

**United
Way**



United Way of Will County

Annual Report 2022

Your United Way of Will County Team

Kamala Martinez, President & CEO

Jim Tidaback, Sr. Vice President of Development

Sarah Oprzedek, Vice President, Operations & Development

Kristi Harrington, Finance Director

Loren Yaksich, Community Engagement Manager

Mary Montgomery, COC Executive Director

Brent DeCarlo, COC HMIS Administrator



United Way of Will County

Your United Way of Will County Board of Directors

Billy Hearth, Chair, Edward Jones

Mike Paone, Chair Elect, Joliet Chamber of Commerce

Young Kim, Treasurer, Sikich LLP

Jarée Magee, Community Engagement Chair, Center for Advancing Domestic Peace

Diana Sorescu, Corporate Engagement Chair, Bolingbrook Bank & Trust

Tom Hernandez, Past Chair, Plainfield Schools #202

Leslie Barry, Will County Circuit Clerk's Office

John Doria, Christopher Burke Engineering

Joseph Fabbre, United Steelworkers Local 9777

Fred Gandy, Thornton Fractional

Lou Hagemaster, Mastermolding, Inc

Steve Jamnik, Busey Bank

Jordan Kielian, Mahoney, Silverman & Cross

Alex Páramo, Cabrera Capital Markets LLC

Phyllis Roman, Giamanco Law Partners

Kathy Slattery, Lewis University

Heather Winter, CITGO Lemont Refinery

(Secretary Position open at time of production)



United Way of Will County

**United
Way**



United Way of Will County

State of United Way Will County



United Way of Will County

Advocate, Engage, Invest, Evolve

Vision : To be the Leading Strategic Partner of Choice in Creating Local Social Impact

Mission: To Unite Communities and Resources to Empower People and Create Positive Sustainable Change.

IMPACT

Education

Economic Mobility

Health & Wellness

OBJECTIVES

Youth Success & Empowerment:

- School Based Programs
- After School Programs
- Social Competencies
- SEL Programs
- College & Career Readiness
- Mentoring
- Access Technology
- Tutoring

Self Sufficiency:

- Emergency Food & Shelter
- Counseling Programs
- Safety & Prevention Programs
- Crisis Intervention Programs
- Independence Living Programs
- Self Reliance Programs
- Economic Mobility Programs
- Basic Needs

Health Resources:

- Behavior Health Services
- Substance Abuse Programs
- Primary Health Care Services
- Chronic Disease Prevention
- Prescription Drug Programs
- Mental Wellness Programs
- Counseling Programs
- Medical Rehabilitation Programs

INITIATIVES

Diaper Depot

Home Sweet Home

Hygiene for
Humanity

211

Single Care
Prescription

United Way 2022 GOALS

- ✓ Increase Awareness
- ✓ Increase Community Impact
- ✓ Increase Revenue / Expand our REACH
- ✓ Increase Corporate Funding & Grants
- ✓ Increase Board Engagement/Fund Raising
- ✓ Take Organization to next Marketing & Business Development Level

Strategic Focus

2022	2022	2022
People, Process, Technology <ul style="list-style-type: none"> • HR Policies - Employee Handbook, Conflict of Interests & Confidentiality, Personnel • Financial Processes – Expense Monthly Reports, Accrual vs. Cash basis, Calendar Year • Compliance Processes - Document Retention, Grant Log Plan, Audit Selection • Programming Evaluation • IT-CRM & Database • Staff Evaluation- Job Description/Restructure 	Marketing Strategy <ul style="list-style-type: none"> • Outsourced Marketing • Website • Social Media (Instagram, Twitter, LinkedIn, Facebook) • Digital Asset Storage • Monthly Marketing Report • Events / Programs are Tracked and Measured • Funding Process –revised, new scoring system • Advisory Allocation Board • Equity Goals 	Business Development <ul style="list-style-type: none"> • Developed Strategic Plan • Diversify Portfolio • Develop Strategic Partnerships • Program Collaboration • New Programs • Revise Programs • Revise the Budget • Cost Containment • New Office • Implement MBO Goals • Equity Goals

United Way SWOT Analysis

STRENGTHS

- Strong Brand Recognition
- Community Leader
- Fiscal Responsible
- Board & Executive Board
- Relationship with Community Partners
- Staff Experience & Knowledge
- 94% Programs & Mission

WEAKNESSES

- Revenue Decrease
- Limited Staff
- Limited Grant Program
- Busy Managing Day to Day
- Limited time for Business Development
- Limited time for Strategic Initiatives
- Marketing

OPPORTUNITIES

- New Service Areas & Partnerships
- New Programs
- Grant Program
- Marketing & Social Media
- New Funding Sources/ State & Federal
- Strengthen Position in County

THREATS/ TRENDS

- Corporate /3rd Party Donation Processors
- Overlap with other Non-Profit Agencies
- Not Changing
- Relevant Programs
- Virtual On-Line Campaigns
- Racial Equity, Education, Mental Health, Basic Needs



