2019 ANNUAL REPORT

GET INVOLVED. CHANGE LIVES. LIVE UNITED.
Dear Friends,

This past year, United Way of Northern Nevada and the Sierra (UWNNS) continued its commitment to improving early literacy and strengthening children, families, and individuals by investing in high-quality programming and collaboration. We were proud to leverage the $1.3 million raised last year into $2 million worth of impact around early literacy in the community. Our literacy-based programs served 9,000 children and families during our 2018-2019 fiscal year and distributed over 8,000 books to help build home libraries across the region.

It is YOUR dedication and investments of time, talent, and treasure that made all the work highlighted in this report possible. Thank you for helping us create positive change in northern Nevada.

We had the opportunity to check in with the community through our 2019 Community Listening Tour. Results showed that 84% of respondents believe it is essential for UWNNS to focus on early literacy, and that literacy is still one of the significant issues facing our community. We will be incorporating this insight and our past successes to carry out a strong and successful three-year strategic plan for the organization. We will continue to dedicate our efforts to addressing our region’s early literacy needs through investments in funded partners, the Northern Nevada Reading Coalition, and new future programming. Our hope is that this annual report will inspire you to renew your commitment to our mission and join us in linking the community’s will and resources to improve lives.

It is my privilege to lead this organization into the future, and with your help I know we will make a difference.

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CEO & President

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**INVESTMENTS AT WORK**

UWNNS supports strong early childhood literacy in our community through various programs that invest in the first five years of a child’s life, support kindergarten readiness, and help young readers stay on track. Impact highlighted in this report reflects work from July 1, 2018 to June 30, 2019.

“Four-year old Lacey had been showing behavior issues including trouble regulating her emotions when upset, leaving Lacey’s mom, Kelly, feeling not confident in supporting Lacey. Since participating in the home visiting program, Lacey is more comfortable and is consistently verbal in expressing her needs and feelings so that her case manager and mom can meet her needs or reinforce a new skill she has learned.”

- Parent experience from the Home Visiting Program
“Thanks to United Way, PBS Reno has been able to extend our Ready to Learn services into the rural counties, where we present our workshops to preschool children ages 3 to 5, to really enhance their education experience and to help them understand the joy of learning.”

- Joy Foremaster, Director of Education, PBS Reno

150 Pre-K Ready to Learn Workshops presented in Head Start programs in Carson City, Washoe, Douglas, Lyon and Elko counties!

170 Teachers & early childhood providers in rural Nevada trained in social emotional learning & classroom techniques as a part of the BUILDING BLOCKS TO LITERACY PROGRAM
Of parents/caregivers increased their understanding of the importance of story-related activities with their child after reading together at the **FAMILY READING PROGRAM**

75%

**NATURE’S TRANSFORMERS**

“As a result of our partnership with United Way, we have served over 4,000 young people with a really exciting program called ‘Nature’s Transformers’ in the last five years. This program focuses on getting kids excited to read by engaging them through the natural curiosity and fun, hands-on nature of the sciences.”

- Sean Hill, Education Director, Sierra Nevada Journeys
Our Northern Nevada Reading Coalition made great strides this past year as we continued to align efforts and create strategies across dozens of organizations to better serve our community in the following proven focus areas: early learning and family engagement, school attendance, and summer learning. Collectively, our coalition reaches over 200,000 children in Washoe County. A highlight of the year was the expansion of the Coalition into Humboldt County by establishing a branch in Winnemucca. We also focused on summer reading by teaming up to promote a shared summer reading log and piloting a program around free summer meals. To address chronic absenteeism, we promoted school attendance through the “Be There” attendance campaign.

**SUMMER READING AT SUMMER MEALS**

Our Coalition collaborated with the Food Bank of Northern Nevada to adopt free summer meal sites where volunteers read to children as they ate, thereby increasing summer reading and engagement. At select sites, every child chose a brand new book for their home library.

**2018 PACESETTER**

Our coalition is one of 32 communities in the nation to be recognized by the Campaign for Grade Level Reading for building a cross sector group to address early literacy.
INVESTING IN FAMILIES

It is only after a family’s basic needs are addressed that we begin to accomplish our mission. Strong readers start with a strong family, and strong families produce stronger readers.

IN 2018-2019 UWNNS:

Connected individuals with prescription discounts through our FamilyWize program saving $443,900!

Helped people save on tax preparation fees by offering MyFreeTaxes.com with an average taxpayer return of $1,474.

Connected community members to Nevada 2-1-1, a centralized information and referral system.

Helps People Across Northern Nevada

Families and individuals across the region call Nevada 2-1-1, looking for help, information, and assistance. The top requested referrals in 2018-19 were for housing and shelter, healthcare, and utilities assistance. Nevada 2-1-1 is available throughout the state as a resource to those in need.

*Federal funds awarded through the Department of Homeland Security.
UWNNS knows that our work requires many hands, and our impact is greatly increased through the dedication of our many volunteers. Our volunteers share their time and skills across many areas including serving on our Board of Directors, in committees and through face-to-face interactions with our community. This year, our volunteers contributed a value of over $44,000 of their time! We are grateful to each and every one of you.

For our 3rd annual Day of Giving event with Microsoft Reno, volunteers assembled over 1,300 STEAM themed literacy kits to give to children in 62 third grade classrooms across Washoe County!

Each kit contained two new books, parent engagement activities, and supplies to encourage summer reading and learning.
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THANK YOU TO THE FOLLOWING TOP PARTNERS FOR INVESTING IN OUR WORK!

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“We proudly support United Way and all they do for northern Nevada. Not only do they provide an efficient and convenient way for our employees to donate financially to the communities where we live, work and serve, they bring our company and employees together with organizations that support issues near and dear to our employees’ hearts to improve the quality of life in our state.”

– Carolyn Barbash, Vice President Business Development and Community Strategy, NV Energy
This data is based on audited financial statements for the fiscal year ending June 30, 2019.
THANK YOU

FOR GETTING INVOLVED.

CHANGING LIVES.

LIVING UNITED.

United Way
United Way of Northern Nevada and the Sierra

uwnns.org  (775) 322-8668  
639 Isbell Rd., Suite 460, Reno, NV 89509
Tax ID#: 88-0059327