Welcome to this year’s Community Impact Report. I hope it finds you, your families, and your colleagues well and holding up during this unprecedented time. The COVID-19 pandemic has created challenging circumstances for virtually every community around the globe and I want to extend my wishes to you for good health and safety.

The COVID-19 pandemic has also been a catalyst for innovation and is helping us redefine our partnerships and how we drive impact in our community. Since the beginning of the COVID-19 crisis in March, United Way of Buffalo & Erie County has been working earnestly to address the impact of the pandemic on individuals and families most at risk. Almost immediately, it became clear the impact of the virus and the resulting economic shutdown, both locally and nationally, would be disproportionately severe for people in communities of color. As a result, we have engaged in a number of equity-focused activities and initiatives to foster community education and conversation.

Earlier this year we were fortunate to complete our 2020 Strategic Plan which positions us well to support our community as the long-term effects of COVID-19 continue to affect our community. A high-level overview of the Plan is included in the Report and we have articulated a new Mission for the organization: to bring people, organizations and resources together to create systemic community change. We believe that systemic change is critical to achieving our Vision: an equitable, thriving and united community achieved through collaborative leadership. We are now in the process of rolling out our new Plan in such a way that it is aligned with meaningful impact in response to COVID-19 with a focus on racial equity.

As supporters of our work in the community, it is well known we have had a long history of responding to local needs and society’s most pressing problems for over 100 years. United Way of Buffalo & Erie County is unparalleled in its power to convene partners, providers, and resources to address the needs of communities in crisis and this has never been more important than right now.

As you review the activities and accomplishments we have highlighted in this Community Impact Report, our hope is that you will feel inspired to Join the Fight to rebuild an equitable and more resilient Buffalo & Erie County. We are truly a better and more equitable community when we Live United and your engagement and support has never been more important than now.

Yours truly,

Michael Weiner
President & CEO

UNITED WE FIGHT. UNITED WE WIN.
VISION: WE ENVISION AN EQUITABLE, THRIVING AND UNITED COMMUNITY ACHIEVED THROUGH COLLABORATIVE LEADERSHIP.

MISSION: WE BRING PEOPLE, ORGANIZATIONS AND RESOURCES TOGETHER TO CREATE SYSTEMIC COMMUNITY CHANGE.

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2020 STRATEGIC PLAN

In September of 2019, we began a collaborative process to update our Strategic Plan. We sought feedback from current and former donors, community leaders, and nonprofit partners about our role in the community and how we can best meet the challenges of a dynamic and changing future. We took the feedback we heard and the data we collected and charted a new course for the organization moving forward.

We want to express our profound gratitude to each and every member of our community who had a hand in creating this plan. Your input will shape our future for years to come as we work to achieve our new Mission: to bring people, organizations, and resources together to create systemic community change.

VALUES

ACCOUNTABILITY
We meet our commitments and deliver high-quality, high-value results.

AGILITY
We foster a culture of responsiveness and flexibility conducive to innovation in every area of the business.

COLLABORATION
We actively include and engage all members of the community so that our work can be informed and enriched by diverse experiences and perspectives.

EQUITY
We ensure that our policies, practices, and distribution of resources prioritize historically marginalized communities so that all members of our community thrive.

INTEGRITY
We are transparent, honest, dependable and trustworthy in every interaction and as stewards of resources.

SERVICE
We ensure that all of our work is for the good of others, both within the organization and in the community.

The strategic organizational goals outlined below require an intentional transformation of culture, structure, and resources toward a more nimble organization that thoughtfully engages the entire community in developing strategic, iterative solutions that lead to systemic community change.

Why we exist has not changed. What has changed is the environment in which we exist. We are committed to achieving these strategic priorities and demonstrating our updated values so that we can one day say that we brought the people, organizations, and resources needed together to create the systemic change that has made Buffalo & Erie County an equitable, thriving and united community.

To read our full Strategic Plan please visit uwbec.org/strategicplan.
RESPONSE TO COVID-19

MARCH 16, 2020 - AUGUST 31, 2020

Thanks to the contributions from donors, volunteers, and partnerships we have across the community, United Way of Buffalo & Erie County, as a designated essential service organization, has been able to nimblly and decisively respond to the COVID-19 pandemic and address the new and urgent needs of our community.