WE SERVED MORE THAN
110,114 RESIDENTS IN
WILL COUNTY

United Way by the Numbers



70,738

Economic
Mobility



11,462

Education



27,914

Access to
Health



2,183

Community
Service Hours

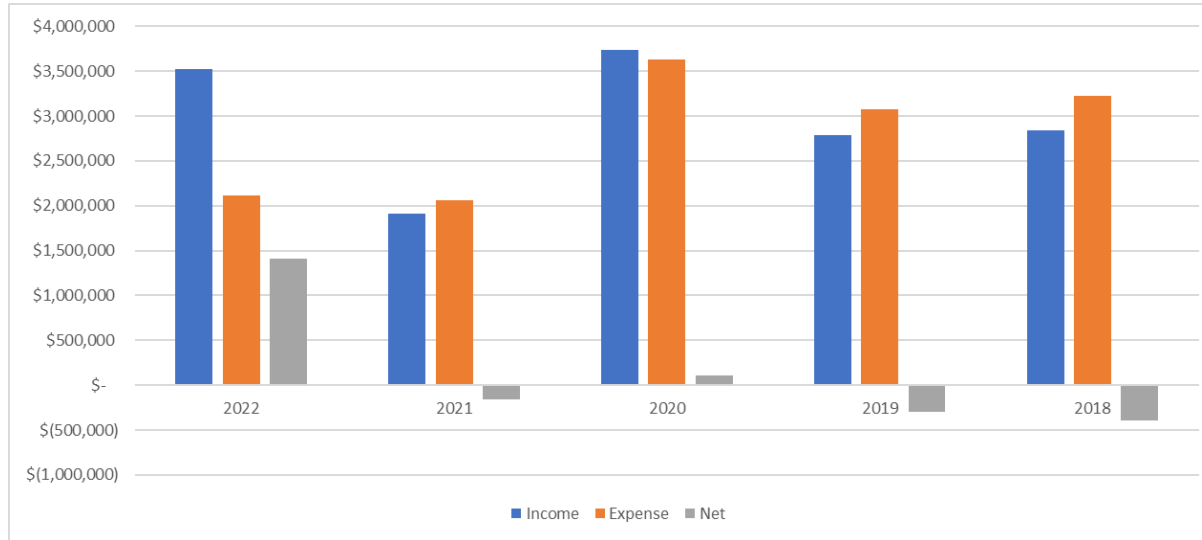
Will County Overview

Municipality	Total Population	Number UW Served	Total Households	% Below ALICE Threshold	Poverty Rate	How Much UWWC Allocation in each municipality	% of funding to each municipality	% of Will County Population living in each municipality
Beecher	4,413	194	1,676	34%	3%	\$ 2,081	0.19%	0.64%
Bolingbrook	73,549	7,161	22,483	32%	6%	\$ 76,801	7.06%	10.65%
Braidwood	6,152	275	2,467	40%	12%	\$ 2,949	0.27%	0.89%
Central Will County		1,046				\$ 11,218	1.03%	
Channahon	13,627	583	4,279		4%	\$ 6,253	0.57%	1.97%
Crest Hill	20,132	2,529	6,967	50%	9%	\$ 27,123	2.49%	2.92%
Crete	22,834	829	3,063	36%	6%	\$ 8,891	0.82%	3.31%
Custor Park	6,186	34				\$ 365	0.03%	0.90%
Eastern Will County		656				\$ 7,036	0.65%	
Elwood	2,194	209	894	38%	6%	\$ 2,242	0.21%	0.32%
Frankfort	19,831	1,505	6,067	17%	3%	\$ 16,141	1.48%	2.87%
Homer Glen	24,350	933	8,292	22%	4%	\$ 10,006	0.92%	3.53%
Joliet	146,572	48,106	46,775	38%	11%	\$ 515,932	47.40%	21.23%
Lockport	59,979	3,428	8,853	33%	6%	\$ 36,765	3.38%	8.69%
Manhattan	10,836	419	2,526	27%	3%	\$ 4,494	0.41%	1.57%
Minooka	11,477	295	3,711		5%	\$ 3,164	0.29%	1.66%
Mokena	20,133	738	7,144	21%	3%	\$ 7,915	0.73%	2.92%
Monroe	15,147	553	2,126	30%	2%	\$ 5,931	0.54%	2.19%
Naperville (Will County Only)		1,404				\$ 15,058	1.38%	
New Lenox	43,048	1,686	8,542	21%	3%	\$ 18,082	1.66%	6.24%
Northern Will County		596				\$ 6,392	0.59%	
Peotone	4,302	285	1,514	26%	5%	\$ 3,057	0.28%	0.62%
Plainfield	82,233	17,604	12,521	15%	2%	\$ 188,801	17.35%	11.91%
Rockdale	1,876	270	729	53%	14%	\$ 2,896	0.27%	0.27%
Romeoville	40,086	1,965	11,541	33%	7%	\$ 21,074	1.94%	5.81%
Shorewood	17,885	1,182	5,816	23%	4%	\$ 12,677	1.16%	2.59%
Southern Will County		648				\$ 6,950	0.64%	
Steger	9,067	222			14%	\$ 2,381	0.22%	1.31%
Tinley Park (Will County Only)		137				\$ 1,469	0.13%	
University Park	6,779	414	2,584	10%	10%	\$ 4,440	0.41%	0.98%
Unknown		12,831				\$ 137,611	12.64%	
Western Will County		677				\$ 7,261	0.67%	
Wilmington	6,003	700	2,315	14%	14%	\$ 7,507	0.69%	0.87%



Financial Overview

Revenue vs Expenses (audited numbers except for 2022 – audit pending)



Numbers from 990, with the exception of 2022 – Audit not yet completed

	2022	2021	2020	2019	2018
Income	\$3,519,001	\$ 1,910,355	\$ 3,738,439	\$ 2,783,048	\$ 2,841,274
Expense	\$2,110,571	\$ 2,063,834	\$ 3,624,912	\$ 3,077,888	\$ 3,229,577
Net	\$1,408,430	\$ (153,479)	\$ 113,527	\$ (294,840)	\$ (388,303)

