

# FINANCIAL IMPACT STATEMENT For Council Action Items

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator  <div style="text-align: center;">Kali Ladd</div>		2. Telephone No.  <div style="text-align: center;">503-823-1123</div>	3. Bureau/Office/Dept.  <div style="text-align: center;">Office of Mayor Sam Adams, Education Team</div>
4a. To be filed (date)  <div style="text-align: center;">June 24, 2010</div>	4b. Calendar (Check One) <div style="display: flex; justify-content: space-around;"> <span>Regular <input checked="" type="checkbox"/></span> <span>Consent <input type="checkbox"/></span> <span>4/5ths <input type="checkbox"/></span> </div>	5. Date Submitted to FPD Budget Analyst:  <div style="text-align: center;">June 23, 2010</div>	

**1) Legislation Title:**

\*Authorize a grant to United Way in the amount not to exceed \$5,000 to support the "Community Connect" strategy to increase parental and community involvement and support for all youth. (Ordinance)

**2) Purpose of the Proposed Legislation:**

Authorizes The Office of the Mayor to execute a grant agreement for \$5,000 in one-time funds with United Way -- substantially in conformance with the agreement attached as Exhibit A to the original of this ordinance.

**3) Revenue:**

**Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If new revenue is generated please identify the source.**

This legislation does not impact revenues.

**4) Expense:**

**What are the costs to the City as a result of this legislation? What is the source of funding for the expense? (Please include costs in the current fiscal year as well as costs in future years) (If the action is related to a grant or contract please include the local contribution or match required)**

This legislation will result in an expenditure of \$5,000 in order to award Community and Parents for Public Schools its grant. These funds are currently available in the Mayor's Office Education Program budget and were appropriated in the 2009-2010 budget process.

**Staffing Requirements:**

**5) Will any positions be created, eliminated or re-classified in the current year as a result of this legislation? (If new positions are created please include whether they will be part-time, full-time, limited term or permanent positions. If the position is limited term please indicate the end of the term.)**

No.

**6) Will positions be created or eliminated in future years as a result of this legislation?**

No.

**Complete the following section only if an amendment to the budget is proposed.**

**7) Change in Appropriations**

No Change in Appropriation

Sam Adams

APPROPRIATION UNIT HEAD (Typed name and signature)



## Education Cabinet

### Summary of Strategies

The Education Cabinet strategies have been developed over a year long process of analyzing best practice, engaging stakeholders and collective prioritization. The intent of the strategies is to help the community reach the following two goals:

1. Increase high school graduation rate by 50%
2. Double number of students going onto post-secondary education and training

**The Strategies are as follows:**

**Summer Youth Connect:** A continuum of services that connect youth to academic support, career and college opportunities over the summer time.

**Key Actions:**

- **Ninth Grade Counts** – Academic support and career and college exposure for 9<sup>th</sup> graders
- **C3** – Career readiness training and service learning for 10<sup>th</sup> graders
- **Summer Works** – Summer Jobs for 11<sup>th</sup> and 12<sup>th</sup> graders putting money in the local economy and creating tomorrow's workforce.

**Future Connect Scholars:** Helping academic priority youth access post-secondary opportunities and support at local high schools and community colleges.

**Key Actions:**

- **Scholarships**- Financial Support for students to attend community college at no cost
- **Financial Aid Days** – Support for finding financial aid and filling out FASFA forms
- **ASPIRE partnership** – pairing youth with ASPIRE mentors to access college.

**Opportunity Connect:** Enhancing youth opportunities to connect to social service, academic and health supports through SUN system and other extended day programs and providers.

**Key Actions:**

- **SUN Social Workers** – Equipping every SUN High School with social work support
- **Career Connections** – Ensuring all SUN High Schools have after and before school support on Career pathways and opportunities.

**Community Connect:** Building caring relationships with youth through support from families, communities and educators.

**Key Actions:**

- **Provide parent support and training** –through partnership with the County Commission on Children, Families and the Community and local non profits.
- **Increase volunteer tutors and mentors** - Develop & implement new partnerships with higher education, faith communities and businesses to do so.
- **Create volunteer database** - Help establish a database, through partnership, maintained by providers and schools, where the community can identify long-term volunteer opportunities





183969

# COMMUNITY IMPACT FUND RESULTS



United Way of the  
Columbia-Willamette





UNITED WAY'S  
COMMUNITY  
IMPACT FUND

# YOUR CHANCE TO MAKE REAL CHANGE.

There is so much to love about our part of the world. We live in a region that has natural wonders and neighborhood qualities so many other places have lost. A vibrant, growing and diverse community still imbued with a pioneer spirit of possibilities.

But there is another part of our community that is easier to miss. We catch glimpses of it every day. A homeless teen sleeping in a doorway downtown. An elderly person asking for spare change. A car that is too filled with the stuff of everyday life.

At those moments, you may feel like you are brushing up against a different world. You're not. We are deeply connected, and our futures are closely intertwined.



- A child who has inadequate access to quality childcare, nutrition or health care will be far less likely to succeed in school, far less likely to become a productive part of the workforce and far more likely to become involved with the criminal justice system. *That impacts all of us.*
- An adult with chronic mental or physical health conditions that are unmonitored and unmanaged, who doesn't get help until the emergency room, which leads to worse health outcomes for the individual and places an expensive strain on the health care system as a whole. *That impacts all of us.*
- A head of household who is struggling to earn enough to support their family is more likely to be homeless, in need of multiple social services, and less likely to be a contributing member of the community. *That impacts all of us.*

The needs of our community are complex. They may even seem overwhelming. But there are solutions, and we all have a stake in making them happen.

## You have more power than you think.

United Way of the Columbia-Willamette is founded on a simple premise: by acting together we can make positive change in the community that we could never achieve acting alone. The way that we do that is unique, through an investment strategy called Community Impact. Community Impact is not the traditional style of charitable giving. While helping people with their needs today, it is also creating deep and lasting change by addressing the three underlying elements that are the foundation of successful lives and a successful community: Education, Income and Health.

Community Impact is strategic, driven by evaluation and results and connected to the community. It starts with a thorough assessment of community needs and analysis of best practices research. Then, a rigorous competitive grants process seeks out and funds the most effective programs and collaborations of non-profits, business and community leaders to address these immediate needs and create systems change they would be unlikely to create individually.

By pooling your contributions with those of your neighbors through the Community Impact Fund, you not only have the power to change lives in an immediate and lasting way – you have the power to change the future of the community we share. You are changing *your* future.

**NO ONE CAN DO IT ALONE.**

**TOGETHER, THERE IS LITTLE WE CANNOT DO.  
THAT IS WHAT IT MEANS TO LIVE UNITED.**





## A MESSAGE FROM MARC LEVY

President/CEO of United Way of the Columbia-Willamette

Dear Fellow Community Member:

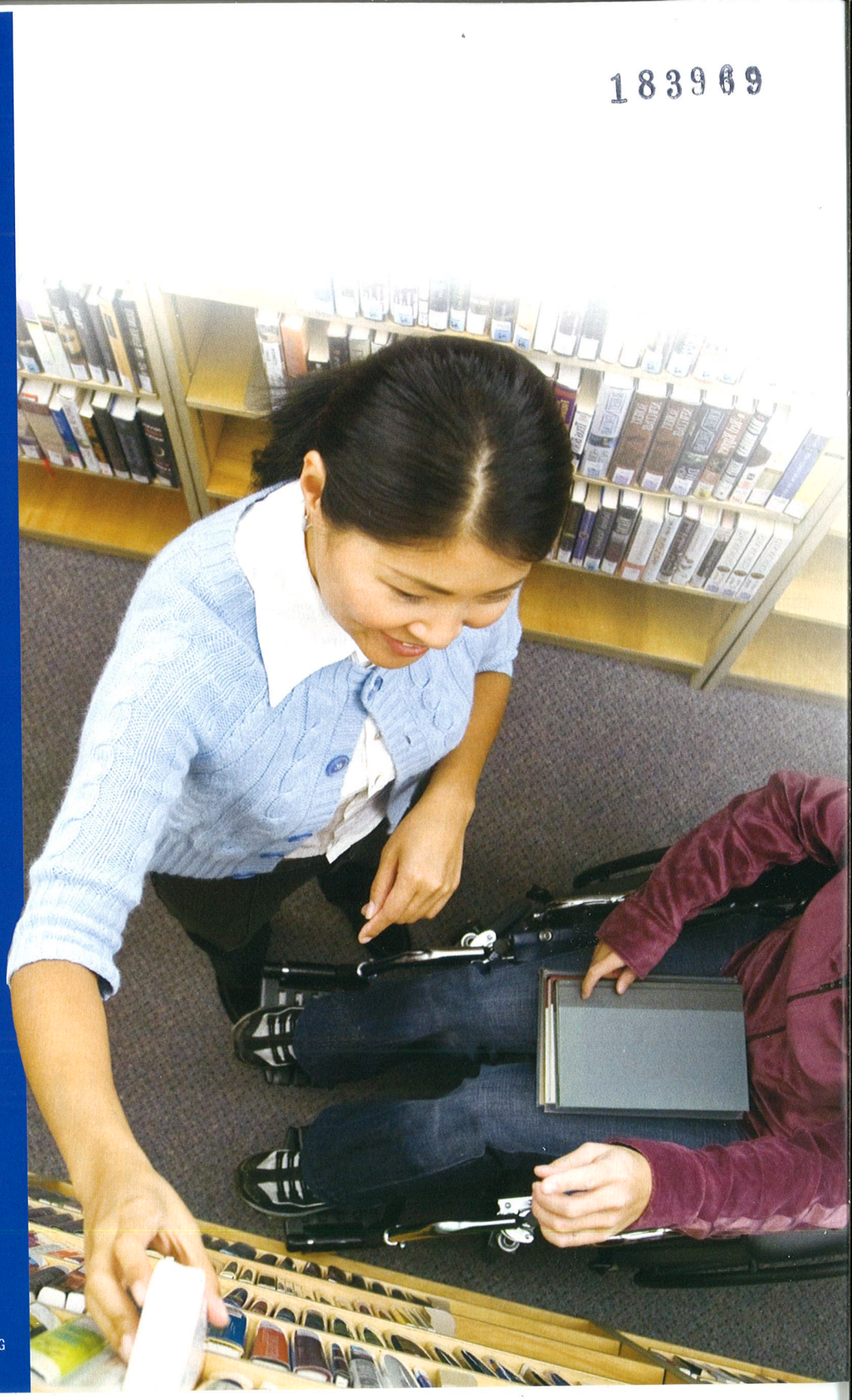
We are in a very challenging time for our community. But beyond the ups and downs of the economy, it is important to stay focused on the needs that are always with us: the ongoing urgency of giving people the tools to be independent and successful over

the long-term. That is why United Way of the Columbia-Willamette has devoted a great deal of hard work and community engagement to identifying the most critical areas for community investment: Education, Income and Health.

