



# Annual Report

2018-2019







## Dear Friends,

This past year, we have continued to tackle the biggest challenges our communities face: poverty, poor health, and lagging educational achievement. Together, we are working to help every child succeed, every step of the way.

Our goals go beyond short-term charity for a few; we are pursuing long-term change that benefits everyone. With the help of dedicated partners, teachers, principals, parents, students, donors, advocates, and volunteers, we are making measurable progress.

Our measures of success show results for entire schools and communities, which have been achieved through powerful partnerships and shared goals that impact every child and family in our community. By aligning programs, making data-driven decisions, and holding ourselves accountable to the results, we are truly creating long-term change that will affect generations to come.

This Annual Report highlights only some of the innovative work that has happened this past year. To learn more about what we do, and how you can make a lasting impact on families and kids in our community, please visit our website at [uw.org](http://uw.org).

Our sincerest thanks to our amazing partners for their hard work, and for the generous and continued support that makes this work possible. We look forward to the future success we create together.



Bill Crim  
*President and CEO*



Jay K. Francis  
*Chair, Board of Directors*

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### United Way of Salt Lake Senior Management Team

**Bill Crim**, *President and CEO*

**Erin Laney Barr**, *Vice President of Donor Relations and Engagement*

**Beth Martial**, *2-1-1 Managing Director*

**Stacey Earle**, *Vice President of Human Resources and Administration*

**Amy Ahrens Terpstra**, *Vice President of Collective Impact Partnerships*

**Danya Pastuszek**, *Chief Operating Officer*

**Lynn Sims**, *Chief Financial Officer*

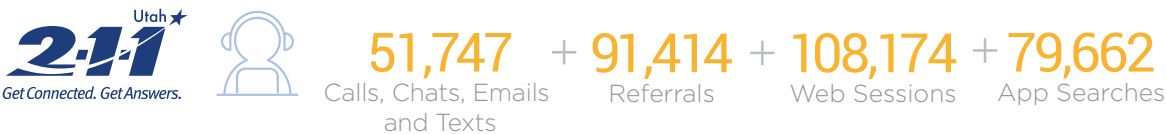
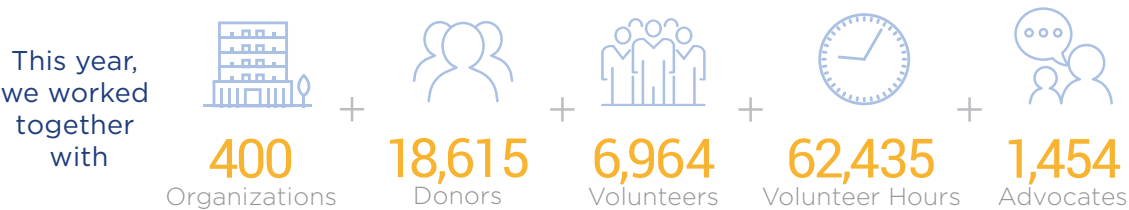
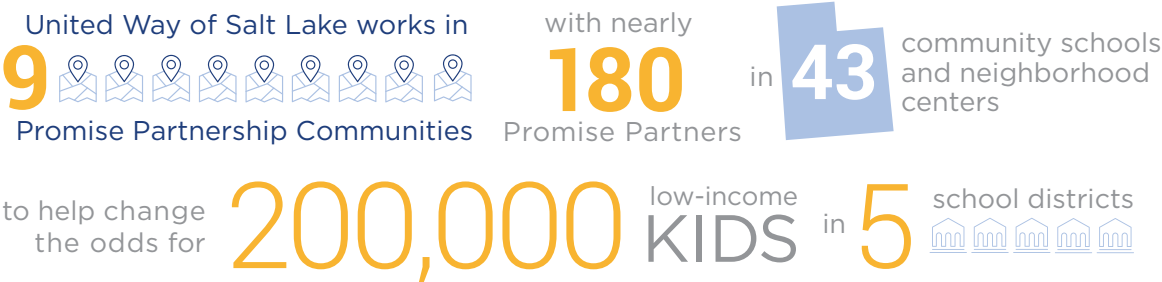
**Jerilyn Stowe**, *Chief Marketing and Engagement Officer*



# Every Child, Every Step of the Way

United Way of Salt Lake has a clear purpose: helping every child succeed, every step of the way, regardless of race, income, or ZIP code.

