

2020-2021

ANNUAL REPORT



United Way
of West Florida

UWWF TEAM

LEADERSHIP

Laura P. Gilliam
President & CEO

Tom Hilton
Chief Financial Officer

Bart Hudson
Director of Development

Melissa Lewis
Director of Operations

Michael Martin
Director of 211

Jon Potrzeba
Director of Marketing

STAFF

Greg Ammon
FVSL Care Coordinator

Sarah Andrews
*211 Information &
Referral Specialist*

Barbara Bailey
211 Supervisor

Molly Harrington
Development Specialist

Gretchen Hullenbaugh
Marketing Specialist

DJ Kint
FVSL Care Coordinator

Katrina Madden
*Financial Stability
Outreach Manager*

Blake Majzun
I&R Specialist/Accounting

Avalon Mallory
211 Resource Manager

Blaise Moehl
Development Manager

Christy Myers
FVSL Resource Specialist

Mary White
Development Manager

Tricia Woodard
VISTA CAP Manager

Mary Zaledonis
*211 Information &
Referral Specialist*

BOARD OF DIRECTORS

INCOMING MEMBERS

Jessica Griffen,
Urban Development Center
Tony Kisner,
Florida Blue

Larry Heringer,
*Santa Rosa County
School District*

OFFICERS

Amy Miller
*City of Pensacola
Chair*

Todd Phillips
*Navy Federal Credit
Union
Vice-Chair*

Clare Haenzel
*Warren Averett
Treasurer*

Megan Burke
Pensacola Young Professionals

Matt Couch
Clark Partington

Tammy Davies
Synovus

Cedric Durre
Saltmarsh, Cleaveland & Gund

Peter Dyson
Beach Community Bank

D.J Echols
LandrumHR

Donna Edwards
Community Volunteer

John Floyd
Gulf Power Company

Johanna Freeman
Keller Williams

KC Gartman
Baptist Healthcare Foundation

Wesley Hall
Escambia County Government

Wanda Kotick
*Escambia County School
District*

Kim LeDuff
University of West Florida

Jack Lowrey
Community Volunteer

Barbara MacNeil
*Central Credit Union of
Florida*

Chris Scales
Publix Supermarkets

Dan Schebler
*Santa Rosa County
Government*

Timothy Stronko
Gulf Power Company

Patrice Whitten
Pensacola State College

Brian Wyer
*Gulf Coast Minority
Chamber of Commerce*



Wes Hudgens
6 years of
dedicated
of service

RETIRING MEMBER

LETTER FROM OUR LEADERSHIP



Laura P. Gilliam
President and CEO
of UWWF

LET'S REMEMBER HOW WE STOOD, UNITED, FOR OUR COMMUNITY.

I would never have guessed last year when I was writing the letter for our 2019 Annual Report that we would still be struggling with a global pandemic a year later. As I think back over 2020, two words stand out – perseverance and resilience.

The pandemic wreaked havoc on businesses, jobs, and the health of individuals, families, and our community. Then, Hurricane Sally created more chaos. Throughout the challenges created by these disasters, our community persevered. Our funded partners, struggling with a lack of resources, developed innovative ways to provide services. They embraced new technology and cultivated relationships that resulted in increased support.

Challenged by a significant increase in 211 calls due to COVID-19, our I&R Specialists stepped up to support survivors of Hurricane Sally by triaging calls and connecting them to resources that could help.

Our community is resilient. With the help of generous partners and donors, we invested in programs that support the basic and emergency needs of families in Escambia and Santa Rosa counties and programs that work every day to create long-term solutions to complex problems.

Our staff and board are learning how we can better serve our region. Our newly established Diversity, Equity, and Inclusion Strategy Team is helping to ensure that we are using an equity lens across all of our processes.

These have been very challenging times, but with your support, we have persevered and remain resilient. When we remember how much we rely on each other every day, when we Live United, life is better for all of us.

2020-21 SPONSORS

The fight to improve the health, education, and financial stability of every person in Escambia and Santa Rosa counties would not be possible without the help and support of these generous companies.

Thank you for your continued contributions.

PLATIUM



DIAMOND



GOLD



2020-21 FINANCIALS



\$700,000

AWARDED TO
LOCAL AGENCIES



\$406,192

RAISED TO HELP
THOSE AFFECTED
BY COVID-19



\$509,108

RAISED FOR
HURRICANE
SALLY RELIEF

PUBLIC SUPPORT & REVENUES

Gross Campaign Revenue	\$1,665,365
Less Donor Designations	(\$137,372)
Less Provision for Uncollectibles	(\$70,921)
Net Campaign Revenue	\$1,457,072
In-Kind Contributions	\$159,367
Contributions from Outside Service Area	\$3,937
Grants, Contracts, Program Revenues	\$1,703,121
Investment Income	\$202,646
Other Income	\$929,892
Total Public Support and Revenues	\$4,456,035

EXPENSES

PROGRAM SERVICES

Gross Funds Awarded	\$1,627,700
Less Donor Designations	(\$137,372)
Net Funds Awarded	\$1,490,328
Allocation Expenses	\$56,622
Information and Referral Services	\$877,642
Volunteer Services	\$181,095
Impact Initiatives	\$261,737
Total Program Services	\$2,867,424

SUPPORTING SERVICES

Fundraising	\$279,161
Organizational Administration	\$454,430
Total Supporting Services	\$733,591