Overall, United Way raises and distributes millions of dollars each year. About half of the money goes to agencies designated by the donors and about half goes to the Community Impact Fund. *How* you invest is as important as what you invest in. That is the foundation of the Community Impact model, which uses a competitive granting process that strongly encourages collaboration among service providers and requires rigorous data collection and evaluation of results. Community Impact has created positive change far beyond the individual lives it has touched. It has helped change the way the non-profit and public sectors approach addressing the needs of our community, a "ripple effect" that multiplies the power of every dollar contributed.

At the base of all this effort, however, is a single act: the decision of an individual to contribute to help their neighbors and the community they share. And while in the face of so much need it can feel like it is hard to have an impact, we at United Way know that when you reach out a hand to one, you influence the condition of all. Whether it is important to you to make systemic change, or to change a single life, by contributing to the Community Impact Fund you are making a positive change in your world.

*Marc Levy*





## THE RESULTS REPORT

The United Way of the Columbia-Willamette Board approved the Community Impact strategy with a fundamental premise of evaluation and accountability. We achieve that by tracking the results of United Way's investment and measuring them against the overall goals of the program.

This is a report on those results, using data collected from 2004 through 2009. By looking at this data as a whole, we are able to see not only the difference we are making in the lives of people on a daily basis, but how sustained investment builds over time to make lasting change in the community.

United Way's three core focus areas were chosen because they are building blocks we all need to succeed. United Way conducted a community needs assessment to identify and prioritize the critical issues that present the most significant challenges to our community. Then we worked with our Vision Councils, made up of volunteer leaders and experts who have deep-rooted ties to the community, to help identify the most effective strategies and collaborations to address those challenges.

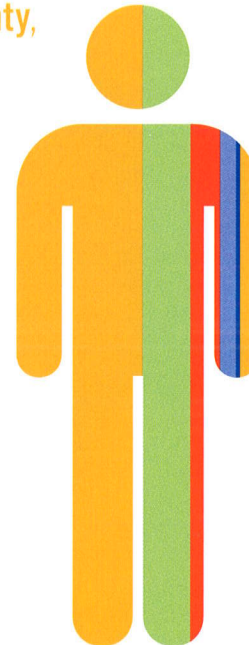
## THE PEOPLE WE SERVE

## WHERE THEY LIVE

43% of the people served lived in **Multnomah County**, 20.8% in **Clark**, 20.4% in **Washington**, and 16.3% in **Clackamas**.

## WHO THEY ARE

56% White  
22% Hispanic/Latino  
10% Black/African-American  
4% Asian/Pacific Islander  
1% American/Alaska Native  
(7% do not report their race/ethnicity)



“United Way of the Columbia-Willamette is an exceptional organization due to its ability to listen to multiple voices in our diverse community. They have the ability to see the intersections in disparities. United Way understands that often what seems to be a simple social disparity can in fact be part of a set of complex, interconnected systems. You can't talk about the causes of the recession without talking about education. You can't talk about the educational achievement gap without talking about the general health of the broader community. United Way is making those connections and making a commitment with their significant contributions. Their investments leverage real change in the places that need it most.”

—CHARLES MCGEE, PRESIDENT/CEO,  
THE BLACK PARENT INITIATIVE





# CHANGE TODAY, TOMORROW AND INTO THE FUTURE

“What does the Community Impact model mean? It’s really simple: better quality services. United Way is the only major funder that I am aware of that so intentionally requires collaboration between service providers from the very start of the grant application process. It takes a lot more work for all involved, but United Way doesn’t just require it, they support it as well. And it makes a difference. Our program serves homeless and low-income preschoolers and their families, and for some of these kids, because of behavioral and developmental challenges, our program is their last resort. Thanks to United Way funding, I can confidently say that these kids are going to be able to start kindergarten successfully, which means they’re far more likely to succeed in school and in life. That’s making a difference.”

— KATHY KNIEP, EXECUTIVE DIRECTOR,  
YWCA CLARK COUNTY

**What does the word results mean in Community Impact?** It means changing the lives of people today, helping them meet the day-to-day challenges they confront in supporting themselves and their families. It means changing the trajectory of their lives by building a foundation for success, helping them gain the skills and experiences that will enable them to thrive as members of our community.

And it means creating fundamental, lasting change by fostering collaborations and driving innovations that transform the systems we rely on for a successful community. All told, Community Impact touches 100,000 lives every year.

**What are some of the specific results of Community Impact over the period covered in this report?**

- 38,919 children and youth increased their academic and life skills, while 27,818 adults improved their skills and resources to support them in their learning.
- 44,472 adults and children have improved their health and well-being.
- 41,564 individuals and families have increased financial stability.

**What follows are details and data behind those results,** and stories from some of the programs that are changing lives and the future of our community. The list of all the funded projects and the collaborating organizations involved is at the end of the report.





## LEVERAGING YOUR INVESTMENT

When you give to United Way's Community Impact Fund, your gift is combined with others' contributions. Then, the impact of your dollar is multiplied again by United Way's extensive network of funders and partners who contribute additional dollars to our grants. **The result? Every dollar given to invest in the Community Impact Fund actually became \$1.83, making that much more of a difference in our community.**



$$\begin{matrix} \$22.5 \\ \text{million} \end{matrix} + \begin{matrix} \$18.8 \\ \text{million} \end{matrix} = \begin{matrix} \$41.3 \\ \text{million} \end{matrix}$$

United Way has invested **\$22.5 million** in Community Impact programs, which leveraged an additional **\$18.8 million** from government, foundation grants, collaborators and other sources, raising a total of **\$41.3 million** for the vital work these programs do to address people's education, income, and health needs in the four-county region.

**Added to that is the value of volunteers:** Community Impact has had 4,739 volunteers give 42,922 hours, a value of over \$768,000 based on Independent Sector's estimated value of volunteer time — the standard used by many charitable organizations.

## MAKING CONNECTIONS

Our community is rich in resources and programs that make a difference. But an ongoing challenge is connecting these resources to those who need them. That's why we have made an investment in 211info, which provides an easy first stop for people seeking assistance or direction to the resources they need. Between 2004 and 2009, over 280,000 people have used this service.



“ We cannot over-emphasize the importance of this Innovation Grant from United Way. It enabled us to support youth led activities, to have a true system impact, and to convene a high profile Community Forum. These activities drew the attention of a designated donor with the Oregon Community Foundation. Funding is now secure for two years at \$100,000 per year. This will enable us to expand youth leadership and deepen community involvement and commitment. Thank you!”

—MARC LEJEUNE, PROGRAM MANAGER, OUTSIDE IN







“As a Foundation, we strive to ensure that our grants are providing the maximum benefit to agencies we support. In part, it is about leverage: of money, of impact, of meaningful change. United Way is uniquely positioned to feel the pulse of economic and social stress in the community, and regularly demonstrates those capabilities. They created the Community Needs Assessment in order to provide targeted, prompt and effective grants. Raising money is important. But how that money is distributed is equally important. That is what makes United Way so valuable to our community.”

—AL JUBITZ, FOUNDING DIRECTOR,  
JUBITZ FAMILY FOUNDATION



## COMMUNITY IMPACT FUND

# HOW WE MADE INVESTMENTS

183969

### COMMUNITY IMPACT INVESTMENTS

**EDUCATION** \$7,399,350

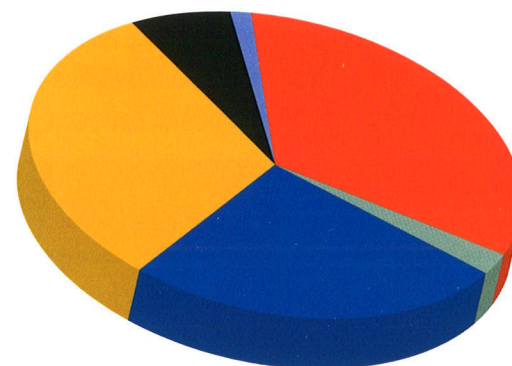
**INCOME** \$6,943,434

**HEALTH** \$5,764,144

**VOLUNTEERISM** \$560,000

**INFORMATION  
& REFERRAL** \$1,547,846

**BUILDING ORGANIZATIONAL  
STRENGTH** \$285,000



## EDUCATION

### TO HELP CHILDREN AND YOUTH ACHIEVE THEIR POTENTIAL

**38,919 children and youth have increased academic and life skills, with 27,818 adults improving their skills and resources to support them in their learning:**

- Improving access to quality, affordable childcare and early childhood education.
- Providing after-school programs, mentoring and career exploration for youth.
- Connecting parents with schools, resources and parenting education.

#### Some of the overall results from 2004 through 2009 include:

- 15,000 families and 400 community agencies received Born Learning information and materials to increase their ability to support more than 21,000 children in their earliest learning, from birth to age five.
- 4,446 parents improved their parenting skills, and 5,138 of their children attended early childhood education programs.
- 606 families got assistance paying for childcare, supporting 761 children in quality childcare.
- 1,279 early childcare providers gave better care at a cost low-income families can afford.
- 3,998 youths connected with 1,566 adult mentors to increase their academic skills, community service and career exploration.
- 81% of youth evaluated are on track for graduation.



## INCOME

### TO PROMOTE FINANCIAL STABILITY AND INDEPENDENCE

#### 41,564 individuals and families have increased financial stability:

- Workforce training and living wage employment.
- Financial literacy and asset development.
- Affordable housing assistance, transportation and food.
- Support for seniors and people with disabilities.

#### Some of the overall results from 2004 through 2009 include:

- 3,129 individuals improved financial literacy skills and management of their household resources, increasing financial stability for 4,269 children and 4,443 adults and seniors.
- 1,356 job seekers are increasing marketable skills and getting good jobs.
- 6,522 children and 5,231 adults and seniors increased access to food.
- Rent assistance to 1,338 households prevented eviction for 1,550 adults and 1,208 children.
- 1,580 individuals secured affordable housing.
- 4,200 seniors and people with disabilities received needed resources to increase independence, financial stability, health and safety in their homes and community.

## HEALTH

### TO IMPROVE PEOPLE'S HEALTH AND WELL-BEING

#### 44,472 adults and children have improved their health and well-being:

- Access to health care.
- Mental health and addiction services.
- Domestic violence response.

#### Some of the overall results from 2004 through 2009 include:

- 12,209 uninsured and underinsured accessed health care services.
- 4,565 people received mental health services.
- 2,673 adults and 2,416 children and youth had increased access to services to address domestic violence.
- More than 17,874 adults and youth received health education to increase their knowledge of improving and maintaining their health.



“Intel is a data-driven business. Intel employees work hard to make sure that the decisions they make are supported by thorough analysis and are focused on results. That approach is ingrained in our corporate culture, which means our employees take the same approach to their individual investments through our annual Community Giving Campaign. That is one of the reasons why we have built such a strong, collaborative partnership with United Way of the Columbia-Willamette. They have made a conscious choice to use data to focus the investments they make to improve people's lives, and their investment strategy is transparent. We know what they are doing, what values drive their decisions, and how to engage to achieve results for the neediest citizens in our community.”

—JILL EILAND,  
CORPORATE AFFAIRS MANAGER, INTEL CORP.





