

United Way of York County

ANNUAL

REPORT

2022-2023



United Way of
York County, SC

A NOTE FROM THE PRESIDENT

“The **GREATNESS** of a community is most accurately measured by the **COMPASSIONATE** actions of its members.” - Coretta Scott King

Dear United Way Friend,

I can say with confidence that York County is full of compassionate members. Your commitment to supporting your community continues to drive our work and goal of helping York County families become financially stable.

It is harder than ever for working families in York County to make ends meet. Oftentimes, working families have no safety net and are in danger of one unexpected expense leading to a crisis.

That is why United Way has been working hard to make sure these families have access to the resources they need. We are removing barriers to help low-to-moderate-income families more easily access and navigate services to reach financial stability.

In our 2022-2023 Annual Report, you will see how we are **CONNECTING**, **CONVENING**, and **CHAMPIONING** our resources to eliminate the complex hurdles limiting families to simply surviving instead of truly thriving.

Thank you for stepping up and supporting our vision for a financially stable community where everyone thrives.

Sincerely,



Rebecca Melton
President



United Way of
York County, SC

MISSION

HELP 3,000 YORK COUNTY FAMILIES
ACHIEVE **FINANCIAL STABILITY** BY 2030



United Way of
York County, SC

POWER TO THRIVE

HELPING YORK COUNTY FAMILIES ACHIEVE FINANCIAL STABILITY

40,000 families in York County earn between \$32,940 and \$43,920 annually. Over 90% of these families have at least one worker but they don't have the income to cover their expenses much less build a savings cushion. We are on a mission to change that.

United Way's Power to Thrive Impact Work 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 **CONNECT**, **CONVENE**, AND **CHAMPION** 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

UWYC connects community organizations with not only financial resources but also capacity-building activities, and connects organizations with each other to encourage mutually reinforcing activities.



CONVENE

FINANCIAL STABILITY NETWORK

UWYC uses our convening power, bringing together all of our partners – business, labor, nonprofits, and advocates – with a simple shared goal: to help families in York County achieve financial stability.



CHAMPION

FINANCIAL STABILITY ADVOCACY

UWYC galvanizes people to speak out for change. We're amplifying individuals' voices on important community issues. Our advocacy work is critical to addressing systemic barriers in our community.



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?



GROUNDING 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.



FINANCIAL STABILITY

A family's path to self-sufficiency is often filled with obstacles that can slow or even prevent them from 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.

WORKFORCE DEVELOPMENT PARTNERS

- A Father's Way
- Alston Wilkes Society
- Bethel Shelters
- Children's Attention Home
- Rock Hill Schools Education Foundation
- York One Schools

FINANCIAL LITERACY PARTNERS

- Habitat for Humanity of York County
- Pilgrims' Inn

ECONOMIC & FAMILY SUPPORT PARTNERS

- Safe Passage
- York County First Steps
- Oakland Day School

FINANCIAL LITERACY

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.

HOW MUCH DID WE DO

- 393 individuals received some sort of financial literacy support.
- 260 Individuals took advantage of a financial literacy course or coaching.

HOW WELL DID WE DO IT

- 68% of individuals completed their course or coaching program.

IS ANYONE BETTER OFF

- 18% of families decreased their debt.
- 317 demonstrated increased knowledge in the area of financial literacy
- 19% improved their self-reported credit score.
- 6% of participants reported that they have achieved financial stability.

WORKFORCE DEVELOPMENT

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.

HOW MUCH DID WE DO

- 775 individuals received support with unemployment or underemployment.
- 48 individuals enrolled in a job training program for jobs available in the local market.
- 134 individuals enrolled in a vocational degree or credential program.

HOW WELL DID WE DO IT

- 29% of workforce development participants completed a soft skills training course.
- 68% earned a relevant license, certificate, degree, or credential.
- 68 individuals received a ServSafe Food Handling Certificate.

IS ANYONE BETTER OFF

- 12% gained employment with a livable wage.
- 2% increased their wages.

ECONOMIC & FAMILY SUPPORT

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 in overcoming barriers so they can move toward self-sufficiency.

INTENDED RESULTS

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

HOW MUCH DID WE DO

- 583 individuals are actively enrolled in case management.
- 322 participants are actively engaged in identifying and establishing personal goals and are taking steps towards achieving those goals.

HOW WELL DID WE DO IT

- 44% of participants were referred to other providers or programs for wrap around or continued services.

