



# DONOR IMPACT REPORT

## Even apart, we are UNITED at heart

July 2019 – December 2020





**for a total  
of 102 programs**

**United Way of Broward County** fights for the **health, education and financial stability** of every person in our community.

*Thank you!*

The past year has been challenging and like no other in recent history. The COVID-19 pandemic had a profound impact on so many people in our community – particularly the ALICE population (Asset Limited, Income Constrained, Employed) who were working hard and falling short and those living below the federal poverty line. In addition, there were also many people who found themselves in need for the first time.

**Thanks to your support, United Way of Broward County was able to pivot quickly and provide immediate solutions to emerging challenges**, helping those in crisis with nutritious food, financial assistance, emotional support and so much more. United Way of Broward County continued advocating and working to provide long-lasting, positive solutions to complex issues. YOU also made it possible for us to continue our year-round programs and services – sometimes modified to fit circumstances – to ensure as many people as possible received the help they needed.

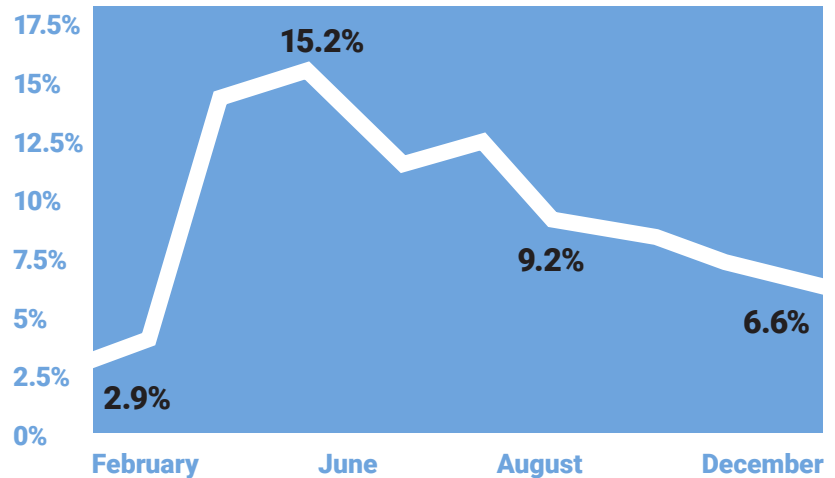
The Donor Report provides a snapshot of how YOUR generosity made a real impact over the past 18 months (July 2019 – December 2020). **In addition to supporting our annual programs, extra assistance was provided to address the great need created by COVID-19**; an overview of this work is included in the COVID-19 summary.

Please take pride knowing that UNITED, we have accomplished so much together. As we face the continuing challenges of the upcoming year, we hope you will continue to fight for the health, education and financial stability of every person in our community.

# Our Community

Before the COVID-19 pandemic, 50 percent of Broward County households were the ALICE population (Asset Limited, Income Constrained, Employed) or living below the federal poverty level – working hard but falling short.

 **50%**



In February 2020, the unemployment rate in Broward County was 2.9%, but by May 2020, it was a high of 15.2%. This highly increased the needs for assistance with food, rent/mortgage, utilities and more.

## You Helped Her Family - Twice

"I moved to Broward County from Venezuela, married my husband and had our beautiful daughter, Valerie. We were excited about our future. My husband luckily was employed, but without any family nearby to take care of our daughter, I was unable to work. I didn't know what to do," says Cecilmar, "I didn't know anyone else."

Not knowing what to do next, Cecilmar was relieved to learn about a United Way of Broward County-funded program, Center for Working Families. First, she received financial assistance for childcare so her daughter could be placed in a safe early learning environment. With her daughter taken care of, Cecilmar was now able to attend a job readiness workshop, learn resume and interviewing skills, and meet with an employment coach. Eventually, she secured a position as an insurance agent. She also continued to meet with a financial coach to learn budgeting, as well as how to reduce debt and improve her credit.

Cecilmar and her husband were making great strides toward financial freedom – until the COVID-19 pandemic caused her to lose her job in April 2020. "Fortunately, the Center for Working Families was there to help again," she says. Through United Way of Broward County's funding, she received help buying groceries and household items, while SNAP and Medicaid helped her access food and medical resources without straining her budget.

