

UNITED WAY

OF THE OCOEEE REGION

ANNUAL REPORT 2020

#UNITEDWERISE

This has been a year unlike any other in the history of United Way of the Ocoee Region. In March of 2020, we found ourselves needed by our community more than ever before. I am proud to say our team and volunteer leadership rose to the challenge and led the way helping those affected by COVID-19 and the Easter Sunday tornadoes. Without YOU, we would not have been able to act quickly nor help nearly as many people.

I wanted to share with you some of the milestones of 2020 and the impact that we had on our community:

- Through our helpline, Ocoee Connect, we assisted over 1,000 local families affected financially by COVID with rent and utility assistance. Our call volume increased from 24 calls a month to sometimes 40 a day since March.
- We quickly activated our Bradley/Polk Emergency Fund to collect donations and distribute funds to those in need. UWOR team members were on the scene within hours of the Easter Sunday tornadoes to assist those who were affected.
- We launched a new initiative called Housing United to address one of the most pressing needs in our community: homelessness/eviction prevention.
- Our Americorp VISTA program developed \$586,260 in resources for our community, placed 30 Americorps in local agencies, and recruited/managed 1,633 volunteers.
- Over 100 volunteers evaluated agencies applying for funding from our annual fundraising campaign and the Health Endowment Fund. Over \$2.3 million dollars was invested in our community through this donor-driven process.
- The Imagination Library sent over 3,000 books each month to local children and started a new "Adventures in Reading" podcast.
- The William Hall Rodgers Christmas basket program provided over 600 food boxes to local residents.
- The number of programs and services funded by UWOR are too numerous to list. Thousands of children and adults benefit from the agencies that receive United Way funds because of you!

In unprecedented times, we celebrate our accomplishments in 2020. However, there is much work to be done. We hear stories of hardship every day, most who have never had to ask for help before.

In 2021, we are reaffirming our vision and our guiding principles for United Way of the Ocoee Region. A vision where everyone has the opportunity for a better tomorrow. We hope we can count on your continued support as we change lives and unite everyone for a better community.

Stephanie Linkous

**President & CEO,
United Way of the Ocoee Region**





"This is the first real step I've been able to take towards **stability**."

HOUSING UNITED CLIENT





Why Housing United?

Housing affects everyone. There is no one demographic Housing United serves. From a single parent, to an elderly gentleman, to a family of 5 - whether it was job loss, lack of affordable childcare, increase in prescription costs, or any number of situations - 2020 showed just how easy it is for anyone to find themselves slipping from "at risk" to "impoverished."

Locally, 44% of renters are considered cost-burdened, meaning that they spend 30% or more of their monthly income on housing alone, making them more at risk for eviction or homelessness if a crisis were to occur. The path quickly spirals for someone who finds themselves in either one of these situations, and it becomes much more difficult and expensive to find a way back to stability.

Out of clear local need and after an abundance of collaborative research on the issue to find the best solution for our community, Housing United was born - a collaborative, rapid rehousing-based program with a goal to prevent and end homelessness quickly while providing housing navigation and long term case management to help families who have been impacted by the housing crisis.

Housing United includes two staff members, a Housing Navigator, housed in United Way, whose goal is to identify housing and work with local landlords to provide housing that is a good fit with Housing United client; and a Case Manager, housed in The Caring Place, who works to connect the households with the resources they need to remain stably housed.

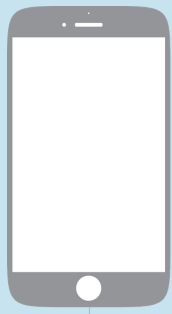


Housing United

2020

Total Households Enrolled/Served	48
Households in Active Case Management	38
Transitioned to Stable Housing	23
Total Individuals	65
Total Children	23
Evictions Prevented	3

*These numbers reflect September-December 2020. While the program launched in July 2020, it did not start receiving clients until September.



Ocoee
connect

CONNECTING YOU TO COMMUNITY RESOURCES

(423) 800-8008

1,000+
Households Served



UPDATE ON THE LOCAL SCENE

Ocoee Connect is a local resource hotline, connecting those who find themselves in need to services around the community.

This existing system was essential during the Easter tornadoes and the COVID-19 pandemic, providing much needed relief from the very real impacts people in our community were facing.

Calls for help quadrupled in the height of the pandemic and remained well above average during the remainder of the year.



