Investing in Our Shared Communities

Sonoma
Mendocino
Lake
Humboldt &
Del Norte
Counties

PROSPECTUS 2022

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

“Investing in Our Shared Communities”

PHOTO BY WINDOWS ON UNSPLASH
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
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%).

**EARN IT! KEEP IT! SAVE 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.