



Annual Report 2019-2020



United Way
of Salt Lake



Dear Friends,

2020 has undoubtedly been one of the most extraordinary years we've seen at United Way of Salt Lake. Extraordinary not only because the world was thrown into upheaval by a global pandemic while our nation was confronted with rampant racial injustice and civil unrest, but extraordinary because of the incredible way our community responded. Our staff and partners pivoted in a matter of days to establish virtual workplace campaigns, launch our Stay Safe, Stay Connected initiative, build our organization's equity roadmap, develop digital volunteer opportunities, and move our fundraising events to an online platform.

Our community has faced unimaginable challenges this past year. Tackling poverty, poor health, and lagging educational achievement became even more important and more complicated as the COVID-19 pandemic spread.

The barriers facing the kids and families we serve have worsened. Despite government aid granted during the pandemic, many families did not consistently have housing, food, and reliable income. In order to meet those rapidly growing needs we had to pivot the work we do with our donors, community partners, advocates, and volunteers.

We got more creative than we've ever been to make sure kids could access distance learning materials and learn at home. We found new ways to connect volunteers to tutoring and other service opportunities. We reimagined how to get our community partner organizations the funds they needed to serve even more kids and families.

Despite these changes in our day-to-day work, our goal is the same: to help every child succeed, every step of the way. Our foundation is powerful partnerships and measurable outcomes; this has allowed us to meet the community's needs as they arise and rebuild the broken systems that have held it back for so long.

This Annual Report highlights some, but not all, of the innovative work we've done in the past year. To learn more about what we do, and how you can create lasting change for families and kids in our community, please visit our website at 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 future collaboration and success.



Bill Crim
President and CEO



Jay K. Francis
Chair, Board of Directors

United Way of Salt Lake
Senior Management Team

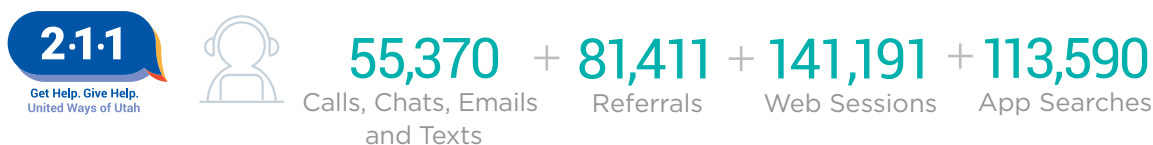
Bill Crim, *President and CEO*
Peter Moes, *Chief Development Officer*
Danya Pastuszek, *Chief Operating Officer*
Stacey Earle, *Vice President of Human Resources and Administration*
Amy Ahrens Terpstra, *Vice President of Collective Impact Partnerships*
Beth Martial, *211 Managing Director*



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.





The Utah COVID-19 Community Response Fund supports organizations statewide that are working with individuals and families impacted by the economic consequences of Coronavirus. Funds are distributed to organizations through a grant application process and are based on the highest needs in our communities.

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97 Number of Grants Funded



70 Number of Organizations Funded



\$874k Total Amount Distributed



22,281 Families Served from the Fund



67,567 Individuals Served from the Fund



Top 3 Needs of Callers to Utah 211:

- > Housing/ Rental Support
- > Access to food and meals
- > Income assistance



Uses of Grants from the Fund:

- > Housing and rental assistance for those who don't qualify for government aid
- > Income support
- > Healthcare access and support
- > Homeless services

Fund Spotlight



CATHOLIC COMMUNITY SERVICES

Catholic Community Services of Utah used the grant funding to assist a family newly arrived in the USA from Afghanistan. The father was an interpreter for the US military in Afghanistan and the family are special immigrant status visa holders. Funding from federal sources and CCS helped the family put down a deposit and pay their first month's rent. Unfortunately, this federal funding was limited, and the family was facing the prospect of having no help in covering rent moving forward. The pandemic began as they arrived in Utah, making it so neither the husband or wife could find work, creating housing instability for them and their five children. Funding from the Community Response Fund ensured that this family could pay their rent and would not face eviction, providing them with much-needed stability until it is safe and possible for the mother and father to find work and become self-sufficient.

