



2020 ANNUAL REPORT



Dear Friends,

On behalf of the United Way of Northern Nevada and the Sierra (UWNNS) Board of Directors and Staff, we are excited to share the highlights of our impact on our community over this past year.

The year 2020 has been like no other, challenging each of us in different ways in our personal and professional lives. Just like we have since 1942, UWNNS responded to our community's needs. As Nevada shut down in March, UWNNS quickly acted to launch our Emergency Assistance Fund in a matter of days to respond to the economic impacts of COVID-19. In late April, Lt. Governor Kate Marshall asked UWNNS to partner on Delivering with Dignity Reno-Sparks to provide prepared meals to safely feed the most vulnerable. By May, we launched the program and have provided over 56,000 restaurant-quality meals to the doorstep of our neighbors with the help of hundreds of volunteers. In June, we worked with seven local boards, comprised of community volunteers, to allocate \$1.2 million in federal funds through the Emergency Food and Shelter Program providing aid across northern Nevada.

While we supported our community in responding to the impacts of COVID-19, we continued our focus on improving early literacy. Before the pandemic disrupted learning, less than 50% of our region's children were reading at grade level. We know that we must invest in learning recovery to ensure all our students have the skills and resources to read at grade level. This past year, we wrapped up a two-year grant cycle that resulted in 5,600 individuals served and released new funds for a one-year grant cycle to improve early learning. We launched our United Readers program that provides mentors to build foundational literacy skills in three elementary schools within the Washoe County School District. Our commitment to improving early literacy continues because our region's youngest learners need us now more than ever.



All of the highlights included in this report are because of YOU and our community's generosity. Thank you for stepping up to help when your friends, families, and neighbors were in need this past year. Your help has ensured our neighbors have meals delivered to their doors, kept the roof over their heads, and supported our youngest learners as their education was disrupted. We know the effects of this crisis are not over, and we will continue to fight for solutions for our community. We listen to our community's problems, looking for long-term solutions, by bringing all of us together for local impact. We look forward to working with you over the next year to change lives, get involved, and LIVE United!

A handwritten signature in blue ink, appearing to read 'Michael Brazier'.

Michael Brazier
CEO & President

A handwritten signature in blue ink, appearing to read 'Larry Harvey'.

Larry Harvey
Board Chair

2020 Board of Directors

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Community Volunteer

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Our Board of Directors is made up of local volunteers like you!
Thank you to our Board Members for their leadership and dedication as we serve northern Nevada.

FIGHTING FOR SOLUTIONS DURING THE COVID-19 PANDEMIC

United Way of Northern Nevada and the Sierra (UWNNS) has always been committed to responding to the most pressing issues facing our community. Addressing the impacts of COVID-19 on northern Nevada became our top priority in 2020. UWNNS quickly shifted its work to support the increased need for additional resources by launching its Emergency Assistance Fund (EAF), implementing a new program to feed our most vulnerable households, distributing face-coverings to keep Nevadans safe, and supporting our nonprofit community.

52,407

**households served through
UWNNS's Emergency
Assistance Fund***

***March 2020 - December 2020**



When Governor Sisolak declared a State of Emergency on March 17, 2020, and asked for all non-essential businesses to close for at least 30 days due to COVID-19, UWNNS quickly responded by launching its Emergency Assistance Fund. This fund was designed to provide funding to agencies on the frontlines to assist northern Nevadans with housing, food, utilities, and other basic needs. We helped people like:

The single mom with two kids who lost her job and didn't know how she would pay the rent.

The grandfather taking care of his grandchildren and choosing between food and paying bills.

The senior on a fixed income who was worried about how they would catch up with their utility payments.

UWNNS raised over \$600,000 for COVID-19 relief and quickly distributed funds through a committee of local volunteers.

UWNNS'S EMERGENCY ASSISTANCE FUND HELPED:

- 25 households with emergency shelter
- 218 households with utility assistance
- 416 households with rental assistance
- 51,748 households with food and meals

**COVID-19 Resource Page
launched March 2020:
www.uwnns.org/COVID19**

**46,648 Page Visits
as of December 2020**

UWNNS's Emergency Assistance Fund was made possible by generous donors, including the following corporate partners*:

State of Nevada Attorney
General's Office

Wells Fargo Foundation

U.S. Bank Foundation

Bank of America

United Way Worldwide

NV Energy Foundation

Charles Schwab

Microsoft Reno

City National Bank

Washington Federal Bank

Renown

UPS

Dutch Bros. Foundation

State Bar of Nevada

Gaming Law Section

*This list represents corporate donors over \$5,000. Individual donors who gave at least \$1,000 to EAF are listed on page 11.



56,234 Meals
 delivered in 2020 by
 hundreds of United Way
 Food Hero volunteers to
 at-risk households
 through Delivering with
 Dignity Reno-Sparks.

