



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.

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



Mikelle Moore
Chair, Board of Directors

United Way of Salt Lake
Senior Management Team

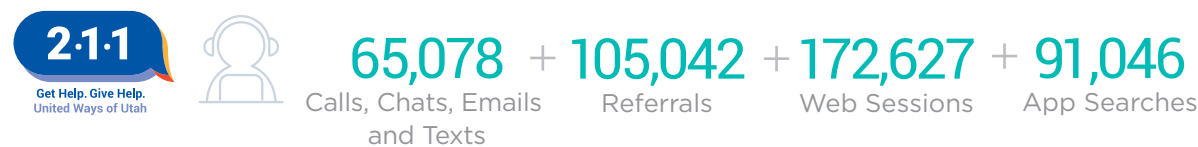
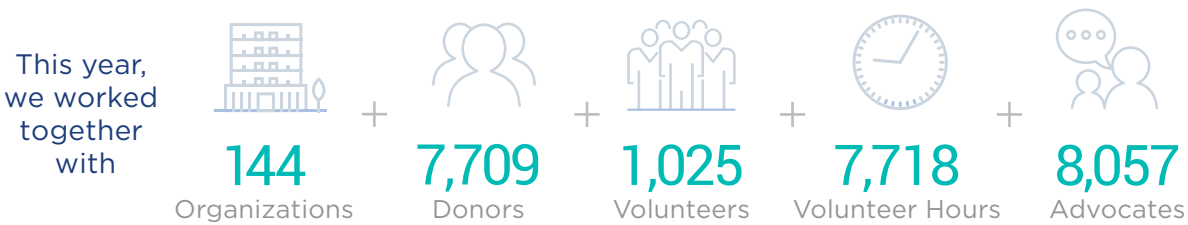
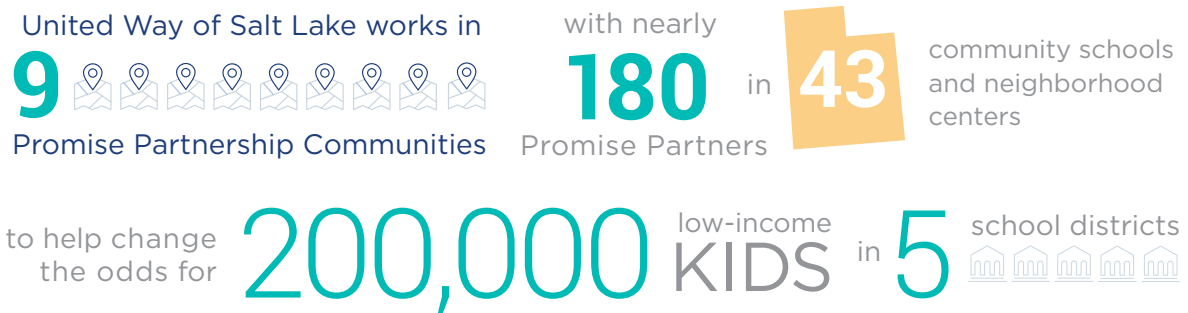
Bill Crim, *President and CEO*
Peter Moes, *Chief Development Officer*
Danya Pastuszek, *Chief Operating Officer*
Stacey Earle, *Vice President of Human Resources and Administration*
Amy Ahrens Terpstra, *Vice President of Collective Impact Partnerships*
Beth Martial, *211 Managing Director*



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.





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.



**STAY SAFE.
STAY CONNECTED.**



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.

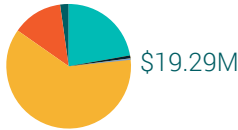
43%

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

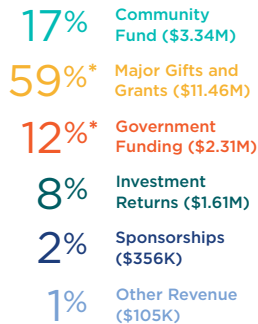
10.9%

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

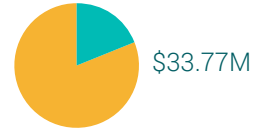
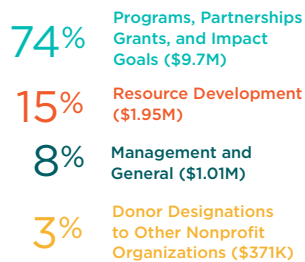
2020 Financials



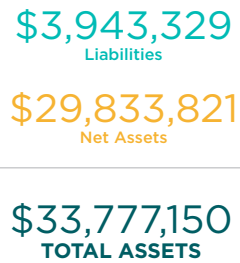
*Revenue



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.



2020-21 Board of Directors

Mikelle Moore

SVP, Chief Community Health Officer
Intermountain Healthcare

Chair, Board of Directors
United Way of Salt Lake

Zeke Dumke III

Chairman
Western States Management Corp.

Brian McCallion

Managing Director
Goldman, Sachs & Co.

