

United Way of York County's

Annual Report

2021-2022



United
Way



United Way of
York County, SC

"Alone we can do so little; **TOGETHER** we can do so much."

– Helen Keller

Dear Friend,

This past year has once again shown that York County is a community of helpers who understand the power of coming TOGETHER. As individuals, we can only do so much, but together we are changing lives.

Your generosity this past year is helping 3,000 York County families achieve financial stability by 2030!

TOGETHER, we are empowering working families on their path to financial stability. Ensuring they can provide for their loved ones, avoiding crisis situations.

TOGETHER, we are helping working mothers. Providing access to affordable childcare. Removing barriers to earning a liveable wage. Facilitating financial literacy and workforce development programs. Because of you, we are supporting our neighbors.

TOGETHER, we are equipping our community to thrive. And it is all thanks to you. York County cares about one another.

Thank you for stepping up and supporting our vision for a financially stable community where everyone thrives. Your passion and generosity are changing lives.

I am excited for you to explore our 2021-2022 Annual Report and the impactful work being done in York County, SC.



Sincerely,

Rebecca Melton
President



Bold Goal to help **3,000** York County families achieve financial stability by **2030**

Our Collective Impact Agenda aligns all our work (internal programs, collective impact efforts, and partner grants) with our Bold Goal. **Power to Thrive** removes barriers to help low-to-moderate income families more easily access and navigate services to reach financial stability. An individual's path to self-sufficiency is often filled with obstacles that can slow or even prevent them from escaping poverty. We have a responsibility to focus our resources where the greatest impact can be made to eliminate the complex hurdles limiting families to simply surviving instead of truly thriving.



CONNECT

FINANCIAL STABILITY GRANTS

Such an effort requires not only collaboration but also an investment in deeper relationships with our strategic partners. High impact organizations can apply for our financial stability grants on an annual basis. We utilize the Results-Based Accountability framework to hold ourselves and our partners accountable to collective impact outcomes that move the needle on our community's challenges.



CONVENE

FINANCIAL STABILITY NETWORK

UWYC serves as the lead organization in convening partners to seamlessly connect families with organizations addressing common barriers to financial stability. This innovative approach relies on collaboration to provide case management and coaching to remove barriers and support families on a path to pursue their dreams of financial self-sufficiency.



CHAMPION

FINANCIAL STABILITY ADVOCACY

United Way seeks to educate our community about the many barriers families face on their path to stability. We are in communication with local, state, and federal officials about policies and decisions that influence one's ability to be financially secure.



Results-Based Accountability

We utilize the Results-Based Accountability framework to hold ourselves and our partners accountable to collective impact outcomes that move the needle on our community's biggest challenges. We use this framework to ensure the dollars entrusted to us are invested in ways that will result in the greatest measurable impact.

Results-Based Accountability (RBA) uses data-driven decision making processes to help communities and organizations get beyond talking about problems to taking action to solve problems. It quantifies results, not just to measure, but to confirm a program's impact on the target area or population by asking three questions:

- 1) How much did we do?
- 2) How well did we do it?
- 3) Is anyone better off?



Grounded in Equity

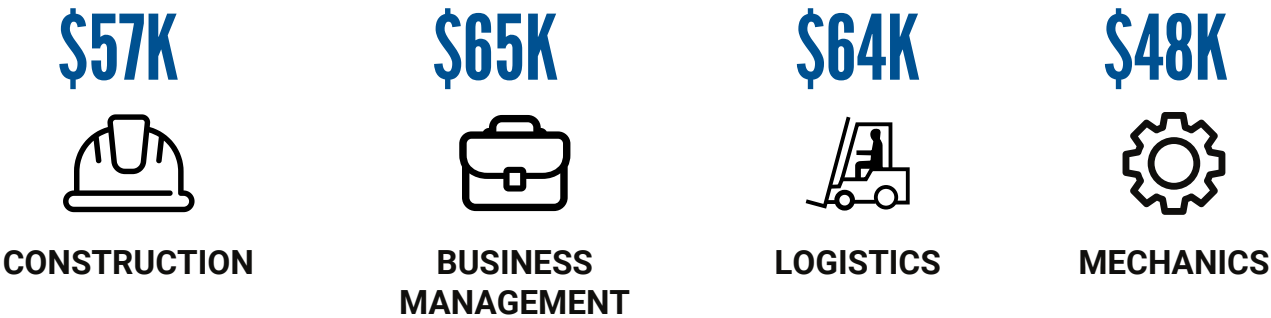
In order to achieve our long-term impact goals, we cannot ignore the inequities that have kept people of color from experiencing the same opportunities as their white counterparts. Through the data, we see disparities between race categories even across socioeconomic levels, which exposes bigger issues outside of just income differences. We see the real disparities that exist in our community and acknowledge the years of systemic racial injustice that prevent certain groups of people in our community from thriving. For this reason, we have a responsibility and are committed to equity in our programming.



