

— UNITED WAY OF FREDERICK COUNTY —

2018-2019 ANNUAL REPORT

UNITED WAY OF FREDERICK COUNTY FIGHTS FOR THE HEALTH, EDUCATION,
AND FINANCIAL STABILITY OF EVERY PERSON IN FREDERICK COUNTY.



United Way
of Frederick County



Est. 1938

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Joy Schaefer
Board Chair

Frederick County Board of Education

Jim Sears

Immediate Past Board Chair
Potomac Edison - FirstEnergy Company

Eric Struntz

Board Vice-Chair
Bank of America

Robin McConaughey

Secretary
Community Volunteer

Kendall Camuti

Chair, Governance Committee
Miles & Stockbridge Law Firm

Sharon Jacko

Treasurer
Chair, Finance Committee
Community Volunteer

Michael McLane, Jr.

Chair, Resource Development Committee
Frederick Memorial Hospital

Katie Nash

Chair, Community Impact Committee
Greenwill Consulting Group

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Austin L. Pearre
M&T Bank

Gordon Cooley
First United Bank

Jennifer Storm
AOPA Foundation

Kate Surdez
Viela Bio

Kathy Schultze
State Farm Insurance

Keith Harris
Frederick County Public
Schools

Mary Ellis
Community Volunteer

Linda Roth
Frederick County Bank

Danny Vasquez
Plamondon Hospitality
Partners

Martha Gurzik
Asbury Communities,
Inc.



LETTER FROM LEADERSHIP

United Way of Frederick County is your local United Way. This means that the health, education and financial stability solutions that we develop to support working households are designed specifically for Frederick County. Our Board of Directors is local, as are our volunteer, advocacy and philanthropic activities.

Our local partnerships are what allow us to create \$3.2 million in annual community impact. This year, for example, our corporate and philanthropic partners are demonstrating their commitment to the community by providing volunteers, running workplace charitable campaigns and making direct gifts. It's all about how we partner to achieve a stronger, more vibrant and prosperous community – this is our SHARED PURPOSE.

We are so grateful for your continued support and partnership.

With Sincerest Thanks,


Joy Schaefer, Board President


Ken Oldham, CEO and President

— COMMUNITY — IMPACT

\$296,300

Grants

\$868,910

Donor Designations

\$261,064

Programs

\$1,100,692

Tax Refunds through VITA

24,090

Volunteer Hours

\$28.65*

Average Value
of Volunteer Hour

\$691,027

Volunteer Investment
in Community Impact

\$3,217,993

Overall Investment
in Community Impact

* <https://independentsector.org/wp-content/uploads/2018/04/Value-of-Volunteer-Time-by-State-2001-2018-1.pdf>.

Local GIVING

Workplace Giving Campaign

Thank you to companies, volunteers, donors and coordinators for sustaining United Way of Frederick County's mission to impact health, education, and financial stability for the 39% of households who struggle to afford basic needs in our community.*

UnitedWayFrederick.org/WorkplaceGiving



Thomas, Bennett & Hunter, Inc.



* uwfrederick.org/ALICE

LEADERSHIP GIVING



UNITED WAY
TOCQUEVILLE SOCIETY

Leadership Giving communities are comprised of a powerful group of individuals who share a similar passion for investing in the community and making a difference. These individuals give anywhere from \$250 to \$10,000 annually. We couldn't do our work without them and are so grateful for their support.

BRAVO!

to our Local Nonprofits, Advocates, Donors, and Volunteers

Spirit of Community Award - DARCARS TOYOTA OF FREDERICK

For tremendous community support and sponsorship

Outstanding Volunteer Award - WELLS FARGO

For best exhibiting what it means to be a helping hand in the community

Outstanding Community Impact Award -

2-1-1, OPERATED BY MENTAL HEALTH ASSOCIATION OF FREDERICK COUNTY

For the organization that brings incredible impact to ALICE households in Frederick County*

Outstanding Advocate Award -

HOUSING AUTHORITY OF THE CITY OF FREDERICK

For the organization that supports solutions for the community's most entrenched challenges

The Unity Award - DELAPLAINE FOUNDATION

For supporting and bringing success to the Unity Campaign

Ignite Workplace Award - WOODSBORO BANK

For drastically increasing their workplace giving campaign participation levels

Thank You to Bravo! Sponsors

The Dr. Henry P. and M. Page Durkee Laughlin Foundation, FirstEnergy, Frederick County Bank, and WLR Automotive Group, Inc.

