

**United
Way**



**Sonoma
Mendocino
Lake
Humboldt &
Del Norte
Counties**



Following one of the most challenging years in the history of United Way of the Wine Country, we are even more focused on raising the funds needed to help local organizations support families throughout our five-county region.

**LISA CARREÑO
PRESIDENT & CEO**



PROSPECTUS 2022

**Investing in
Our Shared
Communities**

COMBINED FUNDS RAISED

More than \$3.6MM raised through Workplace Giving (employee and corporate) donations, individual donations, and grants.

FY21: \$2,775,831

FY22 GOAL: **\$4,000,000**

WORKPLACE GIVING

More than \$930K raised through regional Workplace Giving campaigns including 60 active corporate campaigns and 50 corporate gifts (\$290,920).

FY21: \$931,152

FY22 GOAL: **\$1,500,000**

INDIVIDUAL DONATIONS

More than \$321K raised through individual donations and gifts not designated through a specific Workplace Giving campaign.

FY21: \$321,714

FY22 GOAL: **\$500,000**

GRANTS RECEIVED

More than \$2.3MM in grants awarded to support local community-based programs and organizations throughout our five-county service area.

FY21: \$1,375,152

FY22 GOAL: **\$1,500,000**

unitedwaywinecountry.org



United We Rise





COMMUNITY INVESTMENT

More than \$1.6MM in Community Investment including grants awarded to local nonprofits, including donor designations, along with initiative delivery.

FY21: \$1,641,083

FY22 GOAL: **\$3,200,000**

EMERGENCY READINESS FUND

Grants awarded to local organizations providing critical support for emergency readiness and response efforts across our five-county region.

FY21: \$45,287

FY22 GOAL: **\$250,000**

PRIDE UNITED & WOMEN UNITED

Grants awarded during the 2021 Spring Community Grants Cycle featuring Pride United and Women United grants in support of programs and services for our regional LGBTQ+ communities and women and their families, respectively.

FY21: \$86,000

FY22 GOAL: **\$100,000**

MAP ONE SONOMA

Grants awarded to qualified grantees committed to fostering a prosperous, resilient, inclusive, and sustainable Sonoma County.

FY21: \$167,000

FY22 GOAL: **\$200,000**





Leadership Initiatives



2-1-1: FREE 24/7 COMMUNITY RESOURCE REFERRAL SERVICE

UWWC currently supports 2-1-1 in Sonoma, Humboldt, and Mendocino counties with aspirations to expand to Lake and Del Norte counties.

FY21: 31,700 contacts

FY22 GOAL: 32,000 contacts

Total person-to-person contacts between client and trained 2-1-1 support staff include phone calls and two-way texting. Most common referrals include assistance regarding healthcare (20%), income supports (20%), housing/homelessness (20%), and food insecurity (16%).

EarnIt! KeepIt! \$aveIt! EARN IT! KEEP IT! \$AVE IT! (EK\$): FREE EXPERT TAX FILING HELP

EK\$ is a grant-funded tax filing service provided by community partners in Sonoma, Lake, Mendocino, Humboldt and Del Norte counties. More details on our website.

FY21: 4,298 returns filed / \$7,999,917 refunded

FY22 GOAL: 4,350 returns filed / \$8,100,000 refunded

During one of the more challenging tax filing seasons ever, community partners and volunteers, thanks in part to \$150,000 in UWWC grants, helped complete nearly 4,300 tax returns and secured almost \$8MM in refunds for families and individuals.

**United
Way**



Sonoma, Mendocino, Lake, Humboldt
& Del Norte Counties

**Join us for the
Next 50 Years**



unitedwaywinecountry.org

#UnitedWeRise #UnidosAscendemos