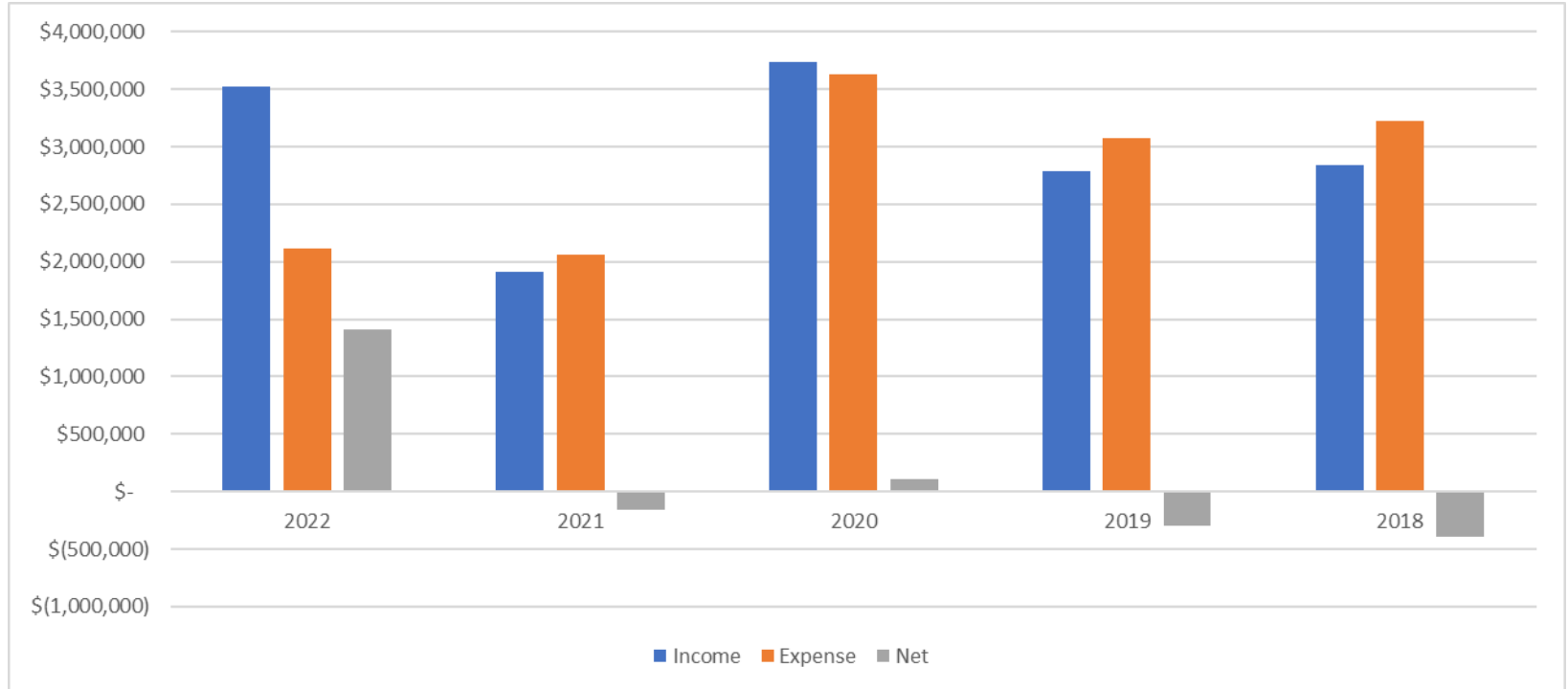
Financial Overview

FY 2021 990 Financials

	FY2021
Total Revenue	\$1,910,355
Total Program/Services	\$1,873,720
Management General	\$84,762
Fundraising Expenses	\$105,352
Total Functional Expenses	\$190,114
Total Expenses	\$2,063,834
Ending Net Assets	\$2,343,214

