STEPPING UP
DURING COVID-19
UNITED WAY IN 2020
40 countries and territories in 95% all U.S. communities & 1,200 communities globally

48 million people served annually

29,000 funded community partners

45,000 corporate partners

1.5 million volunteers

$5.6 billion raised

6.8 million donors

**OUR VISION**

UNITED WAY ENVISIONS A WORLD WHERE ALL INDIVIDUALS AND FAMILIES ACHIEVE THEIR HUMAN POTENTIAL THROUGH EDUCATION, INCOME STABILITY AND HEALTHY LIVES.

**OUR MISSION**

TO IMPROVE LIVES BY MOBILIZING THE CARING POWER OF COMMUNITIES AROUND THE WORLD.
United Way has always stepped up for communities and their most vulnerable citizens. That’s in our DNA, and it’s been the core of our work since 1887.

In 2020, that work intensified as challenges facing communities intensified with the COVID-19 global pandemic. The United Way network raised $1 billion to help the nearly 1,200 communities we serve across 40+ countries and territories. But we did more than raise money. United Way was on the front lines, offering immediate relief and supporting long-term recovery, including:

• Providing timely and accurate information about COVID-19 and how to stay safe through 211, which connects people to local resources 24/7 in the U.S. and Canada;

• Supporting front-line workers, with basics like child care and essentials like protective gear;

• Making sure people who’d lost jobs could still pay their bills, stay in their homes and feed their families;

• Galvanizing volunteers, both in-person and virtual, to help their neighbors; and

• Helping corporate partners make a difference in struggling communities across the world.

This 2020 annual report offers examples of United Way advancing innovative solutions to meet communities’ needs, while working to reimagine and rebuild healthy, equitable communities.

As a global health expert and clinician whose focus is keeping children healthy and supporting families who may be struggling, I’ve been inspired as United Way has kept its focus on the most vulnerable. People of color, the youngest and oldest, and anyone scraping by with limited means saw their struggles exacerbated by the pandemic. Because COVID disproportionately hurts people of color, equity is an imperative that cannot be ignored.

In 2020, United Way recommitted to doing our work through the lens of equity. This commitment to diversity, equity and inclusion was decisively affirmed, adopted, and codified in strengthened United Way membership requirements, and is informing our work on the ground.

I take pride in the leadership this organization has demonstrated, and the actions we’ve taken to affirm that racism and discrimination of any kind have no place at United Way. This will be crucial to helping those who have been affected by the pandemic survive — and thrive.

But our work is far from over. As COVID’s devastating impact on lives and livelihoods continues, United Way’s fight for a stronger, better future for all continues, too.

DR. JULIETTE TUAKLI
Chairman, Board of Trustees
United Way Worldwide
Advancing Education in COVID

Narrowing Education’s Digital Divide

Achievement and opportunity gaps fueled by the worldwide digital divide existed long before COVID-19. But as the pandemic forced students into virtual learning in 2020, these inequities were exposed. UNICEF says two-thirds of school-aged students across the world lack internet access at home.

Across the globe, local United Ways are working to enhance digital inclusivity by focusing on access to technology, access to broadband service, and enhanced technological literacy.

In the U.S., the digital divide disproportionately hurts students of color and those from low-wage families. Pew Research Center reports nearly 25% of Black teens said they couldn’t complete homework because they lacked internet service or a computer at home. Some 40% of Hispanic teens reported having to do their assignments on a cellphone. United Way is helping to bridge this gap. In Jackson, Mississippi, United Way of the Capital Area directed COVID funds to underwrite internet service for low-wage families. United Way of Metro Chicago joined forces with Chicago Public Schools, the city, and others to raise $47 million for high-speed internet for 100,000 families with children.

It’s a global problem. Distance learning has been challenging for vulnerable communities in Hungary, including students, parents, and teachers who lack access to the digital resources and skills needed to learn virtually. Through United Way Hungary’s ‘United to Help’ initiative, 248 children received donated computers to support virtual learning, and 456 teachers improved their digital skills through the program’s educational webinars.