We work with hundreds of partners to create lasting social change. We are in schools, improving education outcomes and providing students and families with the extra support they need. We are collaborating with local community leaders to identify gaps in systems that hold families back. And we are at the Capitol, advocating for better health care access and early education opportunities, to give future generations their best chance at a successful life.



\*Age by Ratio of Income to Poverty Level in the Past 12 Months, 2012-16, American Community Survey (B17024)





# Annual Highlights

With the help of our dedicated community partners, donors, volunteers, and advocates, we are making measurable strides toward achieving our outcomes. Below are just a few of our accomplishments from 2018-2019.

## Proof Point Status

In February 2019, the Promise Partnership was designated as a "Proof Point" community by StriveTogether. This designation recognizes United Way of Salt Lake and our many partners for our community alignment, data-driven decision making, policy changes to support systems change, and dedication of the Promise Partnership Regional Council. There are only 10 other communities in the country with this distinction.



## Spotlight Honoree by the Carnegie Foundation

United Way of Salt Lake and StriveTogether were selected as a Spotlight Honoree by the Carnegie Foundation for the work of the Chronic Absence Network, and asked to present at the Spotlight on Quality Symposium in D.C. and Carnegie Summit on Improvement in Education. This spotlight showcases the power of coaching diverse communities around a new and disciplined way of working.

## Grassroots Fellowship Launched

In 2018, Promise Partners focused their early childhood outreach in South Salt Lake, a city where a significant number of parents speak Spanish, French, Arabic, Nepali, Somali, Tongan, or Swahili. As part of this effort, United Way of Salt Lake launched its grassroots fellowship, a leadership development program for young adults in Promise Communities. The first cohort included three young leaders from South Salt Lake who spoke Arabic, Spanish, and Somali. With these "trusted messengers," language and cultural barriers were minimized and the grassroots team was able to double the number of early childhood screenings completed in just three months and connect with over 500 parents of young children.

## Policy Success

We had another successful legislative session, helping pass a number of bills that move United Way of Salt Lake's priorities forward. Here are some of the notable results of the bills we worked on:

### Early Childhood Education

**SB166** School Readiness Amendments received its full funding request. **SB166** will provide \$12 million in ongoing funds for school, private, and home-based preschool programs that help children start kindergarten ready to learn.

**HB47** Early Childhood Coordination Amendments will help improve policy decision-making, alignment, and coordination of programs and services for children ages zero to six.

### College Access

**HB260** Access Utah Promise Scholarship Program passed. **HB260** will build a statewide pipeline to college access and completion for students who otherwise would not attend. This ground-breaking legislation creates opportunity and leverages existing resources. The bill was funded with \$2 million in ongoing funds.

### Mental Health Services for Students

Also funded and passed was **HB373** Student Support Amendments. This bill will infuse \$26 million in ongoing funds to provide targeted mental health support and trauma-informed care to students in schools. Mental health services has long been a top identified need in the schools where UWSL works.





# 2018-2019 Results

UWSL invests donor dollars to create social change that lasts. The 2018/2019 results show an impact for the schools, communities, and regions where we work, proving large-scale change is possible.

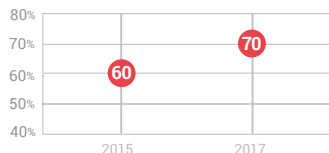


## KINDERGARTEN READINESS

In South Salt Lake, where a significant number of parents speak a language other than English, more 0- to 5-year-old children are developmentally on track—thanks, in part, to UWSL’s grassroots initiative to engage parents of young children.

In South Salt Lake, more 0 to 5 year old children are developmentally on track.

Source: 2018, Utah Department of Health, ASQs

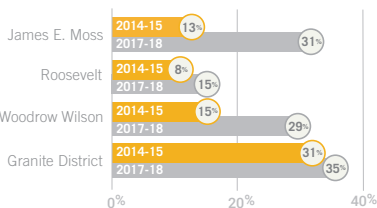


## 3RD GRADE READING PROFICIENCY

3rd Grade Language Arts Proficiency has increased in Title I community schools, where UWSL works to help implement a multi-tiered strategic approach to early grade reading, including dyad reading methods, teacher development, and continuous improvement processes.

3rd Grade Language Arts Proficiency in Title I schools within Granite School District

Source: SY 2015 and SY 2018, 3rd Grade Language Arts SAGE, USBE



## 8TH GRADE MATH PROFICIENCY

Many students are below grade level when they enter Granite Park Junior High. Through a strategic alignment of resources and support from UWSL, Granite Park has remained in the top five Granite middle schools for student growth over the last three years—with dramatic gains in math proficiency for students in 7th-9th grade.