WNY COVID-19 COMMUNITY RESPONSE FUND

United Way is a member of the WNY Philanthropic Response Coordinating Workgroup. This group mobilized the generosity and wisdom of the philanthropic community to provide a coordinated and collaborative response targeting basic needs.

This work group created the WNY COVID-19 Community Response Fund. This collaborative philanthropic effort was led by the Community Foundation for Greater Buffalo, Health Foundation for Western & Central New York, The John R. Oishei Foundation, and United Way of Buffalo & Erie County.

Over $7.5 million was raised from local foundations, private sector companies, community leaders, and individuals. Of that over $750,000 was generated from 1,800 donors through an online portal managed by United Way.

FUNDING

The WNY COVID-19 Community Response Fund distributed over $6.5 million in emergency funds through 156 grants made to nonprofits throughout WNY.

In addition, Erie County was selected to receive over $533,000 in federal funds for Phase CARES (COVID-19 supplemental funds) through the Emergency Food and Shelter Grant program. United Way managed the release of these funds to seven local organizations on the front line of the pandemic.

NONPROFIT RESOURCES AND SUPPORT

United Way of Buffalo & Erie County collaborated with community partners to establish resources and support for the nonprofit community, including:

- The administration of a regional nonprofit survey on behalf of the philanthropic community within WNY. This survey provided vital data to help us identify the needs of service providers and ways in which we might respond.
- Partnered with the WNY Nonprofit Support Group in assembling a comprehensive list of resources to help nonprofits navigate the COVID-19 pandemic.
- Conducting listening sessions with our funded program partners to learn more about nonprofit needs and long-term challenges they may face in light of COVID-19.

ADVOCACY

United Way actively engaged in advocacy efforts to include critical federal public policy funding in the March 2020 CARES ACT as well as future relief bills, including Supplemental Nutrition Assistance Program (SNAP) emergency funding, funding to help child care centers remain open, continuation of 211 funding, creating a permanent charitable deduction, and funding for the Volunteer Income Tax Assistance Program (VITA).

VolunteerWNY is your one-stop shop for anything and everything related to volunteerism in Western New York. Visit volunteerwny.org to get started.

VOLUNTEERING

In partnership with VolunteerWNY.org, we worked with nonprofit partners to identify on-site/remote volunteer opportunities (compliant with CDC social distancing guidelines) and quickly made modifications to the website to accommodate the new volunteer demand and promote safe volunteering.

- Coordinated the donation of over 2,710 homemade masks to local nonprofits to distribute to their staff and clients.
- 2,100 volunteers were connected to nonprofit organizations through VolunteerWNY.org in response to COVID-19.
- 361 community members sent virtual thank you cards to essential workers with personalized notes through United Way's website. Submit yours today at uwbec.org/thankyou.


211WNY

211 is a free, confidential, 24/7/365 resource for all of WNY.

Dial 211 or 888-696-9211.
Text your zip code to 898-211.
Learn more at 211wny.org.

As a result of COVID-19, calls to 211 more than doubled in the first two months of the pandemic and they continue to outpace last year. The top three service request categories were Low-Cost Housing & Shelter assistance, locating Free Tax Preparation Services, and connecting individuals to Government Services. 211WNY and National Grid Consumer Advocates worked together to respond to calls from customers needing specific utility assistance.
KEY ACCOMPLISHMENTS

HEALTH & WELLNESS

LOW INCOME MOMS
saved over $50,000

206 NEWBORNS
were delivered at a healthy term.

302 MOTHERS
initiated first-trimester care.

173 MOTHERS
initiated breast-feeding.

21,000 CHILDREN
were served by Coordinated Approach to Child Health (CATCH), an evidence-based nutrition and physical activity initiative.

2,247 PEOPLE
became more physically active.

EDUCATION

CHARACTER PLAYBOOK,
a digital learning initiative focused on youth character development and healthy relationships, saw

5,333 COMPLETED MODULES
by 1,474 STUDENTS across 17 SCHOOLS.

11,062 CHILDREN
demonstrated a grade-appropriate understanding of reading and math.

1,529 PARENTS
benefited from participation in a parental support program.

