



# 2023

# IMPACT REPORT



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

United Way of the Mid-Willamette Valley strives to go beyond temporary fixes to create lasting change in Marion, Polk, and Yamhill Counties. By bringing people and organizations together around innovative solutions, we impact thousands of lives every year. The generosity of our donors and commitment of our community partners enables us to provide grants for outcome based programs and collaborative projects that address core needs and achieve lasting, measurable results.

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OUR MISSION: **Uniting people and resources to build thriving and resilient communities.** All of our work - whether it be to provide low-barrier shelter to women off the streets, or supply before and after school supports for students affected by poverty, or developing affordable housing for seniors at risk of homelessness - flows from that mission.

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# CEO MESSAGE



## Rhonda Wolf

United Way of the Mid-  
Willamette Valley, CEO

For 2023 and beyond, your United Way remains laser-focused on our Community Impact work, concentrating on solutions for senior citizens at risk of homelessness, increased access to resources to build capacity for our service providers, and tangible solutions to challenges right here in our backyard.

This strategy wouldn't be complete without robust support for Community Essentials such as food access, support programs for children, programs for BIPOC, houseless or homeless programs and other basic essentials. United Way will continue to award grants to provide these critical services.

Our communities thrive when we LIVE UNITED.

Thanks to you, United Way has remained an integral part of the social service provider network for over eighty years. We invite you to join us in restoring, repairing, rebuilding or whatever it takes, because together we can do more.

# GOOD360 PROGRAM

SUSTAINABLE, TANGIBLE, RESOURCES FOR NONPROFITS  
IN OUR REGION



Good360 works with large retailers to source brand new product donations that may have otherwise ended up in the landfill. These products are redistributed to local community partners including 501(c)3 nonprofits, public schools and faith-based organizations free of charge. Good360 works with over 250 local area nonprofits to distribute those goods.



Through a partnership with the national Good360 program, United Way Good360 is able to provide over \$6,000,000 in goods annually to our communities in Marion, Polk and Yamhill Counties.



Additionally, our Good360 program has a partnership with Toys for Tots which has allowed us to distribute over 60,418 toys and books to children and families in our area.

# SAFESLEEP UNITED

OUR LOW BARRIER WOMEN'S SHELTER OFFERING SAFETY, ACCESS TO SERVICES, AND A SENSE OF COMMUNITY BELONGING

## Gap



There are over 1,800 homeless individuals in Marion and Polk County and almost half of them are women, living in survival mode, with ongoing risk of being assaulted, robbed, sex trafficked, or raped, and with the trauma of living in that danger every day.

## Solution



SafeSleep United is our overnight, low barrier, non-denominational women's shelter. Our mission is to offer a warm, secure place for unsheltered women to sleep safely. We offer some basic needs, supports, and services to enable women to heal, plan, and move forward with their dreams and goals, from the stability of a safe place to sleep each night.

## Future



We currently shelter up to 19 women. An upcoming expansion will enable us to meet more basic needs: we'll have three bathrooms instead of one, and a laundry room, shower, and room for 21 more beds, so we can shelter up to 40 women!

# COTTAGES UNITED

## Gap

Many older Oregonians are entitled to Social Security benefits. However, these benefits (currently \$1,550.48 average for an individual\*) remain well below the poverty line and often fail to cover the cost of housing. Truthfully, a senior person relying on benefits cannot afford housing at the Free Market Rate anywhere in the country.

## Burdened

HUD considers a person housing burdened if their monthly housing costs are greater than 30% of a person's income. Throughout the nation, there are at least 9 seniors waiting for every occupied unit of affordable elderly housing.

## Vulnerable

Furthermore, the waiting list for affordable senior housing is often three to five years. With less income for other necessities such as food, medicine, and health care, these populations are particularly vulnerable to homelessness.

## Solution

We have purchased four lots on Market Street near Swegle Elementary. Plans are underway to build 25 cottages with community spaces for seniors to gather.



# ENRICHMENT ACADEMY

## Purpose

The Enrichment Academy is an out-of-school time program designed to align with each school's comprehensive school improvement plan and provide high quality programming that is designed to increase student achievement, improve student engagement, improve family engagement, reduce hunger and increase wellness.

## Program

EA programming gives students the opportunity to learn beyond the traditional school day in a safe, structured environment. EA delivers a variety of content rich offerings that engage students and build their academic and nonacademic skills. Programming in 3 elementary schools, 4 middle schools and 2 high schools, and funded by a Federal 21st Community Learning Center grant, EA operates during the hours before and after school and provides students a quality place to learn during those times.

## Aspire

United Way also provides support to the area high schools College and Career Centers through its work in ASPIRE. ASPIRE places mentors in the schools that work directly with the students on their goals for post high school. United Way recruits mentors, trains and places them in the high schools. This work allows students and parents to be able have assistance in navigating the confusing world after high school.



# AWESOME 3000

## RETURN TO THE AWESOME WAS A HUGE SUCCESS

Since 1983 the Awesome 3000 has been a staple in the Salem-Keizer Community, bringing friends and family together in support of our Salem-Keizer School District; its students, staff, and teachers.



The proceeds from the Awesome 3000 raised \$45,000, which will go directly to the Salem-Keizer Schools Fund held by the United Community Foundation.



Approximately 400 volunteers from our community came together to give their time and effort! 23 community sponsors made this event possible.





# SANTIAM WILDFIRE RECOVERY

As we surpass 2 years from the beginning of the wildfire disaster, we reflect on how far we've come, but also, what's still needed to help our communities rebuild.

Today we serve as the fiscal sponsor for the Santiam Long Term Recovery Group as we continue to work closely with our valued partner Santiam Service Integration Team to meet the needs of survivor families in the canyon.

Each challenge, whether it be an urgent need for housing, or basic items like school supplies, we work to meet through emergency funding, grant funding and our Good360 Gifts in Kind Warehouse.

*The short-term relief needs of survivors of wildfires are well known: food, water and shelter. But very seldom are aware that the needs of survivor grow with time, not shrink. The onset of disaster caused trauma can push back even the smallest of recovery goals by years. The journey is complicated and stressful, so it's very important to have an organization dedicated to meeting the needs of survivors until every family is home. Santiam Long Term Recovery Group*



# COMMUNITY IMPACT GRANTS



## Purpose

01

Our objective for funding is to find opportunities to support providers projects or programs that are impact-driven, equitable, transparent, and regionally focused.

## Process

02

In 2019 we created a partnership with Willamette University's Atkinson Graduate School of Management to facilitate our grant process. Students research applicants, present their recommendations, and track the progress of how the grantees use the United Way funds.

## Directed Dollars

03

United Way Donor Advised Funds are a way to build long-term stability for local philanthropy. United Way manages the funds with dispersement advisement from the donor. Our DAFs support local area schools and charities and are donor-centric.

## Current Distribution

04

Adaptation For Tomorrow's Environmental Realignment Community Impact Fund - award of grant funds to support activities related to mitigating the impact of climate change in Marion, Polk, and Yamhill Counties.

## Future

05

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.

## BUSINESS AND COMMUNITY

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 Campaigns

Capitol Auto Group	Marion County Employees
Garmin	Willamette ESD
Bi-Mart	Do It Best Corp
United Parcel Service	WaFed
Withnell Auto Company	Jeldwen
A-Dec	BMW
Sentry Insurance	Nationwide
Cherriots	US Bank
Salem Health	Pacific Stair
Costco	Target



**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.**

**85 CENTS**  
of every dollar goes **directly to**  
community programs.

*SERVING OUR COMMUNITY*

**86**  
1937 ● 2023



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