FOOD HEROES DELIVERING MEALS TO MOST VULNERABLE HOUSEHOLDS

In partnership with Lt. Governor Kate Marshall, Reno Local Food Group, Moonridge Foundation, and COPIA, UWNNS launched Delivering with Dignity Reno-Sparks on May 4, 2020. This program delivered meals to our most vulnerable families and seniors in our community who were considered high-risk groups during COVID-19. Meals were prepared by Liberty Food and Wine Exchange and Blend Catering. They were then safely delivered to clients' doorsteps by United Way volunteer Food Heroes. Delivering with Dignity's innovative partnership of nonprofit and local businesses ensures the most vulnerable in our community have access to prepared meals and saved local jobs in the restaurant industry.



200 United Way Food Hero volunteers

17 Nonprofit partners

11 Restaurant jobs saved

From May 2020 - Dec. 2020



“Since the start of the pandemic, many of us have suffered the loss of loved ones, jobs, and a normal life. In my situation, I got COVID-19, plus my husband lost his job, and we were on a very hard road. Knowing that my family will be fed every week with heart-healthy meals makes it so much easier. Seeing the people deliver the food and ask me how I am doing made a huge difference. I didn’t feel like I was alone. I felt like someone actually cared, and I always make sure that they say hi to my four-year-old daughter, which has made a huge difference in her life. This program has really made a difference for all of us, and I am so grateful for everything they have done. I’m not sure where we would be without it.”

– Delivering with Dignity Recipient in Reno, NV

UNITED THROUGH IT ALL: SUPPORTING OUR NEIGHBORS AND FELLOW NONPROFITS

UWNNS launched a microgrant program to support small nonprofits with annual budgets of less than \$1 million. Funding was awarded to build their capacity and respond to COVID-19.

The impact of microgrants included expanding food pantry services, supporting remote learning, and increasing access to counseling services.

\$44,953.50
in microgrants to
support 11 nonprofits



With a UWNNS microgrant, the staff at the Women and Children Center of the Sierra (WACCS) provided food to some of our most at-risk families.

"We saw relief where there had been fear, gratitude where there had been worry. We saw eyes light up when moms realized that they were going to make it until their SNAP benefits arrived... And we saw a community which was better off thanks to UWNNS!"

-Pam Russell, WACCS Executive Director

Saved individuals
\$396,444.48 with
prescription discounts
through our free
FamilyWize program!



40,000
Face Coverings
distributed
throughout
northern
Nevada

Every year, the Department of Homeland Security's FEMA provides funds to the Emergency Food and Shelter Program (EFSP) to help expand existing programs directly serving individuals and families facing economic emergencies.

UWNNS is responsible for administering EFSP across northern Nevada.



FEMA

Managed seven local EFSP boards, made up of community volunteers, to allocate a total of

\$1.2 million

in federal funds to local organizations.

With these funds, more people were able to receive food, shelter, rent, and/or utility assistance. Due to the CARES Act, EFSP awarded almost five times the normal funds in 2020.



BUILDING FOUNDATIONAL READING SKILLS THROUGH UNITED READERS

Last year, we developed and implemented a UWNNS program to target foundational reading skills in students through the help of trained mentors. United Readers launched in November of 2020 to improve kindergarten through third grade students' reading fluency skills and phonemic awareness—the ability to hear and manipulate sounds.

United Readers was developed in collaboration with Washoe County School District. AmeriCorps members meet with students one-on-one and in small groups. Students are assessed before and after the program to track growth of foundational literacy skills that include rhyming and segmenting words.

“The United Readers program could not have come at a better time. With students in distance learning, our kindergarten and first-grade student needs are targeted, and they will be receiving extra support from trained AmeriCorps members... I know this will make a huge difference in the growth of our students’ foundational skills.”

– Allison Fannin,
Principal at Katherine Dunn Elementary



Thank you to the following corporate supporters who made United Readers possible:

**NV Energy Foundation
Scheels**

**United Federal Credit Union
Renown**

**Dollar General Literacy Foundation
TC Energy**

GROWING HOME LIBRARIES FOR YOUNG READERS



**12,617 Books
distributed
in 2020**



GET INVOLVED.



Thanks to a donation from Better World Books and our generous volunteers, we delivered 5,000 books to students in Churchill County School District in time for winter break!

“The amazing amount of books made available to our Pre-K 3 year-olds through 3rd graders is so unbelievable. It will certainly bring joy and a love of reading to our children.”

– Dr. Summer Stephens,
Churchill County School District Superintendent

FIGHTING FOR SOLUTIONS FOR OUR YOUNGEST LEARNERS

Supporting strong readers begins in the first five years of a child's life. Currently, less than 50% of northern Nevada children read at grade level. That number decreases dramatically, to 32%, for students of low-income households, compared to 63% of their more affluent peers, highlighting significant gaps for students across northern Nevada.

In June 2020, we wrapped up a two-year funding cycle addressing early education programming through funded partnerships that included PBS Reno, Sierra Nevada Journeys, The Children's Cabinet, Wells Family Resource Center, and Northern Nevada Literacy Council. Through our grants, we focused on early literacy. In addition, we supported partners as they transitioned programming to fit the obstacles brought on by COVID-19. This innovation allowed us to continue serving young learners throughout 2020, with results including 5,600 total children and caregivers served, a 45-minute increase in the average time families read together, and 482 new library cards issued over the two-year period.



