



MARION COUNTY BOARD OF COMMISSIONERS

Board Session Agenda Review Form

October 11, 2023

Meeting date:

Department:

Board of Commissioners



Title

United Way 2023 Employee Contribution Campaign Kick Off

Agenda Planning Date: _____ Management Update/Work Session Date: October 3, 2023 Audio/Visual aids

Time Required 10 mins Contact: Gary White Phone: 5193

Requested Action:

Allow for an in-person presentation by United Way of the Mid-Willamette Valley detailing their community involvement and official details of the Marion County Employee Contribution campaign.

Issue, Description & Background:

Supporting the United Way of the Mid-Willamette Valley through employee contributions directly impacts Marion County citizens. The United Way work to bring people and organizations together to create community impact. Contributions go directly to local programs including long term recovery for families from the wildfires, affordable housing, school resource cabinets, and delivery of food boxes to medically fragile individuals. Untied Way is currently working to assist seniors by providing affordable housing with their new Cottage project.

Financial Impacts:

None

Impacts to Department & External Agencies:

None

List of attachments:

United Way impact statement and program information

Presenter:

Gary White, Administrative Services Mangaer, Marion County Board of Commissioners. Melinda Freshour, Donor Stewardship and Special Initiatives- United Way of the Mid-Willamette Valley

Department Head Signature:



2023

IMPACT REPORT



**United Way of the
Mid-Willamette Valley**

United Way of the Mid-Willamette Valley strives to go beyond temporary fixes to create lasting change in Marion, Polk, and Yamhill Counties. **By bringing people and organizations together around innovative solutions, we impact thousands of lives every year.** The generosity of our donors and commitment of our community partners enables us to provide grants for outcome based programs and collaborative projects that address core needs and achieve lasting, measurable results.





TABLE OF CONTENT

OUR MISSION: Uniting people and resources to build thriving and resilient communities. All of our work - whether it be to provide low-barrier shelter to women off the streets, or supply before and after school supports for students affected by poverty, or developing affordable housing for seniors at risk of homelessness - flows from that mission.

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CEO MESSAGE



Rhonda Wolf

United Way of the Mid-Willamette Valley, CEO

For 2023 and beyond, your United Way remains laser-focused on our Community Impact work, concentrating on solutions for senior citizens at risk of homelessness, increased access to resources to build capacity for our service providers, and tangible solutions to challenges right here in our backyard.

This strategy wouldn't be complete without robust support for Community Essentials such as food access, support programs for children, programs for BIPOC, houseless or homeless programs and other basic essentials. United Way will continue to award grants to provide these critical services.

Our communities thrive when we LIVE UNITED.

Thanks to you, United Way has remained an integral part of the social service provider network for over eighty-five years. We invite you to join us in restoring, repairing, rebuilding or whatever it takes, because together we can do more.

BOARD OF DIRECTORS

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GOOD360 PROGRAM

SUSTAINABLE, TANGIBLE, RESOURCES FOR NONPROFITS
IN OUR REGION



Good360 works with large retailers to source brand new product donations that may have otherwise ended up in the landfill. These products are redistributed to local community partners including 501(c)3 nonprofits, public schools and faith-based organizations. Good360 works with over 250 local area nonprofits to distribute those goods.



Through a partnership with the national Good360 program, United Way Good360 is able to provide over \$6,000,000 in goods annually to our communities in Marion, Polk and Yamhill Counties.



Additionally, our Good360 program has a partnership with Toys for Tots which has allowed us to distribute over 60,418 toys and books to children and families in our area.

SAFESLEEP UNITED

OUR LOW BARRIER WOMEN'S SHELTER OFFERING SAFETY, ACCESS TO SERVICES, AND A SENSE OF COMMUNITY BELONGING



Gap

There are over 1,800 homeless individuals in Marion and Polk County and almost half of them are women, living in survival mode, with ongoing risk of being assaulted, robbed, sex trafficked, or raped, and with the trauma of living in that danger every day.



Solution

SafeSleep United is our overnight, low barrier, non-denominational women's shelter. Our mission is to offer a warm, secure place for unsheltered women to sleep safely. We offer some basic needs, supports, and services to enable women to heal, plan, and move forward with their dreams and goals, from the stability of a safe place to sleep each night.



Future

We currently shelter up to 19 women. An upcoming expansion will enable us to meet more basic needs and allow us to shelter up to 50 women.

COTTAGES UNITED

Gap

Many older Oregonians are entitled to Social Security benefits. However, these benefits (currently \$1,550.48 average for an individual*) remain well below the poverty line and often fail to cover the cost of housing. Truthfully, a senior person relying on benefits cannot afford housing at the Free Market Rate anywhere in the country.

Burdened

HUD considers a person housing burdened if their monthly housing costs are greater than 30% of a person's income. Throughout the nation, there are at least 9 seniors waiting for every occupied unit of affordable senior housing.

Vulnerable

Furthermore, the waiting list for affordable senior housing is often three to five years. With less income for other necessities such as food, medicine, and health care, these populations are particularly vulnerable to homelessness.

Solution

Through our partnership with the City of Salem we have acquired property on Market Street near Swegle Elementary. Plans are underway to build 25 cottages with community spaces for seniors to gather.



ENRICHMENT ACADEMY

Purpose

The Enrichment Academy is an out-of-school time program designed to align with each school's comprehensive school improvement plan and provide high quality programming that is designed to increase student achievement, improve student and family engagement, reduce hunger and increase wellness.

Program

EA programming gives students the opportunity to learn beyond the traditional school day in a safe, structured environment. EA delivers a variety of content rich offerings that engage students and build their academic and nonacademic skills. Programming in 3 elementary schools, 4 middle schools and 2 high schools, and funded by a Federal 21st Community Learning Center grant, EA operates during the hours before and after school and provides students a quality place to learn during those times.

