Invest in Our Communities

Prospectus 2021

Sonoma Mendocino Lake Humboldt & Del Norte Counties

PHOTO BY WINDOWS ON UNSPLASH
“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.

FY20: $6.4MM
FY21 Goal: $7.5MM

“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

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.

FY20: $2.2MM
FY21 Goal: $4.3MM

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

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

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RESOURCE DEVELOPMENT MANAGER

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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.