United Way Worldwide is partnering with Extreme Networks, school systems, corporate partners, and local governments to provide Wi-Fi and hardware access to communities most in need. Check out this blog from United Way Worldwide for more on our efforts to narrow the digital divide.

Advancing Early Learning in Chile

Being a child isn’t easy during a pandemic. In 2020, too many young children were separated from friends, tended to by parents struggling to balance child care and working from home (or having no job at all). In response, United Way Chile came up with an innovative way to help families: animated short videos. United Way created 10 60-second videos, with topics ranging from daily routines, and expressing difficult emotions, to managing work time and playtime. In partnership with government agencies, United Way Chile disseminated the videos to kindergartens across the country. And now, they’re available to the public in Spanish, English, Creole, and Chilean sign language.
Supporting Financial Stability in COVID

Ride United: Transportation & Food Access in U.S.

When Veronica called 211 in Tallahassee, Florida, she was living at a local homeless shelter and looking hard for stable employment. She’d gotten an interview for a full-time job but lacked a car or public transit access to get there. Through Ride United, 211 got her a free ride to and from her interview. Veronica was offered the position, now works full time, and has moved into an apartment.

Launched in 2018 with our partner Lyft, United Way’s Ride United: Transportation Access is available through local United Ways and 211 agencies in 37 cities across the U.S. So far, it’s provided more than 34,000 free rides to job interviews, medical appointments, grocery stores, food pantries, and more. The program is accessed through 211, the vital service that connects millions of people to resources and assistance in the U.S. and Canada every year.

Ride United: Last Mile Delivery is a partnership launched with Door Dash in 2020 that has now provided 8.1 million meals to people who need them. It’s now serving 340 communities in 17 states across the U.S., providing free delivery of food and essential items from local food banks, food pantries, and other distribution points to senior citizens, low-income families, and those who can’t leave home. A senior in Akron, Ohio, and her disabled husband are caregivers for their young grandson but struggle financially. Thanks to Ride United, they received a food box that included fresh produce and real fruit juice for their grandson, which they usually can’t afford.

Since April 2020, this effort has provided more than 668,000 free deliveries, supporting over 34,000 households with food pantry boxes, meals, and other essential items. United Way and 211 work with local food pantry partners to identify those in need of essential deliveries. United Way works with more than 220 local community partners, including food pantries, schools, community gardens, and places of worship, to facilitate deliveries.

Its success has generated additional support from the Albertsons Companies Foundation, the Rockefeller Foundation, Ciara and Russell Wilson and their Why Not You Foundation and other national and local partners.

Cardinal Health Boosts COVID Response

Cardinal Health, a global, integrated healthcare services and products company, stepped up in 2020 to help United Way Worldwide provide targeted pandemic relief in France, Mexico, Philippines, Japan, Canada, and Ireland. The impact goes beyond health, supporting financial stability where it’s needed most.

From personal protection equipment (PPE) to nutrition and hygiene kits, these relief efforts has helped those most in need, including young children, single-parent families, and refugee, migrant, and indigenous communities.

For example, many migrant and refugee communities in Mexico lack access to essential health services. That makes early detection, testing, contact tracing, and receiving care difficult for an already vulnerable population. To combat this issue, United Way Mexico (Fondo Unido) is partnering with The UN Refugee Agency to provide PPE and medical equipment to help improve hygiene and sanitation in shelters, and to reduce the spread of the virus.

In addition, Cardinal Health and United Way are working to support low-wage families in Japan, especially those with young children and single-parent households; expand homeless relief services for indigenous communities in Canada; and bring wellness support to older people in rural communities through ALONE, a support network for the elderly in Ireland.
Protecting Health in COVID

Cutting Red Tape for Mental Health Access

In 2020, United Way of Pierce County in Tacoma, Washington quickly unified a coalition of community partners to understand the urgent needs of Washington state and the best COVID response efforts. Within weeks, Pierce County Connected, a COVID-19 community response committee, organized 12 behavioral, mental health, and substance abuse disorder providers across the county to identify needs and strategic responses.

