
Over the last year, the challenges and divides within our community have become more apparent. But so too has the remarkable resilience and generosity of people across Buffalo & Erie County. In a time when so much in our world is changing, United Way is here to help ensure that everyone has the opportunity to rebuild their lives and reimagine what is possible for the future.

In spite of all that is shifting around us, health, education and financial stability remain the cornerstones of a good life. Each of these aspects of life are critical to building a strong and thriving community for everyone. That is why we are committed to helping all our neighbors, especially those most impacted by COVID-19 and structural inequities, by providing programs and services dedicated to increasing access and support in these areas.

This Community Impact Report is our opportunity to update you on our response to COVID-19 and our work to advance racial equity, highlight key accomplishments from the past year, and most importantly to celebrate and thank the corporate and nonprofit partners, donors, volunteers and advocates who make our work possible. Tackling our community’s toughest challenges takes investing in approaches that create long-term solutions, and it is the strength of our community partnerships that drives lasting change.

As you review the activities and accomplishments we have highlighted here, our hope is that you will view it as more than just a look back. We hope you will see it as an invitation to be part of a brighter future together. With your support, we can help every person have an equal opportunity to succeed. Strong communities need a strong United Way. Now more than ever, we need to Live United.

Yours truly,

Michael Weiner
President & CEO
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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United Way actively engaged in advocacy efforts to include critical federal public policy funding in the American Rescue Act passed in March 2021. This included:

- Extending emergency nutritional assistance to Supplemental Nutrition Assistance Program (SNAP) recipients.
- In partnership with the United Way network, UWBEC successfully advocating in the NYS Legislature to provide $2 million in 211 funding support this year—a $750,000 increase from the prior year.
- Increasing the Child Tax Credit and instituting monthly payments to help families with their budgets throughout the year.
- Expanding Earned Income Tax Credit eligibility and increasing the maximum credit.
- $510 million was allocated to the Emergency Food and Shelter Program (EFSP) to help to provide overnight shelter, meals, one month’s rent or mortgage assistance and one month’s utility payments.

211WNY INFORMATION AND REFERRAL CALL CENTER

Over 65,000 individual calls and 75,000 total requests for help were received by 211WNY. The top three service request categories included Housing & Shelter assistance, Healthcare & COVID-19 referrals and locating Free Tax Preparation services. 211WNY has played a vital role in helping connect citizens with COVID-related resources such as testing, vaccines, rent assistance and other forms of relief.

ADVOCACY

In July 2020, the members of United Way Worldwide approved new membership requirements focused on advancing racial equity and tackling ethnic discrimination. As part of our commitment to advancing equity, United Way of Buffalo & Erie County:

- Published our Equity & Anti-Racism statement (uwbec.org/equity).
- Refined our Investments Request for Proposal to address disparate outcomes related to racial and ethnic inequity and to create a more inclusive application process.
- Requires annual racial/ethnic equity training for all staff and board members.
- Formed a DEI Committee made up of internal and external stakeholders to infuse relevant equity principles and practices throughout the work of the organization.

REBUILD & REIMAGINE

United Way is committed to helping reimagine a stronger, more inclusive and more sustainable community as we rebuild from the COVID-19 pandemic.

NONPROFIT RESOURCES & SUPPORT

Over the past year, United Way has continued our support of the nonprofit sector in responding to COVID-19 through the coordination of in-kind donations through VolunteerWNY for 28 nonprofit organizations. Critical items we helped provide to local nonprofits and their clients include medical supplies, cleaning supplies, hand sanitizer, food, water, personal care items, and more than 27,000 masks donated by Ford Motor company.

DIVERSITY, EQUITY & INCLUSION

DIVERSITY, EQUITY AND INCLUSION ARE AT THE HEART OF WHAT IT MEANS TO LIVE UNITED.

We cannot hope to achieve our mission of systemic community change without first acknowledging and addressing systemic inequities.

In partnership with the United Way network, UWBE successfully advocating in the NYS Legislature to provide $2 million in 211 funding support this year—a $750,000 increase from the prior year.

Published our Equity & Anti-Racism statement (uwbec.org/equity).

Refined our Investments Request for Proposal to address disparate outcomes related to racial and ethnic inequity and to create a more inclusive application process.

Requires annual racial/ethnic equity training for all staff and board members.

Formed a DEI Committee made up of internal and external stakeholders to infuse relevant equity principles and practices throughout the work of the organization.

EMPIRE STATE POVERTY REDUCTION INITIATIVE

300+ PEOPLE participated in the ESPI Virtual Series on Equity and Poverty in the Pandemic.