A family's path to self-sufficiency is often filled with obstacles that can slow or even prevent them escaping poverty. This path is even more difficult for families caught in the cycle of generational poverty. **We have a responsibility to focus our resources where the greatest impact can be made to eliminate the complex hurdles limiting families to simply surviving instead of truly thriving.**

According to the 2019 census data, nearly **40,000 families** in York County (52%) earn between 125 and 200 percent of the Federal Poverty Level. Over 90% of these families have at least one worker, but they don't have the income to save for emergencies and don't qualify for typical assistance.

The top 4 fastest-growing occupations in York County pay a living wage, yet nearly 50% of all full-time workers earn less than \$50,000 per year.



UWYC helps low to moderate-income families who are struggling to meet monthly expenses due to a variety of factors including underemployment, a significant amount of debt, barriers to supportive services, high housing costs, poor money management, and/or lack of access to affordable banking products. UWYC helps these families easily access and navigate financial literacy and workforce development services to overcome barriers and achieve long term, sustainable, financial stability.



Financial Literacy

Bold Goal to help 3,000 York County families achieve financial stability by 2030

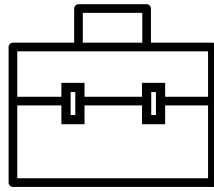
Families who have financial literacy skills are more likely to make wise financial choices. UWYC links families to financial products, education, and services to give them the financial tools and resources they need to meet their monthly expenses, save for the future, and plan their path to financial stability.

INTENDED RESULTS

- ▶ Increase basic financial literacy among members of our community
- ▶ Encourage savings and asset development in low to moderate income households

2021-2022 SUCCESS

How Much We Did	325 individuals received some sort of financial literacy support 249 Individuals took advantage of a financial literacy course or coaching
How Well We Did It	55% of individuals completed their course or coaching program
If Anyone Is Better Off	22% of families decreased their debt 22% increased asset ownership 22% improved their self-reported credit score



Workforce Development

Bold Goal to help 3,000 York County families achieve financial stability by 2030

42,000 individuals in York County are working, but don't make enough money to support their families. UWYC connects individuals to a sustainable career path. Workforce Development services help individuals identify and access job trainings, vocational degree, or credential programs that help them to achieve their goals and gain employment with a livable wage

INTENDED RESULTS

- ▶ Provide clear education paths for adults seeking employment
- ▶ Improve technical and soft skills among unemployed/underemployed

2021-2022 SUCCESS

How Much We Did

278 individuals received support with unemployment or underemployment

67 individuals enrolled in a job training program for jobs available in the local market

77 individuals enrolled in a vocational degree or credential program

How Well We Did It

87% of individuals enrolled in a job training program completed their program

90% earned a relevant license, certificate, degree, or credential

Is Anyone Is Better Off

9% gained employment with a livable wage

11% increased their wages



Economic & Family Support

Bold Goal to help 3,000 York County families achieve financial stability by 2030

Foundational to families achieving economic mobility is their ability to pay for basic needs—things like housing, food, utilities, childcare, and transportation. Every day, there are many families in our community on the verge of losing their homes or unable to purchase groceries. There must be a strong safety net of service providers in place to assist these families overcome barriers so they can move toward self-sufficiency.

INTENDED RESULTS

- ▶ Connect individuals and families to support services that reduce barriers to achieve financial stability

2021-2022 SUCCESS

824 families received financial support for childcare or after school care to allow caretakers to attend workforce development or financial literacy training, school, or work.

Economic & Family Support Fund

UWYC's **Economic and Family Support Fund** provided emergency utility assistance to working families on the path to financial stability. Through partnerships with Housing Development Corporation of Rock Hill, Salvation Army, Fort Mill Care Center, and Eden Community Development Corporation,



Innovative Grants

Bold Goal to help 3,000 York County families achieve financial stability by 2030

In addition to our typical Financial Stability Partner Grants, UWYC provided two additional grant opportunities as part of our 2021-22 cycle.