Other Ways Your Support is Making an Impact



STAY SAFE. STAY CONNECTED.

Learning at home became the new normal in 2020. Your support helped our team compile resources to keep the learning going.

uw.org/distance-learning-support



Utah 211 has become the go-to information resource during this pandemic. Your support is helping them maintain increased capacity during this time.

uw.org/211/covid19-resources



The UWSL team and its partners have pivoted their work to address the immediate and continued needs caused by the pandemic. Your support is helping our team meet the growing needs of our community right now.

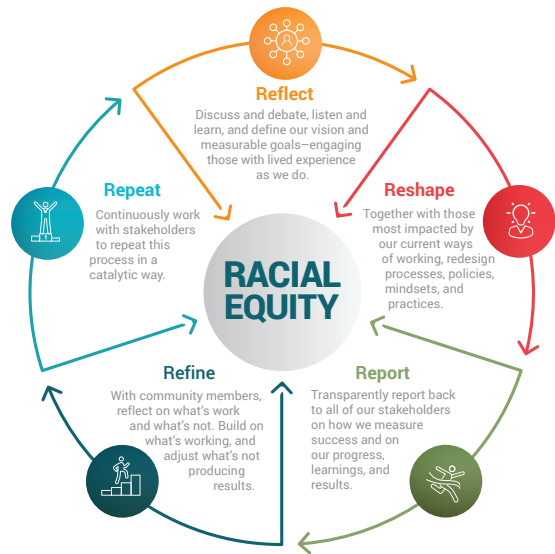
promiseutah.org



Annual Highlights

Organizational Commitment for Racial Justice

Together with United Way of Salt Lake staff and the board of directors, we worked to formalize our action plan and commitments to address the systemic racism that plagues our nation, to serve and support those in our community who are marginalized and harmed by structural racism, and to hold ourselves accountable to do work that is anti-racist and anti-oppression.



Strengthening Our Work in the Social Determinants of Health

UWSL and its partners lead efforts to address the social needs of our most vulnerable community members. By bringing together Utah's leading health systems, community partners, and stakeholders across multiple sectors, the work aims to drive better health outcomes by removing inequities in areas such as housing, education, transportation, and jobs.

Utah 211

The year has not only showcased the importance of Utah 211's expertise in information referral, but also its vital skills in emergency management and partnership building to support our state. 211 created two new partnerships with the University of Utah and the Utah Department of Corrections Adult Probation and Parole focused on basic needs resources for students and families. And as COVID-19 began to spread, the 211 team jumped into action as the state's go-to emergency information expert for the pandemic as well as the earthquake that hit Magna right as the pandemic began. In addition, 211's referral work helped UWSL identify the greatest needs of the community to funnel support through the Utah COVID-19 Community Response Fund.



Testifying Before Congress

United Way of Salt Lake testified before the United States Congress Joint Economic Committee on the impact of the COVID-19 health pandemic on the local Salt Lake community, and the demand for United Way services and fundraising. Specific recommendations were made on what Congress can do to improve charitable giving incentives immediately, namely expand and make permanent the charitable deduction that was reintroduced in the CARES Act but capped at \$300.



2019-2020 Results

UWSL invests donor dollars to create social change that lasts. The 2019/2020 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.

49,000

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

13.7%

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



HIGH SCHOOL GRADUATION

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.

Seniors who complete the FAFSA are

84%

more likely to enroll immediately in post-secondary education opportunities

10%

the shrinking achievement gap in Utah's graduation rates between Latinx and white students, down from **17%** in 2013



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.

4x

less likely to graduate high school if a student is not reading on grade level by the 3rd grade

40%

of Utah fourth graders are proficient readers according to national reading assessment data, outpacing the national average of 34%



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.