In-Kind Sponsors: Frederick Magazine, Imperial Media LLC, Goddess Event Design and Shield Co.

* uwffrederick.org/ALICE



Celebrating 5 years!

Over the last 5 years...

75 savers have enrolled and saved \$180,762

**34 savers have graduated from our
matched savings program!**

17 savers have purchased a home, 6 purchased a vehicle,
8 invested in their educations and 10 total businesses started

The Prosperity Center was formed in 2014 as a partnership with the Housing Authority of the City of Frederick. Since then, dozens have received the financial education needed to make their dreams a reality. The matched savings program offers the opportunity to save for important life investments from education to home ownership. We are so proud of everyone who has graduated, and grateful to the sponsors that made the Prosperity Center a reality.

Sponsors

Anonymous
Aushman Family Foundation
U.S. Dept. of Health and
Human Services
PNC Bank
Bank of America
Maryland CASH Campaign

Frederick County Government
The City of Frederick
Frederick County Bank
Nymeo Federal Credit Union
Synchrony Financial
Chaney Community Foundation
Wells Fargo Foundation



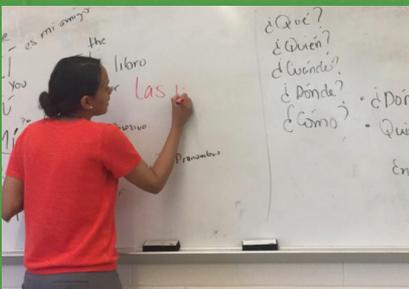
Heather's Story

Heather dreamed of owning a home but, as a single mom to two girls, it seemed like an unattainable dream. After learning what the Prosperity Center offered, Heather got to work and made her dream a reality. Today, Heather owns a home. "I won't worry about someone telling me I have to find another place to live...and I just feel hopeful for the future."



Kenni's Story

Kenni had a passion for doing hair since she was little. She went from helping her grandma at the salon as a kid, to doing hair in her mother's basement as a teen, to finally pursuing her cosmetology license. When Kenni became a single mother, she made the decision to move to Frederick to give her son a better chance at life. As her client base continued to grow, she quickly outgrew the suite that she was renting. Thanks to the Prosperity Center Savings Account program, she was able to upgrade from a 100sq ft. suite to a 1500sq ft. full service salon.



Carlin's Story

Carlin had a good job but dreamed of being a teacher. However, she wasn't sure she could afford it. But the Prosperity Center allowed Carlin to do just that. "The Prosperity Center helped me get my certificate and I didn't have to worry about working full-time to pay for it. They provided me with the financial support to be able to afford my career," Carlin said.



Day of Action 2018 was a HUGE success!
320+ Volunteers
25 Service Projects
1,850 Total Volunteer Service Hours

www.unitedwayfrederick.org/dayofaction

Thank you to our Platinum and Silver Sponsors



Our Summer Serve program, a summer camp in which 12-17 year olds learn the value of volunteer work in the community, is in its 8th year! Over 70 teens participated in this year's Summer Serve, and dedicated a collective total of 2,870 volunteer hours.

www.unitedwayfrederick.org/summerserve

Thank you to our 2019 Sponsors



STUFF THE BUS

More than 130
collection sites with
supplies for approximately
7,000 students (2019)

When over 39% of Frederick County households are struggling to meet basic needs,* school supplies can be an undue burden on the family. Our Stuff the Bus program ensures that students have the school supplies they need to succeed.

www.unitedwayfrederick.org/stuffthebus

* www.uwfrederick.org/ALICE

Thank you to our 2019 Sponsors





Community Impact INVESTMENTS

COMMUNITY IMPACT PARTNERS

Community Impact Partner Grants are a 3 year partnership with nonprofits that have a vision to change the outcomes of the 39% of households who struggle to make ends meet.*

- \$25,000 - Advocates for Homeless Families
- \$30,000 - The Housing Authority of the City of Frederick
- \$14,000 - Literary Council of Frederick County
- \$28,000 - The Mental Health Association of Frederick County
- \$33,000 - The Religious Coalition for Emergency Human Needs
- \$20,000 - Spanish Speaking Community of Maryland
- \$30,000 - Student Homelessness Initiative Partnership (SHIP)

\$180,000 Investment!