2 NEW BORN LEARNING TRAILS
located in Buffalo provided families an interactive space to promote healthy early learning and childhood development.

THE FULL SERVICE COMMUNITY SCHOOLS PROGRAMMING
in Buffalo reached

4,445 STUDENTS, COMMUNITY, AND FAMILY MEMBERS.

WNY GIRLS IN SPORTS
averaged 219 ELEMENTARY AGE PARTICIPANTS per event, an increase of 11% over the previous year.

FINANCIAL STABILITY

THRIVE BUFFALO
served unemployed/underemployed City of Buffalo residents and achieved

167 JOB PLACEMENTS
and 31 ENROLLMENTS
in educational/training programs.

9,124 PEOPLE
secured employment.

THE AMERICAN APPRENTICESHIP INITIATIVE
helped

241 PEOPLE
receive training to become journeymen/women in high-demand trades in manufacturing.

1,481 PEOPLE
secured employment.

WORK/LIFE SOLUTIONS
served over

330 EMPLOYEES
including the distribution of

212 LOANS
to individuals to cover emergency expenses.

2,480 INDIVIDUALS
created a money management plan.

In partnership with statewide local UW’s, secured

$1.25M IN NYS FUNDING
for the continued support of 211 Information & Referral Call Center services.

Volunteer engagement opportunities managed by the United Way totaled

5,127 VOLUNTEERS
for 45,000 HOURS with a value of $1.1M.

The annual United Way Campaign raised

$16,833,322.

Maintained a
4-STAR RATING
with Charity Navigator.

LOW INCOME MOMS
served

LOW INCOME MOMS
served

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With the help of over 60 community investment volunteers, United Way announced $4.5 million would be invested in 99 programs across 62 nonprofits for the first year of funding (July 1, 2019–June 30, 2020) in the 2019–2021 investment cycle.

Total Invested in Education: $1,883,113
Total Invested in Financial Stability: $1,472,220
Total Invested in Health: $917,280
Total Invested in Supportive Initiatives: $227,387

2019–2021 UNITED WAY PROGRAM PARTNERS

African American Cultural Center
Aigoquon Sports Inc.
Baker Victory Services
Belmont Housing Resources for WNY
BestSelf Behavioral Health
Big Brothers Big Sisters of Erie, Niagara, and the Southern Tier Be-A-Friend Program, Inc.
Boys & Girls Clubs of Buffalo
Boys & Girls Clubs of the Northtowns
Buffalo Center for Arts and Technology
Buffalo Federation of Neighborhood Centers
Buffalo Hearing & Speech Center
Buffalo Prenatal-Perinatal Network
Buffalo Promise Neighborhood
Buffalo Urban League
Center for Employment Opportunities
Child & Family Services of Erie County
Child Care Resource Network
Compass House
Compass of Greater Buffalo
Consumer Credit Counseling Services of Buffalo
Cradle Beach
EPIC – Every Person Influences Children, Inc.
Family Help Center
Family Justice Center of Erie County
Gerard Place HDFC, Inc.
Girl Scouts of Western New York
Goodwill Industries of WNY, Inc.
Grassroots Gardens of Buffalo, Inc.
Hearts and Hands: Faith in Action
Horizon Health Services
International Institute of Buffalo
Jericho Road Community Health Center

Jewish Community Center of Greater Buffalo
Jewish Family Service of Buffalo & Erie County
Junior Achievement of WNY
King Urban Life Center Inc.
Literacy New York Buffalo Niagara, Inc.
Lt. Colonel Matt Urban Human Services Center of W.N.Y
Magic-Penney Early Literacy Institute, Inc.
Massachusetts Avenue Project
Mental Health Association of Erie County, Inc.
Neighborhood Legal Services, Inc.
Northwest Buffalo Community Center
Olmsted Center for Sight
Parent Network of WNY
Peace of the City Ministries
Read to Succeed Buffalo
Rural Outreach Center
The Salvation Army
The Service Collaborative of Western New York
Trockain College
True Community Development Corporation
Valley Community Association
Veterans One-Stop Center of WNY Inc.
Western New York Independent Living, Inc.
Western New York Law Center Inc.
Westminster Economic Development Initiative
WNY United Against Drug and Alcohol Abuse, Inc.
WNY Women’s Foundation
Young Audiences of Western NY, Inc.
YWCA of WNY

Supportive Initiatives:
American Red Cross
Visually Impaired Advancement (VIA) - 211WNY
WNY Holiday Partnership

Campaign is not the only source of revenue for United Way’s work in the community. We receive millions of dollars in grants each year that support our efforts and those of our agency partners in education, financial stability, and health & wellness. Last year we received over $4.8 million in grant funding. Below is a sample of the programs supported by this funding.

