased load, United Way immediately decided to put aside our normal operations and help fill the gaps for immune compromised and vulnerable people with food accessibility challenges.

We started with 150 bags of groceries a week, and quickly progressed to 500 bags per week. The need was profound and urgent as the crisis grew. By the end of 2020, we distributed over 15,600 bags of food - that's enough for 390,000 meals.

Community sponsors stepped up to assure our success, our thanks to Don Pancho, Dutch Bros., Grocery Outlet, Lowes, MaPS Community Foundation, Oregon Community Foundation, Pacific Source, Safeway, Washington Federal Bank and private donors. Special thanks to Jason and Victoria Lyman, owners of Grocery Outlet on Lancaster for not only helping us acquire the items we needed week to week, despite the ever increasing orders, but also went out of their way to assure every dollar was stretched as far as possible.

2020 IMPACT:

15,641 SERVED

210 VOLUNTEERS,
1680 HRS.



WOMEN UNITED

BASIC NEEDS



CHILDREN & FAMILIES

COMMUNITY CAPACITY

HOUSING FOR EVERYONE



Women United is our womens philanthropic member group dedicated to positively impacting the lives of women and girls in our community. As our first focus area, we learned about the lack of feminine hygiene products in schools for students. In 2019, we launched the Red Cart Project. Community members responded in waves of support so that we can assure sustainability for years to come.

2020 IMPACT:

2,122 SERVED

18 VOLUNTEERS, 87 HRS.



GOOD360 GIFTS IN-KIND

BASIC NEEDS

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Good360, a national program, works with major retailers to donate any returned or back stock items and distribute them to redistribution partners. As the distribution partner for this region, United Way offers the donated goods to local qualifying nonprofits to offset operating costs.

Our Good360 Gifts In Kind program was instrumental in helping to assist families affected by the wildfires and continues to be a key part of our efforts to help those communities to rebuild.

2020 IMPACT:

113 DISTRIBUTION EVENTS

125 VOLUNTEERS, 562 HRS.




Good360
GOODS FOR THE GREATER GOOD™

GRANT FUNDING

BASIC NEEDS

CHILDREN & FAMILIES



COMMUNITY CAPACITY

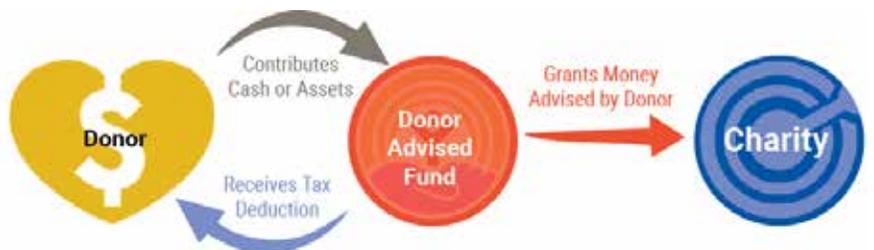
HOUSING FOR EVERYONE



Dedicated to facilitating lasting social change, we work together with businesses, government, schools, faith groups, community members, and other nonprofits, because it takes the whole community to achieve the kind of results we need. Our objective for funding is to find opportunities to support providers projects or programs that are impact-driven, equitable, transparent, and regionally focused. United Way facilitates the grant program annually via an investment in the Willamette MBA course, Philanthropic Investment for Community Impact.

2020 IMPACT:

18 PROVIDERS SERVED
ACROSS MARION, POLK AND
YAMHILL COUNTIES



SAFESLEEP UNITED

BASIC NEEDS

CHILDREN & FAMILIES

COMMUNITY CAPACITY



HOUSING FOR EVERYONE

SafeSleep United is a community solution to an ever-growing problem. In partnership with Inside Out Ministries, we are providing a safe, warm, secure place exclusively for unsheltered women to sleep, eat and have access to wrap around supports that increase their chances of rebuilding their lives.

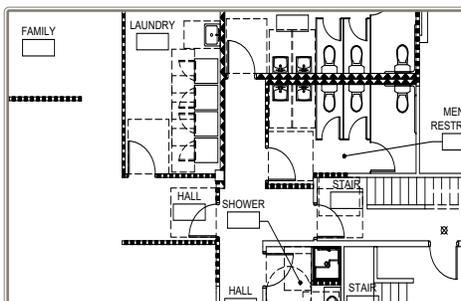


SafeSleep United is a low barrier shelter. Low barrier shelters do not have curfews, nor do they require background checks, employment or savings, chores, or mandatory attendance at meals or workshops. Our experienced, professional staff follow a harm reduction approach that does not require sobriety or mandatory treatment. In 2020, we began efforts to conduct a large-scale remodel to accommodate more women and provide some basic needs; such as showers and a larger kitchen.

2020 IMPACT:

4,380 SHELTER NIGHTS

10 VOLUNTEERS



BUSINESS & COMMUNITY

BASIC NEEDS

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Every year, hundreds of Mid-Valley employees get involved in workplace giving campaigns to support local United Way Community Impact Projects or the charity of their choice.