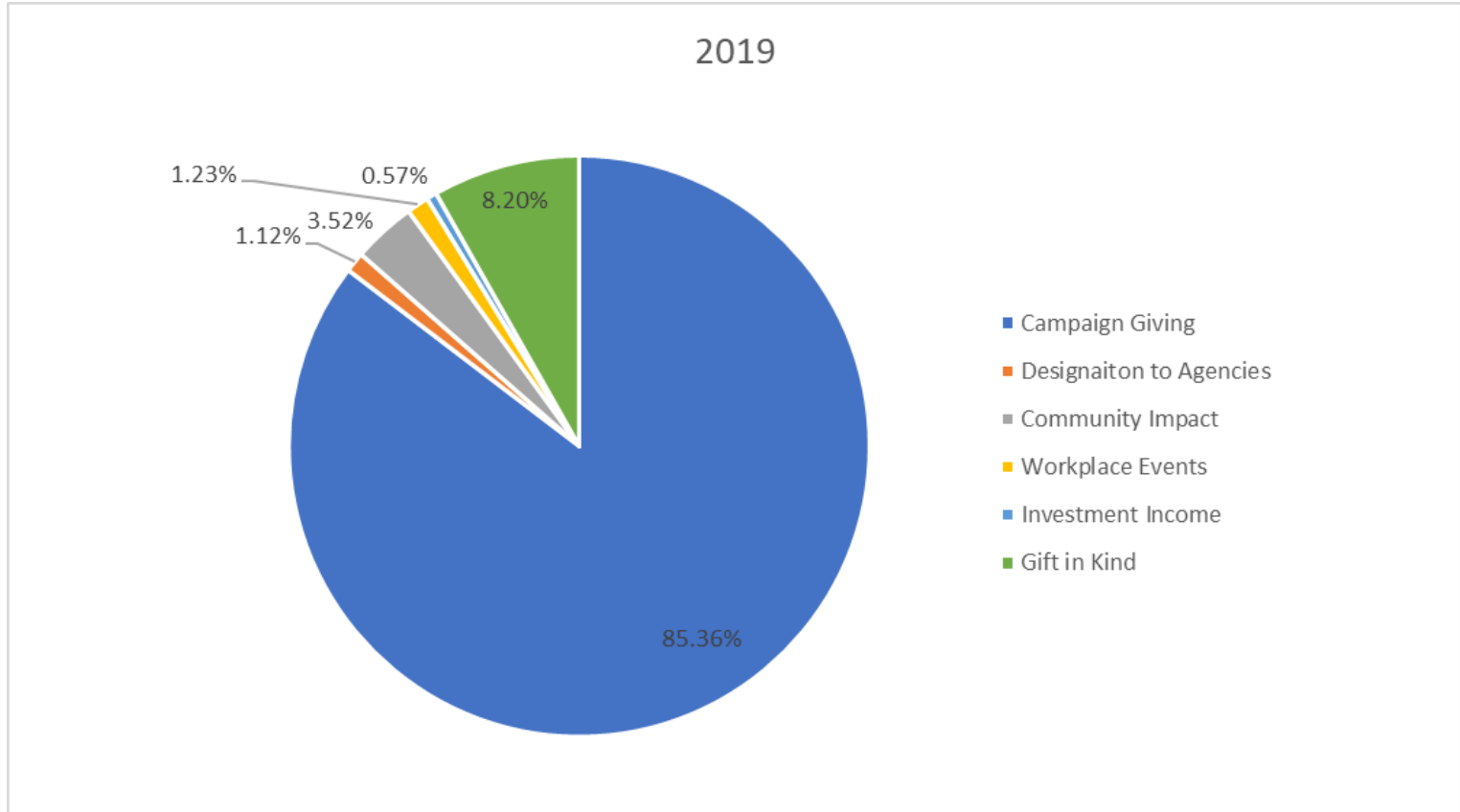
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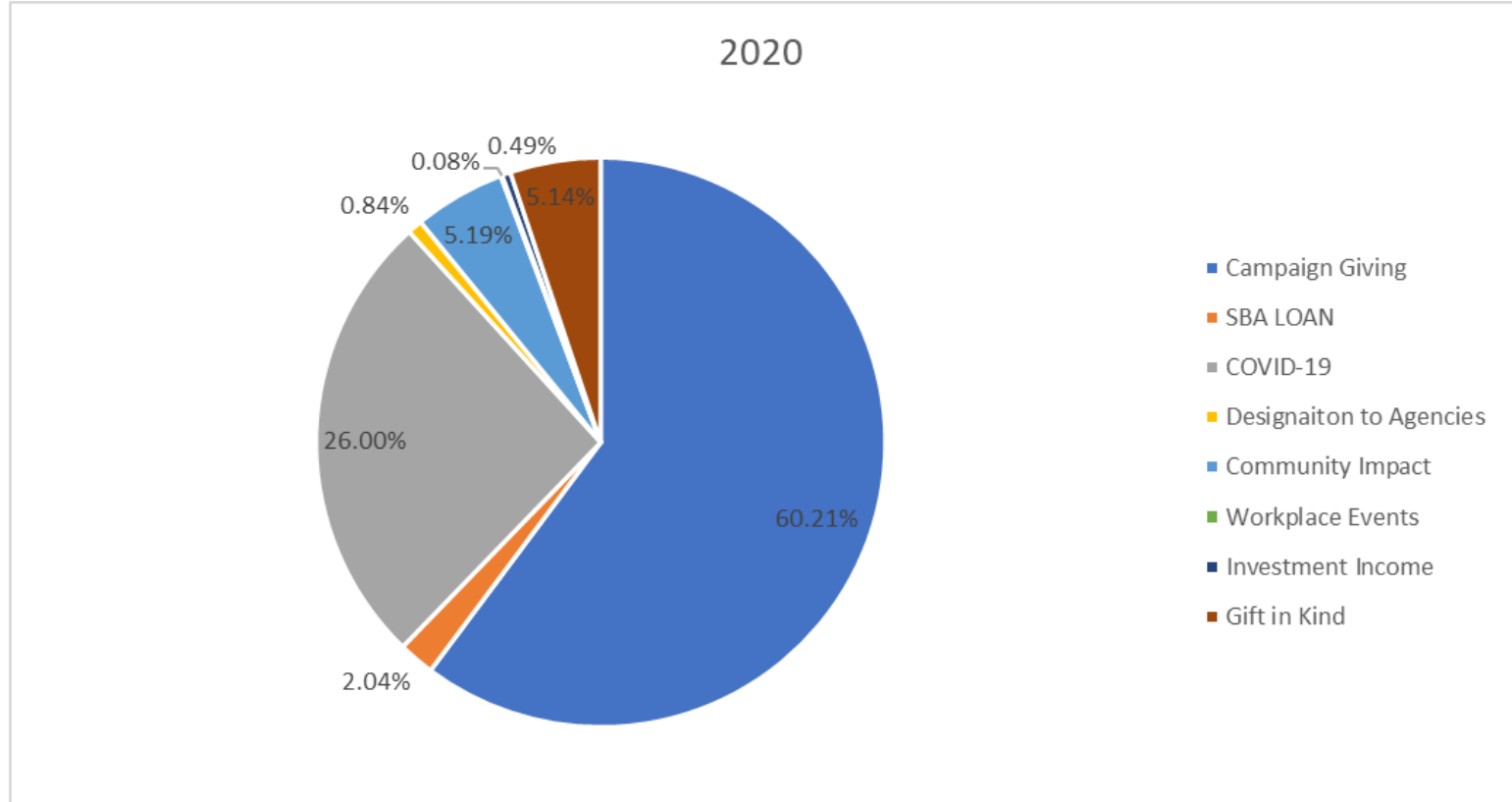
Financial Overview