COMMUNITY  
IMPACT FUND

# PROJECTS AND INITIATIVES

Between 2004 and 2009, United Way funded 102 projects and initiatives through Community Impact. Each of these innovative projects was chosen because it used a collaborative and efficient model to address the most fundamental challenges in Education, Income, and Health—and was able to deliver measurable results to prove both its short- and long-term results. The 19 projects highlighted here represent the kind of important, groundbreaking work United Way's Community Impact Fund invests in to bring lasting systemic change that will improve the lives of the entire community.



## EDUCATION

### BORN LEARNING: A UNITED WAY INITIATIVE

**WHY IT'S NEEDED:** Twenty percent of children entering kindergarten lack the skills to learn successfully—and, at this young age, the adults in their lives are key to setting them up for later success in school and life.

**WHAT IT DOES:** An initiative by United Way, Born Learning, works with local agencies, childcare providers, clinics, and libraries throughout the region to distribute pamphlets, DVDs, and information kits to parents, caregivers, and others in the community. These help provide a loving and safe environment for children and better engage with them so that everyday moments, like a walk down the street or a visit to a grocery store, become rich learning opportunities for children from birth to the age of five.

**WHAT IT ACHIEVED:**

- More than 15,000 families and 400 community agencies have received Born Learning's information and materials increasing their ability to support more than 21,000 children in their earliest learning.
- 500 Spanish speakers received Spanish-language versions.
- 114 families were connected to 152 health care professionals through the organization's Rx Referral Line.
- Of the parents and childcare professionals surveyed, 87% said they gained knowledge about how to make fun learning opportunities out of everyday moments through the program—and 94% of the parents now read to their child daily or almost daily, up from 72% before receiving the materials.

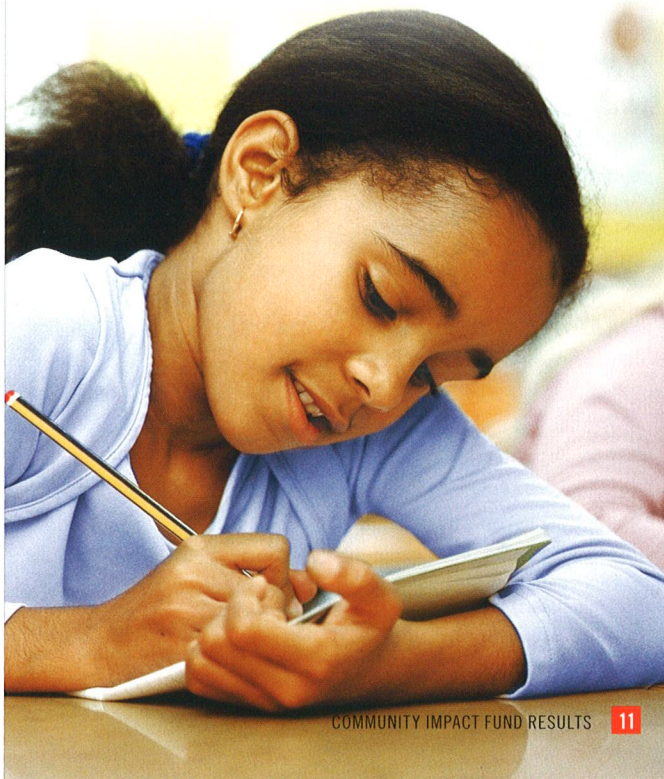
### NEIGHBORHOOD HOUSE, INC.: THE CHILDCARE IMPROVEMENT PROJECT

**WHY IT'S NEEDED:** Seventy-three percent of children under five with working mothers are regularly in childcare—but it's hard to find high-quality, stable childcare providers. Providing childcare is expensive, which has led to a shortage of quality caregivers. Then what is available is too expensive for 38% of families. This double-edged problem means that providers can't make enough money to stay in business and children end up with lower quality, unstable care, which hurts their development and makes it impossible for parents to find and keep jobs.

**WHAT IT DOES:** The Childcare Improvement Project addresses both sides of the childcare issue for low-income families. Providers increase business skills with advice from business consultants, trained in early childhood practices, and are given resource grants and support from network coordinators to enable them to structure their childcare environments in a way that's best for children. At the same time, families, through a partnership with Multnomah County Childcare Resource and Referral's Community Childcare Initiative funded by the Portland Children's Levy, received subsidies paid directly to the provider.

**WHAT IT ACHIEVED:**

- 75% of the providers who have been in the project for at least three years have increased their income since joining.
- 90% of all providers in the program have improved the quality of care they provide.
- 61% of children have now been with the same childcare provider for more than one year.



### HELPING YOUNG MOMS GET THEIR KIDS READY TO LEARN

“I have found the Born Learning materials to be a valuable addition and supplement to the curriculum I teach at the GRADS program of Evergreen High School, which helps pregnant and parenting students stay in school until graduation. Students have found the material easy to understand and fun to read. I particularly appreciate the pamphlets titled ‘Ten Simple Ways to Encourage Learning’ and ‘The Playbook’ that give my students practical, easy to implement suggestions to help their children be ready to learn.”

—FROM GRADS PROGRAM OF EVERGREEN HIGH SCHOOL

### SUPPORTING CHILDCARE PROVIDERS' SUCCESS

“I specialize in working with low-income families and children with special needs. The Childcare Improvement Project makes it easy for me to continue this. I deal with families that not everyone wants to serve—autism, parents just out of rehab, children with difficult behaviors. In the short time I've come here I have felt a lot of support. I don't feel alone and isolated, I have my fellow providers, which has been important for me.”

—FROM NEIGHBORHOOD HOUSE, INC.



### DEVONTE'S NEW FRIEND KEEPS HIM BUSY

“Steven and Devonte are an excellent example of a successful match in the African American mentoring program and their friendship continues to grow. Devonte says, ‘If I hadn’t met Steven, I would be in trouble every day and would have to stay at home and not do anything.’ Steven has played a very important role not just as a Big Brother but also as an advisory council member.”

—FROM AFRICAN AMERICAN MENTORING INITIATIVE

### BIG BROTHERS BIG SISTERS OF METROPOLITAN PORTLAND: AFRICAN AMERICAN MENTORING INITIATIVE

**WHY IT'S NEEDED:** Research shows that long-term mentoring relationships help youth not only improve their grades and relationships with family, but also avoid drug and alcohol use. Even so, only 17% of youth are matched with a mentor—and African Americans, in particular, have high rates of mentees on waiting lists at organizations, like Big Brothers Big Sisters, but low rates of volunteer mentors available.

**WHAT IT DOES:** African American Mentoring Initiative works to make mentoring programs more visible in the African American community to increase participation of both mentees and mentors. It's “Big for a Day” events introduce children who are already on mentoring wait lists to potential volunteers, so these adults can see for themselves the deserving kids they'd be helping.

#### WHAT IT ACHIEVED:

- In its first year, the initiative successfully recruited 53 new African American mentors.
- 174 African American youths from the waiting lists were matched with mentors, and 34% of those were matched with African American mentors.

### YWCA CLARK COUNTY Y'S CARE PROGRAM

**WHY IT'S NEEDED:** Childcare is a major obstacle for homeless families—its high cost prevents parents from finding and retaining employment and housing. Also, without childcare, homeless children are forced to spend extraordinary amounts of time in stressful environments, like courthouses and government service agencies, taking away from their emotional and social development.

**WHAT IT DOES:** Y's Care provides free, high-quality early care to families who can't afford childcare and are in unstable housing situations. The program teams up with the Children's Home Society of Washington and Vancouver Children's Therapy Center to give families nutrition, medical, dental, housing, and employment services and to give speech, physical, behavioral, and educational therapy to children with communication and behavioral difficulties. Gaining trust and providing stable care are priorities for Y's Care, therefore many families continue with the program after they leave the shelter.

#### WHAT IT ACHIEVED:

- The collaboration provided 750 days a year of free, high-quality early care, child therapy and supportive services to families.
- 75% of the children in Y's Care demonstrated age-appropriate development.

### CENTRO CULTURAL OF WASHINGTON COUNTY: ADELANTE CON TECNOLOGIA-4H TECH WIZARDS

**WHY IT'S NEEDED:** Only 50% of Latino teens finish high school—but when youth have positive regular activities with adults, they are 52% less likely to skip school, 33% less likely to use violence, and 46% less likely to start using drugs.

**WHAT IT DOES:** Tech Wizards engages both Latino youths and their parents in technology-based projects. It increases teens' awareness about how important math and science education is and boosts their computer literacy. And by teaching parents basic computer skills, the program helps them better support their children's exploration and learning.

#### WHAT IT ACHIEVED:

- 95% of Tech Wizard teens are on track to graduate high school.
- 87% of Tech Wizard teens increased their service in the community.
- 91% of Tech Wizard parents increased their involvement in their children's education.



## IMMIGRANT AND REFUGEE COMMUNITY ORGANIZATION (IRCO): SUCCESSFUL SCHOOL TRANSITION

**WHY IT'S NEEDED:** Ninth grade is the make or break time for many high school students. One-third of students who drop out do it during that school year, and 70% of students who fail ninth grade will never graduate from high school.

**WHAT IT DOES:** The Successful School Transition project works with eighth graders at the Clark K-8 at Binnsmead school and their parents. Eighty percent of the students at the school are eligible for free and reduced lunch, and many are new immigrants to the United States who are still learning English. The program helps students improve social skills to prepare for high school and boosts their academic achievement by helping with homework and ESL instruction. To further help stabilize these students' lives, the program introduces parents to the new school and helps them communicate with teachers and fill out paperwork. It also runs

parent workshops to help the families increase literacy, access health care, secure housing, and manage their finances. Successful School Transition staff are now a permanent fixture at Clark K-8 at Binnsmead, taking part in regular meetings with the entire discipline and social support team at the school.

### WHAT IT ACHIEVED:

- 77% of youth improved attendance and performance at school, all successfully transitioning to high school.
- 74% of parents increased their involvement at their child's school.
- 68% of parents increased financial literacy to improve their family's financial stability.

## WYATT GETS THE CARE HE NEEDS

“When Wyatt came to Y's Care, his behavior was disorganized and he struggled with being in a large group. Within eight weeks at Y's Care, including weekly play therapy, Wyatt has steadily become more flexible and able to deal with transitions. Mom has become more involved in Wyatt's development, too. She participates in Family Night and parenting classes, even while she has progressed in her search for stable housing. She is now out of the shelter and decided to keep Wyatt in Y's Care for consistency and stability. Without question, the program and the resources it provides made a direct impact on the emotional well-being of the entire family and will continue to do so in the future.”

