

Cover Photo:  
Monterey County  
Preschool Service Corps

# IMPACT OF OUR PARTNERSHIPS

## 2021 ANNUAL REPORT



United Way  
Monterey County



In Monterey County, one in three households do not earn sufficient income to meet basic needs, such as housing, child care, food, transportation, or health care.

High housing costs are a major challenge: 42% of all households in the county spend more than 30% of their income on housing. 65% of households with children under six years of age financially struggle, a rate much greater than that of the rest of the country.

## THE NEED

“These economic realities can be bleak, but our solutions offer hope. This year, not only have we continued to support the basic elements of family financial stability, but we added new services to help fight the pandemic. Here is a sample of our many programs and services.”



Katy Castagna  
President and CEO  
United Way Monterey County

## EARLY CARE AND EDUCATION - A BRIGHTER FUTURE FOR OUR YOUNG LEARNERS

Last year, we launched the **Monterey County Preschool Service Corps** program in August 2020. The goal of this early learning initiative is to help children reach age level in language and literacy and support kindergarten readiness.

In the 2020 academic year, the program served 40 children. In 2021, the program proudly entered its second year, with AmeriCorps members serving in preschool classrooms throughout the county and providing individualized tutoring to over 240 children.

With the collaboration of our partners, we provided support to home based child care providers or Family, Friend, and Neighbors (FFN), with one-time financial support. In addition, we distributed 100 iPads to child care providers in the cities of Gonzales, Salinas, and Greenfield. The iPads are used for distance learning, play groups, and support FFN caregivers to stay connected with the broader FFN program network.



“...BY THIS PROGRAM FOCUSING ON LANGUAGE AND LITERACY, I THINK WE ARE GOING TO SEE LOTS OF GAINS WHEN WE ASSESS OUR CHILDREN FOR KINDERGARTEN.”

Angie Ramirez  
Regional Manager  
CAPSLO



## ASSET BUILDING - A FINANCIALLY STABLE FUTURE

**Financial Literacy Education Workshops** help residents whose income level are below the federal poverty line. These bilingual workshops teach participants how to budget, repair credit, and discuss banking practices, inform participants of subsidy programs, and child care options. We conducted 48 workshops and 826 participants.



# 1,402

TAX RETURNS

During the 2020 tax season the **Volunteer Income Tax Assistance** providing free tax preparation service, filed 1,402 State and Federal tax returns for Monterey County residents.

## UNITED WAY PARTNERSHIPS

### COMMUNITY PARTNERS

Bright Beginnings Early Childhood Development Initiative, California American Water, Center for Employment Training in Salinas, Center for Employment Training in Soledad, Clinica de Salud del Valle de Salinas (CSVS), Community Foundation for Monterey County, County of Monterey, Doctors on Duty, First 5 Monterey County, Go Kids, Inc., Greenfield Union School District, Greenfield Union School District at Mary Chapa Academy, Mexican American Opportunity Foundation, Monterey County Department of Social Services, Monterey County Health Department, Monterey County Health Department Clinic Services, Monterey County Office of Education, Monterey County Office of Education Salinas Child Development Center, Monterey County Office of Emergency Services, Monterey One Water, Quality Matters Monterey County, Soledad Medical Clinic.

## HOUSING STABILITY FOR OUR FAMILIES

“RENT AND UTILITY BILL ASSISTANCE BROUGHT STABILITY TO FAMILIES EXPERIENCING HOUSING INSTABILITY AND ALLOWED STUDENTS TO COMPLETE THEIR EDUCATION IN A TIMELY AND MORE SUCCESSFUL MANNER.”



Ana G. Ibarra-Castro  
Program Manager, ERAP,  
Hartnell College

Our work with our partners has been crucial in administering the **Monterey County Emergency Rent and Utility Assistance Program (ERAP)** to support low-income families, as well as those who are at immediate risk of homelessness because of the COVID-19 pandemic. We supported 723 households with rent and 692 households with utility support.



Our annual **Stuff the Bus** program provides backpacks with new school supplies for students experiencing homelessness. Last year **Stuff the Bus** provided 4,040 backpacks for our local students. There are nearly 10,000 students living in homeless conditions in Monterey County.