**Math scores doubled**  
from 2014–2017 for students of color at Granite Park Junior High

Source: SY 2014 and SY 2017, 7-9th Grade Math SAGE, USBE.



## HIGH SCHOOL GRADUATION

Cottonwood High School's graduation rate outperformed most schools in Granite District, despite being more impacted by poverty. Leaders attribute the success to UWSL’s strategic partnership and interventions.

Increased Graduation rates at Cottonwood High School by

**5%** for all students  
**10%** for English Language Learning students 2014-2018

Source: SY 2014 and SY 2018, High School Graduation, USBE.



## HEALTH OUTCOMES

Access to affordable, quality health coverage and care are essential for families to stay healthy. Since 2011, UWSL and its partners have worked to integrate healthcare into community schools and neighborhoods to increase accessibility and quality of care.

**4,796**  
students and family members received  
**immunizations**

**2,409**  
students and family members received  
**dental care**

**6,961**  
students received  
**vision care**  
(eye exams and glasses)

Source: United Way of Salt Lake Health Partners



## YOUTH DEVELOPMENT

UWSL has built strategic partnerships aimed at supporting more kids in and out of school. Through focused efforts in youth development, we’re working to ensure that students have access to out-of-school time programming, individualized mentoring, and real-life experiences.

**45% reduction**  
in juvenile arrests in Kearns  
2014–2017

**29% reduction**  
in juvenile arrests in South Salt Lake  
2014–2017

Source: Utah Department of Public Safety, 2014–17.



# Nour's Story

Nour was barely a teenager when an unexpected knock came at the door of her home in Syria. On the other side were armed soldiers, there to arrest her father for reasons that weren't clear.

After his release, Nour and her family left the only life they'd ever known to seek refuge in Salt Lake City. The transition was difficult, but the resources provided to them through Cottonwood High School, one of UWSL's community schools, helped them adjust quickly. Nour learned English, found a part-time job, and joined the

Mentor 2.0 program, where she was paired with a mentor to help her prepare for college.

Nour is now attending Salt Lake Community College. She plans to study psychology or pre-law with a focus on the refugee population.

*"I want my name to be remembered,"  
she said. "(Where people say)  
'Nour, she's the one who helped.'"*

## Funded Partners

AAA Fair Credit Foundation  
Ability Found  
Alliance House  
AmeriCorps  
Refugee and Immigrant Center-Asian Association of Utah  
Big Brothers Big Sisters  
Bountiful Community Food Pantry  
Boy Scouts of America, Great Salt Lake Council  
Boys and Girls Club  
Canyons School District  
Catholic Community Services of Utah  
Children's Service Society of Utah  
Christian Center of Park City  
City of South Salt Lake  
Community Action Partnership of Utah  
Community Nursing Services  
Comunidades Unidas  
Davis Behavioral Health  
Davis Citizens' Coalition Against Violence dba Safe Harbor Crisis Center  
Davis County Health Department  
Davis School District  
ESL-(English Skills Learning) Center  
Family Promise-Salt Lake  
Family Support Center  
First Step House  
Granite School District  
Guadalupe School  
Helping Hand Association dba The Haven

House of Hope  
Impact Mental Health, dba Polizzi Foundation  
International Rescue Committee  
Jewish Family Service  
Junior Achievement of Utah  
Kostopulos Dream Foundation Camp Kostopulos  
Latinos in Action  
Legal Aid Society of Salt Lake  
Maliheh Free Clinic  
Midtown Health Clinic  
Midvale Community Building Community  
Mountainlands Community Housing Association  
NAMI Utah-National Alliance on Mental Illness  
Neighborhood House Association-Odyssey House, Inc.  
Open Doors-Formerly Family Connection Center  
Park City Education Foundation  
Peace House, Inc.  
People's Health Clinic, Inc.  
Rape Recovery Center  
Salt Lake County Youth Services  
Salt Lake Donated Dental Services  
South Valley Sanctuary  
The Children's Center  
The INN Between  
The Park City Foundation  
The Road Home  
The Sharing Place Inc.  
TURN Community Services, Inc.  
United Way of Utah County