56 PEOPLE completed the Racial Equity Impact Analysis Training held by the Race Matters Institute.

24 PEOPLE received 21 hours of additional advanced racial equity training.

The WNY 21-Day Racial Equity Challenge officially launched on June 21, 2021, with the goal to strengthen WNY’s capacity to dismantle all forms of racism. United Way worked with 60 community partners to propose, vet and select content for the Challenge. Over 2,500 people have registered to participate in the Challenge to-date.

Take the Racial Equity Challenge: uwbec.org/21daychallenge.
KEY ACCOMPLISHMENTS

HEALTH & WELLNESS

GO Buffalo Mom reached milestones of
500 MOTHERS AND BABIES SERVED
and
$72,000 SAVED
to meet transportation and housing needs.

437 MOTHERS initiated first-trimester care.

250 MOTHERS initiated breast-feeding.

10,000+ STUDENTS participated in a healthy term.

4,081 PEOPLE acquired financial coaching.

EDUCATION

24,913 CHILDREN demonstrated a grade-appropriate understanding of reading and math.

1,400+ PARENTS benefited from participation in a parental support program.

97 BOOKS on diversity and inclusion were collected and delivered to schools as part of our Martin Luther King, Jr. Day Book Drive.

50+ GIRLS attended two in-person seasonal clinics. This season our clinics introduced roller skating and dance to the girls.

180 GIRLS participated in the WNY Girls in Sports "Goes Virtual" edition of our program.

3,516 VOLUNTEERS for 8,529 HOURS with a value of over $232,000.

EDUCATION

GO Buffalo Mom reached milestones of
500 MOTHERS AND BABIES SERVED
and
$72,000 SAVED
to meet transportation and housing needs.

437 MOTHERS initiated first-trimester care.

250 MOTHERS initiated breast-feeding.

10,000+ STUDENTS participated in 60 minutes or more of daily physical activity through Play 60.

4,081 PEOPLE acquired financial coaching.

FINANCIAL STABILITY

7,715 PEOPLE completed job readiness training.

3,787 PEOPLE received training to become journeymen in high-demand trades in manufacturing.

4,081 PEOPLE acquired financial coaching.

WORK/LIFE SOLUTIONS

served over
3,140 PEOPLE across
10 LOCAL MULTI-SECTOR COMPANIES.

7,715 PEOPLE completed job readiness training.

3,787 PEOPLE received training to become journeymen in high-demand trades in manufacturing.

4,081 PEOPLE acquired financial coaching.

The annual United Way Campaign raised
$11,522,478.

In partnership with statewide local UWs, advocated for
$2 MILLION IN NYS FUNDING for the continued support of 211 Information & Referral Call Center services.

Maintained a 4-STAR RATING with Charity Navigator.

THE AMERICAN APPRENTICESHIP INITIATIVE helped
292 PEOPLE received free tax prep services through the Volunteer Income Tax Assistance program.

40 BUFFALO PUBLIC SCHOOL STUDENTS received Career and Technical Education guidance through the Skilled Trades Retiree Mentor Program.

180 GIRLS participated in the WNY Girls in Sports "Goes Virtual" edition of our program.

10,000+ STUDENTS participated in 60 minutes or more of daily physical activity through Play 60.

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Maintained a 4-STAR RATING with Charity Navigator.
With the help of over 60 community investment volunteers, United Way announced over $4.2 million* would be invested in 97 programs and three supportive initiatives across 62 nonprofits for the second year of funding (July 1, 2020–June 30, 2021) in the 2019–2021 investment cycle.

- Total Invested in Health & Wellness: $847,467
- Total Invested in Education: $1,720,985
- Total Invested in Financial Stability: $1,311,306
- Total Invested in Supportive Initiatives: $150,000

(*total investment includes $219,874 in matching funds for NYS grant)

2019–2021 UNITED WAY PROGRAM PARTNERS

African American Cultural Center
Algonquin Sports Inc.
Baker Victory Services
Belmont Housing Resources for WNY
Be-A-Friend 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 Parental Perinatal Network
Buffalo Promise Neighborhood
Buffalo Urban League
Center for Employment Opportunities
Child & Family Services of Erie County
Child Care Resource Network
Compass House
Compeer of Greater Buffalo
Consumer Credit Counseling Services of Buffalo
Craddle 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
Jewish American Cultural Center
Jewish Community Center of Greater Buffalo
Jewish Family Services of WNY
Junior Achievement of WNY
King Urban Life Center Inc.
Literacy New York Buffalo-Niagara, Inc.
Lt. Colonel Matt Urban Human Services Center of WNY
Magic Penny 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
Toona College
True Community Development Corporation
Valley Community Association
Veterans One-Stop Center of WNY Inc.
Western New York Law Center Inc.
WesternNewYork Economic Development Initiative
WINY United Against Drug and Alcohol Abuse, Inc.
WINY Women's Foundation
Young Audiences of Western NY Inc.
YWCA of WNY

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

INVESTMENTS

GRANTS

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 million in grant funding. Below is a sample of the programs supported by this funding.