## ACTIVE REFERRAL NETWORK & 211 - CULTURE OF COLLABORATION



29,205  
CALLS



346  
TEXTS



24,456  
WEB SEARCHES

**211 Monterey County referral and helpline** has become an essential service providing resources throughout the pandemic. Last year, the Monterey County Health Department and the Community Foundation for Monterey County created programs to support COVID-19 vaccination registration.

In collaboration with our partners, we administered the Monterey County Stipend Program for 379 individuals who tested positive for COVID-19 but did not have sick leave or other income replacement.

**Active Referral Network** is a community collaborative administered and managed by UWMC. Partnering organizations coordinate services to help residents reach financial stability and address the social determinants of health. Partners work together to actively refer clients to each other's services to ensure that they reach economic independence.

“ARN HAS ALLOWED US TO NOT ONLY CONNECT OUR CONSUMERS TO SERVICES, BUT IT HAS ALLOWED ACTUAL “WARM HANDOFFS” AMONGST OUR FELLOW ORGANIZATIONS. OUR HOMELESS POPULATION AND ORGANIZATIONS ARE TRULY BLESSED TO HAVE SUCH A WONDERFUL TOOL ON OUR SIDE”

Roman Perez, Program Director, House of Peace - Dorothy's Place

To increase the impact of the ARN, we developed the Smart Referral Software (SRS). The SRS allows ARN partners to search for services in the 211 database and generate a list of complementary services that address the need. 1,741 outgoing referrals were made by more than 60 active members of the network.

# 1,090

VOLUNTEERS ENGAGED

**MLK Jr. Day:** Volunteers read to 15 preschool classrooms.

**Read Across America:** Volunteers engaged with 22 preschool and kindergarten classrooms.

**45th LIVE UNITED Awards.** Recognized 80 volunteers for their community service

### FUNDED PARTNERS

Building Healthy Communities, Central Coast Energy Services, City of Gonzales, City of Greenfield, City of King, City of Monterey, City of Seaside, City of Salinas, City of Soledad, Community Action Partnership of San Luis Obispo County (CAPSLO), Community Association of Big Sur, Community Emergency Response Volunteers (CERV) of the Monterey Peninsula, Gathering for Women, Goodwill Central Coast, Hartnell College Foundation, Housing Resource Center, Meals on Wheels of the Monterey Peninsula, Meals on Wheels of the Salinas Valley, Inc., Monterey Peninsula College Foundation, Mujeres en Acción, North County Recreation & Park District, Pajaro Valley Prevention and Student Assistance, The Salvation Army Monterey Peninsula Corps.



# 2021 FINANCIALS

## BOARD

### PUBLIC SUPPORT AND REVENUE

#### Campaign Support

Pledges	\$1,007,050
Donor designations to other organizations	(\$87,582)
Provision for uncollectible pledges	(\$61,709)

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Net Campaign Support	\$857,759
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Grants, Contracts and Fees	\$6,532,102
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Other Support*	\$1,190,177
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Investment Income	\$237,068
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<b>TOTAL PUBLIC SUPPORT AND REVENUE</b>	<b>\$8,817,106</b>
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### OFFICERS

Doug Yount  
*Chair*

Sandi Eason  
*Incoming Chair*

Brett Harrell  
*Immediate  
Past Chair*

Warren Hoy  
*Vice Chair  
Community Investments*

Willard Lewallen  
*Vice Chair  
Resource Development*

Steve Emerson  
*Treasurer*

Debbie Sober  
*Secretary*

### BOARD MEMBERS

Michelle Czarnecki  
Ann Kern  
Leinette Limtiaco  
Jacob Martinez  
René Mendez  
Jasmine Nguyen  
Juan P. Rodriguez  
Monica Tovar

### EXPENSES

#### Program Services

Community Investments and Designations	\$5,331,483
Amounts designated by donors	(\$87,582)
Community Services	\$2,357,753

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Total Program Services	\$7,601,654
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#### Support Services

Management and General	\$467,164
Fundraising	\$258,293

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Total Support Services	\$725,457
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<b>TOTAL EXPENSES</b>	<b>\$8,327,111</b>
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### CHANGES IN NET ASSETS

\$489,995

#### Footnotes:

\* Includes donated advertising in the amount of \$606,928