IS ANYONE BETTER OFF

- 538 individuals received supportive services to overcome barriers.
- 5 individuals had their costs for supportive services reduced thanks to UWYC funding.

ECONOMIC & FAMILY SUPPORT

538

► individuals received supportive services to overcome barriers.

9% received rent or mortgage assistance

4% received utility assistance

12% received transportation assistance

4% received childcare assistance

21% received food assistance

279 received an incentive or direct financial aid to allow them to continue receiving services

DID YOU KNOW?



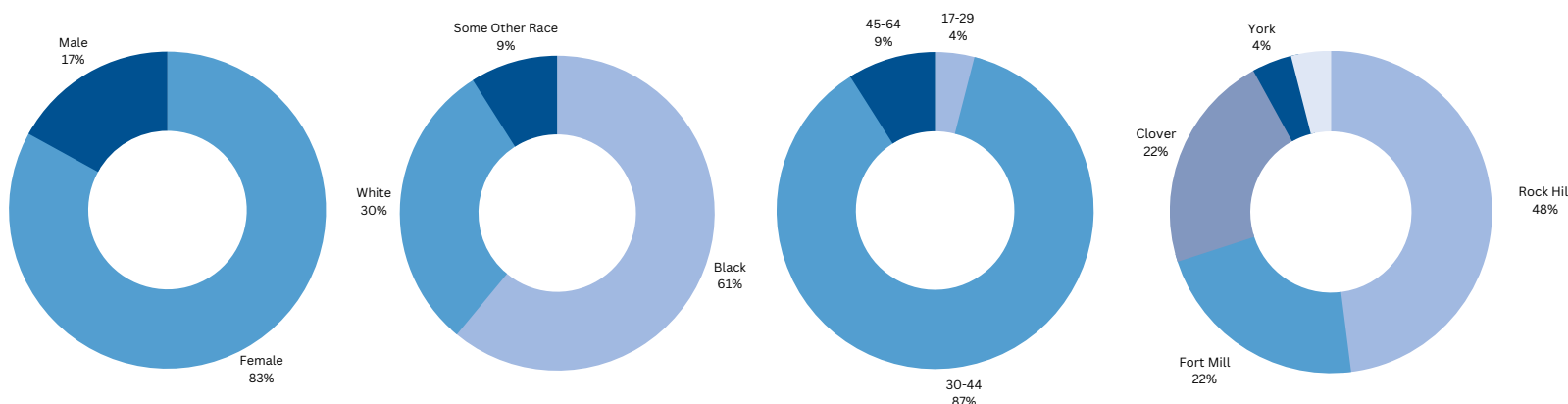
the average cost for a 2 bedroom apartment in York County is \$1,333 per month.



the average cost for childcare for a pre-school and school-aged child is \$1,061.75 per month.

FINANCIAL STABILITY NETWORK

The success of the Financial Stability Network was measured during the pilot phase by collecting data from participants at three points during the pilot phase: at intake, at the mid-point, and at the end of the pilot program. The original pilot group was comprised of 26 individuals who self-selected to enroll in the FSN. The inaugural class of the FSN regularly engaged with 10 families through partnerships with 12 organizations providing comprehensive services via a virtual resource network. The original pilot group was diverse on many factors including gender, age, geographic location, and race.



Family composition was also diverse: 18% of participants had no children in the home, and among those families with children, 55% represented single-parent families and 40% were two-parent families. Family size ranged from one to five children, with most families reporting two or three children. 25% of these families had one child, 30% had two children, 30% had three, 10% had four, and 5% had five children.

How Much Did We Do?

- 4 participants engaged with financial coaching
- 10 participants identified financial goals
- 10 participants received incentives or support to overcome barriers
- 10 participants engaged in identifying/establishing personal goals
- 4 participants created and are following a budget

How Well Did We Do It?

- 90% of participants reported the program met or exceeded expectations
- 10 participants opened or maintain a checking/savings account
- 5 participants increased their credit score
- 5 participants maintain a minimum \$300 balance in a savings account
- 4 participants are following a budget

Is Anyone Better Off?

- 60% of participants successfully completed their personal goals
- 40% of participants decreased their debt
- 100% of households are able to consistently pay their bills on time
- 70% report a decrease in their level of financial stress
- 2 participants reached financial stability

RAFETTE'S STORY

SAVING FOR THE FUTURE

Rafette is a participant in our Power to Thrive Financial Stability Network. In just six short months, Rafette has crushed her financial goals! Before entering the network, Rafette lived without a budget, causing her to repeatedly be “in the red.” She lacked the financial literacy knowledge needed to make ends meet.