FEDERAL

- Volunteer Income Tax Assistance (VITA)
- GO Buffalo Mom – Niagara Frontier Transportation Authority
- Full Service Community Schools
- American Apprenticeship Initiative

STATE & LOCAL

- 211 Project
- Empire State Poverty Reduction Initiative
- Erie County United Way Works
- Targeted Supplemental Nutrition Assistance Program Outreach
The collective effort of donors and volunteers in Buffalo & Erie County has helped our community get through the pandemic. Thanks to those efforts, UWBEC and our partners have been able to respond quickly and help more people than ever.

It is the time, talent and generosity of our partners that helps to raise awareness about the vital role United Way plays in the community. Together with these passionate supporters, we are leading the fight to rebuild an equitable and more resilient Buffalo & Erie County.

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.

### MILLION DOLLAR CAMPAIGNS

- **UWBEC** raised **$384,324** against our goal of **$300,000** for the 2020 Join the Fight Campaign.
- The Buffalo AFL-CIO Central Labor Council, in partnership with UW Labor Engagement, raised **$16,320** during their first ever Meat Raffle.
- Tocqueville Society raised **$1.7 MILLION** from 83 members in the 2020 campaign and Pat and Bill Frederick were recognized as 2020 Philanthropists of the Year.
- **$100,000** in matching grants from Independent Health and National Fuel Gas Company Foundation contributed to the success of this special fundraising effort.

### FAMILY VOLUNTEER SEASON: HOLIDAY EDITION

- **23 SERVICE-TO-GO PROJECTS** and distribution of **46 HOLIDAY-IN-A-BAGS**
- **57 T-SHIRT BAGS**, **102 HANDMADE HOLIDAY CARDS**, **100+ PERSONAL ESSENTIALS KITS** and distribution of **46 HOLIDAY-IN-A-BAGS**

### COMMUNITY BABY SHOWER

Thanks to donors and corporate sponsors, the 2020 Virtual Community Baby Shower was a great success.

- **TOTAL RAISED** **$29,911**
- **BABY BUNDLES CREATED** **1,300+**

### THE ALICE EXPERIENCE

- **18 SESSIONS** were hosted with **555 TOTAL PARTICIPANTS**

In this virtual simulation meant to challenge participants’ understanding of financial hardship and reveal important insights about the often invisible need in our community.

### MLK, JR. DAY BOOK DRIVE

- **97 BOOKS** were donated

### NOTES OF ENCOURAGEMENT

- **197 COMMUNITY MEMBERS** created cards of encouragement for Buffalo Public Schools middle school students with personalized notes through United Way’s website.

### JOIN THE FIGHT CAMPAIGN

UWBEC raised **$384,324** against our goal of **$300,000** for the 2020 Join the Fight Campaign.

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.
Giving Communities

Leadership Society

Leadership Society members are a diverse group of community members who come together to learn about and help solve our community’s most complex issues.


Women United

Women United brings passionate women donors together to drive equity and empowerment for women and children in our community.

In March of 2021, 164 people attended Women United’s Buffalo Women Breaking Barriers virtual panel. This event featured three trailblazing women who are proud to call WNY home.

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.

Next Generation United continues to find unique ways to provide support to past Pitch 10 winners, including helping to recruit volunteers for a new girls’ group run by Pitch 10 winner For Every Little Handprint and West Side Promise Neighborhood, designed to help girls build self-esteem, explore creativity and STEM and more.
This is my second year as co-chair and people ask me, why are you doing it again, Tina? I do it because the community needs more, and I have more to give. It's just been an honor, and I'm grateful for this opportunity to serve in this capacity.

Dr. Thomasina R. Stenhouse
2021 Campaign Co-Chair

Life is about choices. Today we live in a world where all around us there are forces trying to divide or unite us. My choice is to do what I can to unite us.

Jamie Ferullo
2021 Campaign Co-Chair

Independent Health saw the needs rising in our community and pulled out all the stops for a successful campaign. Through online giving, innovative virtual special events and matching support of our Join The Fight fund, they increased their annual United Way campaign by 121%—an increase of $106,616 over the previous year.