—FROM YWCA Y'S CARE PROGRAM

## MUBARA NOW READS AND SUCCEEDS

“Mubara and his family came to the United States from Burma via a refugee camp in Thailand. After he signed up for the Successful School Transitions Program, Mubara joined many different after-school activities—soccer, basketball, high school preparation and ESL tutoring. Mubara didn't speak a word of English when he entered middle school in Portland; he spoke Burmese and Thai. By the end of the year, Mubara was conversing easily in English and making great progress on his reading. He was even awarded the “Honorable Achievement” for his class at his eighth grade graduation ceremony. The program was instrumental in Mubara's success, engaging him in after school and summer activities, and helping him and his family with the incredibly difficult transition from a refugee camp in Thailand to becoming an athletic, successful eighth grader in Portland, Oregon.”

—FROM SUCCESSFUL SCHOOL TRANSITION





## OFF THE STREETS AND GIVING BACK

“After seeing the medical van parked at the Clackamas Service Center a few times, Sylvia finally approached the van saying that her leg was bothering her and had been for a long time. During the doctor’s exam, Sylvia disclosed even more. She had been homeless and a heavy drinker for years and experienced severe anxiety. In time, Sylvia developed strong relationships with the Outside In staff and with our partner agencies and began to address her alcoholism, homelessness and mental health issues. Working with various members of the team, she devised an alcohol reduction plan and has been sober for almost a year now. Today she has an apartment, income and an Outside In doctor she feels comfortable seeing when she has a health need. She still has unaddressed acute dental needs; we’re working on that, but resources are scarce. Sylvia volunteered to help during the Clackamas County homeless count. She guided some volunteers to various camps in the area, surveying homeless individuals in Clackamas. She said, ‘People need to know how many homeless live here. Maybe then something will change.’”

—FROM OUTSIDE IN: NEIGHBORHOOD SPARKS



## HEALTH

### PROJECT ACCESS NOW: A UNITED WAY INITIATIVE

**WHY IT’S NEEDED:** More than 314,000 people in the four-county area lack health insurance—and 84% of them are from working families. Without health insurance, people are less likely to have a regular doctor and get care when they are sick. That can take a heavy toll on their health, as well as their ability to maintain stable housing and employment.

**WHAT IT DOES:** Project Access Now helps low-income, uninsured patients access needed medical care and prescriptions through a strategic collaboration of hospitals and clinics throughout the four-county region that organize donated care.

#### WHAT IT ACHIEVED:

- 2,190 health professionals were recruited to volunteer for Project Access Now.
- 1,339 patients were enrolled in the program.
- 724 patients were treated by a volunteer physician, resulting in a donation of health services valued at \$3.9 million.
- 363 patients received prescriptions valued at \$113,000, through a partnership with Providence Pharmacy Bridge and pharmaceutical companies.

### OUTSIDE IN: NEIGHBORHOOD SPARKS

**WHY IT’S NEEDED:** Homeless and uninsured people do not get the medical treatment they need because they lack access to it. With the closure of community clinics in Clackamas County, there is even more of a need for a collaborative program that can provide services to these underserved groups.

**WHAT IT DOES:** Neighborhood SPARKS reaches out to the community’s homeless and uninsured people to provide acute and primary medical, dental, mental health care, as well as addiction and domestic violence services. It dispenses services from a mobile medical van parked at the Clackamas Service Center. As the only source of medical care for the vast majority of these patients, the van serves as their primary care medical home. As important as the van is, it is just one part of the Neighborhood SPARKS effort; the other is long-term planning to develop a multi-use medical and social service plaza in northern Clackamas County. The project

has successfully leveraged five other funders to contribute nearly a million dollars in the last two years.

#### WHAT IT’S ACHIEVED:

- 1,839 individuals received immediate medical and social services on the van.
- 702 (63%) received necessary follow-up medical visits.
- 843 patients were connected with community services to improve financial stability, mental health, addictions and safety from domestic violence.

### LIFEWORCS NORTHWEST: MILPA

**WHY IT’S NEEDED:** Research shows that mental health and substance abuse problems account for up to 70% of all primary care visits. Yet patients are often reluctant to get the recommended mental health services, especially if it requires them to go to a different setting. The Latino community has the lowest rate of utilizing mental health services. This poses a particular problem in areas with a fast growing Latino population like Washington County.

**WHAT IT DOES:** The MILPA project works to increase the number of Latinos getting needed mental health services in two ways. First, it sets up Lifeworks NW mental health providers at the same Virginia Garcia Memorial Health Center people go to for general health services. This way, patients who need to see a mental health provider have quick access to care in a setting they already know and trust. MILPA promotoras, or community health workers, carry out on the ground education and provide additional assistance to access mental health services, as well as other needed community resources. The promotoras have a high degree of success because they are able to speak to community members in their own language and help them understand and trust these service systems. MILPA is also changing how mental health and medical providers work together by locating the two providers together, cross-training them, and developing new, culturally sensitive protocols to better coordinate care.

#### WHAT IT ACHIEVED:

- 1,924 patients were screened for behavioral and mental health issues during a clinic visit.
- Of the 473 patients receiving specialty mental health services, two out of three patients have improved their mental health and



are better able to negotiate their day-to-day lives, increasing their stability and integration in the community.

- 85% of medical practitioners felt that positive and culturally adept mental health services were of benefit to their patients.
- Promotores connected 3,586 patients to needed community resources.
- MILPA completed a manual so that this model can be replicated and a training program for pre-doctoral students in clinical psychology to address the shortage of mental health professionals with the proper combination of cultural expertise and education.

### COALITION OF COMMUNITY HEALTH CLINICS: SAFETY NET CLINIC OMBUDSMAN PROJECT

**WHY IT'S NEEDED:** While there are 13 safety net clinics in the region, it is difficult for patients to figure out which one is best for them, get timely appointments, and get the right referrals. These kind of structural flaws are proven to deter people from seeking out the health care they need.

**WHAT IT DOES:** The Safety Net Clinic Ombudsman helped all 13 clinics to coordinate and maximize their services and developed a new website called NOW that enables clinic staff and the public to easily get referral information, locate the best clinic for the patient, and find out about available appointments.

#### WHAT IT ACHIEVED:

- The clinics now know more about what each clinic does and coordinates appointment schedules better, which has boosted the number of patients receiving services by 30%.
- The ombudsman coordinated 2,711 referrals for health services in the first year. The "Find A Clinic" web service now provides more than 5,000 clinic referrals to the public each year.
- The addition of 15 specialty clinics now open to all coalition patients has a major impact on health care outcomes, especially for patients needing referrals for drug, alcohol and mental health services.
- The website makes it easier to collect health and demographic information, which improves understanding about the community served.

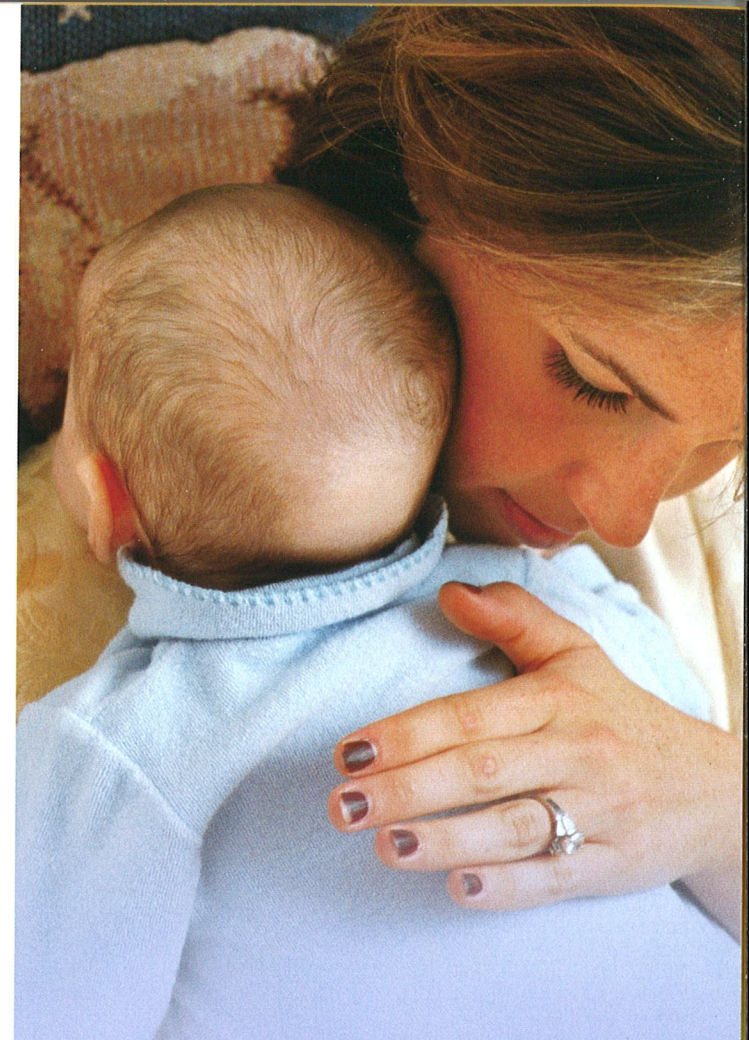
### ASIAN HEALTH & SERVICE CENTER: ROAD MAP TO THE NEW HORIZON

**WHY IT'S NEEDED:** There is little knowledge about the Asian-Pacific Islander communities' health status and needs. Previous attempts to assess this information failed because it didn't include culturally appropriate interviewers and wasn't trusted by the community.

**WHAT IT DOES:** The Road Map to the New Horizon conducted a culturally relevant health needs survey of the region's Asian population through Asian Health & Service Center, an agency that has a 23-year history of providing culturally and linguistically relevant health and social services to Asian residents and has a high level of trust with the community. The project worked with 720 members of the Chinese, Korean, and Vietnamese communities in Washington and Multnomah counties to increase the communities' awareness of its varied health-related needs, as well as the barriers, beliefs, behaviors, and preferences within the community when it comes to health. Results and recommendations for improving the health service delivery system for the Asian community were then presented to government officials, service providers, and to the community at three forums held in three languages.

#### WHAT IT ACHIEVED:

- 76% of the people who attended the community forums said they had a better understanding of the Asian community's health issues and resources.
- The important research findings shed valuable light on the community that will help improve health care:
  - 20% of those studied do not have any type of health insurance.
  - 33% of Korean respondents and 26% of Vietnamese respondents did not seek care because doctors don't speak their language.
  - 33% of Chinese respondents didn't seek care because they feel they are treated rudely or unfairly by clinic staff.



### JESSICA GETS HEALTH CARE—AND RESPECT

“Jessica beams when she talks about her experience at the Southwest Community Health Center: ‘The staff, nurses, doctors, and students at the clinic all went out of their way to put me at ease. They took wonderful care of me, even holding and playing with my five-month-old son while the doctor conducted my exam. I left the clinic not only knowing that my health problem had been addressed, but that I’d been treated in a respectful manner. I’m glad the Coalition of Community Health Clinics is around for people who need health care, and I’m glad I found it. Without their assistance, I wouldn’t have known where to start.’”

—FROM COALITION OF COMMUNITY HEALTH CLINICS



## INCOME

### EARNED INCOME TAX CREDIT: A UNITED WAY INITIATIVE

**WHY IT'S NEEDED:** The earned income tax credit was created to put more money in the pockets of low-wage workers—but too many people who are eligible to receive it either don't know about it or don't know how to apply for it.