Latino and black children in Utah are

4.5X

more likely to be uninsured than white children

21%

of Salt Lake County low-income adults experienced four or more types of trauma during childhood



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. For Promise families in particular, the lack of affordable housing has reached a crisis point due to the lack of supply. These trends are expected to get worse in the future as income fails to keep up with housing costs.

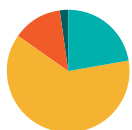
65%

of Salt Lake County residents who rent their home are low income

53,861

or 6% of children in Utah are impacted by intergenerational poverty

2019 Financials



\$21.88M

*Revenue

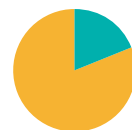
22.3% Community Fund (\$4.89M)
61.8%* Major Gifts and Grants (\$13.51M)
13.1%* Government Funding (\$2.86M)
2.4% Other Revenue (\$539K)
.3% Sponsorships (\$57K)
.1% Investment Returns (\$24K)



\$14.79M

Community Investments and Expenditures

65.2% Programs, Partnerships Grants, and Impact Goals (\$9.64M)
6.5% Donor Designations to Other Nonprofit Organizations (\$960K)
14.9% Resource Development (\$2.2M)
13.4% Management and General (\$1.99M)



\$29.34M

Balance Sheet

\$5,734,974 Liabilities
\$23,610,840 Net Assets
\$29,345,814 TOTAL ASSETS

*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.

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.



2019-20 Board of Directors

Jay Francis

President and CEO
South Valley Chamber

Chair, Board of Directors
United Way of Salt Lake

Michael Anglin

Enterprise Accounts Sales Manager
UPS Main Hub

Cathy Angstman

Senior VP and Financial Advisor
Morgan Stanley Wealth Management

Kirk Aubry

President and Chief Executive Officer
Savage

Barbara Bagnasacco

Shareholder
Parsons Behle & Latimer

Matthew G. Bartol

GM Western Distribution Operations
Dominion Energy

Mark Bouchard

Community Advocate
Pinehurst Consulting

Nathan Boyer

President, The Boyer Company

Lauren Call

Director, FJM Impact Fund
(Call and Maggelet Family)

Rebecca Chavez-Houck

Managing Member, Aspira Public Affairs, LLC

Chris R. Christiansen

SVP, Market Executive-Business Banking
Bank of America

John J. Connelly

Vice President Engineering and Construction
Williams - Northwest Pipeline

Bill Crim

President and Chief Executive Officer
United Way of Salt Lake

Zeke Dumke III

Chairman
Western States Management Corp.

Jose Enriquez

Founder and CEO
Latinos in Action

Jorge A. Fierro

Chief Executive Officer
The Fierro Group

Richard D. Foster

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

Matt P. Gnau

SVP, Regional Managing Director
Wells Fargo

Terry Grant

Utah Market President
KeyBank N.A.

Paula Green Johnson

Community Advocate

Deneiva Knight

External Affairs Manager | Comcast
Mountain West Region
Comcast

Karen Kwan

Representative
Utah State Legislature

Crystal Low

EVP, Business Payments & Technology
Zions Bank

Mark Lucas

Principal
Lucas Venture, LLC

Matt Lyon

Chief Operating Officer
WCF Insurance

Jane Marquardt

Vice Chair
Management & Training Corporation

Brian McCallion

Managing Director
Goldman, Sachs & Co.

Derek Miller

President & CEO
Salt Lake Chamber

Kathie Miller

Trustee
The Mark & Kathie Miller Foundation

John Milliken

President
Milcom, Inc.

Mikelle Moore

SVP, Chief Community Health
Intermountain Healthcare

Cristina Ortega

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

Asha Parekh

Director
Utah Department of Workforce Services

Kathleen Pitcher Tobey

Director of Operations
Regence BlueCross BlueShield of Utah

Gary B. Porter

Senior Vice President, DMC
The Church of Jesus Christ of Latter-day Saints

Kevin Potts

Chief Operating Officer
Union Pacific Railroad Employees Health Systems

Sean Slatter

President and Chief Executive Officer
Logistic Specialties, Inc.

