

**United  
Way**



Sonoma  
Mendocino  
Lake  
Humboldt &  
Del Norte  
Counties

Prospectus 2021

# Invest in Our Communities



# Combined Funds Raised

EMPLOYEE DONATIONS, CORPORATE DONATIONS, INDIVIDUAL DONATIONS, AND GRANTS

**FY20:** \$6.4MM **FY21 Goal:** \$7.5MM

“United Way believes in the **potential** of each and every person in our five-county service area, and we’re committed to raising funds to invest in the programs and services that drive our collective future.”

**Lisa Carreño**  
PRESIDENT & CEO

More than \$6MM raised through Workplace Giving campaigns, individual donors, and various grants from state and local agencies and foundations as well as funds distributed from United Way Bay Area.

## Giving Groups

**FY20:** \$32K **FY21 GOAL:** \$100K\*

In its first-ever grant cycle, Pride United raised and subsequently dispersed **\$32K** in grants awarded to 6 regional community-based organizations that provide services and support for local LGBTQ+ populations.

“I’m so excited about the impact our Giving Groups are able to make by **fund-raising** in support of their grant programs, putting money right where it needs to go in order to bring about the positive changes our communities need most.”

**Madelyn Wright**  
RESOURCE DEVELOPMENT MANAGER

\* Includes \$50K fund-raising goal for Women United

## Workplace Giving

**FY20:** \$2.9MM **FY21 Goal:** \$4MM

**\$2.9MM** raised through United Way’s regional Workplace Giving campaigns, including **158** active company campaigns and **122** corporate gifts totaling **\$950K**.

“The modern workplace has changed dramatically over the last year, and we have, too – United Way’s all-new **online giving** platform makes it easier than ever for employees to give to the causes and organizations they love.”

**Mindy Wright**  
DIRECTOR OF WORKPLACE GIVING

## Community Investment

GRANTS DESIGNATIONS AND PROGRAM DELIVERY

**FY20:** \$2.2MM **FY21 Goal:** \$4.3MM

More than **\$2MM** in grants awarded to support local community-based programs and organizations, including fire and flood relief, 2020 Census outreach, and health and human services in response to the ongoing COVID-19 pandemic.

“2020 was a year like no other, but United Way is uniquely positioned to **distribute funds** right where they need to go to better help families in desperate need of resources and support.”

**Jennifer O’Donnell**  
EXECUTIVE VP, COMMUNITY IMPACT

## 211 Sonoma 211 Humboldt

**FY20:** 39,908 contacts **FY21 GOAL:** 50,000 contacts

Total **person-to-person contacts** between clients and trained 2-1-1 support staff include phone calls and two-way text messaging.

Most common referrals include assistance regarding access to healthcare (10%), income support (17%), food insecurity (18%), and housing/homelessness (25%).

“While we continue to develop 211 Sonoma and support 211 Humboldt, United Way also hopes to expand 211 throughout our five-county region so even more people can get connected to important **NON-emergency services**.”

**Nicollette Weinzveg**  
COMMUNITY IMPACT DIRECTOR

## Earn it! Keep it! Save it!

**FY20:** \$8.8MM **FY21 Goal:** \$9MM

Despite the COVID-19 pandemic and subsequent health and safety restrictions, United Way of the Wine Country helped secure **\$8.8MM** in tax refunds for local families and individuals including completing more than **4,300** tax returns.

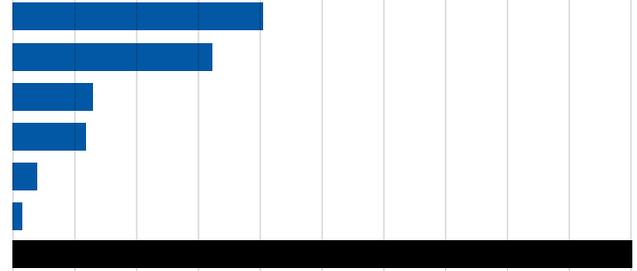
“Each and every year our **FREE tax support** puts millions of dollars back in the pockets of people who need it most. But this year was special - I am so proud of our dedicated partners who helped make it happen!”

**Suzanne Harris**  
COMMUNITY IMPACT DIRECTOR

## 2020 REVENUE

Grants Received	2,033,529.00	40%
Workplace Giving Campaigns	1,652,903.00	32%
Disaster Relief Donations & Grants	692,744.00	13%
Donations & Gifts	639,483.00	12%
Fees	85,403.00	2%
Investment Income	29,078.00	1%
<b>TOTAL REVENUE</b> (Subject To Audit)	<b>5,133,139.00</b>	<b>100%</b>

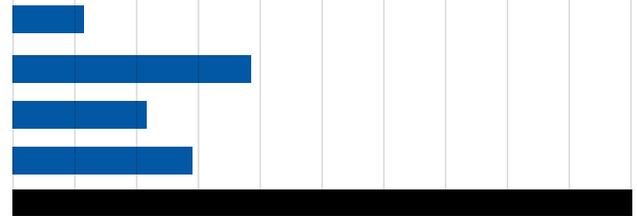
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## 2020 EXPENSES

Grants Awarded	707,128.00	11%
Disaster Relief Grants Awarded	2,482,972.00	38%
Program Expenses	1,370,860.33	21%
Operating Expenses	1,906,753.67	29%
<b>TOTAL EXPENSES</b> (Subject to Audit)	<b>6,467,715.00</b>	<b>100%</b>

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Join us for  
the  
Next 50 Years



United Way of the Wine Country has supported local nonprofits for over 50 years, and we look forward to the Next 50!

As a trusted partner and expert in community impact, we routinely evaluate efforts to support our region's most pressing issues. Together, we can be the change our friends and neighbors need most.

United  
Way



707.528.GIVE

Sonoma, Mendocino, Lake, Humboldt  
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[unitedwaywinecountry.org](http://unitedwaywinecountry.org)

#UnitedWeRise #UnidosAscendemos