**WHAT IT DOES:** An initiative by United Way, this program works through multiple partners to offer free tax preparation assistance for low-income working people to ensure that more eligible families receive the earned income tax credit.

**WHAT IT ACHIEVED:**

- More than 6,000 low-income households received help filling out their tax forms.
- 1,094 families qualified for the earned income tax credit. \$2.3 million was returned to their wallets and spent throughout the region.

### COMMUNITY ALLIANCE OF TENANTS: SAFE HOUSING PROJECT

**WHY IT'S NEEDED:** Sub-standard housing is more than a frustration for low-income tenants—it leads to injury, chronic illness, family instability, and, increasingly, to homelessness. But many tenants' efforts to improve the condition of their homes are hampered by a sense of powerlessness or a fear that their landlord will retaliate and evict them.

**WHAT IT DOES:** The Safe Housing Project recruited and developed community leaders to organize for systemic changes that will improve conditions for all renters in the region. The project conducted a housing assessment to study how substandard rentals impact health and housing stability, and provided recommendations to improve existing properties, increase awareness of landlord-tenant rights and responsibilities, and develop policy to promote safe and healthy housing.

**WHAT IT ACHIEVED:**

- 16 tenant-volunteers were trained as outreach workers.

### MULTNOMAH COUNTY DOMESTIC VIOLENCE COORDINATOR: DOMESTIC VIOLENCE ENHANCED RESPONSE TEAM (DVERT)

**WHY IT'S NEEDED:** Domestic violence is a significant problem in Multnomah County. It is 40-50% of all reported violent crime and 25% of homicides. Domestic violence costs our community at least \$11 million annually in criminal justice system costs, and another \$10 million in lost wages, health care and other services. Many domestic violence offenders are repeat offenders with a long history of on-going abuse of their current or past partners, and are often quite adept at avoiding criminal justice interventions.

**WHAT IT DOES:** DVERT is a collaborative, multidisciplinary approach to high-risk domestic violence cases that provides resources, support and safety planning to survivors and an enhanced criminal justice response to the most dangerous or frequent offenders. DVERT focuses on improving criminal justice outcomes, increasing survivor safety and limiting offenders' abilities to avoid sanctions and further assault their partners. Law enforcement, community-based advocates, and the program coordinator review and prioritize cases then work with other DVERT partners, such as prosecution, parole and probation, legal services and the Department of Human Services as appropriate. The team collaborates to maximize the effectiveness of interventions and facilitate a coordinated, individualized response to each highly sensitive and dangerous case.

**WHAT IT'S ACHIEVED:**

- 463 adults and 619 children and youth received safety planning, advocacy and connections to other resources.
- More than 1,500 community partners received training on subjects such as lethality screening and stalking.
- 91% of survivors reported that DVERT was helpful in increasing their personal safety.
- 69% of survivors reported that DVERT was helpful in holding the offender accountable.
- 79% of survivors reported an increase in confidence in working with the criminal justice system.
- 279 offenders were sentenced to jail/prison time or probation.
- Offenders who received DVERT intervention were one-third less likely to have reports of any new incidents, arrests, or domestic violence crimes compared to a matched population of offenders who did not receive DVERT intervention.

### SURVIVOR FINDS SAFETY AND SUPPORT

“DVERT gave me insight into my options and made the process of disconnecting from my abuser much easier. DVERT is a great program. I got financial support so I could move. I got a better response from Portland Police and probation. I am glad DVERT took the time to look into the severity of my case.”

—FROM DVERT PROJECT



- Outreach workers visited 296 apartments at six complexes and conducted 53 rental-housing assessments.
- 123 rentals were improved.
- The data from the housing assessments was analyzed and used to guide Portland's Quality Rental Housing Workgroup's recommendations.

## JANUS YOUTH PROGRAMS, INC.: VILLAGE GARDENS

**WHY IT'S NEEDED:** The aim of the HOPE VI program of the Department of Housing and Urban Development (HUD) and the Housing Authority of Portland is to deconcentrate poverty by transforming the aging public housing at North Portland's Columbia Villa. To achieve this, they created the new, mixed-income community at New Columbia. Community gardening at the redeveloped site alleviates some of these low-income residents' most pressing concerns, from reducing food costs and combating high rates of diet-related health problems to developing employment-related skills and self-sufficiency, improving livability and restoring pride in the neighborhood.

**WHAT IT DOES:** Village Gardens uses urban agriculture projects to teach youth and adults about collective decision-making and the many facets of work. Participants from a variety of cultures join together to plan and implement the program, from setting up community gardens to grow fruits and vegetables to distributing the harvest to families and neighbors. A group of teens and young adults also gain extensive business, management and production skills by running FoodWorks, a successful ¾-acre organic farm on Sauvie Island, which markets and sells its harvest to local farmers markets and grocery stores. Beyond planting and working the field, the participants operate a market stand, for which they price their goods and deal with customers; hold community events to promote their farm; produce a "Food News" newsletter and cooking classes; and speak to businesses throughout the area to simultaneously advocate for their community and connect with business leaders who provide important links to resources, job shadows, training and networking opportunities.

### WHAT IT ACHIEVED:

- The program participants harvested 7,773 pounds of fruit and vegetables, which they distributed for free to more than 700 people in the community.

- More than 1,500 shoppers at farmers markets and grocery stores bought produce grown on the FoodWorks farm.
- 100% of residents surveyed increased the amount of fruits and vegetables they consume and decreased the amount of money they spend on their food bills.
- 89% of the adult participants have increased their leadership and advocacy skills.
- 87% of the youth have improved their employment-related skills.
- 43 people connected with people outside their existing circles who can connect them with training and job opportunities.
- 21 adults got jobs outside the program.

## PORTLAND COMMUNITY COLLEGE CAPITAL CAREER CENTER: H.E.L.P. HOUSING AND EMPLOYMENT FOR ECONOMIC STABILITY

**WHY IT'S NEEDED:** Housing costs in the region are rising, while jobs disappear and the wages of those who have jobs remain stagnant. Keeping people in their homes is vital because once homeless, it is even more difficult to find a job, take care of your health, and be a part of a community. Stable housing is a key to helping people get back on their feet.

**WHAT IT DOES:** The Housing-Employment Link Program (HELP) provides job training, individualized job development, budgeting lessons, as well as educational services and mental health counseling to those who are on the verge of homelessness. This range of support services is integral to their ability to find a living wage job, maintain housing, and afford their household needs. Participants are helped with securing rent assistance, medical care, childcare, and transportation while they pursue their career goals. The program also develops relationships with employers who are willing to give applicants a chance, and, when possible, secures jobs that come with an assigned mentor and the explicit opportunity of wage growth over time.

### WHAT IT ACHIEVED:

- More than 180 people have found stable employment since the program launched.
- 170 participants are in stable housing.
- 79% of those who have a home and a job have retained both.

## FRANCINE HELPS GET HOMES UP TO CODE

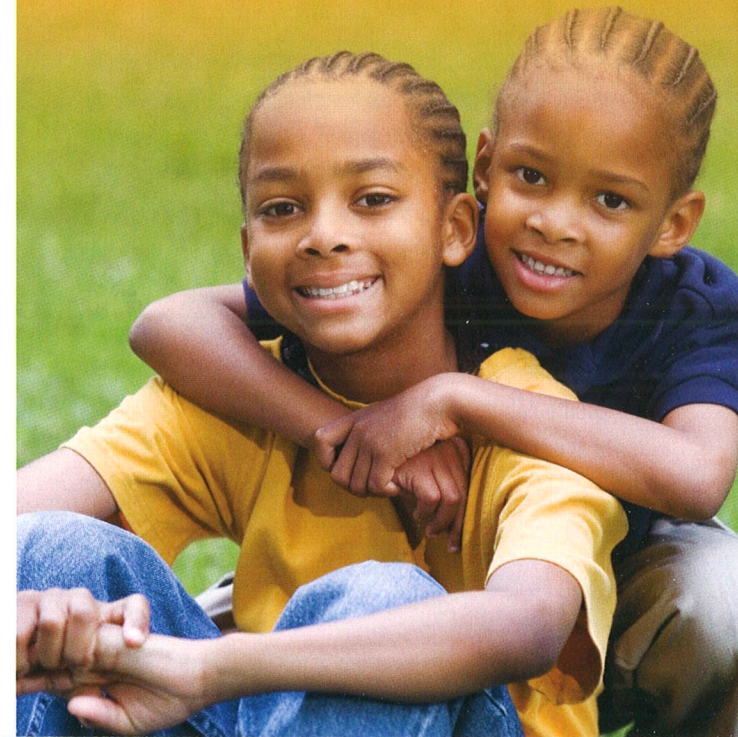
“Francine called the renters’ rights hotline when her landlord refused to address multiple problems in her home: the bathroom ceiling dripped water from the bathroom in the apartment above hers; there was mold throughout the apartment and the stovetop sparked when it was used. After talking with the Safe Housing Project volunteer, Francine was able to resolve the health and safety risks of her own housing. She has now become an outreach worker with the Community Alliance of Tenants to assist other low-income renters having similar problems with their housing.”

—FROM SAFE HOUSING PROJECT

## KIDS SUCCESSFULLY RUNNING THE FARM

“The organic salad mix from the FoodWorks farm is one of New Seasons’ most consistently high quality products and customers asked for more after they sold out each week. One youth farmer said of their account with New Seasons, “Well, we’re pretty much famous.”

—FROM JANUS YOUTH PROJECTS, INC, VILLAGE GARDENS





## JAMES HAS A NEW LEASE ON LIFE

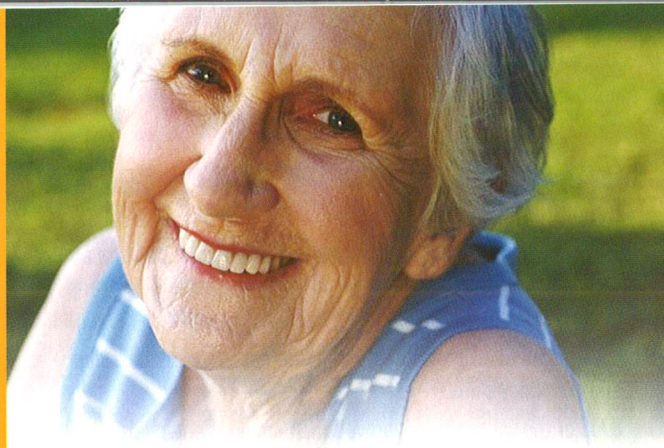
“When James first came to JOIN over two years ago, he was incredibly resistant to any kind of assistance. James was struggling with some mental health issues and had a difficult time placing his trust in anyone. But he was determined to find housing, and the Homefirst staff was determined to develop a relationship of openness and trust. James was reluctant to engage in the process to acquire benefits of any kind, but he soon opened up to the idea with the support of an advocate from Benefit Advocacy Coalition. Thanks to their assistance, James was awarded disability benefits last year. His Medicaid health insurance will now allow him to access the mental health care he needs to remain stable in his housing. JOIN's 'relationship over rules' approach allowed James to push his own boundaries and break through his mistrust to make a new life for himself. Now, he has been in housing for almost a year.”