By walking alongside her and providing financial literacy, Rafette is now on a path to financial stability. She has paid off her credit card debt, improved her credit score, and has emergency savings.

She is a single mom working toward owning her own home so that her son can have a yard to play in. The relief she feels to be “in the green” every month is immeasurable.



CHILDCARE ASSISTANCE

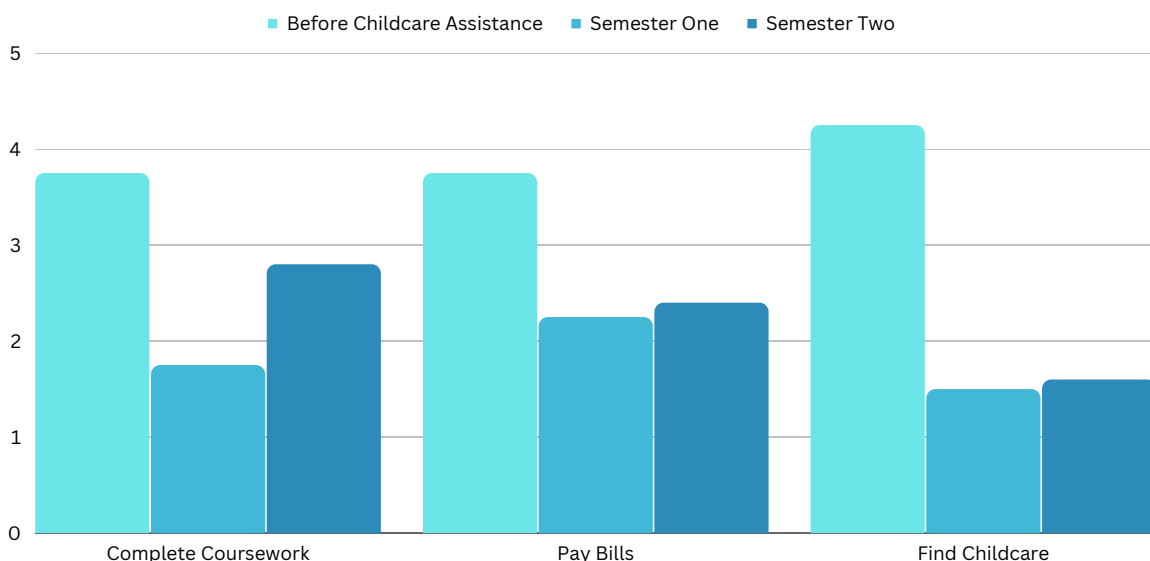
United Way of York County, in partnership with York County First Steps, provided Childcare Assistance for 6 York Technical College students over the course of the 22-23 Academic Year. UWYC provided up to \$175 per week per child for the 40 weeks of the school year. Through this program, York Technical College students were able to save \$35,190 on childcare costs.

100% of participants started the program with no reliable childcare. 50% of the students had a friend, neighbor, or family member taking care of their child. The other half of the participants were taking online classes while taking care of their children at home.

100% of the participants increased their GPA from the start of the fall semester to the end of the spring semester.

Of the students who completed the program, 4 graduated from York Technical College and an additional student is transferring to a University.

The students reported the following stress levels (on a scale of 1 to 5 with 1 being not at all stressed and 5 being extremely stressed), on average:



ALEX'S STORY

REMOVING THE BARRIER OF CHILDCARE FOR HIGHER EDUCATION

Alex, a single mom, is working to become a nurse.

Because of her lack of childcare, Alex was only able to attend school part-time. Through our partnership with York Technical College and York County First Steps, we helped Alex access full-time, quality childcare for \$10 a week.



Alex had the peace of mind that her child is being cared for in a safe and accredited center. She was able to take a full course load and graduated in December.

Alex will now enter the workforce at a liveable wage by pursuing her nursing degree. By removing the barrier to affordable childcare, Alex is able to provide for her family and continue on her path toward financial stability.