Revenue Sources



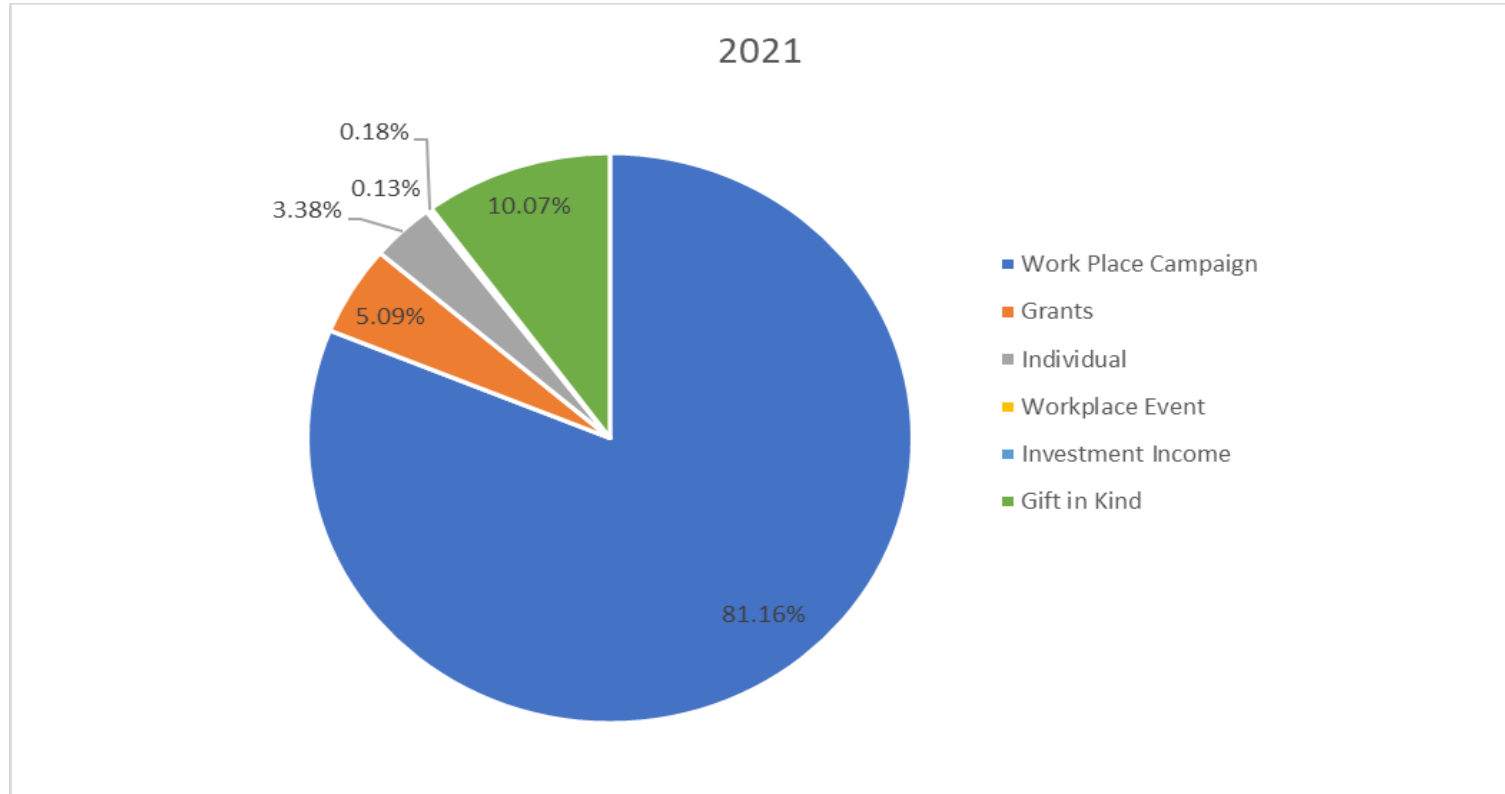
Financial Overview

Revenue Sources



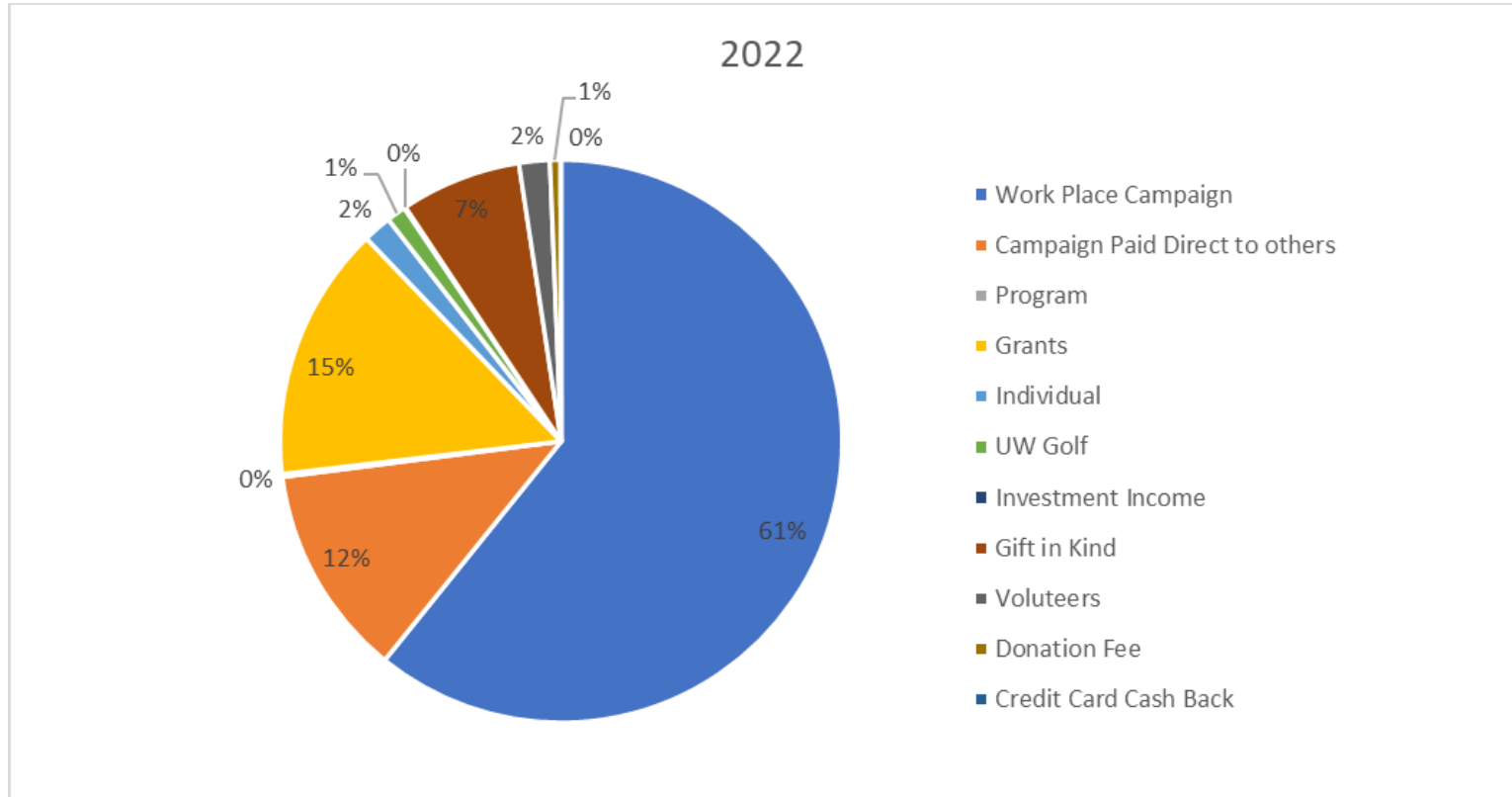
Financial Overview

Revenue Sources



Financial Overview

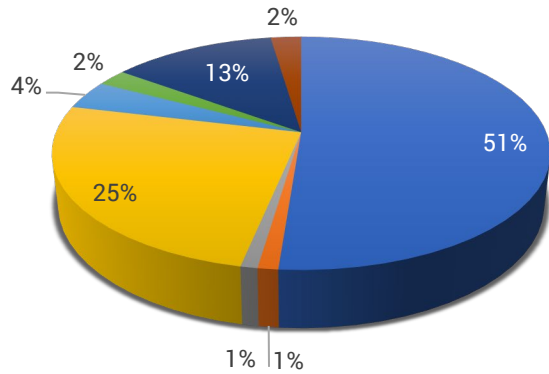
Revenue Sources



Financial Overview

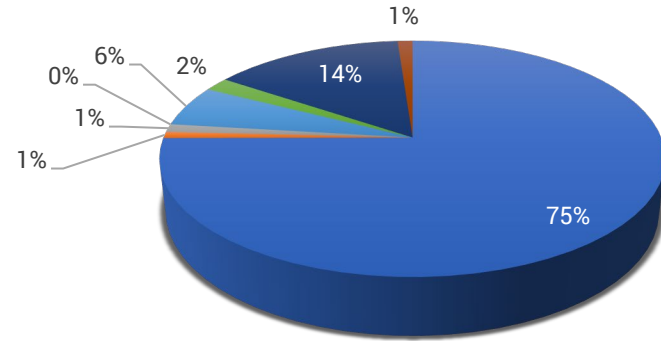
Revenue Impact

2020 Impact



Funded Partners Other UWs Unaffiliated COVID
In-Kind Managed Funds Program Ops Internal Programs

2019 Impact

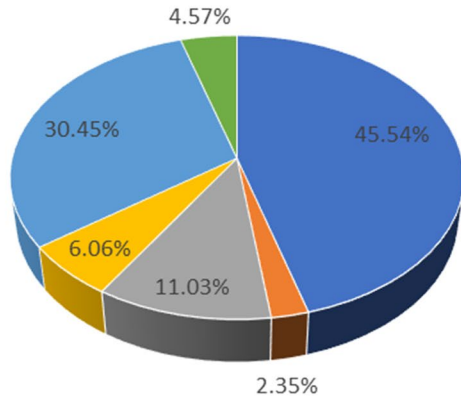


Funded Partners Other UWs Unaffiliated COVID
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Financial Overview

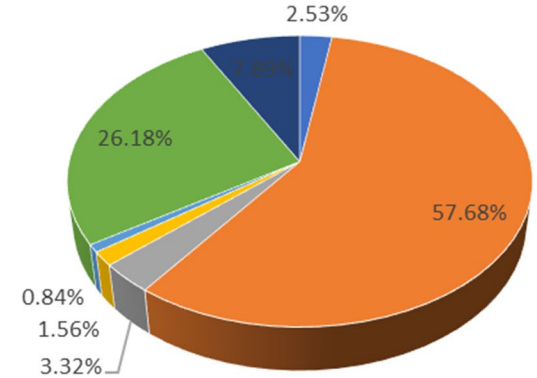
Revenue Impact

2022 Impact



- Funded Partners
- In-Kind
- Operations
- Unaffiliated Agencies & Other United Ways
- Managed Funds
- UW Programs

2021 Impact



- Dues United Ways
- Our United Way Partner Agencies
- Unaffiliated Agencies & Other United Ways
- Gifts in kind
- Covid
- Operations
- Other Managed Fund Expenses

Strategic Focus 2022

People, Process, Technology	Marketing Strategy	Business Development
<ul style="list-style-type: none"> • HR Policies - Employee Handbook, Conflict of Interests & Confidentiality, Personnel • Financial Processes – Expense Monthly Reports, Accrual vs. Cash basis, Calendar Year • Compliance Processes - Document Retention, Grant Log