Total Expenses	\$3,601,015
Increase in Net Assets	\$855,020
Net Assets at Beginning of Year	\$1,865,918
Net Assets at End of Year	\$2,720,938

Year end June 30, 2021 (unaudited)

COVID-19 RESPONSE FUND CORPORATE DONORS

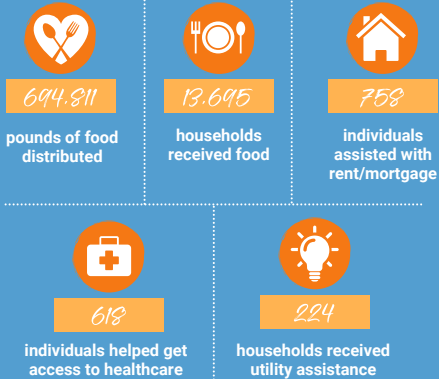


EASTMAN



United Way of West Florida raised \$406,000 in response to the COVID-19 pandemic. These funds were distributed to 18 agencies over two phases to assist with household expenses such as rent, mortgage assistance, utilities, healthcare, childcare, access to food, and more.

COVID-19 grant funds targeted assistance to ALICE (Asset Limited, Income Constrained, Employed) households economically affected by the pandemic and agencies receiving funds provided bi-weekly reports on disbursement.

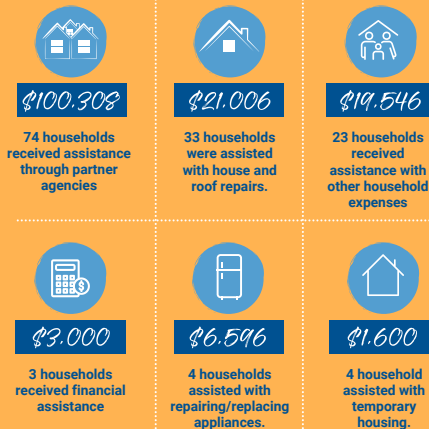


COVID-19 RESPONSE FUND DISTRIBUTION

HURRICANE SALLY RELIEF FUND CORPORATE DONORS



United Way of West Florida's Hurricane Sally Relief Fund, overseen by the Community Investment Committee, has supported 10 Escambia County and Santa Rosa County agencies with direct assistance to clients in the amount of \$266,000. An additional \$72,500 was awarded to six agencies for repairs to their facilities and/or equipment. The remaining funds are being distributed collaboratively with the Long-Term Recovery Group Unmet Needs Committees in Escambia and Santa Rosa counties.



HURRICANE SALLY RELIEF FUND DISTRIBUTION

COMMUNITY IMPACT

2020-2021
SNAPSHOT

2·1·1

Northwest Florida

211 NORTHWEST FLORIDA

42,781 callers received over 130,000 connections to local community resources, impacting 60,634 adults, 27,767 children, and 12,092 seniors.



FLORIDA VETERANS SUPPORT LINE

847 veterans received support services with 13,487 connections made to community resources.



AmeriCorps

VISTA CAP

11 VISTAs completed their year-long terms of service at 10 local nonprofit agency host sites in Escambia and Santa Rosa counties.



FREE TAX PROGRAM

In 2021, local tax filers* receive Economic Impact Payments totaling \$189,489 and contributed to a Total Community Impact of over \$1.25 million.

* All tax services conducted virtually.



VOLUNTEER CENTER

Amid the pandemic, volunteers served 42,810 hours, providing \$1,160,154 in volunteer labor to Escambia and Santa Rosa counties.

RSVP

Due to the COVID-19 pandemic and the increased risk factors for this population, RSVP has been unable to reconvene in person at this time. United Way of West Florida is committed to ensuring the health and safety of all volunteers and stakeholders.

change DOESN'T HAPPEN ALONE

HEALTH



\$180,214
INVESTED



77.5% of individuals served maintained or improved their emotional, mental and/or social health



100% of children/adults served ate healthier, increased their physical activity and/or moved towards a healthy weight

2020-21 FUNDED PARTNER AGENCIES

Bright Bridge Ministries, Council on Aging of West Florida, Gulf Breeze Presbyterian Church, Gulf Coast Kid's House, Health and Hope Clinic, Lutheran Services of Florida, Manna, Outreach Navarre, Santa Rosa Kid's House

EDUCATION

\$223,666
INVESTED



86% of youth served graduated high school on time



75% of children 0-5 served achieved developmental milestones

2020-21 FUNDED PARTNER AGENCIES

AMIKids Pensacola, Autism Pensacola, Boys and Girls Club of the Emerald Coast, Capstone Adaptive Learning and Therapy Centers, Children's Home Society of Florida, Every Child a Reader in Escambia (ECARE), Outreach Navarre, PACE Center for Girls, The Arc Gateway

FINANCIAL STABILITY

\$177,000
INVESTED



100% of individuals served increased their disposable income by accessing benefits and/or reducing costs



75% of individuals served increased their wages

2020-21 FUNDED PARTNER AGENCIES

Catholic Charities of Northwest Florida, Family Resource Program of Santa Rosa, FavorHouse of Northwest Florida, Feeding the Gulf Coast, Legal Services of North Florida, Re-Entry Alliance Pensacola, The Salvation Army, Waterfront Rescue Mission, YMCA of Northwest Florida

LIVE UNITED



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United Way
of West Florida



uwwf.org



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