LIVE UNITED GRANTS

Live United Grants are one-time grants that provide nonprofits the opportunity to fulfill their immediate, short-term needs.

- \$2,000 - Frederick County Development Center
- \$2,500 - Advocates for Homeless Families
- \$2,500 - Interfaith Housing Alliance
- \$3,000 - The Religious Coalition for Emergency Human Needs
- \$5,000 - The Mental Health Association of Frederick County
- \$5,000 - Spanish Speaking Community of Maryland
- \$5,000 - The Housing Authority of the City of Frederick

\$25,000 Investment!

* www.uwffrederick.org/ALICE

Community Impact Leadership Partners

We are working with small family foundations and funds to target investments that will create long-term change for ALICE households. We achieve success by connecting the donor's interests with United Way of Frederick County's Community Impact Strategy Map.

www.unitedwayfrederick.org/LeadershipPartners

Thank you to our Community Impact Leadership Partners

- Chaney Community Foundation
- The Laughlin Family Foundation
- Marion P. Lee Trust

\$213,200 Investment!



**\$509,981 raised
for 31 nonprofits
in 2018!**

Over 39% of households in Frederick County struggle to afford basic human necessities.* 2018 was a record fundraising year for the campaign in both dollars raised and the amount of donors!

Thank you to our Incentive Match Sponsors

Ausherman Family Foundation
Betsy and Michael Day
Delaplaine Foundation, Inc.
Frederick County Bank
Natelli Communities
Randall Family Donor Advised Fund

* www.uwfrederick.org/ALICE

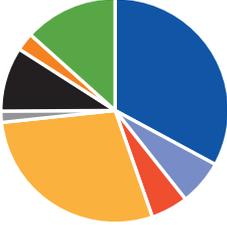
Nonprofit Participants

Advocates for Homeless Families
American Red Cross
Western Maryland Chapter
Asian American Center of Frederick
Blessings in a Backpack
Boys & Girls Club of Frederick County
Building Veterans
Care Net Pregnancy Center
of Frederick
Central Maryland Youth for Christ
Children of Incarcerated Parents
Community Living, Inc.
Federated Charities
Frederick Children's Chorus
Girls on the Run of Mid &
Western Maryland
Habitat for Humanity of
Frederick County
Interfaith Housing Alliance
Literacy Council of Frederick County
Marriage Resource Center
of Frederick County
Mental Health Association
of Frederick County
Monocacy Health Partners, LLC
New Hope Community Partnership, Inc.
New Spire Arts, Inc.
Partners In Care
Second Chances Garage, Inc.
Society of St. Vincent de Paul-
St John Conference
Student Homelessness Initiative
Partnership (SHIP)
The Arc of Frederick County
The Frederick Center, Inc.
The Frederick Rescue Mission
The Prosperity Center
The Religious Coalition
for Emergency Human Needs
Woman to Woman Mentoring, Inc.

FINANCIALS

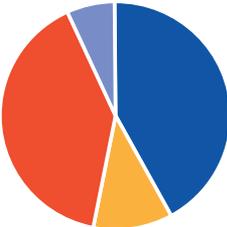
VITA (Volunteer Income Tax Assistance)

2018-2019 Income



37.61%	Workplace Campaign
2.70%	Corporate Gifts
13.80%	Individual Gifts
25.12%	Unity Campaign
1.50%	Program Income
6.61%	Grant Income
2.81%	Special Events & Sponsorships
9.85%	In Kind Gifts

2018-2019 Expenses



49.83%	Designations & Grants
9.80%	Fundraising
33.57%	Programs
6.80%	Administration

VITA assists those who make under \$55,000 receive 100% free tax preparation support by local volunteers. These families get their maximum refund and save money in fees so they can save more of their hard-earned money.

VITA takes places from January to April. Appointments are made by calling 211.

In 2019...

VITA volunteers contributed 1,061 skilled volunteer hours.

633 households connected to tax credits.

VITA saved clients over \$180,000 in tax preparation fees.

Brought back \$1.1 million in refunds.

\$541,877 in Earned Income Tax Credits.



Volunteer today!

United Way of Frederick County provides a free tool to connect volunteers with the needs of local nonprofits, because together we can accomplish so much more! Get started today, visit volunteer.unitedwayfwc.org.

THANK YOU!

LIVE UNITED



United Way
of Frederick County

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301.663.4231

UnitedWayFrederick.org