

UNITED WAY OF GREATER LOS ANGELES

YEAR-END IMPACT REPORT 2020

As we reflect on this very challenging and unprecedented year, United Way of Greater Los Angeles is proud of the way our donors, funders, our community, corporate and labor partners, staff, and voters stepped up like never before to help our most vulnerable neighbors and communities in need.

Thanks to you in the past year we have:

- Helped secure more units of supportive housing with over **10,000 units** currently in the pipeline throughout the county
- Supported over **13,000 families** and individuals through our tax assistance and relief programs
- Provided more than **36,000 students** with academic and career support & youth leadership opportunities

TOP 5 HIGHLIGHTS FROM 2020:

A FOCUS ON SHORT-TERM NEEDS AND ADDRESSING LONG-TERM SYSTEMIC INEQUITIES

1. MOBILIZING OUR REGION THROUGH THE PANDEMIC RELIEF FUND

When the pandemic hit, we announced the Pandemic Relief Fund and partnered with the Los Angeles Rams and KABC7 for the first ever TeLAthon, and over the course of several months raised more than \$10 million. We know our communities are facing both immediate and structural needs, and we are heartened and encouraged by the generosity and creativity the pandemic ignited throughout the region.

We helped 196 organizations in the Greater Los Angeles area weather the crisis, build capacity, provide protective supplies, and most importantly serve our most vulnerable neighbors.



- Purchased and distributed critical emergency medical supplies including masks, sanitizer, food and more to help and protect our unsheltered neighbors and more than **100 housing and homeless service providers**
- Provided mini-grants throughout the county to **44 frontline organizations** that serve our most vulnerable including faith-based organizations, housing and homeless services, food pantries and youth services

2. ECONOMIC MOBILITY

PIVOTING TO RAPID RESPONSE FOR STRUGGLING FAMILIES AND FORGING NEW PARTNERSHIPS WITH KEY ORGANIZATIONS

When the pandemic shined a light on the vulnerabilities of working families, UWGLA strategically deployed rapid response funds to help them weather the economic storm that the pandemic initiated. With trusted community organizations like [A New Way of Life](#) and [Community Power Collective](#), we helped families make ends meet through lost jobs and inconsistent childcare. We helped longtime and new partner organizations like [Los Angeles Center for Community Law and Action \(LACCLA\)](#) keep the lights on and continue their important work through capacity-building grants.

- Provided **416 families with the rental or utilities assistance** they needed to stay housed after COVID devastated family finances
- Served **10,496 low-wage workers** and their families with groceries, medication and other supplies



3. CARING FOR OUR MOST VULNERABLE NEIGHBORS

ADVANCING HEALTHCARE THROUGH HEALTH PATHWAYS

Early conversations during the pandemic revealed gaps in healthcare delivery for people experiencing homelessness and presented opportunities for partnership and innovation.

The Health Pathways Expansion RFP turned conversations into action. Guided by United Way, public-private funding partners funded 16 local health service providers to deliver quality healthcare at LA County Project Roomkey locations and other interim shelter sites, and through street-based services. This investment now reaches countywide, with each health service provider working directly with a local homeless service agency.

Funds are already saving lives, supporting medical and benefits for staff, equipment, and client care costs for ongoing health needs, and helping clients establish health coverage.



- Supported **16,000 meals** for people coming inside to newly-opened emergency shelter sites in partnership with Everytable and Dignity Health
- Delivered nearly **6,000 Hospitality Kits** to people going from the streets to hotels and motels who'd been identified as highly vulnerable to COVID-19

4. EDUCATION

LAUNCHING A NEW EFFORT AROUND EQUITY THROUGH TransformED

In response to the widening equity gap, United Way's TransformED grants accelerate initiatives aimed at rebuilding the education system to serve LA's most vulnerable students. A dozen TransformED grantee organizations will scale innovative practices that are intended to address inequities in our highest need communities.

Grantee initiatives will address the Digital Divide, increase capacity-building for educators, establish social-emotional support for family units, strengthen college-readiness amidst a pandemic, and fortify school-stakeholder engagement efforts. United Way will learn from and evaluate this effort, ultimately scaling promising programs systemwide.

- Created **271 education care packages** for vulnerable students and their families
- Provided **1,600 students with donated headphones** — creating the conditions for quiet study in crowded lockdown households



5. TRANSFORMATION

HELPING PASS MEASURE J

United Way of Greater Los Angeles was proud to be part of the county measure to “Reimagine LA” and the coalition who had the vision to move investments upstream for jobs, housing, healthcare, mental health, services and care.

Measure J shows how our public budgets can and should represent the values we share, and how the community should have a seat at the table in how taxpayer dollars are invested. This measure creates a more effective way of investing in Black and Brown communities that have suffered disproportionately resulting in systemic inequities.

Our efforts to spur Angelenos into action in support of this initiative was just the beginning of long-term changes that we hope will build a more equitable Los Angeles.



- Measure J passed with more than **57% approval with 2,159,690 votes**
- The initiative will reroute approximately **\$1 billion of County spending** to increase housing, healthcare, and mental health services—investing in the proven “care not jail” approach

BUT THAT WASN'T ALL. WE WERE PROUD THAT YOU COULD JOIN US THROUGHOUT 2020 AS WE ...

- held our first ever virtual HomeWalk; raising over \$500,000 thanks to the Conrad N. Hilton Foundation Match to help end homelessness in LA County
- launched a series of virtual forums with grantees and civic leaders on key issues facing Los Angeles County including Educators 4 Excellence, Inclusive Action for the City, and St. Joseph Center
- helped in the countywide effort to bring more of our neighbors experiencing homelessness inside than ever before and continued to help the homeless service system build capacity
- served more people than ever with Volunteer Income Tax Assistance (VITA) programs as they went virtual to meet the need
- supported the expansion of CalEITC that passed in Sacramento, which will put money back in the pockets of California working families
- fought for a voice for students and parents through the CLASS coalition as the virtual learning environment challenged our education system
- worked with partners to help YCLP students and their families weather the pandemic
- enlisted, trained, and activated grassroots support for solutions on affordable housing to help end homelessness across our region - Everyone In now has 182,000 members
- created political will for change, with Everyone In members taking more than 50,000 individual actions in 2020, including phone banking, texting, and submitting public comment for safe and affordable housing
- brought communities together while safely apart, with more than 15,000 RSVPs for Everyone In events
- continued commitment to focus our efforts on eliminating poverty through a lens of racial equity and justice



Virtual HomeWalk 2020



Volunteer Income Tax Assistance



Phonebanking with Everyone In

THROUGH THIS WORK, WE CAN REBUILD OUR COMMUNITIES AND HELP OUR MOST VULNERABLE NEIGHBORS TO PERMANENTLY BREAK THE CYCLE OF GENERATIONAL POVERTY ACROSS OUR REGION FOR A MORE JUST LA:

- **Building an inclusive, fair economy** with equal access to capital, support of entrepreneurs and supportive entry into current and emerging growth industries and create economic mobility for families and individuals
- **Ensuring access to great public schools** for our low-income students, inspiring and preparing them for college and careers of the future
- **Creating safe, stable and affordable housing** in neighborhoods near jobs, schools and transit