FEDERAL
C.A.S.H. VITA Grant
Go Buffalo Mom NFTA Federal
Closing the Gap Federal
Targeted Food Stamp Outreach
DOL American Apprenticeship

STATE & LOCAL
211 Project
Empire State Poverty Reduction Initiative
Erie County United Way Works
COMMUNITY IMPACT REPORT 2019–2020

**Business Meets Community**

We help businesses of all sizes connect employees with rewarding volunteer opportunities that fit their needs.

- **Total Projects**: 199
- **Total Raised**: $13,000
- **Baby Bundles**: 1,000+

**Volunteer**

In partnership with VolunteerWNY.org, we worked with nonprofit partners to identify on-site/remote volunteer opportunities (compliant with CDC social distancing guidelines) and quickly made modifications to the website to accommodate the new volunteer demand and promote safe volunteering.

- **Total Donors Increase**: 4%
- **In Employee Giving Increase**: 2%
- **Volunteers**: 602
- **Projects**: 35
- **Companies Who Participated**: 29

**Million Dollar Campaigns**

Campaigns where United Way’s workplace campaign brings together people who already know how to work together to effect meaningful change in Buffalo & Erie County.

- **GM Strike**: 280 General Motors Employees totaling approximately $40,000 during the 6 week strike at the Tonawanda Plant
- **United Way’s Website**: 361 Community Members sent virtual thank you cards to essential workers with personalized notes through United Way’s website. Submit yours today at uwbec.org/thankyou.

**Service-to-Go**

Service-to-Go projects are designed to be completed in the office. Participants bring the supplies and United Way will connect them to the agencies who need it the most.

- **Volunteers**: 602
- **Projects**: 35
- **Companies Who Participated**: 29

**Corporate Loaned Executive Program**

- **4% Increase in Donors**
- **2% Increase in Employee Giving**
Giving Communities

Leadership Society

Members play an essential role in addressing our community’s most pressing needs through philanthropy, leadership, and volunteerism. During Family Volunteer Day, Leadership Society members prepared 2,200 personal hygiene kits for the unsheltered homeless.

Women United

Women United is made up of Buffalo & Erie County’s most inspiring and proactive female leaders who are dedicated to making a positive local impact. In June, Women United partnered with the WNY Professional Golf Association (PGA) and hosted Suzy Whaley, President of the PGA of America, for a virtual clubhouse event. Women United and the WNY PGA also launched the 6-Foot Putting Challenge, encouraging members of our community to putt 6 feet, challenge 6 people, and chip in 6 dollars.

Next Generation United

Next Generation United engages the knowledge, skills, and creative energy of the next generation to identify, launch, and foster innovative projects that elevate our community. For Every Little Handprint, the winner of $10,000 awarded by NGU at last year’s Pitch 10 event, received 170 items from NGU’s school supply drive in the fall of 2020.
I was raised to believe it’s my duty. It’s my duty to do whatever I can to uplift the place where I live and work and I believe it’s your duty as well.

Dr. Thomasina R. Stenhouse
Campaign Co-Chair

We are challenged to expand services to people who may have thought they would never need them, but they do. Thank you for being present in our community and meeting the needs of our community. We appreciate you.

Reverend Rachelle Robinson
Campaign Co-Chair

William and Patricia Fredrickson’s modest and selfless commitment to our community is why we are proud to name them as the 2020 Philanthropists of the Year.

William & Patricia Frederick
2020 Philanthropists of the Year

United Way’s focus is to respond, recover, reimagine, and rebuild our community in the wake of a global unrest unprecedented in our lifetime. United Way’s mission—to bring people, organizations, and resources together to create systemic community change—has never been more relevant.