Innovative Grants

These smaller one-time grants were made available to organizations doing work in the space of Financial Stability. Instead of being constrained to providing funding during our typical grant application period, this funding allowed UWYC to remain nimble and meet community needs throughout the year. UWYC invested \$55,000 in innovative grants to three organizations in York County: Rock Hill School's Challenger Program, Housing Development Corporation of Rock Hill, and Victory Gardens International.

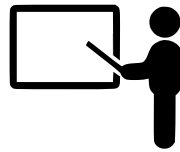
Measurement Grants

\$7,800 in funds were allocated to two agencies to support community-level tracking and data sharing in York County: Bethel Shelters and the Black Economic Leadership League. This funding may be used for activities that may include, but are not limited to, software, subscriptions, or incentives for agencies to share data.

Collective Impact Through Collaboration



\$370,850 invested in
local financial
stability initiatives



332 Community Members
Educated on Financial
Stability



824 families received
scholarships for childcare



249 individuals enrolled in a
financial literacy course



3,720 referrals for
services through 2-1-1



5,290 federal and state tax
returns filed for free

WORKFORCE DEVELOPMENT PARTNERS

A Father's Way
Adult Enrichment Centers
Alston Wilkes Society
Children's Attention Home
Catawba Regional Council of Governments
Rock Hill Schools Education Foundation
Rock Hill Economic Development Corporation
York One Schools

FINANCIAL LITERACY PARTNERS

Habitat for Humanity of York County
Clover Area Assistance Center

ECONOMIC & FAMILY SUPPORT PARTNERS

Boys and Girls Club of York County
Oakland Day School

UNITED WAY OF YORK COUNTY, SC

2021-2022 PARTNER AGENCIES

The Bold Goal can only be achieved as a community. We are excited to continue to create partnerships through grants, committees, financial stability task forces, referral programs, and more. Our efforts must go beyond funding. We must come together as a community to tackle poverty from all angles.

WORKFORCE DEVELOPMENT & FINANCIAL LITERACY

Back the Pack - Rock Hill Schools Education Foundation

Budgeting Beyond the Classroom - Clover Area Assistance Center

Crossroads - Children's Attention Home

Employment Services for Former Offenders - Alston Wilkes Society

Family Services Financial Capability Program - Habitat for Humanity of York County

High Five Works - Adult Enrichment Center

JET Edge - Catawba Regional COG

Microsoft Office Specialist Certification for Adult Learners - York School District One

Strengthening and Supporting Low-Income Families - A Father's Way

Talent Pipeline Program - Rock Hill Economic Development Corporation

SUPPORTIVE SERVICES

Afterschool and Summer Childcare - Boys & Girls Club of York County

Growing Hope Scholarship Program - Oakland Day School

OUR PROGRAMS

2021-2022

UNITED WAY'S CALL CENTER

SC 2-1-1 or 866-892-9211 connects people with important community services to meet everyday needs and the immediate needs of people in crisis.

SINGLECARE PRESCRIPTION DRUG DISCOUNT CARD

Free prescription discount card with no eligibility requirements. Discount cards are available at the UWYC office or at www.singlecare.com.

EMERGENCY FOOD AND SHELTER PROGRAM

Federal grant administered through United Way of York County to help prevent homelessness. Local agencies are awarded funds to assist with rent, mortgage, and utilities.

LETTER CARRIERS' STAMP OUT HUNGER FOOD DRIVE

United Way partners with the National Letter Carriers' Association annually to collect food items placed at mailboxes by residents. Items are distributed to local food pantries that are in need of re-stocking their shelves during critical summer months.

VITA

Through the Volunteer Income Tax Assistance (VITA) program, volunteers become certified tax preparers and provide qualifying individuals and families with free, reliable assistance in filing state and federal returns.

OUR PROGRAMS

2021-2022

INNOVATIVE STRATEGIES

Power to Thrive: UWYC's innovative Impact Strategy, Power to Thrive, removes barriers to help low-to-moderate income families more easily access and navigate services to reach financial stability. An individual's path to self-sufficiency is often filled with obstacles that can slow or even prevent them from escaping poverty. We focus our resources on eliminating the complex hurdles limiting families to simply surviving instead of truly thriving.

MONEY WORKS FINANCIAL LITERACY PROGRAM

In partnership with The City of Rock Hill, United Way staff worked to develop a financial literacy program. Based on the FDIC's evidence-based curriculum, Money Smart, Money Works is a "choose your own path" program that allows clients to customize their experience based on their financial knowledge and skills, as well as their long-term goals. Each participant partners with a Money Works staff member to provide individual financial coaching and support.