2022-2023 FINANCIAL STABILITY PROGRAMS

WORKFORCE DEVELOPMENT . FINANCIAL LITERACY . ECONOMIC & FAMILY SUPPORT

CITEE & Transitional Housing

Pilgrim's Inn

Financial Capability Program

Habitat for Humanity of York County

Strengthening and Supporting Low-Income Families

A Father's Way

Workforce Development Program

Bethel Men's Shelter

Employment & Community Services for Former Offenders & the Homeless

Alston Wilkes Society

Crossroads

Children's Attention Home

Back the Pack

Rock Hill Schools Education Foundation

Microsoft Office/Customer Service Certifications for Adult Learners

York School District One

Rapid Rehousing Program

Safe Passage

Growing Hope Scholarship Program

Oakland Day School

Nurse-Family Partnership

York County First Steps



VOLUNTEER INCOME TAX ASSISTANCE (VITA)

The Volunteer Income Tax Assistance (VITA) program offers free tax help to people who make \$54,000 or less, persons with disabilities, the elderly, and limited English-speaking taxpayers who need assistance in preparing their own tax returns. In addition to providing free tax preparation, VITA works to ensure everyone in the community receives all the tax credits and deductions for which they are eligible; especially Earned Income Tax Credit, Child Tax Credit, Education Tax Credits, and Child Care Tax deductions. IRS-certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals. UWYC assists by promoting this service annually to eligible residents of York County.

The VITA program filed 5,197 Federal and State tax returns in 2023. Over \$3,244,834 was refunded to filers. This year's total economic impact on York County was significant.

STAMP OUT HUNGER

Each year York County community residents participate in the annual Stamp Out Hunger Food Drive. UWYC partners with the National Association of Letter Carriers through our local post offices and coordinates with food banks that need their shelves restocked during critical summer months. Residents are encouraged to leave non-perishable food items by their mailbox for local mail carriers to pick-up.

In York County food items were only collected in Rock Hill, where residents donated 4,046.20 pounds of food. HOPE received 702 pounds and Pilgrims' Inn received 1507.70 pounds of food, Manna House received 1,127 pounds of food, and The Salvation Army received 709.50 pounds of food.

SINGLECARE PRESCRIPTION DISCOUNT CARD

This program offers a free prescription drug discount card with no eligibility requirements. This program runs on a calendar year. From January to December 2022, 5,570 prescriptions were filled, which saved York County citizens \$480,017.30 on their prescriptions. From January to May 2023, 1,705 prescriptions have been filled, saving our community \$161,592.60.

MONEY WORKS FINANCIAL LITERACY PROGRAM

In partnership with The City of Rock Hill, United Way staff worked to develop a financial literacy program for citizens of Rock Hill. 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 and choose the modules that best suit their specific needs.

One-on-One Case Management is used to assess family needs, develop family goals, and connect families to available services, as needed. The Money Works program is structured to provide financial education for working families. Through these individualized relationships, clients gain the skills necessary to make their financial goals a reality.

UNITED WAY'S CALL CENTER 2-1-1

United Way's 2-1-1 is a confidential and free service that is staffed 24/7 with an easy-to-remember number. 2-1-1 is accessible from both cell and land line telephones in York County. Callers are connected to our accredited call center in Aiken, SC, administered by the United Way Association of South Carolina. Certified call specialists make appropriate referrals to all area service providers in York County.

In 2022-2023, 1,289 calls were received for York County, and more than 3,360 community needs were identified and referred to appropriate agencies and organizations. Community Shelters were the most requested need for York County residents, making up 13% of all calls to 2-1-1 with an 6% increase from the 2021-22 fiscal year. Rent assistance and Electric assistance were the second and third most requested services, making up 22% of all calls. In 2022-23 fiscal year more than 168,485 website visits were made.

POVERTY SIMULATIONS

As part of our community engagement strategy, United Way of York County created and facilitated the Building Your Budget poverty simulation for 141 individuals in York County. Building Your Budget is an interactive in-person experience that builds understanding about how low-wage jobs affect individuals and families. UWYC created this simulation to help people better understand what it is like to have a low-wage job, by challenging the player to live on various low-wage incomes based on York County wages. The participants are asked to make tough decisions regarding the housing, transportation, food, childcare, and other major decisions for their families, all while facing unexpected challenges.

COMMUNITY EDUCATION

UWYC staff also engages our community by presenting data and statistics on working families in York County. These presentations for businesses, civic, and community groups provide a data-informed picture of the need for financial stability work in York County, and what UWYC is doing to meet that need. This year, our impact staff provided a community education presentation to 60 individuals.

SELF SUFFICIENCY STANDARD

The United Way Association of South Carolina and the University of Washington have developed a measurement named the Self-Sufficiency Standard (SSS) for South Carolina 2020 that reflects the wage rate required to meet minimum standards of living in South Carolina. The official poverty measurement, developed a half century ago, is now methodologically out of date and no longer accurately measures the ability to provide for oneself and one's family – at best it measures “deprivation”.