Aspire

United Way also provides support to the area high schools College and Career Centers through its work in ASPIRE. ASPIRE places mentors in the schools that work directly with the students on their goals for post high school. United Way recruits mentors, trains and places them in the high schools. This work allows students and parents to be able have assistance in navigating the confusing world after high school.



AWESOME 3000

RETURN TO THE AWESOME WAS A HUGE SUCCESS

Since 1983 the Awesome 3000 has been a staple in the Salem-Keizer Community, bringing friends and family together in support of our Salem-Keizer School District; its students, staff, and teachers.



The proceeds from the Awesome 3000 raised \$45,000, which will go directly to the Salem-Keizer Schools Fund held by the United Community Foundation.



Approximately 400 volunteers from our community came together to give their time and effort! 23 community sponsors made this event possible.



SANTIAM WILDFIRE RECOVERY

As we surpass 2 years from the beginning of the wildfire disaster, we reflect on how far we've come, but also, what's still needed to help our communities rebuild.

Today we serve as the fiscal sponsor for the Santiam Long Term Recovery Group as we continue to work closely with our valued partner Santiam Service Integration Team to meet the needs of survivor families in the canyon.

Each challenge, whether it be an urgent need for housing, or basic items like school supplies, we work to meet through emergency funding, grant funding and our Good360 Gifts in Kind Warehouse.

The short-term relief needs of survivors of wildfires are well known: food, water and shelter. But very seldom are aware that the needs of survivor grow with time, not shrink. The onset of disaster caused trauma can push back even the smallest of recovery goals by years. The journey is complicated and stressful, so it's very important to have an organization dedicated to meeting the needs of survivors until every family is home. Santiam Long Term Recovery Group



COMMUNITY IMPACT GRANTS



Purpose

01

Our objective for funding is to find opportunities to support providers projects or programs that are impact-driven, equitable, transparent, and regionally focused.

Process

02

In 2019 we created a partnership with Willamette University's Atkinson Graduate School of Management to facilitate our grant process. Students research applicants, present their recommendations, and track the progress of how the grantees use the United Way funds.

Current Distribution

04

Adaptation For Tomorrow's Environmental Realignment Community Impact Fund - award of grant funds to support activities related to mitigating the impact of climate change in Marion, Polk, and Yamhill Counties.

Future

05

Dedicated to facilitating lasting social change, we work together with businesses, government, schools, faith groups, community members, and other nonprofits, because it takes the whole community to achieve the kind of results we need.

BUSINESS AND COMMUNITY

The United Way workplace campaign unites employees in all offices or branches of a company, and gives them an opportunity to donate, volunteer and advocate for causes that matter to them. You can see the results in your own backyard, every dollar raised here, stays here. But the workforce campaign is about more than raising money for worthy causes; it also strengthens connections between employees and their community.

Top 20 Campaigns	
Capitol Auto Group	Marion County Employees
Garmin	Willamette ESD
Bi-Mart	Do It Best Corp
United Parcel Service	WaFed
Withnell Auto Company	Jeldwen
A-Dec	BMW
Sentry Insurance	Nationwide
Cherriots	US Bank
Salem Health	Pacific Stair
Costco	Target



GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.

85 CENTS
of every dollar goes **directly to**
community programs.

SERVING OUR COMMUNITY

86
1937 • 2023



United Way of the
Mid-Willamette Valley
UnitedWayMwv.org

Website
www.unitedwaymwv.org



Phone call
503-363-1651



Office Address
455 Bliler Ave. NE
Salem, OR 97301



Email Address
liveunited@unitedwaymwv.org





THE POWER OF YOUR GIFT

\$1

per pay period

Cottages United

- Provides one hour of onsite support for community engagement
- Provides wrap around services including a wellness on wheels program for senior care

\$2

per pay period

Awesome 3000

- Provides a scholarship to a youth fun run supporting healthy and active bodies and minds
- All proceeds support school based needs

\$5

per pay period

SafeSleep United

- Provide a meal for 35 women and children at our overnight low barrier shelter
- Provide clean bedding and pajamas for 40 safe nights of sleep

\$10

per pay period

Enrichment Academy

- Provides supplies for a month in an afterschool science program
- Supports the placement of mentors that work directly with students on their college and career goals

\$20

per pay period

United Way Community Resource Center

- Redirects \$12,000 worth of retail goods back into the community instead of the landfill
- Provides an opportunity for 25 non-profit, faith-based organizations, and school staff to collect goods per day

Your donation makes a truly tangible impact.

Donations make it possible for United Way to provide shelter for women and children, enrichment programs for students, affordable housing for seniors, tangible products and resources for our community, and grant funding for local organizations doing great work in Marion, Polk and Yamhill counties. Learn more below!

\$6,000,000 worth of sustainable, tangible goods distributed to local area non-profits that would have otherwise ended up in the landfill.

19 OVERNIGHT BEDS providing women and children a warm, secure place to sleep safely with an expansion underway that will triple our capacity.

\$875,600 COMMUNITY INVESTMENT GRANTS supports projects and programs within our tri-county area including Jefferson School District, Polk County Family and Community Outreach, Encompass Yamhill Valley, Zero Waste McMinnville, and many more.

2,800+ STUDENTS participated in high quality programming that is designed to increase student achievement, improve student and family engagement, reduce hunger, and increase wellness.

AFFORDABLE HOUSING for seniors on fixed incomes. Phase 1 to build 10 cottages with community spaces for seniors to gather is underway.



**United Way of the
Mid-Willamette Valley**

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