Although there have been bumps in the road, Cecilmar is optimistic about the future. As her family continues to receive support, she is currently training to become certified to help others access healthcare through ACA. "I am so grateful for the assistance – especially to United Way of Broward County and the Center for Working Families," she says.



The Center for Working Families (CFW) is a partnership with Hispanic Unity of South Florida, Urban League of Broward County, Arc Broward and United Way of Broward County. CFW helps low-income families reach financial stability. The CFW approach brings together – or bundles – access to a full range of essential economic supports, including income enhancement and work supports, employment services, and asset-building services in one convenient location to help families build self-sufficiency, stabilize their finances and move up the economic ladder. This model teaches clients to "Earn It," "Keep It" and "Grow It."

# Thanks to you we're making

## Helping children learn to read at grade level

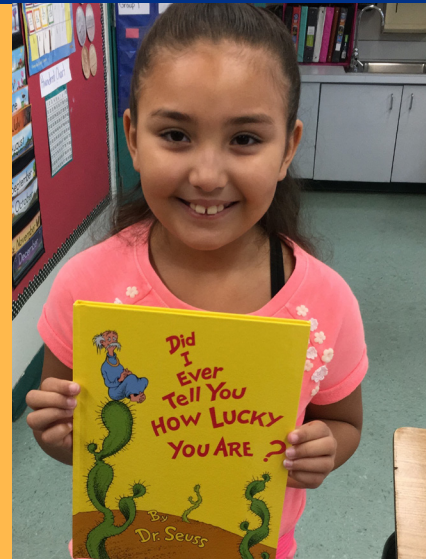
Until the pandemic closed schools, United Way of Broward County's ReadingPals initiative operated in 23 schools with one-on-one reading mentorship, and then went virtual:

**400** students in pre-K through second grade had a ReadingPal.

**16,333** books were distributed to students.

**100%** of teachers felt ReadingPals was a positive experience for their students.

▶ **Currently, ReadingPals is operating online with virtual learning and e-books in 17 elementary schools and three childcare centers, leaving 121 public elementary schools without this invaluable support for students and parents.**



## Providing Veterans the support they have earned

Through **MISSION UNITED**, United Way of Broward County's supportive services for Veterans initiative:

**1,539** Veterans received pro bono legal assistance.

**829** Veterans were connected to housing support.

**766** Veterans received financial support.

▶ **Still, there is a great need to expand these services so all Veterans have the support they have earned.**



## Empowering people to earn, keep and grow assets

Of those served by United Way of Broward County's financial stability programs:

**91%** were able to increase their self-sufficiency through employment stability.

**93%** increased their level of self-sufficiency with housing support.

**100%** who worked toward increasing their credit scores accomplished their goal.

▶ **Prior to the pandemic, 50% of households in Broward County were Asset Limited, Income Constrained and Employed (ALICE) or living below the poverty line. Countless more households have been affected by wage losses and instability due to COVID-19 so the need is even greater.**





# ing a difference every day throughout our community

## Providing access to fresh, nutritious food

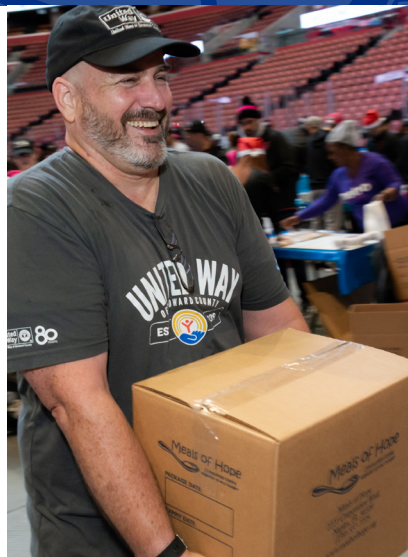
Through United Way of Broward County's Project Lifeline program:

**687,721** individuals and families were served.

**2.3 million** pounds of nutritious food were distributed.

**25** local food banks distributed until the pandemic forced some closings.

► **Still, the pandemic greatly increased the number of people without access to food due to wage losses, quarantines and isolation.**



## Helping children, youth and families live substance-free

Through United Way of Broward County's Commission on Behavioral Health & Drug Prevention:

**1,030,541** people were exposed to positive messaging and programming related to substance use prevention and behavioral health promotion.