Read United

We are focused on closing the literacy gap, building family bonds, and strengthening the foundation for early childhood literacy, which is why we're so proud to provide programs like Imagination Library and our read-along podcast, Adventures in Reading!

47,832

books mailed to Bradley County children through Imagination Library to promote early education success and childhood literacy!



www.unitedwayocoe.org/readunited



A READ-ALONG PODCAST FOR GROWING MINDS



Listen here or anywhere
podcasts are available!

United We Rise



We were all in the same storm in 2020, but not everyone had the same type of boat. Together, we were each able to do our parts, big or small, and #RiseUnited!



AmeriCorps

AmeriCorps connects individuals and organizations to help communities tackle their toughest challenges. AmeriCorps members who serve in our VISTA program serve 1 year with community organizations working to end poverty through the focus area. AmeriCorps members with the VISTA program build the capacity of their organizations through activities such as grant writing, resource development, community engagement, and volunteer engagement.

15-30

AVG. SITES YEARLY

\$3MILLION+

in developed resources
over the last 8 years

73,000

volunteer hours since
2012

AMERICORPS TOUCHES EVERY SECTOR

Through our partnerships, we've impacted food security, access to housing and health care, job training, K-12 educational success, families in crisis, veterans programs, and other needs in our community.

COMMUNITY IMPACT

118 members have served at 49 community organizations including CASA, Fellowship of Christian Athletes, Karis Dental Clinic, The Caring Place, and so many more, building capacity and increasing the reach and mission of each of these organizations!



WILLIAM HALL RODGERS

CHRISTMAS FOOD BASKET



WWW.UNITEDWAYOCOE.ORG/WHR

In the middle of a trying year, we were determined to make sure people had access to food when they needed it most. For the first time, we made applications available prior to registration and online to cut down on the amount of time people spent in the registration line! Over 600 families were able to share Christmas dinners because of the generosity of you and so many volunteers and local businesses!

2020

Volunteers Occoee Region



300+ Volunteers

2,600+ Hours

\$70.7K Worth of Service

Volunteers include our Board of Directors, Fund Distribution Panels, Community Needs Identification Committee, Day of Action, William Hall Rodgers, Read United, Employee Campaign Coordinators, Corporate Volunteerism, and a variety of other panels, committees, and advisory roles!



2020 Financial Report

2020 - Statement of Financial Position

Assets.....	34,999,145
Liabilities.....	1,250,993
Net Assets.....	33,748,152

2020 - Statement of Activities

Revenue

Annual Campaign.....	1,320,328
Women United.....	33,500
BMHEF Investment Returns.....	3,900,477
Other Grants & Income.....	1,068,106
Total Revenue & Gains.....	6,322,411

Expenses

Program Funding.....	1,263,865
BMHEF Grants.....	995,308
BMHEF Investment Fees.....	148,665
Community Projects/Events.....	682,408
Support Services.....	437,930
Total Expenses.....	3,528,176

Change in Net Assets.....2,794,235

*The financials represented here are before audit. United Way is dedicated to transparency. Find the most current annual audited financials, annual reports, board and staff rosters and more at www.unitedwaycoee.org/transparency

UNITED WAY PROGRAMS



ocoee
connect



AmeriCorps



2020 Board of Directors

Janice Baker	Taylor Howard
Ralph Baldwin	Carolyn Jackson
Keith Barrett	Matt Jenne*
Milan Blake	Steve Ledbetter
Ron Braam	Paulette Madson
Danny Bradley	Bill Martin*
Bruce Bradford	Bill Moats
Mike Callaway	Erika Moore
Dr. Linda Cash	Chris Newton*
Nancy Casson*	Verrill Norwood, Jr.
Brenda Choate*	Jim Nowack
Dr. Phil Cook*	Dr. Rubi Porter*
Dr. Russell Dyer	Jared Powers
Tim Dyszkiewicz	Art Rhodes
Ron England	Ron Sellers
Gary Farlow*	Cindy Slater
Dr. Rodney Fitzgerald*	Barbara Stone
Joe Fivas	Dr. Matthew Tolbert*
Heath Garrett	Madison Torrence
Mike Griffin*	Andy Williams*
Tim Henderson	Nelson Wooldridge

*Notates a member of the Executive Committee

United Way of the Ocoee Region

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Cleveland, TN, 37311

423-479-2020

Stay connected
throughout the year!



@unitedwayocoe