David Lloyd Smith

Managing Partner, President
Penna Powers

Scott Sperry

Chief Operating Officer
O.C. Tanner

Joelle Steward

Vice President, Regulation
Rocky Mountain Power A Division of PacifiCorp

Greg L. Summerhays

President & CEO
The South Valley Chamber

Art Turner

Vice President and General Manager
Enterprise Holdings

Scott C. Ulbrich

Financial Advisor
Baird

Tanya Veal

Senior Vice President
Bonneville Communications

Tricia Warnken

VP of Marketing
CHG Healthcare, Inc.

Ruth V. Watkins, Ph.D.

President
University of Utah

Steve C. Westenskow

Managing Director
JPMorgan Chase

Wendy A. Williams

ELV Contract Manager
Northrop Grumman Innovation Systems

Jenny Wilson

Mayor, Salt Lake County

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

This list and the amounts given reflect five years of giving.

*Cornerstone Partners: generous and committed corporations and foundations who direct resources toward our operational costs.

TRANSFORMATIONAL PARTNERS: \$2,500,000 +

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

VISIONARIES: \$1,00,000 +

CHG Healthcare	The Mark and Kathie Miller Foundation
Comcast	UPS
George S. & Dolores Doré Eccles Foundation	Utah Department of Workforce Services
Enterprise*	WCF Insurance
Kem C. and Carolyn Gardner	Williams

INNOVATORS: \$250,000 +

American Express	Mark Miller Dealerships
Bonneville International Corporation	John and Anne Milliken*
The Boyer Family	Northrop Grumman Innovation Systems*
The Church of Jesus Christ of Latter-day Saints	O.C. Tanner
The Church of Jesus Christ of Latter-day Saints Foundation*	Parsons Behle & Latimer
Costco Wholesale Corporation	PricewaterhouseCoopers, LLP
Deseret Management Corporation	Rocky Mountain Power (A Division of PacifiCorp)*
EnerBank USA	Salt Lake County
Bill & Melinda Gates Foundation	Siemer Institute for Family Stability
GE Healthcare	Swire Coca-Cola, USA
Goldman Sachs Bank USA (GS Bank)	Norman C. Tanner and Barbara L. Tannner First Charitable Trust
JPMorgan Chase	United Way of Salt Lake Employees
KSL Media Group	University of Utah
Love Communications	Wells Fargo
Management & Training Corporation*	

ACCELERATORS: \$100,000 +

3M Health Information Systems	KeyBank
AAA Northern California, Nevada, Utah	Dennis Kiyoguchi
Alliance Data	Peace & Possibility Project
Scott and Jesselie Anderson	Regence BlueCross BlueShield of Utah
Bank of America	Scheels
BD Medical	Jennifer Speers
Bertin Family Foundation	State of Utah Department of Health
Cambia Health Foundation	State of Utah Employees
Cargill, Inc. Industrial Salt Division	Target Stores, Inc.
CenturyLink	TD Williamson Global Pipeline Integrity Center
Chevron, USA Inc.	Thomas and Candace Dee Family Foundation
Collins Aerospace*	U.S. Bank Foundation
Delta Air Lines	Scott and Sue Ulbrich
Edwards Lifesciences	Utah Health Policy Project (UHPP)
FedEx	Utah Transit Authority
Harland Clarke	Utility Trailer Manufacturing Co.
Hexcel Corporation	Wasatch Electric
The Huntsman Family Foundation	Zachry Group
Intercontinental Exchange	
Jacobsen Construction Company, Inc.*	
Kern River Gas Transmission Company (A Berkshire Hathaway Energy Company)*	