Throughout South Carolina, the SSS shows that incomes well above the official federal poverty thresholds are nevertheless far below what is necessary to meet families' basic needs. United Way of York County made an investment in this study that is reflective of York County families. The SSS is a measurement of income adequacy that is based on the costs of basic needs for working families: housing, childcare, food, health care, transportation, and miscellaneous items, as well as the cost of taxes and the impact of tax-credits. The measurement describes how much income families of various sizes and compositions need to make ends meet without public or private assistance in each county in South Carolina – which includes York County. UWYC staff, and community members use this data to inform our work.



UNITED WAY OF YORK COUNTY WOMEN UNITED

Women United is an inclusive sisterhood working to empower and enrich the lives of York County women through philanthropy, advocacy, and volunteerism. Members mobilize the caring power of women to promote community, stability, and equity.



Women United CommuniTEA

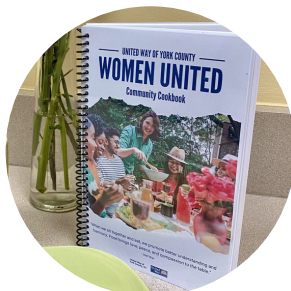


Women United hosted their first CommuniTEA in May 2023.

This was an opportunity to grow membership and galvanize around Women United's mission!



Community Cookbook



Women United's first fundraiser! The group compiled a selection of York County crowd favorites.

Funds from the book will go to support their mission of helping York County women.



FINANCIAL REPORT

2022-2023

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, 2023

ASSETS

Current Assets

Cash and Cash Equivalents	\$463,191
Investments	201,236
Campaign promises to give, net	349,955
Prepaid expenses	<u>7,790</u>
Total Current Assets	1,022,172

Noncurrent Assets

Building and equipment, net	194,661
Long term investments - designated	<u>416,443</u>
Total Noncurrent Assets	<u>611,104</u>
Total Assets	<u><u>\$1,633,276</u></u>

LIABILITIES AND NET ASSETS

Current Liabilities

Payroll liabilities	<u>5,718</u>
Total Current Liabilities	5,718

Net Assets

Without donor restrictions	\$1,617,558
With donor restrictions	<u>10,000</u>
Total Net Assets	<u>1,627,558</u>
Total Liabilities and Net Assets	<u><u>\$1,633,276</u></u>

FINANCIAL REPORT

2022-2023

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Statement of Activities

REVENUES AND OTHER SUPPORT

	Without Donor Restrictions	With Donor Restrictions	Total
Campaign Revenue			
Current year campaign promises to give, net of uncollectible pledges of \$82,096	\$956,153		\$956,153
Prior year campaign promises to give	5,516		5,516
Future year campaign promises to give		\$ 5,000	5,000
Total Campaign Revenue	961,669	5,000	966,669
Grants	7,029	11,571	18,600
Reimbursement from other United Ways	8,048		8,048
Investment income	43,279		43,279
In-kind revenue	6,158		6,158
Sponsorship and memorials	5,600		5,600
Miscellaneous income	402		402
Net assets released from restrictions	25,322	(25,322)	0
Total Revenues and Other Support	1,057,507	(8,751)	1,048,756

EXPENSES

Program Services			
Agency Allocations	336,350		336,350
Agency Designations	3,288		3,288
Community investment process	182,082		182,082
United Way collaborative programs and services	127,158		127,158
Evaluation and measurement	25,244		25,244
DEI work	15,264		15,264
Community engagement	175,593		175,593
Management and general	35,906		35,906
Fundraising	85,322		85,322
Total Expenses	986,187	0	986,187

CHANGE IN NET ASSESTS	71,320	(8,751)	62,659
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Net assets at beginning of year	1,546,238	18,751	1,564,989
NET ASSESTS AT END OF YEAR	\$ 1,617,558	\$ 10,000	\$ 1,627,558

BOARD OF DIRECTORS

REFLECTING THE CORE VALUES OF THE RESIDENTS OF YORK COUNTY



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Truist Financial



Lain Reavis
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Duke Energy



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City of Rock Hill



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York School District One



Bryan Murphy
Murphy Law Firm



Tiffany McCallum
Wells Fargo



Jennifer McAdams
Catawba Nation



Stacey Jeanne Moore
York Technical College



Geri Hopkins
Skyla Credit Union



Kendra Zajac
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Emily Pate
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Collective Impact



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& 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