Plan, Audit Selection • Programming Evaluation • IT-CRM & Database • Staff Evaluation- Job Description/Restructure 	<ul style="list-style-type: none"> • Outsourced Marketing • Website • Social Media (Instagram, Twitter, LinkedIn, Facebook) • Digital Asset Storage • Monthly Marketing Report • Events / Programs are Tracked and Measured • Funding Processed –revised, new scoring system • Advisory Allocation Board • Equity Goals 	<ul style="list-style-type: none"> • Developed Strategic Plan • Diversify Portfolio • Develop Strategic Partnerships • <u>Program Collaboration</u> • New Programs • Revise Programs • Revise the Budget • Cost Containment • New Office • Implement MBO Goals • Equity Goals

ACCOMPLISHMENTS

- Annual Revenue Net = \$1,408,430
- Current Year Pledged Support = \$2,682,215 | 32.5% INCREASE
- Grants = \$464,876 | Pending Grants = \$2,072,197
- In-Kind = \$306,534 | 209% INCREASE
- Program & Initiative Accomplishments
 - Welcomed the Continuum of Care on 6/1/22
 - Launched 2-1-1 for Will County on 6/1/22
 - \$1.4M Awarded through EFSP
 - SingleCare saved residents \$756,862 on prescriptions
 - Over 30,000 diapers distributed through Diaper Depots (formerly Community Baby Shower)
 - Distributed 450 Hygiene for Humanity Kits
 - Launched Home Sweet Home January 2022 -distributed 1,235 items to date, valued at \$177,476