FINANCIAL REPORT

2021-2022

The audited financial statements for United Way of York County, SC are available for inspection at:

226 Northpark Drive, Rock Hill, SC 29730

Independent auditor: The Hobbs Group, PA from Columbia, SC.

The IRS Form 990 is available on our website at www.unitedwayofyc.org.

Statement of Financial Position

For Year Ended June 30, 2022

ASSETS

Current Assets

Cash and Cash Equivalents	\$588,714
Investments	10,518
Campaign promises to give, net	369,622
Prepaid expenses	<u>25,773</u>
Total Current Assets	994,627

Noncurrent Assets

Building and equipment, net	202,991
Long term investments - designated	376,424
Total Noncurrent Assets	579,415

Total Assets	<u>\$1,574,042</u>
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LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable	\$0
Payroll liabilities	<u>9,053</u>
Total Current Liabilities	9,053

Noncurrent Liabilities

Payroll protection loan	<u>0</u>
Total Liabilities	9,053

Net Assets

Without donor restrictions	\$1,546,238
With donor restrictions	<u>18,751</u>
Total Net Assets	<u>1,564,989</u>

Total Liabilities and Net Assets	<u>\$1,574,042</u>
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Statement of Activities

REVENUES AND OTHER SUPPORT

Campaign Revenue

Current year campaign promises to give, net of uncollectible pledges of \$110,104	\$1,058,366
Prior year campaign promises to give	3,169
Future year campaign promises to give	<u>\$7,255</u>
Total Campaign Revenue	<u>\$1,068,790</u>

Grants	\$40,881
Reimbursement from other United Ways	1,021
Investment income (loss)	(65,250)
In-kind income	7,325
Gain on extinguishment of debt	93,412
Miscellaneous income	685
Net assets released from restrictions	<u>0</u>

Total Revenues and Other Support	<u>\$1,146,864</u>
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EXPENSES

Program Services

Agency Allocations	\$335,850
Agency Designations	4,255
COVID/Childcare Initiative/Other	37,354
Community investment process	154,096
United Way collaborative programs and services	198,468
Evaluation and measurement	102,717
DEI work	25,328
Community engagement	27,382

Management and general	45,118
Fundraising	<u>122,170</u>

Total Expenses	<u>1,052,738</u>
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CHANGE IN NET ASSETS	94,126
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Net assets at beginning of year	1,470,863
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NET ASSETS AT END OF YEAR	<u>\$1,564,989</u>
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BOARD OF DIRECTORS

REFLECTING THE CORE VALUES OF THE RESIDENTS OF YORK COUNTY



Sabrina Gast
Chairman
Coroner, York County



Lisa Cowart
Vice Chair
Winthrop University



Lain Reavis
Treasurer
Pinnacle Financial Partners



Frank Robards, II
Secretary
Truist Financial



Patrick White
Immediate Past Chair
Comporium



Dewayne Alford
City of Rock Hill



Wes Hayes
Hayes Law Firm



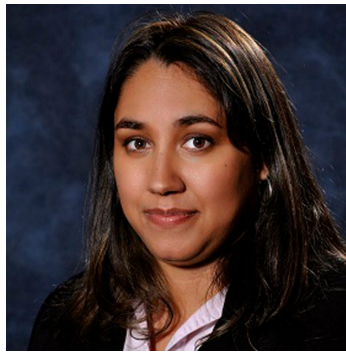
Bryan Murphy
Murphy Law Firm



Scott Wallace
Duke Energy



Tom Simril
Catawba Nuclear Site,
Duke Energy



Jennifer Wilford
City of Rock Hill



Stacey Jeanne Moore
York Technical College



Kendra Zajac
Publix Super Markets



Heather Mouzon
York County Government



Kelly Cox
York School District One



Adrian Scott
Clinton College



Dean Faile
York County Regional
Chamber of Commerce



Geri Hopkins
Skyla Credit Union

UNITED WAY STAFF

2021-2022



Rebecca Melton
President



Elizabeth Starnes
Finance Director and HR
Administration



Summersby Okey
Director of
Collective Impact



Mollie Rose
Director of Marketing
and Communications

BE PART OF OUR BOLD GOAL

YOUR GIFT WILL HELP YORK COUNTY FAMILIES ACHIEVE FINANCIAL STABILITY

Your donation to United Way of York County creates change for the community you live in. With every dollar, we are able to provide hope, stability, and help for your neighbors, co-workers, and friends.



SUPPORT OUR MISSION TODAY

www.unitedwayofyc.org/give



**United Way of
York County, SC**

www.unitedwayofyc.org