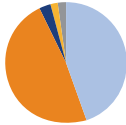
University of Utah Reading Clinic  
Urban Indian Center of Salt Lake  
Utah Afterschool Network  
Utah AIDS Foundation  
Utah Center for Science and Math-UBEES  
Utah Community Action  
Utah Food Bank  
Utah Health and Human Rights Project  
Utah Health Policy Project  
Utah Legal Services, Inc.  
Utah Office of Guardian ad Litem and CASA  
Utah Partners for Health  
Utahns Against Hunger  
Valley Mental Health Inc, dba Valley Behavioral Health  
Voices for Utah Children  
Volunteers of America, Utah  
Wasatch Forensic Nurses  
Wasatch Homeless Health Care, Inc.  
YMCA of Northern Utah  
Young Women's Christian Association of Utah (dba YWCA Utah)

UWSL works with dozens of other public, nonprofit, and private sector partners through our community schools, neighborhoods, and regional Promise Partnerships. For a complete list, visit [uw.org/our-work/partnerships/](https://uw.org/our-work/partnerships/)



# 2018 Financials

## \*Revenue - \$14.1M



**45%**  
Community  
Fund (\$6.3M)

**47%\***  
Major Gifts and  
Grants (\$6.6M)

**3%**  
Sponsorships  
(\$484K)

**3%**  
Investment  
Returns (\$417K)

**2%**  
Other Revenue  
(\$221K)

## Community Investments and Expenditures - \$15.3M



**65%**  
Programs, Partnerships  
Grants, and  
Impact Goals (\$9.9M)

**10%**  
Donor Designations  
to Other Nonprofit  
Organizations (\$1.5M)

**17%**  
Fund Development  
(\$2.5M)

**8%**  
Management and  
General (\$1.2M)

## Balance Sheet



**\$6,683,344**  
Liabilities

**\$18,143,564**  
Net Assets

**\$24,826,344**  
TOTAL ASSETS

\*Total Revenue of \$14.1M and Major Gift percentage of 47% reflect payments made on multi-year pledges (major gift donations) recorded in prior years. For complete audited financial statements visit UW.ORG

Charity Navigator gives UWSL a 4 out of 4 star rating for exceptional transparency and accountability, exceeding industry standards. Better Business Bureau concluded that United Way of Salt Lake meets all 20 standards for charity accountability, making UWSL a BBB Accredited Charity.



# 2018-19 Board of Directors

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Community Advocate

## Mike Kirby

Strategic Accounts Director  
IMPARTNER

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Vice President-Regulation  
Rocky Mountain Power

## Crystal Low

EVP, Business Payments & Technology  
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Chief Operating Officer  
WCF Insurance

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## Ben McAdams

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of Latter-day Saints

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The Mark & Kathie Miller Foundation

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Milcom, Inc.

## Mikelle Moore

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Intermountain Healthcare

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AVP, Clinical Affairs, University of Utah

## Cristina Ortega

Assistant U.S. Attorney  
U.S. Attorney's Office

## Michael Petrogeorge

VP, Legal and General Counsel  
Management & Training Corporation

## Kevin Potts

Chief Operating Officer  
Union Pacific Railroad Employees  
Health Systems

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Director Marketing Services  
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## Sean Slatter

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Comcast

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Baird

## Tanya Veal

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Bonneville Communications

## Heidi Walker

Chief Operating Officer  
Salt Lake Chamber

## Tricia Warnken

VP of Marketing and Communications  
CHG Healthcare, Inc.

## Ruth V. Watkins, Ph.D.

President  
University of Utah

## Senator Todd Weiler

State Senator, Utah State Senate;  
Attorney, Christensen & Jensen

## Wendy Williams

Vice President, Aerospace Structures  
Northrop Grumman Innovation Systems

# Thank you to our generous donors for having the vision and commitment to help drive large-scale social change along the Wasatch Front.