It’s called the Behavioral Health POD (BHP), and identifies the need for a single “entry point” from anywhere, including home, to connect people with experts and to access mental health and substance abuse resources. The BHP chose South Sound 211 to act as that single entry point, for both patients and providers. Participating organizations are the top providers of mental health services in the area.

Pierce County's rapid development of the Behavioral Health Pod was described by stakeholders as “the one good thing” to come out of the pandemic. Mental health and substance abuse is often overlooked during health crises, leaving people to fend for themselves to find help. Before that, someone seeking help would be given a list of 30 resources, forced to call each in search of an appointment. Now, 211 can streamline that effort and help more people get mental health help more quickly. To learn more, download this Innovation Case Study created by United Way Worldwide.

Protecting Medical Workers in India

United Way Mumbai is helping ease the hardship for frontline health workers and the economically vulnerable as India grapples with COVID. Early on, Mumbai healthcare workers faced a severe shortage of personal protective equipment. United Way provided N95 masks, three-ply disposable masks, face shields, surgical caps and hoods, surgical goggles, waterproof gowns, shoe covers, and nitrile gloves. United Way also gave hospitals portable touchless hand washing and sanitizer stations, ventilators, and COVID testing kits. Because hardships continue outside the workplace, United Way also donated food and toiletry kits to assist workers and their families.
Each year, United Way works with 45,000 corporate partners to improve lives and strengthen communities. The companies listed here are members of our Global Corporate Leadership program. Combined, these companies and their employees contribute nearly $1 billion and countless volunteer hours to their communities every year. We thank them for their passion for change and commitment to our shared purpose.

* Criteria for membership in the Global Corporate Leadership program includes (but is not exclusive to) running a workplace campaign at multiple sites, raising at least $2.5 million per year and contributing at least 50 percent of funds raised directly to United Way.

IMPACT SNAPSHOT
In 2020, donors to United Way Worldwide’s COVID-19 Community Response and Recovery Fund helped us provide critical, immediate assistance.

27 Million People Helped 623 United Ways and 211 Call Centers Supported 33.2 Million Meals Served 109,000 Households Helped With Rent or Mortgage
852,000 People Got Health Supplies or Services 113,000 People Received Mental Health Counseling 18,000 Medical Bills Paid
LEADERSHIP SPOTLIGHT

UNITED WAY WORLDWIDE BOARD OF DIRECTORS*

The United Way Worldwide Board of Trustees has fiduciary oversight of United Way Worldwide, and is responsible for overseeing the business affairs of the organization.

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UNITED WAY U.S.A. NATIONAL BOARD OF TRUSTEES*

The United Way U.S.A. Board of Trustees is charged with providing oversight on matters related to and specific to the network of United Ways in the United States. Its responsibilities include U.S. membership issues, public policy, community impact, resource development and U.S. board development.

CHAIR OF THE BOARD
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Executive Vice President and Chief Executive Officer
Payment Solutions, Synchrony
Stamford, Connecticut

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Vice Chairman and Chief Administrative Officer
U.S. Bancorp
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Tampa, Florida

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National Basketball Association
New York, New York

DEANNA STRABLE
Executive Vice President and Chief Financial Officer
Principal
Des Moines, Iowa

* As of May 12, 2020 Annual Meeting
In 2020, United Way raised $5.6 billion for long-term community solutions around the world. The financial information below is for United Way Worldwide, the leadership and support organization for our global network.

**Contributions** are funds donated to support United Way Worldwide’s mission and its programs that promote education, income and health. These funds consist of unrestricted and temporarily-restricted donations.

**Membership Support** is received annually from local United Ways for continued membership in the United Way network. Local United Ways receive the benefits of membership and comply with standards established by United Way Worldwide.

**Other Revenue** includes income generated from the sale of promotional materials, program service fees, investment activity, conferences, rent and non-professional services, transaction fees and miscellaneous activity.

**Program Expenses** include Investor Relations (including Donor-Advised Fund contributions), Grants, International Network, Community Impact, Leadership and Learning, Public Policy, Marketing, Campaign and Public Relations and Promotional Material Sales.