Joelle Steward

Vice President, Regulation
Rocky Mountain Power A Division
of PacifiCorp

Michael Anglin

Enterprise Accounts Sales Manager
UPS Main Hub

Jose Enriquez

Founder and CEO
Latinos in Action

Derek Miller

President & CEO
Salt Lake Chamber

Greg L. Summerhays

Realtor
Chapman Richards & Associates, Inc.

Michael Anglin

Enterprise Accounts Sales Manager
UPS Main Hub

Jorge A. Fierro

Chief Executive Officer
The Fierro Group

Kathie Miller

Trustee
The Mark & Kathie Miller Foundation

Kathleen Pitcher Tobey

Director of Operations
Regence BlueCross BlueShield of Utah

Kirk Aubry

President and Chief Executive Officer
Savage

Richard D. Foster

Manager, Humanitarian Services
The Church of Jesus Christ of
Latter-day Saints

John Milliken

President
Milcom, Inc.

Art Turner

Vice President and General Manager
Enterprise Holdings

Barbara Bagnasacco

Shareholder
Parsons Behle & Latimer

Jay Francis

President & CEO
South Valley Chamber

Kate Moss

SVP, Market Manager
Bank of America

Scott C. Ulbrich

UWSL Board Corporate Secretary

Matthew G. Bartol

GM Western Distribution Operations
Dominion Energy

Matt P. Gnau

SVP, Regional Managing Director
Wells Fargo

Cristina Ortega

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

Tanya Veal

Senior Vice President
Bonneville Communications

Mark H. Bouchard

Former Managing Director
CBRE

Paula Green Johnson

Community Advocate

Asha Parekh

Director
Utah Department of Workforce Services

Tricia Warnken

VP of Marketing
CHG Healthcare, Inc.

Nathan Boyer

President, The Boyer Company

Deneiva Knight

External Affairs Manager | Comcast
Mountain West Region
Comcast

Kevin T. Peterson

WCF Insurance

Senator Todd Weiler

Utah State Senate

Lauren Call

Director, FJM Impact Fund
(Call and Maggelet Family)

Gary B. Porter

Senior Vice President HR/
Community Relations, DMC
The Church of Jesus Christ
of Latter-day Saints

Steve C. Westenskow

Managing Director
JPMorgan Chase

Rebecca Chavez-Houck

Managing Member
Aspira Public Affairs, LLC

Karen Kwan

Representative
Utah State Legislature

Kevin Potts

VP, Chief Operating Officer
Union Pacific Railroad Employees
Health Systems

Wendy A. Williams

ELV Contract Manager
Northrop Grumman Innovation Systems

Chris R. Christiansen

SVP, Market Executive—Business Banking
Bank of America

Mark Lucas

Principal
Lucas Venture, LLC

David Lloyd Smith

Managing Partner, President
Penna Powers

Jenny Wilson

Mayor, Salt Lake County

John J. Connelly

Vice President Engineering and Construction
Williams - Northwest Pipeline

Jane Marquardt

Vice Chair
Management & Training Corporation

Scott Sperry

Chief Operating Officer
O.C. Tanner

Bill Crim

President and Chief Executive Officer
United Way of Salt Lake

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	Zions Bank
Larry H. and Gail Miller Family Foundation	Blue Meridian Partners
Mark & Kathie Miller	Daniels Fund
Intermountain Healthcare	Utah Department of Human Services
	Utah State Board of Education

VISIONARIES: \$1,00,000 +

George S. & Dolores Doré Eccles Foundation	Savage UPS
Kem C. and Carolyn Gardner	WCF Insurance
CHG Healthcare	Williams
Dominion Energy	StriveTogether
Enterprise	

INNOVATORS: \$250,000 +

Bank of America	Mark Miller Dealerships
Bonneville International Corporation	John and Anne Milliken
The Boyer Company	Northrop Grumman Innovation Systems
Roger and Sara Boyer	O.C. Tanner
The Church of Jesus Christ of Latter-day Saints Foundation	Parsons Behle & Latimer
Comcast	Rocky Mountain Power (A Division of PacifiCorp)
Costco Wholesale Corporation	Salt Lake County
Deseret Management Corporation	Siemer Institute for Family Stability
EnerBank USA	Norman and Barbara Tanner First Charitable Trust
Bill & Melinda Gates Foundation	University of Utah
GE Healthcare	Utah Department of Workforce Services
Goldman Sachs Bank USA (GS Bank)	Wells Fargo
JPMorgan Chase	
KSL Media Group	
Management & Training Corporation	