\*Based on donations 2014–2019

## COMMUNITY CHANGEMAKERS: \$1,000,000 +

Anonymous	Intermountain Healthcare
The Church of Jesus Christ of Latter-day Saints	Larry H. and Gail Miller Family Foundation
CHG Healthcare, Inc.	The Mark & Kathie Miller Foundation
Comcast	O.C. Tanner
Daniels Fund	Savage
Dominion Energy	State of Utah
Enterprise Rent-A-Car	State of Utah Department of Human Services
FJM Impact Fund (Call and Maggelet Family)	State of Utah/Utah State Board of Education
Kem C. and Carolyn Gardner	UPS
George S. & Dolores Doré Eccles Foundation	WCF Insurance
Jon and Karen Huntsman	Williams–Northwest Pipeline
	Zions Bank

## INNOVATORS: \$500,000 +

The Church of Jesus Christ of Latter-day Saints Foundation	Rocky Mountain Power a Division of PacifiCorp
Costco Wholesale Corporation	Siemer Institute for Family Stability
Goldman Sachs Bank USA (GS Bank)	State of Utah - Department of Workforce Services
JPMorgan Chase	The Boyer Family
Management & Training Corporation	University of Utah
Northrop Grumman Innovation Systems	Wells Fargo

## VISIONARIES: \$250,000 +

3M Health Information Systems	KSL Media Group
American Express	Love Communications
CAMBIA Health Foundation	Mark Miller Dealerships
Cargill, Inc. Industrial Salt Division	Parsons Behle & Latimer
CMS Energy	Salt Lake County
Deseret Management Corporation	Susan B. and David R. Spafford
GE Healthcare	State of Utah Employees
Kern River Gas Transmission Company a Berkshire Hathaway Energy Company	StriveTogether
	Swire Coca-Cola, USA
	United Way of Salt Lake Employees

## PACESETTERS: \$100,000 +

AAA Northern California, Nevada, Utah	Jennifer Speers
Alliance Data	Norman C. Tanner and Barbara L. Tanner First Charitable Trust
A. Scott and Jesselie Anderson	Target Stores, Inc.
BD Medical	TD Williamson Global Pipeline Integrity Center
Bertin Family Foundation	Thomas and Candace Dee Family Foundation
CenturyLink	Scott and Sue Ulbrich
Chevron, USA Inc.	U.S.Bank Foundation
Clarke American Corp.	Utah Department of Public Safety - Division of Emergency Management
Collins Aerospace	Utah Health Policy Project (UHPPI)
Delta Air Lines	Utah Transit Authority
Edwards Lifesciences	Utility Trailer Manufacturing Co.
FedEx District Office	Vectra Bank
Dennis Kiyoguchi	Wal-Mart Stores, Inc.
Marathon Petroleum Corporation	Wasatch Electric A Division of Dynalectric
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Regence BlueCross	
BlueShield of Utah	
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## CHAMPIONS: \$50,000 +

ADP Corporate Headquarters	Robert Keener
Aetna	Kellogg - Clearfield Plant
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Ballard Spahr, LLP	Nationwide
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Robert and Alane Boyd	Keith and Nancy Rattie
Bradley and Sandee Burton	Ray Quinney & Nebeker
Mona Lyman Burton	Gary G. Sackett
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Cirris Systems Corporation	Sinclair Oil Corporation
Citigroup	Harris and Amanda Simmons
John B. and Flora D'Arcy	Jennifer and Shane Smith
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Deluxe Corporation	Lew Swain
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Emma Eccles Jones Foundation	Norman C. Tanner and Barbara L. Tanner 2nd Charitable Support Trust
The Florence J. Gillmor Foundation	TURN Community Services
EY	Union Pacific Railroad
James and Tammy G. Felt	UnitedHealth Group
Fredrick H. Barth Foundation	United Way Worldwide
Gardner Company	University of Utah Hospitals and Clinics
H&R Block	UServeUtah - Utah Commission on Service and Volunteerism
Lawrence and Virginia Hjalmarson	Utah Metal Works, Inc.
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Holland & Hart LLP	David and Sarah Wolach
Michelle and Timothy C. Hollingsed	
Karen Hopkinson	
Brian and Rachel Jepperson	
Peter and Paula Green Johnson	

## CORNERSTONE PARTNERS

The following generous and committed corporations and foundations direct resources toward underwriting our cost of doing business.

CenturyLink	Parsons Behle & Latimer
CHG	PEGUS
The Church of Jesus Christ of Latter-day Saints Foundation	Rocky Mountain Power A Division of PacifiCorp
Collins Aerospace	Savage
Comcast	Swire Coca-Cola, USA
Edwards Lifesciences	Synchrony Financial
Emma Eccles Jones Foundation	TD Williamson Global Pipeline Integrity Center
Enterprise Rent-A-Car	The Kenneth C. Savage Family Foundation
Hexcel	U.S. Bank
Intermountain Healthcare	Utah Metal Works, Inc.
Jacobsen Construction Company, Inc.	Wells Fargo
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