



# Annual Report 2020-2021



United Way  
of Salt Lake



## Dear Friends,

2021 proved to be another remarkable year for United Way of Salt Lake, the state, and the rest of our nation. Our community has shifted from striving to survive the pandemic to becoming more resilient while creating an inclusive future. At the same time, 2021 highlighted how much work we still need to do.

While many challenges remain, our community's willingness to step up and help out continues unabated. Our staff, partners, and community members have shown up to help ensure that kids can continue learning, families can continue to have their basic needs met, and that all Utahns have the opportunity to achieve their full potential.

Accepting that we are, and will continue to be, living in a new normal for the foreseeable future allowed us to make strategic decisions about hosting events, providing volunteer opportunities, and encouraging in-person initiatives. Online tutoring programs are up and running. Our annual Day of Caring took place in outdoor spaces with strict safety precautions. Our team creatively modified activities like Stuff the Bus and Season of Service to be hybrid with in-person and online options to engage our caring community.

Our community continues to face challenges exacerbated by the ongoing pandemic, and we at United Way of Salt Lake continue to focus on improving outcomes related to health, education, and income inequities. As government programs providing aid expired, many families experienced unreliable income, housing, and food situations. We worked with community partners to re-engage students who were absent or disconnected from school, to provide rides to and from vaccination and other health-related appointments, and to ensure food was available when people were unable for whatever reason to secure it for themselves.

Our goal at United of Salt Lake stays the same: create an inclusive future where everyone, regardless of race, income, or circumstance, has the same opportunities to benefit from and contribute to economic prosperity. Building this future isn't quick or easy, but we are making significant progress by building powerful partnerships that achieve lasting social change.

In this Annual Report, you'll find highlights of the innovative work we've done in the past year alongside engaged community partners like you. To learn more about our efforts and the results we're achieving throughout the nation, please visit [uw.org](http://uw.org).

We could not lead this work without the caring power of our partners and their generous and continued support. Whether you donate time, money, or expertise, you are supporting our efforts and changing lives.

With gratitude,



**Bill Crim**  
*President and CEO*

*Bill Crim*



**Mikelle Moore**  
*Chair, Board of Directors*

*Mikelle Moore*

**United Way of Salt Lake  
Senior Management Team**

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**Peter Moes**, *Chief Development Officer*  
**Danya Pastuszek**, *Chief Operating Officer*  
**Stacey Earle**, *Vice President of Human Resources and Administration*  
**Amy Ahrens Terpstra**, *Vice President of Collective Impact Partnerships*  
**Beth Martial**, *211 Managing Director*



# 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.

For more than a decade, United Way of Salt Lake has been building partnerships dedicated to transforming the systems that keep children and families from achieving their potential through health, financial stability, and education. From community schools to the State Capitol, we are dismantling barriers and changing outcomes to give future generations their best chance to thrive.

United Way of Salt Lake works in **9** Promise Partnership Communities with nearly **180** Promise Partners in **43** community schools and neighborhood centers

to help change the odds for **200,000** low-income KIDS in **5** school districts

This year, we worked together with **144** Organizations + **7,709** Donors + **1,025** Volunteers + **7,718** Volunteer Hours + **8,057** Advocates

**2-1-1** Get Help. Give Help. United Ways of Utah + **65,078** Calls, Chats, Emails and Texts + **105,042** Referrals + **172,627** Web Sessions + **91,046** App Searches



# Spotlight

## UWSL and The Promise Partnership

When the pandemic hit, UWSL and Promise Partners stepped up. Through an initiative called Stay Safe, Stay Connected, Promise Partners worked together to find, support, and reconnect students and families to school and other learning opportunities throughout the year.

Promise Partners worked together to design an emergency operations grant program for child care centers that helped ensure quality care for thousands of families by keeping hundreds of small businesses afloat.

Community partners worked to redesign school food delivery systems so kids wouldn't go hungry and worked to raise hundreds of thousands of dollars to help organizations get assistance to undocumented community members who were left out of most federal and state stimulus efforts.