—FROM JOIN: HOMEFIRST

## ALICE CAN READ AGAIN

“Alice has been losing her vision and was recently declared legally blind. For years her favorite pastime was reading. Frustrated and sad, she shared with the student nurse assigned through the Senior Safety Pin Project that she no longer could even read to pass the time. Her student connected her with the local library program that provides audio books. A small amount of grant funding made possible the purchase of a simple CD player that Alice could operate by touch. Her joy at the return of a much loved pastime, a pastime once thought gone due to aging and loss of sight, has been significant.”

—FROM SENIOR SAFETY PIN



## JOIN: HOMEFIRST

**WHY IT'S NEEDED:** Sixty percent of homeless single adults are people with disabilities. The combination makes it difficult for many to achieve a stable life.

**WHAT IT DOES:** HomeFirst helps people who have been homeless for extended periods of time find housing and work—and maintain it. Through Outreach Workers placed on Portland's streets, they establish relationships with people who are homeless and work with them to figure out what particular barriers and what strengths each one has to finding and maintaining housing. Then advocates ensure these individuals have access to community services, move-in costs and rent, and ongoing support that helps new tenants rebuild social networks. To help people find jobs, JOIN goes beyond building resumes and interview skills. Realizing that the employment gaps can be a major obstacle, HomeFirst builds relationships with employers who are willing to give people a job opportunity. To increase the incomes of individuals with severe disabilities, HomeFirst collaborates with the Benefits Advocacy Coalition, which assists individuals with the Social Security disability income process.

## WHAT IT ACHIEVED:

- 83% of the program's participants have improved the skills and resources needed to maintain permanent housing.
- 492 people have secured housing—and 77% of them have maintained housing for at least 12 months.
- The collaboration is getting eligible people approved for disability benefits at more than twice the success rate of the regional average.
- 26 local employers are now participating in the employer partnership—and seven have set aside some restrictive screening criteria in order to provide participants employment opportunities.

183969

## EAST COUNTY ONE STOP, INC: SENIOR SAFETY PIN

**WHY IT'S NEEDED:** Seniors who live alone are isolated, receive inadequate medical attention, lack proper medication, and grapple with home-safety issues. These problems are made worse by the shortage of health workers serving them.

**WHAT IT DOES:** East County One Stop's Senior Safety Pin project brought nursing students into the homes of seniors who live alone to improve their health and well-being.

## WHAT IT ACHIEVED:

- The nursing students made 586 home visits that reached 87 seniors.
- 94% of seniors received urgent health care and safety resources.
- 53% of seniors got household goods they needed.
- 71% of seniors were connected to support and resources through other community programs.
- 81 nursing students gained important experience for their health careers. Many of the students commented that good support to seniors is not about scheduled nursing duties but about taking the time to listen and share. Seniors let the students know about previously unspoken yet important needs they had, including depression and mental health issues, walkers and home modifications which could keep them independent, chores they need to have taken care of, and the desire for exercise buddies they could count on to stay active.



## CASCADIA BEHAVIORAL HEALTHCARE, INC.: HOUSING OUTREACH TEAM (HOT)

**WHY IT'S NEEDED:** Every day, up to 8,000 people with special needs lack permanent housing in Multnomah County. The fact that they are homeless only exacerbates any health, mental health and addiction issues they experience, making a stable life even less attainable.

**WHAT IT DOES:** The Housing Outreach Team (HOT) addresses the immediate and long-term needs of chronically homeless people in Multnomah County. The program ensures people have access to hot meals and showers at the Royal Palm Shelter, and also offers the kind of multi-dimensional services needed to end the cycle of homelessness: from health care and transportation to money management and job development. The goal is for participants to obtain permanent housing and develop the resources needed to maintain it. To make transitions as stable and lasting as possible, the Housing Outreach Team works closely with participants, landlords, and social service providers to identify concerns that may be obstacles and create viable solutions.

### WHAT IT ACHIEVED:

- The program has developed partnerships with 20 new property managers who place and support participants in their housing.
- 194 participants secured permanent housing—and 92% of them had retained it for at least a year.
- 266 participants received assistance in applying for disability income and getting mental health services.

## IMPACT NW: SENIOR TRANSPORTATION PROGRAM

**WHY IT'S NEEDED:** Half of all elderly non-drivers stay home because they have no transportation options and often feel reluctant to ask for rides. Their fear of imposing on others leaves them isolated—and it also impairs their health and quality of life. Older non-drivers in the United States make 15% fewer trips to the doctor, 59% fewer shopping trips, and 65% fewer trips for socializing than seniors who drive.

**WHAT IT DOES:** Impact NW steps in where Tri-Met LIFT or bus can't and provides escorted rides to doctors, grocery stores and banks, social gatherings, and other important locations with a driver who will help the riders in and out of buildings and assist with carrying packages.

### WHAT HAS BEEN ACHIEVED:

- The service provided 54,000 rides to more than 2,300 seniors and adults with disabilities.
- 91% of the participants reported they had improved access to flexible and reliable transportation.
- United Way funding helped the service increase its capacity and it is now able to fill 81% of its escort requests, up from 36% in 2006.



## CHRIS NOW HAS A HOME—AND HIS DAUGHTER

“Chris moved into the Royal Palm Shelter after being homeless for six months due to a job loss. When Chris entered the Royal Palm, he was very depressed and actively suicidal. Over many months he developed a strong trusting relationship with his case worker and started to work towards the goal of regaining contact with his adult daughter. Through the United Way funds, we were able to pay off a debt Chris ran up during a time when his mental health symptoms were untreated and he was doing poorly, losing the ability to manage his day-to-day living. This meant that when Chris recently moved into permanent housing, he was able to have electricity. United Way funds also paid for his furniture and moving costs. Chris has achieved his goal of regaining positive contact with his adult daughter and is living independently in the community.”

—FROM HOUSING OUTREACH TEAM

## MAXINE GETS AROUND TOWN AGAIN

“Maxine is a 79-year-old woman who lives alone in a one-bedroom Section 8 apartment. Her only source of income is \$723 per month in Social Security, and she has no family support. She has health issues and had a spinal surgery a year-and-a-half ago. Maxine has been using Impact NW Transportation for shopping, medical appointments, recreation trips, and even to attend a Multnomah County budget hearing. Impact NW Transportation has provided more than just rides for her: the drivers assist her to take her groceries up to the second floor where she lives (the building doesn't have elevators) and assist her, as well, going up and down the stairs when needed. Her advocate reports, ‘She is so grateful for the service and every single time I see her she says that she wouldn't know what to do without our services. She mentioned it at one of the county hearings a few months ago and got a good clap from the crowd.’”

—FROM IMPACT NW



# ABOUT UNITED WAY OF THE COLUMBIA-WILLAMETTE





## OUR MISSION

Helping people, changing lives, making every contribution count.

## OUR VISION

A community united and working together to create opportunities that will enable all of us to live healthy, independent, yet interconnected lives. Each time a child succeeds in school, a family achieves financial stability, and a person's health and well-being improves, the entire community benefits.

## WHAT WE DO

Since 1920, United Way of the Columbia-Willamette has been working to advance the common good and create opportunities that will improve the lives of those living in the four-county region. In particular, we focus on the three basics everyone needs to succeed in life: education, income stability, and good health. Our goal is to create long-lasting, systemic changes that address the underlying causes of problems so that we can ultimately prevent them from happening in the first place.

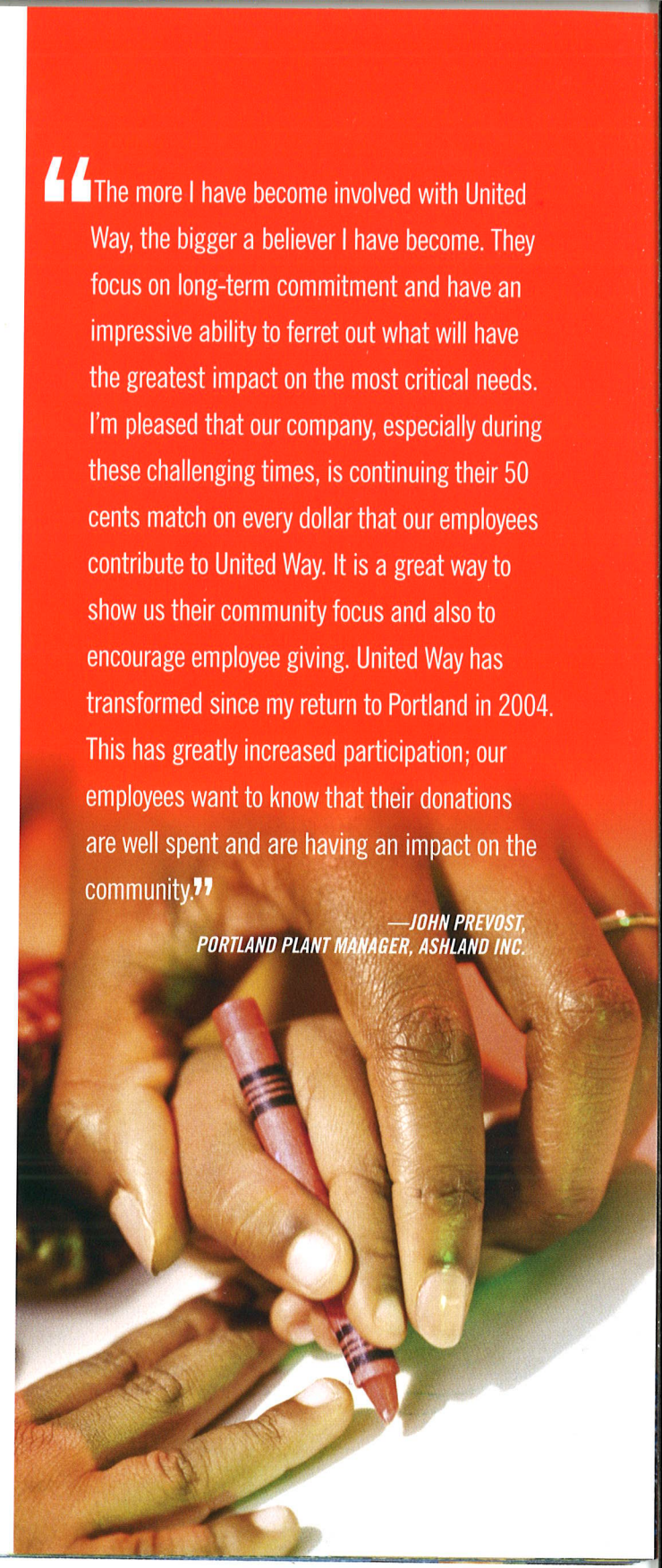
What makes us unique is that we address a wide range of needs and distribute funds strategically while making it easy for you to contribute and make a real difference on the problems you care most deeply about. Today, thanks to the generosity of our 31,000 donors and more than 4,000 volunteers, United Way of the Columbia-Willamette helps over 100,000 people in the Portland/Vancouver region each year.

