

**Spokane County United Way**  
fights for the **Health, Education**  
and **Financial Stability of every**  
person in our community.



**With United Way**  
your **business goals**  
and **community goals align.**



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Photos: Hamilton Studio

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At U.S. Bank, we invest our hearts and minds to power human potential.

This is our purpose statement and I'm pleased to share it with all of you as this year's United Way Campaign Chair. We encourage people to believe in themselves and we believe that *possible* is a powerful thing. It's what moves us all forward.

I'm happy to share this vision as a foundation for what we can accomplish together to raise critical resources for our community through the good work of Spokane County United Way. At U.S. Bank, we do the right thing. We power potential. We stay a step ahead. We draw strength from diversity; and we put people first. These are our core values and they guide us to act in the best interests of our clients and our community.

Combining our core values with our belief that tomorrow can always be better than today, I ask you to join me in putting your leadership and your company's core values into action to help us reach our goals with this campaign.

With your help and commitment, I truly believe anything is possible!

Linda Underwood  
Regional President – Community Banking Group  
U.S. Bank



Linda Underwood  
2018 Campaign Chair

## Community Engagement Inspires Your Employees

	GenX	Millennials/GenZ
I am more engaged at work as a result of my company's partnership with United Way.	37%	68%
My company's support of United Way has increased my sense of personal commitment to my organization.	44%	65%
I am more loyal to my company as a result of its support of United Way.	36%	67%
I would be inclined to work for a company that supports United Way.	40%	57%
I would be more likely to buy a product or service from a company that supports United Way.	45%	60%

Data collected by National Brand Tracker - an annual tracking study focused on the attitudes, opinions, and consumer behaviors towards charities and United Way.



**With United Way, you empower your employees to become everyday philanthropists.**

## Our Community's Challenges

### Child abuse is twice as prevalent in Spokane County than in the state as a whole, affecting over 5,700 children annually.

Childhood traumas, including abuse and neglect, are known as **Adverse Childhood Experiences (ACEs)**. Multiple ACEs can contribute to challenges in school and long-term health problems.

### With 77.8% of low-income students graduating from high school,

there is an **educational gap** created between them and their more affluent peers, who have a 95% graduation rate. This gap is greater for minority students. A high school degree is the first step towards financial stability.

### Over 1/3 of families in our community struggle to make ends meet each month (74,406 families).

These families are forced to make difficult decisions between housing, food, childcare, transportation and health care expenses. Most of these households live above the Federal Poverty Level (\$24,600 for a family of four) and are **Asset Limited, Income Constrained, Employed (ALICE)**.

If you met a new student every day of the week, it would take over eight years to meet every homeless student in our community. Annually over 3,000 students are homeless.

Data from the Office of Superintendent of Public Instruction, for 2016-2017.

## Your Support Creates Solutions

### Prevent and mitigate the impact of ACEs:

- Early intervention for vulnerable families
- Mental health and substance abuse services
- Immediate safe shelter for victims of abuse, neglect and domestic violence

**\$444K investment**

### Decrease the educational gap:

- Early learning programs that prepare children for kindergarten
- Quality afterschool programming for youth
- Summer learning opportunities in targeted neighborhoods

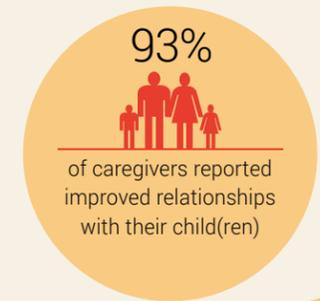
**\$498K investment**

### Improve the financial stability of ALICE families:

- Stable, affordable housing
- Services that prevent crises from escalating
- Training to gain family sustaining work
- Financial coaching and education

**\$395K investment**

**33**  
PROGRAMS  
**10,000+**  
PEOPLE IMPACTED



## We Leverage Resources With Your Support

### Free Tax Preparation

United Way coordinates 200 volunteers who provide free tax preparation for more than 5,000 households.

**Key partners:** AARP Tax Aide and community volunteers, Avista Utilities, EWU, Gonzaga & Whitworth student volunteers, Washington Trust Bank, VITA

### Excelerate Success

United Way supports this collective impact partnership focused on eliminating opportunity gaps and creating education equity for students who are low-income, youth of color, English language learners and/or youth with disabilities.

**Key partners:** Representatives from early learning, K-12, higher education, public health, libraries, workforce development, healthcare, youth development, family support

### Evaluation Project & Program Quality

United Way connects graduate students with partner agencies to evaluate program plans and impact. We support training for out of school time program quality.

**Key partners:** Avista Foundation, Empire Health Foundation, EWU School of Social Work, Schools Out Washington, 52 local programs

### AmeriCorps VISTA

United Way places VISTA Volunteers with local nonprofits who focus on our goals for Health, Education and Financial Stability.

**Key partners:** Corporation for National & Community Service, 12 local nonprofits

### Volunteer Spokane

United Way connects people with volunteer opportunities through our online resource Volunteer Spokane. Last year corporate teams and individuals volunteered over 100K hours.