ACCOMPLISHMENTS

- **Finances = Cost Savings of \$10,000 | 14 New Financial Processes | Investment Plan**
- **HR = Policy Compliant | DEI Training & DEI Statement | Performance (MBO) Goals**
- **Marketing: Total Impressions = 53,131 | 745% INCREASE**
 - **Rebranded Diaper Depot & Hygiene for Humanity**
 - **ADA Compliant Website**
- **Board Development = Jordan Kielian, Phyllis Roman, Leslie Barry, John Doria, Heather Winter**

Health & Wellness

27,914 people served

\$480,910 INVESTED

10,447 received primary health and dental care, and accessed reduced cost prescriptions

5,946 accessed substance abuse and mental wellness counseling

658 received ongoing support, resources and medical rehabilitation

1,115 were involved in chronic disease prevention and reduction programs

1,427 participated in physical activity programs

4,234 received violence prevention and intervention supports

4,087 accessed nutritional programs

ADVOCATE

Economic Mobility

70,738 people served

\$280,050 INVESTED

56,202 accessed basic and emergency needs and increased disposable income

14,536 participated in instructional, skills based or care-based programs to increase economic mobility, self-reliance, and independence



United Way of Will County

ENGAGE

EVOLVE

Total Community Impact

\$5,190,330

Education

11,462 people served

\$259,300 INVESTED

3,074 achieved academic and developmental milestones through school-based/educational programs, homework help and access to technology

1,472 received career path introductions through educational opportunities and experiences

6,916 participated in programs developed to increase and enhance positive, healthy habits and social/emotional cognitive development

INVEST

UWWC 2021-2022 Accomplishments

Support Raised: \$2,682,215

Launched 2-1-1 for Will County on 6/1/22

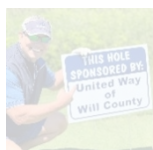
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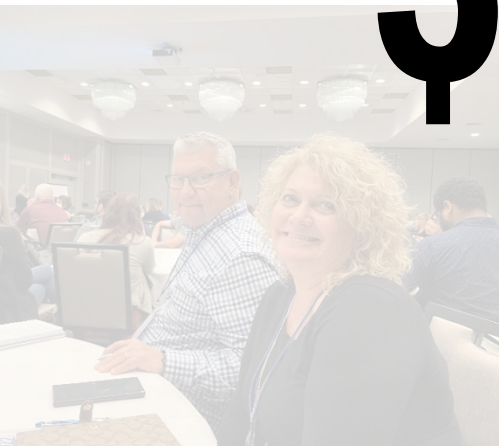
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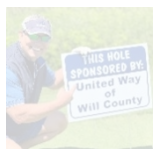
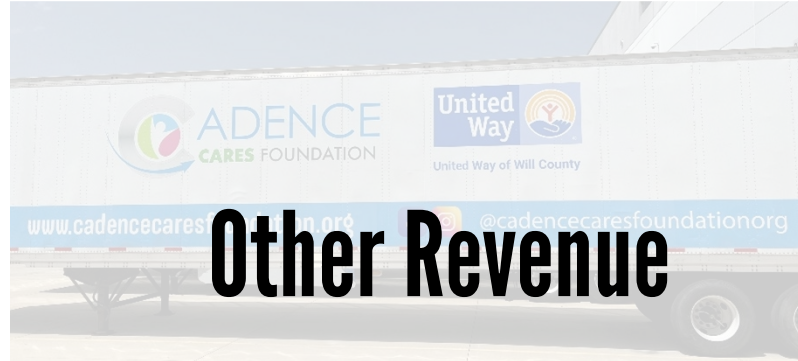
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In-Kind Support to Community: \$306,534



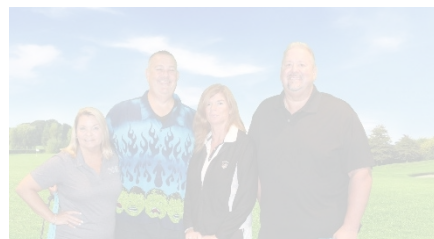
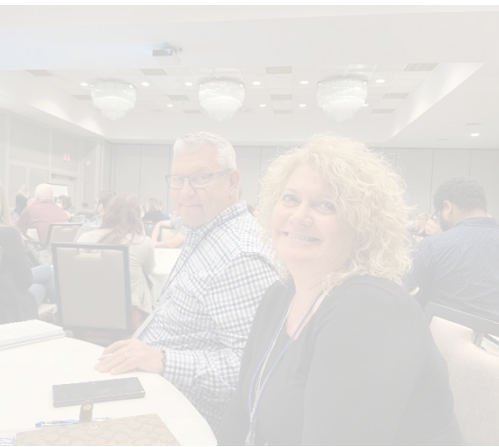
\$2,682,215