## From Covid Response to Inclusive Future

As we set our sights on long-term community change, Promise Partners are working toward an inclusive future, one that is more equitable than ever before. Working with community residents and civic leaders, we are building plans to shore up cradle-to-career supports so every child has what they need to thrive, and we are identifying policies and systems that must change to yield more equitable results.



Connected more than

**3,000**

families with learning resources, programs, and basic needs assistance.



Equipped more than

**200**

families with internet service.



Recruited and trained more than

**100**

volunteers to connect with students for mentoring and tutoring.



Conducted "porch visits" with

**220**

students who were identified as having been largely absent and/or completely disconnected from school during the past year.



Distributed more than

**1,400**

laptops to K-12 families who didn't have them.



Supported six schools, impacting

**5,100**

students, in implementing innovations that improve academic outcomes and close disparity gaps.



# Annual Highlights

## Utah 211

Utah 211 fielded 392,512 distinct contacts over the year, including calls, chats, emails, texts, web sessions, and app searches. They connected Utahns with referrals for basic needs services, and provided additional services like:

### Vaccine Access

United Way of Salt Lake and Utah 211 Partnered with Lyft and Regence BlueCross BlueShield of Utah to launch the Ride United Vaccine Access Campaign.

This initiative expanded an existing program with Lyft to increase access to COVID-19 vaccines by providing free rides to COVID-19 vaccination appointments in Salt Lake County and surrounding areas.

### Connect Us Coordination Center

Utah Social Determinants of Health Collaborative is a convening of statewide healthcare systems that create movement to improve the lives of Utahns. Connect Us Coordination Center serves as a backbone structure that oversees the Connect Us closed loop referral network through a web-based referral platform that impacts participant health outcomes.

### Substance Use Disorder Helpline

211 is the state of Utah's substance use disorder and opioid overdose prevention helpline. They offer individuals and their loved ones continual referrals, follow-up services, or crisis support, based on the needs of the individual, and seek to find providers to address the mental health and drug issues exacerbated by the ongoing COVID-19 pandemic.

## Proof Point Redesignation

In early 2019, StriveTogether awarded United Way of Salt Lake and the Promise Partnership one of its highest distinctions within its national network of nearly 70 collective impact partnerships: Proof Point. To achieve Proof Point, a partnership must have 60% or more of the standard cradle-to-career outcomes trending in the right direction and must show maturity in a number of qualitative measures. In 2021, the Promise Partnership received Proof Point recertification for continuing to improve outcomes, reduce disparity gaps, and change systems to be more equitable.

## Policy Wins

United Way of Salt Lake had success during the legislative session, with many UWSL priorities passing and getting funded.

### Some of the highlights include:

- > \$7 million in ongoing funds for Optional Extended-Day Kindergarten
- > Early Learning Training and Assessment
- > \$3 million in ongoing funds for School Readiness Grants/High-Quality Preschool
- > \$500,000 one-time funds for Preschool Demonstration Projects
- > HB27 Child Care Eligibility Amendments passed
- > HB381 Grow Your Own Teacher and School Counselor Pipeline Program passed
- > HB262 Children's Health Insurance Amendments passed
- > SB164 Utah Housing Affordability Amendments passed



# 2020/2021 Results

UWSL invests donor dollars to create social change that lasts. The 2020/2021 results show an impact for the schools, communities, and regions where we work, proving large-scale change is possible.



## KINDERGARTEN READINESS

The research is clear: focusing on the early years is the most impactful and cost-effective strategy we can use to improve long-term outcomes for low-income children. Investing in early childhood education significantly reduces social costs such as special education and remediation and subsequently increases the future earnings for the children involved, along with many other positive outcomes.

**45,000**

low-income children ages five and under live in the Promise Partnership region

**13%**

Return on Investment (ROI) for birth-to-five programs according to the most recent analysis



## POSTSECONDARY READINESS

In today's economy, a high school diploma is no guarantee of a living wage, much less economic stability, and there are significant disparities in postsecondary readiness as measured by ACT scores. Ensuring that all students are ready for postsecondary opportunities is crucial for their future success.