## OUR DONORS

There is no single profile of a United Way donor because there is not just one type of person who wants to join forces with others in the community to tackle our most difficult problems. All of us do. With such a wide range of effective, accountable programs to support, United Way makes it easy for everyone to support the community issues they believe in. In 2009, the United Way of the Columbia-Willamette reached 1,000 companies—ranging from corporate giants to medium-sized firms and small businesses—and got more than 270,000 employees to enthusiastically come on board, giving anywhere from \$5 to a sizable planned gift. Each of these donors gave so that their neighbors in need can access opportunities that will help them live healthy, independent, and connected lives. Each year, we have increased the amount of funds raised; in 2009, we raised \$19.64 million, up 2% from the previous year.

“The more I have become involved with United Way, the bigger a believer I have become. They focus on long-term commitment and have an impressive ability to ferret out what will have the greatest impact on the most critical needs. I'm pleased that our company, especially during these challenging times, is continuing their 50 cents match on every dollar that our employees contribute to United Way. It is a great way to show us their community focus and also to encourage employee giving. United Way has transformed since my return to Portland in 2004. This has greatly increased participation; our employees want to know that their donations are well spent and are having an impact on the community.”

—JOHN PREVOST,  
PORTLAND PLANT MANAGER, ASHLAND INC.





COVERING  
OUR BASICS

## CORNERSTONE PARTNERS

**“**Wells Fargo believes in investing in our communities. We understand that when our communities succeed, so do we. With all the needs and good causes out there, choosing where to donate can feel overwhelming. That is why we value and support United Way. We know that money we contribute will have the maximum impact on the most critical needs facing our region. In the past 10 years, Wells Fargo has donated \$4 million to United Way of the Columbia-Willamette. So many of our team members feel the same way. This year they pledged \$670,000 to the United Way and other nonprofit groups, and have volunteered tens of thousands of hours. Our partnership with United Way is a hallmark of our community commitment, and it's a tremendous tool for our team members to make a difference.”

—DON PEARSON,  
OREGON REGION PRESIDENT, WELLS FARGO

Our corporate and community partners are key to United Way's far-reaching impact. In 2009, 15 local companies chose to designate their corporate gifts to help underwrite our operating costs so that 100% of the contributions United Way receives are invested directly into the programs that help the people in need throughout the four-county region. It is all about accountability: the Cornerstone Partners enable United Way contributors to have absolute confidence that their money is being spent on the issues they care about.



## BOARD OF DIRECTORS

**Chair:** Dan James, PNGC Power

**Chair-elect:** Richard High, Riverview Community Bank

**Treasurer:** James Rue, Community Leader

**Secretary:** Sabrina Rokovitz, Enterprise Rent-A-Car

Kerry Barnett, The Regence Group

Kevin Borkowski, KPMG LLP

Marie Dahlstrom, Health Consultant

Rob Davison, First Independent Bank

Jill Eiland, Intel Corporation

Tina Foster, U.S. Bank

Raymond Guenther, Community Leader

Scott Hatley, Incight

Erin Holland, Edelman

Al Jubitz, Jubitz Family Foundation

Andrea Kelly, Pacific Power

Dwight Kelly, UPS

Kristin Lewis, Wells Fargo

Ross Lienhart, PCC Structural's

Jaime Lim, The Asian Reporter

The Very Rev. William Lupfer, Trinity Episcopal Cathedral

Barbara Mathey, IBEW & United Workers Fed. Credit Union

Jocelynn McAdory, Bullivant Houser Bailey PC

Mary Monnat, LifeWorks NW

Michael Montgomery, U.S. Bank

Alberto Moreno, Oregon Department of Human Services

Larry Paulson, Port of Vancouver USA

Amy Joseph Pedersen, Stael Rives LLP

Dr. Preston Pulliams, Portland Community College

Keith Ristau, Far West Fibers, Inc.

Glenn Rodriguez, M.D., Providence Health Systems

Maria Rubio, Community Leader

Mardilyn Saathoff, NW Natural

Glenn Shuck, Labor's Community Services Agency, Inc.

Marty Stewart, Community Leader

Wim Wiewel, Ph.D., Portland State University

## EX OFFICIO:

Sean Edwards, Chair, Young Leaders Society,  
United Way of the Columbia-Willamette

## EX OFFICIO, NON-VOTING:

Marc Levy, President/Chief Executive Officer,  
United Way of the Columbia-Willamette



# CONNECTING TO THE COMMUNITY VISION COUNCILS

The best way for us to identify programs that will successfully solve our community's most pressing issues is to have the people who live and work in the trenches help guide the process. After all, these are the people who have a real understanding of the challenges, as well as the communities that are affected by them. Our Vision Councils don't just bring in vital voices from the community at the start; they also help us build a deepening relationship with the community we serve. Listening carefully to these experts and having them guide our investments into the community gives United Way the unique ability to ensure that its investments are relevant, address problems as directly as possible, and do the most good for the affected community. Each of our focus areas has an all-volunteer Vision Council, which develops strategies and initiatives, sets community impact goals, makes funding decisions, and monitors progress made.

## COMMUNITY IMPACT STAFF

Howard Klink, Vice President of Community Investment  
Colin McCormack, Community Investment Manager, Education  
Sarah McDowell, Community Investment Manager, Health  
Roserria Roberts, Community Investment Manager, Income  
Suzanne McDonald, Research and Impact Measurement Manager  
Stefanny Caballero, Administrative Assistant

## VISION COUNCIL VOLUNTEERS

### EDUCATION

#### CHAIRS:

Matthew Morton, National Indian Child Welfare Association  
Kyna Harris, Community Leader

Enrique Castro-Leon, Intel Corporation  
Mark Chubb, Portland State University  
Victoria Clevenger, Second Step Housing  
Diane Cohen-Alpert, Community Leader  
Joan Corella, Community Leader  
Greg Flakus, Winning Ticket Strategies, Inc.  
Curt Hagan, Community Leader  
Barbara Jorgensen, Multnomah ESD  
Megan Lokis, Community Leader  
Benjamin Pray, Consultant  
Jill Raichel, Community Leader  
Stephanie Rickert, Old McDonald's Farm, Inc.  
Vishai Sanghvi, Intel Corporation  
Cathy Schneider, Multnomah County Library  
Sarah Suby, Community Leader  
Roy Swart, Intel Corporation  
Anthony Tomashek, Sterling Savings Bank

### HEALTH

#### CHAIRS:

Robin Mack, Native American Rehabilitation Association of the Northwest, Inc.  
Susan Matthies, Community Leader

Margo Bryant, Portland General Electric  
Pamela Clark, Oregon Program Evaluators Network  
Kirk Emmons, Attorney at Law  
Liz Field, Multnomah County  
Jalaunda Granville, Oregon Primary Care Assoc.  
Vicki Guinn, Kaiser Permanente  
Kathy Hammock, Community Leader  
Alyssa Holmgren, Providence Health Systems-Oregon  
Cassie Johnson, Valic  
David Jones, Siloam International  
Rosalie Karp, Janus Youth Programs, Inc.  
Megara Kastner, Collaborative Group Dynamics  
Dora Montgomery, CareOregon  
Olivia Quiroz, Multnomah County Health Dept.  
Felicia Tripp Folsom, Portland Housing Center  
Diane Wehage, Clackamas County District Attorney's Office  
Yohei Norimatsu, Oregon Health & Science University  
Sonja Grove, Consultant  
Esther Choo, Community Leader  
Deborah Martson, Community Leader  
Betty Merritt, Washington County Commission on Children and Families  
Donald Thieman, CareOregon

### INCOME

#### CHAIRS:

Rose-Ellen Back, Multnomah County Human Services  
Mary Manning, Community Leader

Patricia Andeen, Community Leader  
Gretchen Anson, Mercy Corps  
Charlotte Duncan, Management Consultant  
Sean Edwards, Bank of the West  
Sharon Gary-Smith, Cascadia Behavioral Healthcare  
Michael Hart, Valic  
Amanda Hess, Community Leader  
Thomas Jensen, CASA of Oregon  
Evelyn Liu, Community Leader  
Clover Mow, Worksystems, Inc.  
Anne O'Malley, Non-Profit Strategies & Affairs  
Keith Ozols, Incight  
Della Rae, Donors Resource Inc.  
Tawna Sanchez, Native American Youth & Family Center  
Roy Scholl, U.S. Department of Housing and Urban Development  
Regina Warren, Multnomah County

“I have to confess I was somewhat skeptical when I was asked to join the Vision Council. As someone who had experienced the lack of representation of the voices of the Native American community, I had seen too many examples of community engagement mechanisms that were more show than substance, especially when it came to communities of color. By thoughtfully seeking individuals for Vision Councils who actually represent the communities served, United Way has begun to recognize what has existed for years; that is, culturally specific, community-based organizations have better results working within their communities.”

—MATT MORTON, DEPUTY DIRECTOR, NATIONAL INDIAN CHILD WELFARE ASSOCIATION & VISION COUNCIL MEMBER





## WORKING TOGETHER TO MAKE CHANGE

# FUNDED PROJECTS

### UNITED WAY INITIATIVES

The three programs listed below were developed by United Way to address significant community needs identified by United Way's outreach and community engagement.

**Born Learning Initiative.** Partners: Commission on Children and Families – Clackamas, Multnomah and Washington Counties; Educational Service District 112 Clark County

**Earned Income Tax Credit (EITC) Education and Assistance.** Partners: Bienestar; CASH Oregon; Community Housing Resource Center; Impact NW; Asian Health & Service Center; AARP Tax Aide; NAYA American Youth & Family Services

**Project Access of Northwest Oregon & Washington (PANOW).** Partners: Coalition of Community Health Clinics – Multnomah County; Essential Health Clinic – Washington County; Free Clinic of Southwest Washington – Clark County

### COMMUNITY IMPACT GRANTS

211info	Regional 211 Information & Referral Line
A Child's Place	Bilingual School Readiness & Early Childhood Mental Health Education
Albertina Kerr Centers	Skills Training Program
Arc of Multnomah-Clackamas	Adults with Developmental Disabilities Community Services Coordination
Asian Health & Service Center	Road Map to the New Horizon
Big Brothers Big Sisters of Metropolitan Portland	African American Mentoring Initiative
Black Parent Initiative	Mobilizing to Address the Achievement Gap
Bradley-Angle House	Healing Roots Center
Cascade AIDS Project	Latinos Unidos Enfrentando el SIDA (Latinos United Confronting AIDS)
Cascadia Behavioral Healthcare, Inc.	Housing Outreach Team (HOT)
Central City Concern	CARE (Clinically Aligned Reimbursement for Effectiveness) Project Recuperative Care Program
Centro Cultural of Washington County	Adelante con Tecnologia-4H Tech Wizards
Children's Home Society of Washington	The Family Wellness Project Triple Point Outreach