**Non-Operating Expenses** are pension-related changes.*

**General and Administrative** activities include Finance, Legal, IT and other services that support United Way Worldwide’s business operations.

**Fundraising** is responsible for United Way Worldwide’s fundraising efforts.

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**2020 United Way Worldwide**

**Revenue (without affiliate UWBA)**
USD 256,149,767

**Expenses (without affiliate UWBA)**
USD 256,835,128

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*Reflects increased pension obligations based upon current actuarial analysis.
## Assets

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<thead>
<tr>
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<tr>
<td>Other Assets</td>
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<td>$74,134</td>
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<tr>
<td>Custodial Assets</td>
<td>6,775</td>
<td>5,594</td>
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<tr>
<td>Total Assets</td>
<td>84,006</td>
<td>79,728</td>
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## Liabilities and Net Assets

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<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
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<tbody>
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<td>Liabilities</td>
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<tr>
<td>Other Liabilities</td>
<td>38,218</td>
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<tr>
<td>Custodial Liabilities</td>
<td>6,775</td>
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<td>40,030</td>
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<tr>
<td>Net Assets</td>
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<tr>
<td>Without Donor Restrictions</td>
<td>3,083</td>
<td>17,076</td>
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<tr>
<td>With Donor Restrictions</td>
<td>35,930</td>
<td>22,622</td>
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<tr>
<td>Total Net Assets</td>
<td>39,013</td>
<td>39,698</td>
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## Total Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>84,006</td>
<td>79,728</td>
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</table>

## Revenue

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<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
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<tbody>
<tr>
<td>Membership Support, net</td>
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<tr>
<td>Contributions</td>
<td>201,375</td>
<td>195,310</td>
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<tr>
<td>Other Revenue</td>
<td>19,287</td>
<td>26,240</td>
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<td>Total Revenue</td>
<td>256,150</td>
<td>250,682</td>
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## Expenses

### Program Expenses

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<tr>
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<th>2020</th>
<th>2019</th>
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<tbody>
<tr>
<td>Donor-Advised Giving</td>
<td>110,128</td>
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<tr>
<td>U.S. Network</td>
<td>61,209</td>
<td>19,360</td>
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<tr>
<td>Digital Services</td>
<td>24,451</td>
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<td>Brand Strategy and Marketing</td>
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<td>Investor Relations</td>
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<td>International Network</td>
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<td>Other Program Expenses</td>
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<tr>
<td>Impact, Strategy and Innovation</td>
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<tr>
<td>Total Program Expenses</td>
<td>234,043</td>
<td>244,427</td>
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### Support Services

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<tbody>
<tr>
<td>General and Administrative</td>
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<td>7,760</td>
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<tr>
<td>Fundraising</td>
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<td>Total Support Services</td>
<td>17,212</td>
<td>12,264</td>
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**Total Operating Expenses**

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<tr>
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<tbody>
<tr>
<td>Total Operating Expenses</td>
<td>251,255</td>
<td>256,691</td>
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## Change in Net Assets from Operations

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<tr>
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<th>2019</th>
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<tr>
<td>Change in Net Assets from Operations</td>
<td>4,895</td>
<td>(6,009)</td>
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<tr>
<td>Non-Operating Adjustments to Net Assets</td>
<td>(5,580)</td>
<td>(4,912)</td>
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## Changes in Net Assets

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<th>2020</th>
<th>2019</th>
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<tbody>
<tr>
<td>Changes in Net Assets</td>
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</tr>
<tr>
<td>(685)</td>
<td>(10,921)</td>
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## Net Assets, Beginning of the Year

<table>
<thead>
<tr>
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<th>2020</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Net Assets, Beginning of the Year</td>
<td>39,013</td>
<td>39,698</td>
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## Net Assets, End of the Year

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
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<tbody>
<tr>
<td>Net Assets, End of the Year</td>
<td>$39,013</td>
<td>$39,698</td>
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</table>
Help us to get the word out. Please share how YOU plan to transform your community with United Way. Be sure to include #LiveUnited

facebook.com/unitedway
instagram.com/unitedway
linkedin.com/company/united-way-worldwide
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