PACESETTERS: \$50,000 +

Aetna	AT&T
Alliance for Early Success	Kirk Aubry
Ames Construction	Baird
Cathy and Barry Angstman	Balkamp, Inc. Western Division
ARUP Laboratories	Ballard Spahr, LLP
J.D. and Laura Ashby	Scott and Cheri Beck
Associated Food Stores, Inc.	Colleen Larkin Bell and Jim Bell

PACESETTERS: \$50,000 +

Beneficial Financial Group	Larry H. Miller Group of Companies
Benjamin and Vanessa Benner	Larry H. Miller Sports & Entertainment
Kim and Jane Blair	Peggy Larsen
Bonneville Communications	Deborah Lillie
Mark Bouchard	LeeAnne and Chris Linderman
Robert and Alane Boyd	Tom and Jamie Love
Barry and Allison Bridges	L3Harris Technologies
Ryan Brophy	Karen Macon
Paul Burdiss	Macy's Inc.
Mona and Patrick Burton	Marathon Petroleum Corp
Bradley and Sandee Burton	Jane and Tami Marquardt
David Carlebach	Bob Marquardt
CBIZ MHM, LLC	Terri R. McCarthy
Child Family Foundation	Medical Home Portal
Kandice Christensen	MHTN Architects
Christy Sports	John and Andrea Miller
Cirris Systems	June Morris
Citigroup	Nationwide
Colvin Engineering Associates	Nordstrom
Community Nursing Services	Jack and Melinda Pelo
Community Action Partnership of Utah	Ted Peterson
Stephen Connor	Ray and Janet Pickup
Bill and Diane Crim	Kevin and Becky Potts
John B. and Flora D'Arcy	Ray Quinney & Nebeker
Davis School District/ Davis Education Foundation	Keith and Nancy Rattie
Patrick and Nancy Dean	Peter and Sandy Richards
Lawrence T. and Janet T. Dee Charitable Foundation	Gary G. Sackett
Deloitte	Stephanie and Tom Scheffler
Deluxe Corporation	Theodore Schmidt
Deseret Book Company	Christene Sherwood
Deseret Digital Media, Inc.	Silicon Valley Community Foundation
Deseret Mutual Benefit Administrators	Harris and Amanda Simmons
Deseret News Publishing Company	Sinclair Oil Corporation
Zeke and Angela Dumke	Jennifer and Shane Smith
The Katherine W. Dumke and Ezekiel R. Dumke, Jr. Foundation	Smith's Food and Drug Stores, Inc.
Emma Eccles Jones Foundation*	Dennis Spackman
Spencer F. Eccles	Bharani Srinivasan
Willard L. Eccles Charitable Foundation	Stoel Rives, LLP
EY	Tony Sweet
Fabian VanCott	Synchrony Financial
Federal Reserve Bank of San Francisco	Norman C. Tanner and Barbara L. Tanner
James and Tammy G. Felt	2nd Charitable Support Trust
Norman and Carol Foster	Temple Square Hospitality Corporation
Edward and Rebecca Fowler	Dr. Steven and Lisa Townner
Fredrick H. Barth Foundation	Triumph Gear Systems, Inc.
Gardner Company	TURN Community Services
Steven Glaser and Camille Pierce	Union Pacific Railroad
The Florence J. Gillmor Foundation	UnitedHealth Group
Mr. Rudy Gobert	University of Utah Hospitals and Clinics
Mark Goddard	UServe Utah - Utah Commission on Service and Volunteerism
H&R Block	Utah Department of Public Safety--Division of Emergency Management
Holland & Hart LLP	Utah Metal Works, Inc.
Michelle and Timothy Hollingsed	Utah System of Higher Education
Homie Real Estate	Van Boerum & Frank Associates
Lynda Jacobsen	Stanley VanderToolen
JCPenney	Craig and Christy Wagstaff
Rachel Jepperson	Walmart
Peter and Paula Green Johnson	Washington Federal Savings
Waldo Jones	Michael and Donna Weinholtz
Robert Keener	West Valley City
KeyBank Foundation	Wheeler Foundation
David Kirby	Sarah Wolach
	Xerox Corporation