777 Children and Family members benefited from home visiting program

5,600 Children and Caregivers

served during 2018 -2020 programming



PARTNERSHIPS TO SUPPORT EARLY LITERACY GOALS

In November 2020, UWNNS began a new one-year grant cycle for early learning and literacy programs. A committee of volunteers reviewed applications and granted funds to two partners –PBS Reno and the Boys and Girls Clubs of Truckee Meadows (BGCTM). PBS Reno will continue to provide and expand its Pre-K Ready to Learn workshops throughout northern Nevada. BGCTM will focus on further developing their Early Learning Centers with a specific focus on creating literacy-rich environments and serving high-risk children and families. As a result, the young learners served by these programs will have the tools and resources to be ready for kindergarten.



VOLUNTEERS MAKING A DIFFERENCE

Volunteers are at the core of our impact at UWNNS. From serving on our Board of Directors or committees to bringing the joy of reading aloud to local classrooms, our volunteers invest in a culture of caring and are the first to raise their hands when action is needed. We are thankful for each one of our volunteers who make a local difference in our community through UWNNS.

**3,406 Hours
donated by
volunteers with
a value of
\$92,643.20**



Over 100 volunteers were engaged virtually to make a difference in our community while staying safely at home. Virtual opportunities included homemade masks, notes of hope for families, and letters thanking frontline workers and teachers.

"Thank you for giving me the opportunity to give back to my community as I was stuck at home during the pandemic. It made me feel good to be able to help others through these difficult times by making homemade masks."

- Juan R., UWNNS Volunteer



**GET INVOLVED.
CHANGE LIVES.
LIVE UNITED.**

Get started by contacting
Ashley Cabrera at
ashley.cabrera@uwnns.org.

DONORS MAKE OUR IMPACT POSSIBLE: LIST OF LEADERSHIP DONORS

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Kirk Gardner
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1 Anonymous Donor

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Change Maker

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Larry Harvey
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Jesse and Pamela Murray
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1 Anonymous Donors

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*Richard P. Lewis Family Foundation at the
Community Foundation of Western Nevada*
Dan Zenz
21 Anonymous Donors

CHANGE DOESN'T HAPPEN ALONE. *Thank you!*

Donors listed are those who gave at least \$1,000 total in the 2019 workplace campaign or as an individual donor during 2020. If we have made an error, please contact ashleigh.foster@uwnns.org immediately for correction.

THANK YOU TO THE FOLLOWING PARTNERS FOR INVESTING IN OUR WORK!



Wal-Mart | Nevada State Bank | Regional Transportation Commission | Reno-Sparks Indian Colony



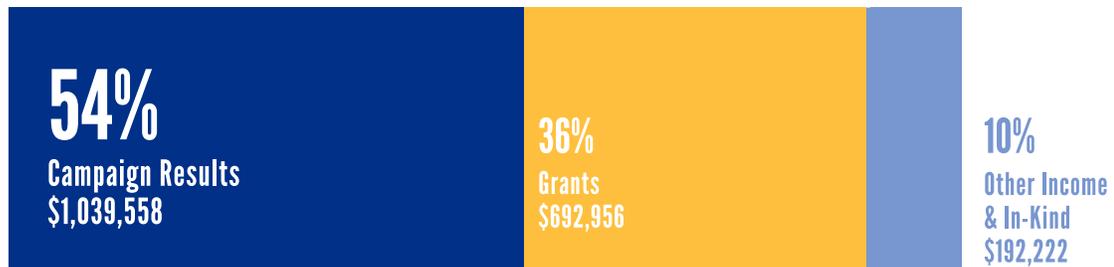
"I am proud of NV Energy's local impact through our partnership with United Way of Northern Nevada and the Sierra. As this year's leading corporate partner, we believe in the vital role that United Way plays in our community. I appreciate the opportunity they provide to engage NV Energy employees, whether through volunteering or financial donations. Together, we are investing time and resources that improve the lives of those in the communities where we live and work."

- Jesse Murray, Vice President, Gas Operations, NV Energy and UWNNS Board of Directors Vice Chair



STATEMENT OF ACTIVITIES AND FINANCIAL POSITION

WHERE OUR FUNDS CAME FROM



HOW WE PUT YOUR MONEY TO USE



ASSETS

Current Assets	\$806,702
Property and Equipment, Net	\$27,246
Other Assets - Cash and Investments - Endowment	\$274,032
TOTAL ASSETS	\$1,107,980

LIABILITIES AND NET ASSETS

Current Liabilities	\$269,646
Unrestricted Net Assets	\$692,218
Donor Restricted Net Assets	\$146,116
TOTAL LIABILITIES AND NET ASSETS	\$1,107,980

Data is based on audited financial statements for the fiscal year ending June 30, 2020.



THANK YOU

FOR GETTING INVOLVED. CHANGING LIVES. LIVING UNITED.

It is through YOUR generosity that we make a difference in northern Nevada.



United Way of Northern
Nevada and the Sierra

uwenns.org (775) 322-8668    

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