**Key partners:** City of Spokane, Spokane Gives, 335 nonprofits

#### Financial Stability

Annual Impact  
\$5.7M

#### Education Success

Annual Impact  
\$250K

#### Program Quality

Annual Impact  
\$250K

#### Program Capacity

Annual Impact  
\$240K

#### Engaged Community

Annual Impact  
\$3.3M

## We Increase Capacity to Create Impact

### We Build Community Leaders

The Emerging Leaders Society provides individual donors the ability to come together to create change through philanthropy, volunteerism and community leadership.

**Key partner:** Washington State Employees Credit Union (WSECU)

### We Collaborate

Big community challenges must be tackled in partnership. United Way supports multiple community collaborations with financial resources and staff expertise.

**Key partners:** CASH Coalition, Continuum of Care Committee, Hillyard Youth Collaborative, Priority Spokane, School Community Partnership Committee, YouthReach Collaborative

### We Provide Expertise

United Way gathers data on ALICE families. We educate our community about struggling households. Local agencies, including the City of Spokane and the Spokane Area Workforce Development Council, use our information to improve strategies that benefit the working poor.

**Key partner:** United Ways of the Pacific Northwest

### We Increase Resources

The Bill and Melinda Gates Foundation trusts us with over \$1.1 million dollars to build capacity and improve education equity in Spokane County (4-year grant).

**Key partners:** Avista Foundation, Bill and Melinda Gates Foundation, Corporation for National and Community Service, Department of Commerce, Emergency Food and Shelter Program, Empire Health Foundation, Providence Community Benefits, Raikes Foundation, VITA

*“Without a team approach funding model, there would not be a YouthReach program.”*

~ YFA Connections



Annual Impact  
\$681K

# Sample Company

	2016	2017	2018	2019
<b># of Employees</b>	264	264	241	
<b># of Donors</b>	95	90	58	
<b>Your % Participation Rate</b>	30%	34.1%	24.1%	
<b># of Leadership, Tocqueville, or ELS Members</b>	13	15	9	
<b>Total Employee Giving</b>	\$33,285	\$32,751	\$22,522	
<b>Your Corporate Giving</b>	\$0	\$24,200	\$24,574	
<b>Your Event Support</b>	\$0	\$1,000	\$0	
<b>Total Annual Gift</b>	\$33,285	\$57,951	\$47,096	

## 2018 OVATION Winners

Companies and individuals are honored for their increased financial and volunteer commitment at our annual celebration OVATION.

**Premera**

Volunteer Mobilization

**Chapter & Verse**

Ignite Award (New Campaign)

**Frontier Behavioral Health**

Partner Agency Campaign

**Bi-Mart**

Small Employer of the Year

**Garco**

Mid-Size Employer of the Year

**Numerica Credit Union**

Large Employer of the Year

**Bill Ash, Central Valley School District**

Campaign Coordinator of the Year

**Brooke Baker Spink, Baker Construction & Development, Inc.**

Emerging Leader of the Year

**Janet Schmidlkofer, K&N**

Advocate of the Year

*"Our community is amazing and together I know we are making the Spokane area the place people want to call home. I look forward to my upcoming year as Board Chair for United Way where we will continue to make a strong impact for our entire community."*

~ Janet Schmidlkofer, K&N



# Engage All Year With United Way

## January

**FREE TAX PREPARATION**   
 Inform your employees about free options to complete their federal income taxes.

## July



**VOLUNTEER SPOKANE**  
 Create your personal and corporate profiles to find your next volunteer experience. We connect community need to community talent!

**VOLUNTEER**

## February



**OVATION**  
 Join us on February 6<sup>th</sup> for OVATION, our annual awards ceremony and celebration of community results and impact.



## August

**CAMPAIGN COORDINATOR TRAINING**  
 Identify your team to lead the campaign. They will receive educational training and staff support from us.

## March

**INVESTMENT PANEL**  
 Join a Community Investment Panel. This opportunity provides you an in-depth experience with us and the ability to gain a deeper understanding about local nonprofit efforts.



## September

**DAY OF IMPACT**  
 Gather your team and join hundreds of your peers on September 7<sup>th</sup> for our annual campaign kickoff and volunteer event.

## April



**SPOKANE GIVES**  
 Join over 18,000 volunteers for a month of service opportunities throughout our community.



## October



**EMERGING LEADERS SOCIETY (ELS)**  
 Encourage your team members to join a network of young professionals with a commitment to philanthropy. This month attend the Spokane Philanthropy Awards, hosted by the ELS, to celebrate acts of compassion in our community.

## May

**CONNECT WITH UNITED WAY**  
 Take time to meet with us. We look forward to listening to your company's goals and assisting you with your community engagement efforts.



## November



**ONLINE ENGAGEMENT**  
 Engage with us on social media to highlight your company's impact and campaign efforts. This is also the season for online shopping; please think of us when using Amazon Smile and for Giving Tuesday.

## June



**SUMMER LEARNING**  
 You are supporting education during the summer months. It's important for kids to be engaged in summer learning activities; however, not every young person has access. Our solution: Go where the youth are! Accelerate Success supports summer learning activities at free meal sites throughout the county.

## December



**2-1-1**  
 Help connect families to services through 2-1-1, a three-digit helpline. Trained, local specialists are available to assist people with non-emergency needs Monday through Friday, 8AM to 5PM.