**92%** of youth increased their positive attitudes in abstaining from substance use.

**87%** of parents who were educated on substance use reported an increase in parenting skills.

► **Still, 41% of Broward County high school students have used electronic cigarettes (vaping).**



## Providing opportunities for people to achieve optimal health

Of those supported by United Way of Broward County's health programs:

**3,522** children received dental hygiene services.

**88%** increased their knowledge regarding health.

**94%** of participants felt they increased their number of healthy days.

► **However, from March to October 2020, more than 32% of all calls to the 2-1-1 Broward helpline were for assistance relating to risk for suicide and mental health issues. Only the number of requests for financial assistance was greater.**



# Responding to emerging needs during the COVID-19 pandemic while also doing our year-round work

Funded 41 local organizations and programs to support the community during COVID-19

## \$1,066,993

in emergency financial assistance was distributed for basic needs like rent/mortgage, utilities, household supplies, gas/public transportation, etc.



## 405,137

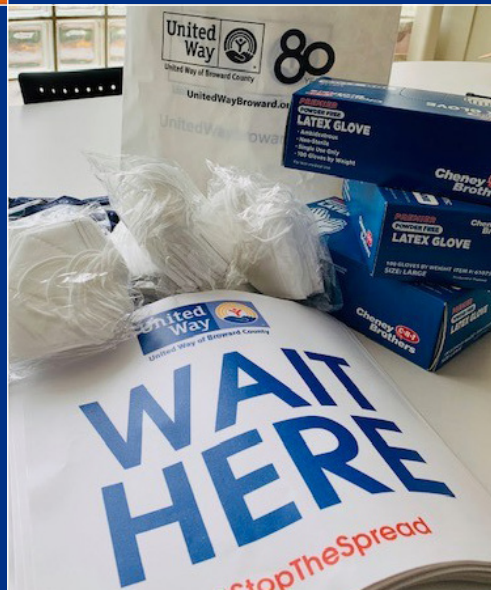
meals were delivered to homebound seniors, Veterans, homeless individuals and hard-working, low-income families

## \$401,128

in assistance was provided to partner agencies to help hungry individuals and families purchase food

## 24-hour

outreach and assistance was provided for our community's Veterans through United Way of Broward County's MISSION UNITED



## \$60,469

worth of masks, gloves, hand sanitizer, "Wait Here" signs, to-go containers and toilet paper were purchased and distributed to numerous facilities and providers

# Thank you!

United Way of Broward County extends a special thank you to all the individuals and organizations that generously support our work in the community.

## Top 25 Workplace Campaigns

1. Publix Super Markets, Inc.
2. JM Family Enterprises, Inc.
3. Enterprise Holdings South Florida
4. Memorial Healthcare System
5. Wells Fargo
6. United Parcel Service/Teamsters Local 769
7. Florida Power & Light Company/IBEW Local 759
8. CHG Healthcare Services
9. Broward County Government/AFSCME Local 2866  
& Federation of Public Employees
10. Holman Automotive Group
11. School Board of Broward County/Broward  
Teachers Union & Federation of Public Employees
12. Nova Southeastern University
13. Bank of America
14. Truist
15. AT&T Florida/CWA Local 3104 & 3120
16. Price Waterhouse Coopers, LLP
17. Steven Douglas
18. Berkowitz Pollack Brant Advisors
19. Baptist Health South Florida
20. Costco Wholesale
21. United Way of Broward County
22. Comcast Cable Communications, Inc.
23. Sunshine Health Plan
24. Federal Express Corporation
25. Target

As of December 31, 2020

## Our Corporate Partners

### DIAMOND CHAIRMAN'S CIRCLE



JM Family  
Enterprises



### GOLD CHAIRMAN'S CIRCLE



### DIAMOND CORPORATE PARTNER



### GOLD CORPORATE PARTNER



### SILVER CORPORATE PARTNER



JPMORGAN CHASE & CO.