Dr. Joshua Lynch
UBMD Emergency Medicine

Michael McDaid
KeyBank N. A.

Robert Mooney Jr.
CSA Region 6

Thomas O’Shei
United Steelworkers/Sarn toms Rubber USA

Jennifer Parker
Jackson Parker Communications LLC

Kathleen Rizzo Young
Evans Bank

Reverend Rachelle Robinson
Deep Wells Ministries

John Rodgers
Independent Health

Rupa Shanmugam
SoPark Corporation

Dr. Thomasina R. Stenhouse
Community Volunteer

Trevor Stevenson
Eastman Machine Company

Dr. Stephen Turkovich
Oishei Children’s Hospital

Steve Bell
Steve Bell Communications LLC

Kathy Best
Lawley Insurance

Roger Cominsky
Barclay Damon

Paulette M. Croke
Community Volunteer

Dennis Eisenbeck
Phillips Lytle LLP

Steve Finch
AAA Western and Central New York

Anne Glose
Mang Inc.

Peter Hunt
Hunt Real Estate

Maureen Hurley
Community Volunteer

Michael Keating
Wegmans

Rich McCarthy
M&T Bank

Eileen Morgan
Delaware North Companies

The Honorable E. Jeanette Ogden
Community Volunteer

Keith Stolzenburg
Community Volunteer and Retired PwC Partner

Jim Tilley
Community Volunteer

Dr. A. Scott Weber
University at Buffalo

Robert Zak
Merchants Insurance Group

John Walsh III
Wals h Duffield Companies Inc.

Steve Finch
AAA Western and Central New York

Anne Glose
Mang Inc.

Peter Hunt
Hunt Real Estate

Maureen Hurley
Community Volunteer

Michael Keating
Wegmans

Rich McCarthy
M&T Bank

Eileen Morgan
Delaware North Companies

The Honorable E. Jeanette Ogden
Community Volunteer

Keith Stolzenburg
Community Volunteer and Retired PwC Partner

Jim Tilley
Community Volunteer

Dr. A. Scott Weber
University at Buffalo

Robert Zak
Merchants Insurance Group

John Walsh III
Wals h Duffield Companies Inc.
FINANCIAL REPORT

Balance Sheet
March 31, 2020

Assets
- Cash and Cash Equivalents $3,573,093
- Investments 3,764,918
- Endowment Investments 11,468,593
- Annual Campaign Pledges Receivable, Net 6,663,784
- Other Assets 2,120,230
- Property and Equipment, Net 2,174,867
  Total Assets $29,765,485

Liabilities and Net Assets

Liabilities
- Designations Payable $4,258,789
- Allocations Payable 1,484,652
- Accounts Payable and Accrued Expenses 1,701,729
- Other Liabilities 2,275,340
  Total Liabilities $9,720,510

Net Assets $20,044,975

Total Liabilities and Net Assets $29,765,485

Statement of Activities
Year Ended March 31, 2020

Operating Activity

Revenue, Gains, and Other Support

Campaign Results
- Current Year Campaign Results $13,165,200
- Endowment and Other Campaigns 173,476
  Total Campaign 13,338,676
- Less: Donor Designations (4,250,206)
- Less: Estimated Uncollectible Pledges (350,000)
  Net Campaign Results 8,738,470

Other Revenue
- Grant and Other Revenue 4,821,767
- Investment Income (Loss) (1,138,177)
  Total Other Revenue 3,683,590

Total Revenue $12,422,060

Expenses

Community Investments
- Gross Funds Awarded to Agencies $12,607,266
- Other Programs and Program Support Services 3,087,360
  Total Program Services Including Designations 15,694,626
- Donor Designations (4,250,206)
  Total Program Services, Net $11,444,420

Supporting Services
- Management and General $1,273,338
- Fundraising 1,706,335
  Total Supporting Services 2,979,673

Total Expenses $14,424,093

Decrease in Net Assets From Operations (2,002,033)

Pension Plan SFAS 158 Adjustment to Net Assets (208,828)

Net Assets—Beginning 22,255,836

Net Assets—Ending $20,044,975

*Please note, all group pictures in this report were taken prior to COVID-19.