The United Way workplace campaign unites employees in all offices or branches of a company, and gives them an opportunity to donate, volunteer and advocate for causes that matter to them. You can see the results in your own backyard, every dollar raised here, stays here. But the workforce campaign is about more than raising money for worthy causes; it also strengthens connections between employees and their community.

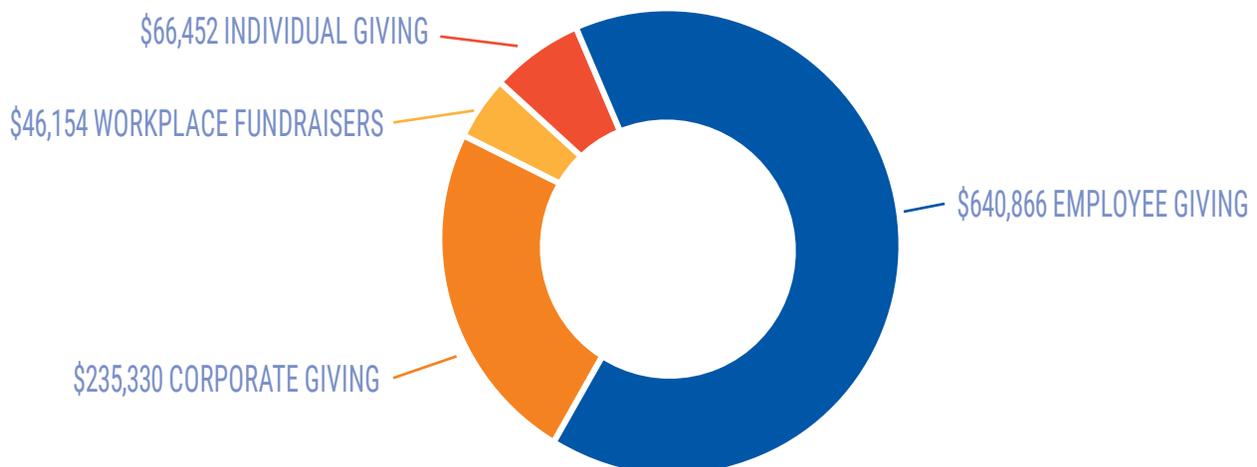
Top 20 Workplace Campaigns:

- | | |
|---------------------------------|-----------------------------|
| Capitol Auto Group | Enterprise Rent-a-Car |
| A-dec | Oregon Oncology Specialists |
| Garmin | Withnell Motor Company |
| Intel | Washington Federal Savings |
| State Employee Charitable Drive | Marion County Employees |
| Bi-Mart | Judson's Plumbing |
| United Parcel Service | Pacific Stair Corporation |
| Costco | Do It Best Corporation |
| Sentry Insurance | Key Bank |
| Salem Health | Comcast |



WORKPLACE CAMPAIGNS

2020 FUNDS RAISED: \$988,801



Perhaps you've noticed, but, we've changed the way we do business here. Take a look in this publication at the projects, programs and initiatives we've accomplished in 2020. Like what you see? Want to join the effort? Here are some ways you can help us create a thriving community:

INVEST:

MONTHLY DONOR: A monthly contribution from a checking account or credit card to support sustainability.

DONOR ADVISED FUND: A charitable giving vehicle administered by United Way, created to manage charitable donations.

MAGNET FUND: Choose from several focus areas; housing, children, environment, seniors, vets, women, or innovation.

PRESIDENTS LEADERSHIP CIRCLE: An annual business sponsorship starting at \$5,000.

UNITED LEGACY FUND: An endowment fund to assure long term sustainability of United Way's community impact.

VOLUNTEER:

SANTIAM LONG TERM RECOVERY COMMITTEES: Join the effort to help our friends in the Canyon rebuild. All levels of expertise and talent are needed for this long-term endeavor.

GOOD360 GIFTS IN KIND PROGRAM: If you've got organization skills and some free time, we need help getting our warehouse stocked and organized for our distribution events.

DAY OF CARING: Gather a team of your friends, family or co-workers and pitch in on some volunteer projects that help our community.

LOANED EXECUTIVE: Represent United Way and our work throughout the community as a presenter or liaison.

COMMUNITY IMPACT VOLUNTEER: Regular facilitation or participation in supporting United Way events; Good360 Gifts in Kind events, and other activities.

SAFESLEEP UNITED: Assuring a safe, secure, warm place for women living on the streets to sleep.

CHAMPION:

COLLECTION DRIVES: Establishing and coordinating a collection drive for one of our impact projects - homeless kits, feminine hygiene products, pajamas and more.

WOMEN UNITED: A philanthropic group of women who take action on important issues affecting women and children in our community.

WORK PLACE CAMPAIGN: Conducting a fundraising campaign at a place of business that will provide employees the opportunity to engage in the work of United Way through payroll deduction or monthly giving.