Children's Justice Alliance	Healthy Families Inside Out
Children's Center of Clackamas County	Partner Outreach and Education
Clackamas County Office for Children and Families	Children of Incarcerated Parents
Clackamas Women's Services	Integrated Counseling Project Rural Mental Health Outreach Project
Coalition of Community Health Clinics	Safety Net Clinic Ombudsman Project
Community Alliance of Tenants	Safe Housing Project
Community Housing Resource Center	Fourth Plain Revitalization Task Force
Community Partners for Affordable Housing	Recreation, Education & Active Leadership (REAL) Stable Environment to Launch the Future (SELF)
Dougy Center	Bilingual Grief Support Expansion
East County One Stop, Inc.	DBA Association for Business Owners with Disabilities Senior Safety Pin
Educational Opportunities for Children and Families	Clark County Multidisciplinary Team
Educational Service District 112	Clark County Child Care Provider Networks School Readiness/Ready Schools





Family Action Coalition Team (FACT)	Multnomah Parent Action Committee (MPAC)
Friendly House, Inc.	Collaboration for Enhanced Support for Senior Living (CESSL) Elder Resource Alliance Activity Program
Girls Inc. of NW Oregon	Go Onward
Hacienda CDC	Expresiones-Centro de Jovenes Hombres in Accion
Hands On Greater Portland	Civic Leaders Volunteer Innovation Project
Hearing & Speech Institute/ Northwest Early Childhood Institute	Building Cycles of Hope
Housing Development Corporation of Northwest Oregon	Community Connectors Promotores Program
Immigrant and Refugee Community Organization (IRCO)	Successful School Transition (SST)
Impact NW	Coalition for Homeless Families Community Building Early Education Care & Family Services Senior Transportation Program
Innovation Partnership	Making Connections Scholarships
Insights Teen Parent Program	Enhanced Case Management
Janus Youth Programs, Inc.	Village Gardens
JOIN	HomeFirst
LifeWorks Northwest	Junto por los Jovenes Milpa School Readiness/Ready Schools
Lutheran Community Services Northwest	New Youth Perspectives (NYP)
Metropolitan Family Services	Ready Set Go Rowe Community School
Multnomah County Commission on Children, Families & Community	Project Summer: Everybody Eats
Multnomah County Domestic Violence Coordinator	Domestic Violence Enhanced Response Team (DVERT)
Multnomah County Health Department	Holistic Services Collaborative for Homeless Families
NAMI of Portland	Visions for Tomorrow
Neighborhood House, Inc.	Child Care Improvement Project School Readiness/Ready Schools Youth Career Exploration Project
Northwest Health Foundation	Health Advocacy Funding Partnership

Northwest Pilot Project, Inc.	Permanent Housing for Seniors: A Fresh Start
Northwest Regional ESD	Washington County School-Based Health Center Initiative
Oregon Children's Theatre	Gossamer Premier
Oregon Community Foundation	Boomers & Babies Funding Partnership
Outside In	Neighborhood SPARKS: Socio-Medical Outreach to SE 82nd Ave Road Warrior Access Project Youth Employment Internship Program Sexual Minority Youth Resource Center (SMYRC) Queerzone
Partners in Careers	Employment Connection
Peninsula Children's Center	North Portland Children and Families Partnership
Planned Parenthood of the Columbia-Willamette	Latino Parent-Child Connectedness
Portland Community College Capital Career Center	H.E.L.P. Housing and Employment for Economic Stability
Poverty Bridge	Opportunity Conference
Providence Child Center	Making Parenting a Pleasure
Salvation Army — Clark County	Moving Forward Together
SE Works	Customized Strategies for Job Seekers Southeast Portland Workforce-Housing Alliance
Senior Citizens Council of Clackamas County, Inc.	Guardianship, Conservatorship and Diversion Services
Somali Community Services Coalition	The Somali Family Wellness Project
Street Roots	Rose City Resource Directory
TACS	Community Giving Project Fund Development Capacity Building
Todos Juntos	Estacada PreventNet Stations Guiding Good Choices
Transition Projects, Inc.	Waitlist Case Management Demonstration Project
United Cerebral Palsy Association of Oregon and Southwest Washington	Supported Employment
Volunteers of America	Senior Services Needs Assessment
Washington County Commission on Children and Families	Kindergarten Readiness
Well Arts Institute	Performing Wellness™ VIII
YWCA Clark County	Child Care Project Family Violence Services for LBTG



“Through Community Impact, United Way has created a high-yield investment vehicle to make positive change in our community. United Way volunteers and staff function as investment brokers who are experts in assessment of community needs, funding trends analysis, program development and evaluation. All of this expertise comes together to ensure that strategic decisions are made on behalf of United Way donors that will provide maximum benefit to the community, guarantee a return on investment and support long-term systems change. This occurs through a strong commitment to collaboration, accountability and results which are the foundation of the Community Impact model.”

— HOWARD KLINK,  
VICE PRESIDENT OF COMMUNITY IMPACT



WORKING TOGETHER  
TO MAKE CHANGE

# COLLABORATING ORGANIZATIONS

“With over 45 years of deep engagement in the community, and having worked directly with United Way in the 1990s, I have had a front-row seat for the meaningful and positive evolution of the organization. Instead of relying on historical patterns, the public's contributions are invested to change the future through programs that are able to demonstrate impact and measurable outcomes to a larger community. The work is more strategic and purposeful, in part because of the diversity and engagement of the Vision Councils, which carry real weight and reveal programs that meet the evolving needs of the our community. That, to me, is one of the real tests of leadership — to facilitate and be a willing participant in necessary change.”

—SHARON GARY SMITH, DIRECTOR OF CONSUMER AND FAMILY INVOLVEMENT, CASCADIA BEHAVIORAL HEALTH CENTER

Albina Ministerial Alliance	Good Neighbor Center
Beaverton School District	Grassroots Northwest
Benefits Advocacy Coalition	Gresham Police
Big City Produce	Gresham Recovery Center
Boys & Girls Club of Southwest Washington	Growing Gardens
Business Education Compact	Hillsboro School District
Cascade Management, Inc.	Hillsdale Farmers Market
Cita Con Nelly TV Program	Housing Authority of Portland
Clackamas County Commission on Children and Families	Housing Authority of Vancouver
Clackamas County Community Health	Human Solutions, Inc.
Clackamas County Family Court Services	Income Property Management
Clackamas County Juvenile Justice	Innovative Services NW
Clackamas County Medical Society	Janus Willamette Bridge Programs
Clackamas County Social Services	JCPenney
Clackamas County Youth Action Committee	Transition Projects: Jean's Place
Clackamas Service Center	Juvenile Assistance Corporation
Clackamas Volunteer Connection	Las Hermanas
Clark College	Legal Aid Services of Oregon
Clark County Family Child Care Association	Linfield Good Samaritan School of Nursing
Clark County Health Department	Medical Society of Metropolitan Portland
Clark County Medical Society	Metro Child Care Resource & Referral
Clark County Sheriff	Metro Parks and Open Spaces
Columbia River Mental Health	Montavilla Community Center
Community Action of Washington County	Morrison Child and Family Services
Community Transitional School	Mt. Hood Community College
Early Head Start Family Center of Portland	Mt. Hood Head Start
Easter Seal Society of Oregon	Multnomah County Community Capitation Program
Ecumenical Ministries of Oregon	Multnomah County Department of Community Justice
El Programa Hispano	Multnomah County District Attorney
Essential Health Clinic	Multnomah County Health Department
Estacada First Baptist Church	Multnomah County Juvenile Justice
Estacada School District	Multnomah County Library
Fife Restaurant	Multnomah County Sheriff's Office
Forest Grove School District	Multnomah Early Childhood Program
Fort Vancouver Regional Library District	Nappy Roots Press
Free Clinic of Southwest Washington	New American Social Cultural Alliance (NASCA)



New Avenues for Youth  
 New Seasons  
 New Urban High School  
 North Clackamas Family Support Center  
 North Clackamas School District  
 Northwest Justice Project  
 Oregon Health and Science University (OHSU)  
   Office of Family Health  
 Oregon Health and Science University (OHSU)  
   School of Nursing  
 Oregon 211  
 Oregon Association of Hospitals and Health Systems  
 Oregon Business Leadership Network  
 Oregon Child Development Coalition  
 Oregon Council for Hispanic Advancement  
 Oregon Council on Developmental Disabilities Inclusive Child  
   Care Program  
 Oregon Court Appointed Special Advocate (CASA)  
 Oregon Department of Education  
 Oregon Department of Human Services (DHS)  
 Oregon Food Bank  
 Oregon Hunger Relief Task Force  
 Oregon Outreach  
 Oregon Technical Assistance Corporation  
 Oregon Trail School District  
 Oregon Youth Authority  
 Oregon State University Extension Service  
 Parents Anonymous of Oregon  
 Parrott Creek Child & Family Services  
 Partnership for Prescription Assistance of Oregon  
 Philanthropy Northwest  
 Port of Vancouver  
 Portland Bureau of Housing and Community Development  
 Portland Children's Museum  
 Portland Community College  
 Portland Community Reinvestment Initiative  
 Portland Farmers Market  
 Portland Nursery  
 Portland Parks & Recreation  
 Portland Police Bureau  
 Portland Public Schools  
 Portland Women's Crisis Line

Providence Health Systems  
 Portland State University Center for Healthy and  
   Inclusive Parenting  
 Portland State University Institute for Nonprofit Management  
 Public Relations Institute  
 Raphael House of Portland  
 REACH Community Development Corporation  
 Reynolds School District  
 Rivers Edge Church  
 ROSE Community Development Corp.  
 Salvation Army Harbor Light  
 Sauvie Island Center  
 Sauvie Island Organics  
 SELF Council Diversity Task Force  
 Self Enhancement, Inc  
 Sexual Minority Youth Resource Center (SMYRC)  
 SOLV of Oregon  
 Southwest Community Health Clinic  
 Southwest Washington Child Care Consortium  
 St. Johns Neighborhood Association  
 The Children's Course, First Tee Program  
 Tuality Healthcare Salud Program  
 Univision  
 Vancouver Children's Therapy Center  
 Vancouver Police  
 Virginia Garcia Memorial Health Center  
 Volunteer Center of Clark County  
 Volunteer Connection of Clackamas County  
 Volunteers of America Oregon  
 Washington County 4-H Leaders Association  
 Washington County Commission on Children and Families  
 Washington County Health and Human Services  
 Washington County Health System  
 Washington County Juvenile Justice  
 Washington Info-Network 211  
 Washington State Division of Child Care & Early Learning  
 Washington State Division of Vocational Rehabilitation  
 Washington State University Cooperative Extension  
 Washington State University, Vancouver  
 Working Again Employer Collaboration  
 YMCA of Columbia-Willamette  
 YWCA of Greater Portland







**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED™**



United Way of the  
Columbia-Willamette



619 SW 11th Avenue, Suite 300, Portland, Oregon 97205

■ [www.unitedway-pdx.org](http://www.unitedway-pdx.org) ■ 503-228-9131

183969