As of December 31, 2020

# Financial Highlights 2019-2020

## STATEMENT OF FINANCIAL POSITION

**JUNE 30, 2020**

Current assets . . . . .	\$12,784,523
Other assets . . . . .	2,525,262
Total assets . . . . .	15,309,785
Liabilities . . . . .	7,177,611

### NET ASSETS

Without donor restrictions . . . . .	\$3,832,886
With donor restrictions . . . . .	4,299,288

**Total net asset . . . . . \$8,132,174**

## STATEMENT OF ACTIVITIES

**YEAR ENDED JUNE 30, 2020**

### REVENUE

Gross contributions . . . . .	\$12,049,251
Provision for uncollectible . . . . .	(1,300,000)
Broward Business Council on Homelessness . . . . .	465,614
Disaster Relief- Covid . . . . .	2,788,028

**Net contributions . . . . . \$14,002,893**

Grants . . . . .	\$8,050,328
Payroll Protection Program . . . . .	460,055
Other revenue . . . . .	428,251
Investment gain . . . . .	30,475

**TOTAL REVENUE . . . . . \$22,972,002**

### EXPENSES

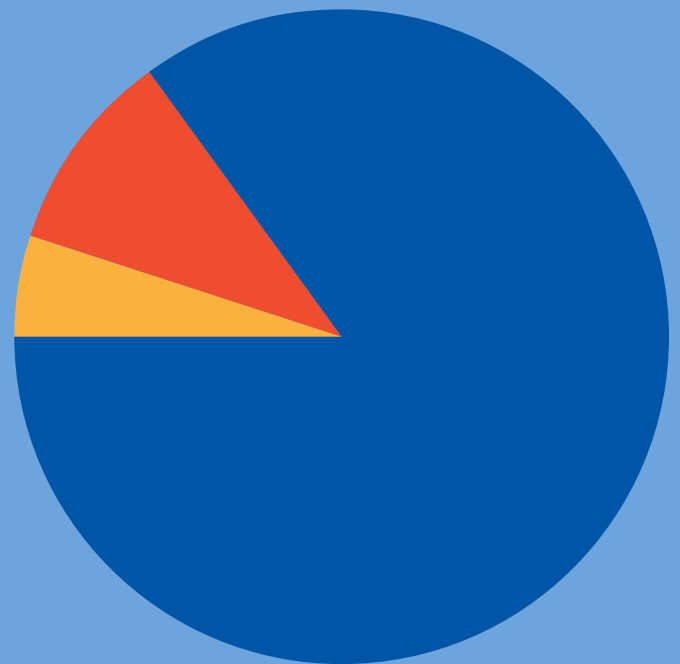
Allocations and contracted programs . . . . .	\$12,826,139
Designations . . . . .	1,632,100
Program services . . . . .	3,942,149
Development . . . . .	1,923,249
Management and general . . . . .	998,365

**TOTAL EXPENSES . . . . . \$21,322,002**

**CHANGE IN NET ASSETS . . . . . \$1,650,000**

## WHERE YOUR DOLLAR GOES

- 88% PROGRAMS & INITIATIVES
- 8% DEVELOPMENT & OUTREACH
- 4% ADMINISTRATION



For complete audited financial statements,  
visit [UnitedWayBroward.org](http://UnitedWayBroward.org)



# Change lives every day!

## Put your kindness into action

### GIVE

- Increase your pledge
- Join an affinity group
- Consider a legacy gift
- Honor a loved one with a tribute gift

Yes, I want  
to continue  
changing lives



### ADVOCATE

- Use your voice to make an impact
- Support advocacy opportunities in Broward County
- Follow us on social media to learn about advocacy opportunities

### VOLUNTEER

- Volunteer to support those in need
- Read with a child online for 1 hour a week
- Mentor a Veteran
- Attend United Way of Broward County virtual events



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Fort Lauderdale, Florida 33316

UnitedWayBroward.org | 954.462.4850 | Follow us on   