ACCELERATORS: \$100,000 +

3M Health Information Systems	Dennis Kiyoguchi Trust
Alliance Data	Peace & Possibility Project
American Express	Regence BlueCross BlueShield of Utah
The Call Foundation	Scheels
Cambia Health Foundation	Sorenson Impact Foundation
Chevron, USA Inc.	Jennifer Speers
Delta Air Lines	State of Utah Department of Health
Edwards Lifesciences	Swire Coca-Cola, USA
FedEx	Norman and Barbara Tanner 2nd Charitable Support Trust
Gardner Company	Target Stores, Inc.
Harland Clarke	U.S. Bank Foundation
Hexcel Corporation	Scott and Sue Ulbrich
The Huntsman Family Foundation	Utah Transit Authority
Intercontinental Exchange	Utility Trailer Manufacturing Co.
Jacobsen Construction Company, Inc.	Wasatch Electric
The Kahlert Foundation	Wasatch Residential Group
Kern River Gas Transmission Company (A Berkshire Hathaway Energy Company)	Zachry Group

PACESETTERS: \$25,000 +

AAA Northern California, Nevada, Utah	Michelle and Timothy Hollingsed
Aetna	Homie Real Estate
Amazon	Lynda Jacobsen
American Cancer Society Great West Division	Rachel Jepperson
Ames Construction	Peter and Paula Green Johnson
Scott and Jesselie Anderson	Bob Keener
ARUP Laboratories	KeyBank
J.D. and Laura Ashby	Michael and Alicyn King
Associated Food Stores, Inc.	David Kirby
Kirk and Katie Aubry	Larry H. Miller Group of Companies
Michelle and James Azzaro	Larry H. Miller Sports & Entertainment
Baird	Deborah Lillie
Balkamp, Inc. Western Division	LeeAnne and Chris Linderman
Ballard Spahr, LLP	L3Harris Technologies
Scott and Cheri Beck	Love Communications
Colleen Larkin Bell and Jim Bell	Karen Macon
Beneficial Financial Group	Macy's Inc.
Benjamin and Vanessa Benner	Marathon Petroleum Corp
BMW of Murray	Bob Marquardt
Bonneville Communications	Jane and Tami Marquardt
Border States Electric	Terri R. McCarthy
Mark and Karen Bouchard	Scott and Anna McLean
Robert and Alane Boyd	Medical Home Portal
Barry and Allison Bridges	MHTN Architects
Ryan Brophy	John and Andrea Miller
Paul Burdiss	June Morris
Bradley and Sandee Burton	Nationwide
Cargill, Inc. Industrial Salt Division	NCFI Polyurethanes
David Carlebach	Nordstrom
CBIZ MHM, LLC	Dr. Charles Norlin
CenturyLink	Danya Pastuszek and John Branecki
Child Family Foundation	Ray and Janet Pickup
Kandice Christensen	Kevin and Becky Potts
Christy Sports	Ray Quinney & Nebeker
Cirris Systems	Keith and Nancy Rattie
Citigroup	Peter and Sandy Richards
Collins Aerospace	Gary G. Sackett
Colvin Engineering Associates	Salt Lake Community College
Community Nursing Services	Stephanie and Tom Scheffler
Community Action Partnership of Utah	Christene Sherwood
Stephen Connor	Silicon Valley Bank
Bill and Diane Crim	Harris and Amanda Simmons
John B. and Flora D'Arcy	Jennifer and Shane Smith
Davis School District/ Davis Education Foundation	Smith's Food and Drug Stores, Inc.
Patrick and Nancy Dean	Dennis Spackman
Lawrence T. and Janet T. Dee	Bharani Srinivasan
Charitable Foundation	Stoel Rives, LLP
Thomas and Candace Dee Family Foundation	Tony Sweet
Deloitte	Synchrony Financial
Deluxe Corporation	TD Williamson Global Pipeline Integrity Center
Deseret Book Company	Temple Square Hospitality Corporation
Deseret Digital Media, Inc.	TLC Impact Fund
Deseret Mutual Benefit Administrators	Triumph Gear Systems, Inc.
Deseret News Publishing Company	TURN Community Services
Zeke and Angela Dumke	Art and Christina Turner
Emma Eccles Jones Foundation	Union Pacific Railroad
Spencer F. Eccles	UnitedHealth Group
Willard L. Eccles Charitable Foundation	University of Utah Hospitals and Clinics
Exxon Mobil Corporation	UServe Utah - Utah Commission on Service and Volunteerism
EY	Utah Department of Public Safety - Division of Emergency Management
Federal Reserve Bank of San Francisco	Utah Health Policy Project (UHPP)
James and Tammy G. Felt	Utah Metal Works, Inc.
Blake Fisher	Utah System of Higher Education
Norman and Carol Foster	Tanya Vea
Edward and Rebecca Fowler	Walmart
Fredrick H. Barth Foundation	Walton Family Foundation
Steven Glaser and Camille Pierce	Washington Federal Savings
The Florence J. Gillmor Foundation	Michael and Donna Weinholtz
Rudy Gobert	West Valley City
Mark Goddard	Wheeler Foundation
H&R Block	Sarah Wolach
Lawrence and Virginia Hjalmarson	