**11.7%**

more concurrent credit hours were earned by Utah students over a year period from 2018 to 2019

**8**

Percentage Points

the increase in Utah's graduation rate for Latino students since 2014



## 3RD GRADE READING PROFICIENCY

In the early grades, children are busy learning to identify letters and string them into words, but then in third grade a critical shift happens: students start reading to learn and understand more complicated material. But if third graders are still struggling with the basics of reading, they will likely fall behind. This is why elementary reading is so critical.

**72%**

of Utah fourth graders are above basic reading levels and **42%** are proficient according to national reading assessment data, both outpacing the national average

**57%**

of low income 1st-3rd graders are proficient in reading in Utah



## HEALTH OUTCOMES

In Promise communities, we strive to support a "culture of health," where everyone—regardless of zip code or immigration status—has the opportunity to live a long and healthy life. Through innovative partnerships with dental and vision care providers, we are able to address basic needs while recognizing the value of health care coverage for children and their families' ongoing health and financial security.

**44%**

of Latino children represent the total child uninsured population, but they only make up 17% of the total child population

**27%**

of low-income Salt Lake County adults are unable to get needed medical care due to cost



## 8TH GRADE MATH PROFICIENCY

STEM and technology-related jobs account for one in seven jobs in Utah. But what does it take to get these jobs, and how do we prepare our students? To be highly qualified in STEM, students must be on track in math long before college, as far back as middle school and even elementary school. For this reason, prioritizing math education in the early years is critical.

**53%**

of Utah students were proficient in math in 2018-19

**36%**

of Utah students are not proficient in math at the end of 10th grade



## FINANCIAL STABILITY

Among the issues that keep families in the cycle of intergenerational poverty, housing affordability has risen to the top. At 211, the lack of affordable housing and housing needs consistently rank highest in terms of the needs callers are trying to address. These issues are expected to worsen as the Salt Lake housing market remains active, rentals are sold, and incomes fail to keep up with housing costs, making it even more difficult to find affordable housing.

**43%**

of renters in Utah are very low income or extremely low income

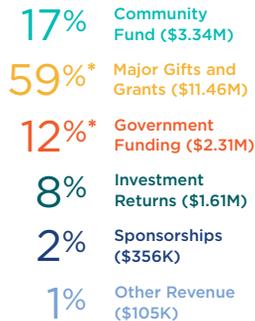
**10.9%**

or 123,000 people in Salt Lake County are food insecure

# 2020 Financials



## \*Revenue



## Community Investments and Expenditures



## Balance Sheet



\*Total Revenue of \$21.88M includes current fiscal year pledges for which cash may be collected over multiple years. Total Revenue does not include cash collected on pledges included in revenue in prior years. For complete audited financial statements visit UW.ORG.

UWSL is a platinum-level GuideStar participant, demonstrating its commitment to transparency. Better Business Bureau concluded that United Way of Salt Lake meets all 20 standards for charity accountability, making UWSL a BBB Accredited Charity.



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# 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 2014–2021

## TRANSFORMATIONAL: \$2,500,000 +

FJM Impact Fund  
Larry H. and Gail Miller Family Foundation  
Mark & Kathie Miller  
Intermountain Healthcare

Zions Bank  
Blue Meridian Partners  
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Utah Department of Human Services  
Utah State Board of Education

## VISIONARIES: \$1,00,000 +

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CHG Healthcare  
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StriveTogether

## INNOVATORS: \$250,000 +

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University of Utah  
Utah Department of Workforce Services  
Wells Fargo

## ACCELERATORS: \$100,000 +

3M Health Information Systems  
Alliance Data  
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Delta Air Lines  
Edwards Lifesciences  
FedEx  
Gardner Company  
Harland Clarke  
Hexcel Corporation  
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Intercontinental Exchange  
Jacobsen Construction Company, Inc.  
The Kahlert Foundation  
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Peace & Possibility Project  
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Sorenson Impact Foundation  
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