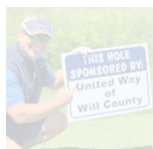
Other Revenue

\$24,011

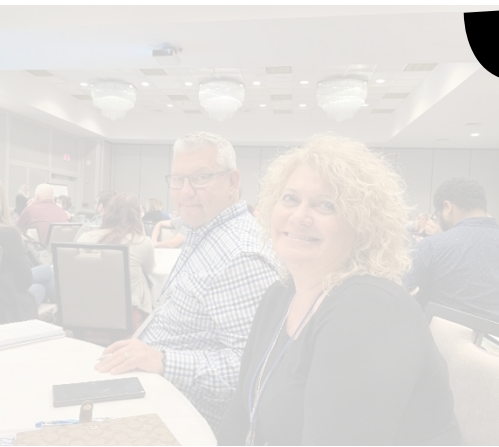


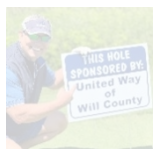


In-Kind Contributions

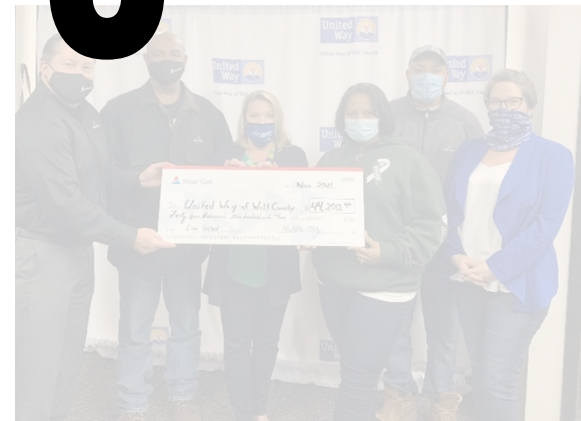
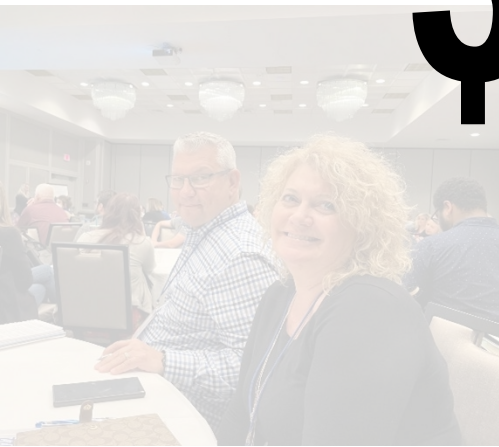


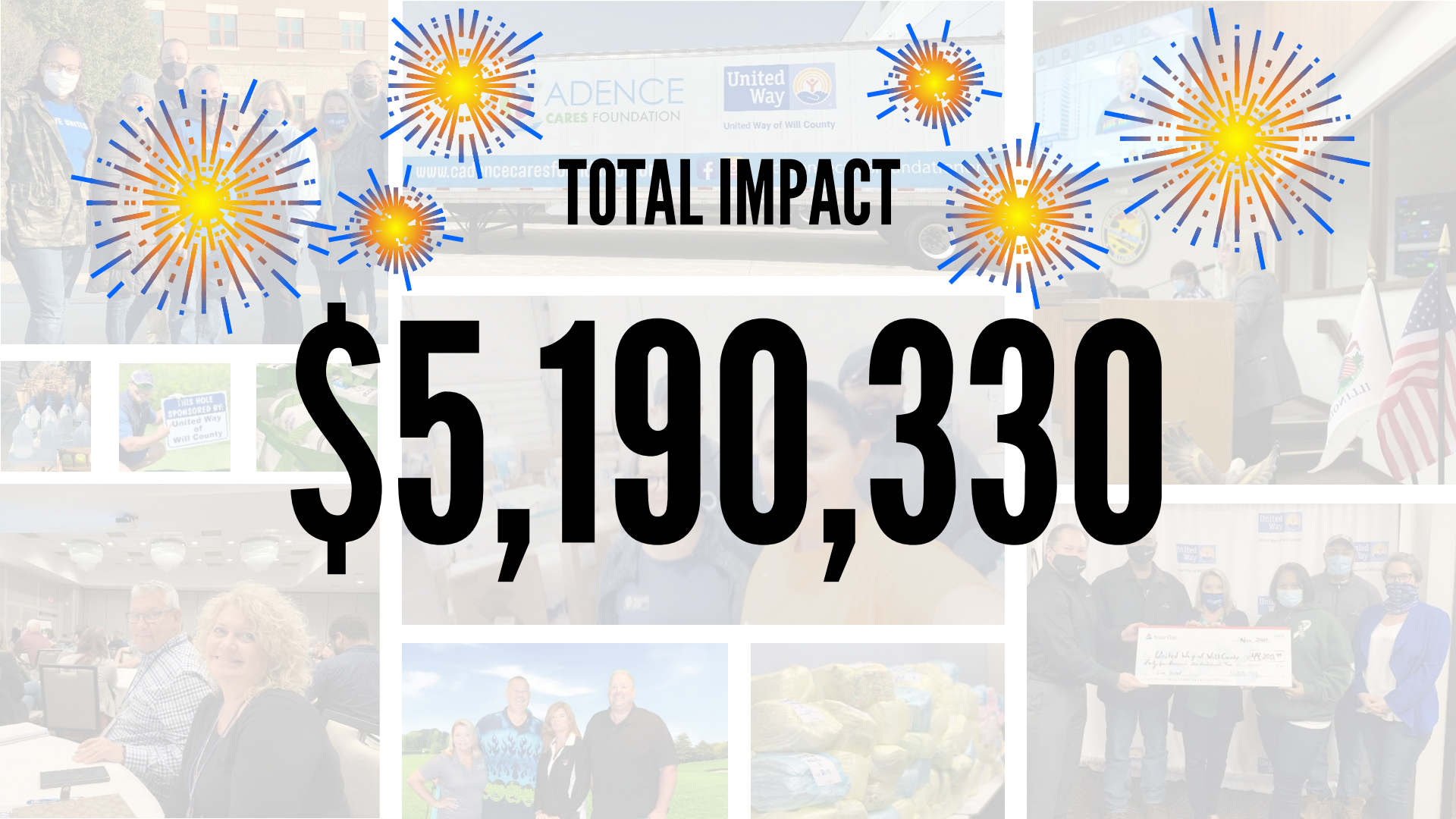
\$306,534





\$2,177,570





TOTAL IMPACT

\$5,190,330

**United
Way**



United Way of Will County

Future Forward

Business Development



Strategic Focus 2023

People, Process, Technology	Marketing Strategy	Business Development
<ul style="list-style-type: none">• IT-CRM-Database, Cyber Security Insurance• Community Impact Director• Reorganize Staff- with addition of employees• Staff focused- Revenue Generating Actives• Lead with Growth Mindset	<ul style="list-style-type: none">• Website• Digital Asset Storage• Monthly Marketing Report• Events / Programs are Tracked and Measured• Volunteer Portal• Implement New Funding Process—revised, new scoring system• Advisory Allocation Board• Equity Goals• Engage DEI Strategy & Committee	<ul style="list-style-type: none">• Business Development Plan• Diversify Portfolio• Strategic Partnerships• Program Collaboration• New Programs (MAPP & Mental Health)• Financial Investment Strategy• Cost Containment• New Office• Implement MBO Goals 100%