Winners of the 2020 LEAD With Purpose Cup and Jacobs Cup

Reverend Rachelle Robinson
2021 United Way Board Chair

When a community comes together to support each other, we have the opportunity to become a better community together. We, supporters of United Way, are the arms that wrap around our community and hold them up. When we join together, we are ALL lifted together.

Dr. Thomasina R. Stenhouse
2021 Campaign Co-Chair

 manufacturers, and Tronconi Segarra & Associates, LLP—social enterprises and small businesses. The Annual Report recognizes the powerful relationships that these organizations foster and the impact they have on society.

Dr. Joshua Lynch
Oishei Children’s Hospital

When we join together, we are ALL lifted together.
## Balance Sheet
**March 31, 2021**

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$3,642,101</td>
</tr>
<tr>
<td>Investments</td>
<td>3,796,024</td>
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<tr>
<td>Endowment Investments</td>
<td>15,866,932</td>
</tr>
<tr>
<td>Annual Campaign Pledges Receivable, Net</td>
<td>5,391,747</td>
</tr>
<tr>
<td>Other Assets</td>
<td>1,979,151</td>
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<tr>
<td>Property and Equipment, Net</td>
<td>2,067,915</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$32,743,870</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>Designations Payable</td>
<td>$3,480,285</td>
</tr>
<tr>
<td>Allocations Payable</td>
<td>1,254,938</td>
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<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>2,763,325</td>
</tr>
<tr>
<td>Other Liabilities</td>
<td>2,385,355</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>9,883,903</strong></td>
</tr>
</tbody>
</table>

| Net Assets                                  | $22,859,967   |
| Total Liabilities and Net Assets            | **$32,743,870** |

## Statement of Activities
**Year Ended March 31, 2021**

### Operating Activity

#### Revenue, Gains, and Other Support

<table>
<thead>
<tr>
<th>Campaign Results</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Year Campaign Results</td>
<td>$10,516,008</td>
</tr>
<tr>
<td>Endowment and Other Campaigns</td>
<td>1,133,645</td>
</tr>
<tr>
<td><strong>Total Campaign</strong></td>
<td><strong>11,649,653</strong></td>
</tr>
<tr>
<td>Less: Donor Designations</td>
<td>(3,293,375)</td>
</tr>
<tr>
<td>Less: Estimated Uncollectible Pledges</td>
<td>(350,000)</td>
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<tr>
<td><strong>Net Campaign Results</strong></td>
<td><strong>8,006,278</strong></td>
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<table>
<thead>
<tr>
<th>Other Revenue</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant and Other Revenue</td>
<td>4,056,855</td>
</tr>
<tr>
<td>Investment Income (Loss)</td>
<td>4,772,503</td>
</tr>
<tr>
<td><strong>Total Other Revenue</strong></td>
<td><strong>8,829,358</strong></td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>16,835,636</strong></td>
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</tbody>
</table>

#### Expenses

<table>
<thead>
<tr>
<th>Community Investments</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Funds Awarded to Agencies</td>
<td>11,554,478</td>
</tr>
<tr>
<td>Other Programs and Program Support Services</td>
<td>2,927,300</td>
</tr>
<tr>
<td><strong>Total Program Services Including Designations</strong></td>
<td><strong>14,481,778</strong></td>
</tr>
<tr>
<td>Donor Designations</td>
<td>(3,293,375)</td>
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<tr>
<td><strong>Total Program Services, Net</strong></td>
<td><strong>11,188,403</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Supporting Services</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and General</td>
<td>1,283,608</td>
</tr>
<tr>
<td>Fundraising</td>
<td>1,360,325</td>
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<tr>
<td><strong>Total Supporting Services</strong></td>
<td><strong>2,643,933</strong></td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>13,832,336</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Decrease in Net Assets From Operations</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pension Plan SFAS 158 Adjustment to Net Assets</td>
<td>(188,307)</td>
</tr>
<tr>
<td><strong>Net Assets—Beginning</strong></td>
<td>20,044,974</td>
</tr>
<tr>
<td><strong>Net Assets—Ending</strong></td>
<td><strong>$22,859,967</strong></td>
</tr>
</tbody>
</table>

### United Way of Buffalo & Erie County

742 Delaware Avenue
Buffalo, New York 14209

www.uwbec.org

- Grant Awards & Investments in Community Activities 66%
- Direct Work of United Way 17%
- General & Fundraising 15%
- Donor Pledge Loss 2%