

2020-2021
UWNNS PLAN



**RESPOND.
RECOVER.
REIMAGINE.
REBUILD.**



**United Way of Northern
Nevada and the Sierra**

INTRODUCTION

United Way of Northern Nevada and the Sierra (UWNNS) has a nearly 80-year history of fulfilling its mission to link the community's will and resources to improve lives. UWNNS believes that when the community comes together and puts its resources to work, we can solve our most pressing issues and create opportunities for a better life for all. This same approach was taken to address COVID-19 by quickly adapting to respond to the most pressing issue: the impact of the pandemic on the community. Simultaneously, recent events across the nation have accelerated the need to address the inequities embedded deep within our society.

UWNNS is committed to helping northern Nevada continue to respond and recover. While we are working to mitigate the immediate impact of the virus, no one knows the scope of what will be required long-term. This plan is designed to be a guiding document for UWNNS as it navigates the uncertainties created by COVID-19 and addressing inequities caused by systemic racism in our country. The development of the plan was informed by: data and best practices across the United Way network, the experience and expertise of UWNNS leadership, COVID-19 conversations with community leaders and thought partners, historical data analysis, and the guidance of a strategic planning committee.



A MESSAGE FROM OUR CEO AND PRESIDENT



I am excited to share with you, our community, our plan to Respond. Recover. Reimagine. Rebuild. during this year, as well as highlights from our immediate response to COVID-19. This pandemic is a new challenge for our entire nation, but UWNNS is committed to being a part of the solution alongside our donors, volunteers, and neighbors. We will bring our community together to help northern Nevada recover, rebuild and thrive, and in this process we will reimagine.

Reimagine with us. . .

Reimagine opportunities for all that results in more equitable and resilient communities.

Reimagine collaboration between the private, public and non-profit sectors, to effectively drive real change.

We have a lot of work to do and this change won't happen alone.

Together, we are more than fundraisers, we are hand-raisers, game-changers, and leaders for social change in our community.

Together, we will reimagine and rebuild a thriving northern Nevada.

I invite you to join us as we fight for solutions, while we Respond. Recover. Reimagine. Rebuild.

Sincerely,
Michael Brazier
CEO and President

OUR IMMEDIATE RESPONSE TO COVID-19

As a leader in addressing community needs, UWNNS quickly pivoted our plans to assist northern Nevadans who were impacted the most by the drastic changes brought on by the pandemic. With guidance and input from our Board of Directors, donors, and partners, we mobilized resources and relationships to accomplish the following:

- UWNNS launched its Emergency Assistance Fund on March 19, 2020, to provide immediate basic needs support to organizations on the front lines who could provide additional food, rental assistance, utility assistance, and shelter. As of June 10th, UWNNS has distributed over \$544,000 to 17 partners across northern Nevada, positively impacting 7,784 Nevadans.
- In partnership with Lt. Governor Kate Marshall, we launched Delivering with Dignity Reno-Sparks to deliver restaurant-quality meals to the doorsteps of individuals and families most at risk during the pandemic. Since its launch on May 4, over 23,000 meals have been delivered by UWNNS volunteer Food Heroes.
- Distributed over 37,000 face coverings in partnership with the Governor's Task Force. This included 2,000 face coverings provided to The Children's Cabinet to distribute to childcare providers throughout northern Nevada.



STORIES FROM UWNNS EMERGENCY ASSISTANCE FUND RECIPIENTS

"So many of our families have been so appreciative. One client is a single mom, who has tested positive for COVID-19. She has no family or social supports here, so she was self-isolating with her two daughters in their apartment. She said without our weekly grocery delivery, she wouldn't know how she would be getting food. She can't go to the store and is not able to afford delivery options. We are able to drop off food on her porch and call her so there is no contact. She and her daughters are able to get a box of nonperishables, eggs, milk, and produce, along with toilet paper and other essential items."

– Boys and Girls Club of Truckee Meadow

Recipient Agency of UWNNS Emergency Assistance Funds

"I just want to thank you and all the people who helped me and my family in these difficult times with our rent and our electricity payment. Thank you with all my heart. I want to tell everyone to please not be afraid to ask for help, because it is true that they will help. Thank you all for your help and may you receive a thousand blessings."

– The Monreal Family

**Recipient of Rental & Utility Assistance from the
UWNNS Emergency Assistance Fund**

2020-2021 UWNNS GOALS

As our community continues navigating through the pandemic, UWNNS is committed to doing our part to keep responding, as we work together to recover, reimagine, and rebuild northern Nevada. We have set the following goals:

RESPOND:

- Provide support to 15,000 Nevadans for immediate basic needs through the Emergency Food and Shelter Program (EFSP), UWNNS Emergency Assistance Fund (EAF), Delivering with Dignity (DWD) and other UWNNS Programs

RECOVER:

- Reach 3,000 children across northern Nevada to improve school readiness, literacy proficiency, and address COVID-19 impacts on education through community impact investments
- Support the northern Nevada nonprofit community by convening, leading collaboration, building capacity and providing resources and information to a path forward post COVID-19
- Raise \$1,223,703 million to support the work through efficient and effective management of the organization and a focus on relationships

REIMAGINE:

- Position ourselves as the go-to organization for social impact and corporate social responsibility to achieve the greatest impact on our communities.
- Be a leader in northern Nevada for diversity, equity and inclusion

REBUILD:

- Develop clear and measurable 2025 Community Impact goals by March 2021

HOW WE WILL REACH OUR GOALS

STRATEGIES TO RESPOND:

- Coordinate day-to-day operations of the Delivering with Dignity program, including volunteers and nonprofit organizations involved
- Raise and allocate funds through the UWNNS Emergency Assistance Fund
- Manage and distribute federal funds for the Department of Homeland Security's Emergency Food and Shelter Program (EFSP)

STRATEGIES TO RECOVER:

- Launch the United Readers program to improve early literacy and kindergarten readiness in Washoe County
- Support funded partners who are improving education outcomes and removing barriers to equitable learning for students across northern Nevada
- Help small nonprofits (less than \$1 million annual budget) to build their capacity by allocating microgrants to organizations addressing education and basic needs
- Provide books to 360 children ages zero to five through Dolly Parton's Imagination Library
- Engage UWNNS Coalition partners in collaborative recovery efforts
- Connect individuals and families to additional resources through our online COVID-19 resource page (uwnns.org/COVID19) and Nevada 2-1-1

STRATEGIES TO REIMAGINE:

- Launch the yearlong Equity Learning Community for regional nonprofits to explore equity within their organizations to develop action plans in order to expand cultural competency
- Promote community wide volunteer needs to leverage time, talent, and skills

STRATEGY TO REBUILD:

- Focus on long-term support and results during UWNNS strategic planning for 2021 to 2025.
- Continue to lead collaborations to better serve our community because it will take all of us to rebuild



WE ARE IN THIS TOGETHER.

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



**United Way of Northern
Nevada and the Sierra**

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