



United Way
SUMMIT • MEDINA

IN • WITH • FOR
OUR COMMUNITY



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Rotary Club of Akron

Sojourner Truth Plaza



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United Way of Summit County

TRUTH

SOJOURNER TRUTH PLAZA
CONCEPT



SOJOURNER TRUTH PLAZA
CONCEPT

Changing the Mental Model



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Not Your Parents United Way

- \$40M annual revenue organization FYE22 (March 22)
- Direct Service programming at the center of what we do.
- Campaign Revenue is about 1/3 of total revenue each year.
- Donor designations are less than \$1M annually, from over \$8M in 2015.
- Two acquisitions of area non-profits since 2018.

2021 RETURN ON INVESTMENT

\$50.8M
OVERALL
COMMUNITY
IMPACT

\$38.1M
COMMUNITY
CONTRIBUTIONS

- Individual donations
- Corporate gifts
- Foundation and government grants



\$9.7M
DIRECT BENEFIT
TO CLIENTS

- Community engagement drives and events
- Cost savings on books through Imagination Library
- Prescription cost savings through Familywise
- VITA/EITC



\$3.0M
PARTNER PROGRAM
LEVERAGE

United Way funding to partner programs leads to additional funds to be used for those funded programs.



\$4.5M



UNITED WAY NON-PROGRAMMATIC COSTS

Fundraising • Management • Operations

\$11:1 RETURN ON
INVESTMENT

BOLD GOALS BY 2028

BOLD GOAL 1: READY FOR SUCCESS

BOLD GOAL 2: YOUTH SUCCESS

BOLD GOAL 3: FINANCIAL EMPOWERMENT

BOLD GOAL 4: HEALTH EQUITY



BOLD GOALS BY 2028



BOLD GOAL 1: READY FOR SUCCESS

65% of APS third graders reading at or above grade level



BOLD GOAL 2: YOUTH SUCCESS

COLLEGE & CAREER READINESS

90% of APS high schoolers graduating in 4 years, with 60% college/career ready

YOUTH OPPORTUNITIES & SUCCESS

60% of Akron youth employed or active in extracurriculars



BOLD GOAL 3: FINANCIAL EMPOWERMENT

Financially empower 11,000 people in Summit County and 2,500 people in Medina County



BOLD GOAL 4: HEALTH EQUITY

Reduce the Black infant mortality rate in Summit County to 6 per 1,000 live births



BOLD GOAL 1 PROGRESS

2015-2016

38%

2016-2017

46%

2017-2018

42%

2018-2019

50%

2020-2021

27%



IMAGINATION LIBRARY



61%

OF AMERICA'S LOW-INCOME CHILDREN ARE GROWING UP IN HOMES WITHOUT BOOKS

18,827

CHILDREN IN SUMMIT AND MEDINA COUNTIES ARE ENROLLED IN IMAGINATION LIBRARY

14,679

ENROLLED IN SUMMIT COUNTY

4,148

ENROLLED IN MEDINA COUNTY



As of 6/9/22

FAMILY RESOURCE CENTERS

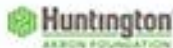


Safe, welcoming places that connect parents and caregivers to information and community resources, including:

- Basic needs
- Health and wellness programs
- Financial coaching
- Parent leadership opportunities

These resources and opportunities are linked to student learning to help students, schools and neighborhoods succeed.

FAMILY RESOURCE CENTER AT
HELEN ARNOLD CLC



FAMILY RESOURCE CENTER AT
MCEBRIGHT CLC



FAMILY RESOURCE CENTER AT
NORTH HIGH SCHOOL



FAMILY RESOURCE CENTER AT
ROBINSON CLC





BOLD GOAL 2 PROGRESS

COLLEGE & CAREER READINESS

2015-2016

75%

21%

COLLEGE/CAREER READY

2016-2017

76%

19%

COLLEGE/CAREER READY

2017-2018

80%

21%

COLLEGE/CAREER READY

2018-2019

80%

24%

COLLEGE/CAREER READY

2020-2021

83%

28%

COLLEGE/CAREER READY

The graduating class of 2022 earned **over 22% more industry credentials than were earned in 2021.**

As of June 2022, the graduating class had earned **1,633 industry recognized credentials.**

1,248 credentials earned in 2021 (tracking graduation cohorts year over year)



KEYS TO FINANCIAL EMPOWERMENT

**CREATE
BUDGET**

**HEALTHY
BANKING
RELATIONSHIP**

**REDUCE
DEBT**

**INCREASE
SAVINGS
BY 2%**

**INCREASE
CREDIT SCORE
BY 35 POINTS**



BOLD GOAL 3 PROGRESS

JUNE 2018 - JUNE 2022

3,271

SUMMIT COUNTY
RESIDENTS ARE ON THE
PATH TO FINANCIAL
EMPOWERMENT

2,388

COACHING CLIENTS

8,695

ONE-ON-ONE FINANCIAL
COACHING SESSIONS

\$2,205,677

TOTAL INCREASED SAVINGS

\$4,238,196

TOTAL DEBT REDUCTION

\$13,521,079

TOTAL REFUNDS AND SAVINGS TO CLIENTS GENERATED BY
VOLUNTEER INCOME TAX ASSISTANCE (VITA) TAX RETURNS

MEDINA COUNTY PROGRAMS



IMAGINATION LIBRARY

Sends one free book per month to children in Summit and Medina counties from birth up to age five.



211

Connects people to resources they need, such as food and utilities assistance, mental health resources and more.



FINANCIAL EMPOWERMENT CENTER

Provides residents with FREE financial coaching to help create a budget, set savings goals, improve credit scores and reduce debt.

BOLD GOAL 4: HEALTH EQUITY

Reduce the Black infant mortality rate in Summit County to

6 per 1,000
live births



2019: Black infant mortality rate is 15.4 per 1,000 births, Summit County infant mortality rate is 6 per 1,000 births

SUMMIT COUNTY CARES UPDATE



\$47.5 MILLION

ALLOCATED TO PROGRAM THROUGH JUNE 14, 2022

MORE THAN
\$42.3 MILLION
IN RENT, MORTGAGE AND UTILITY
ASSISTANCE DISPENSED
AS OF JUNE 14, 2022

OVER
7,000
TOTAL
HOUSEHOLDS
SERVED

2 IN 5
HOUSEHOLDS HAD
SCHOOL AGED CHILDREN

BASIC NEEDS: 211 CALL VOLUME

IN SUMMIT AND MEDINA COUNTIES IN 2021,
211 PROVIDED ASSISTANCE THROUGH



72,938
CALLS



1,025
TEXTS



99,088
SEARCHES



BASIC NEEDS: 211 AND DOORDASH



8,221

FOOD DELIVERIES IN 2021



2,795

DELIVERIES OF FOOD, BOOK BAGS AND SCHOOL
SUPPLIES TO FAMILY RESOURCE CENTERS



2,000

DIAPERS DELIVERED

BASIC NEEDS: 211 SUMMARY

2021 SUMMIT AND MEDINA COUNTIES

Housing	30%	■
Utility Assistance	22%	■
Food/Meals	20%	■
Health Care	5%	■
Clothing/Personal/Household Needs	4%	■
Individual, Family and Community Support	4%	■
Income Support/Assistance	4%	■
Legal, Consumer & Public Safety Services	3%	■
Information Services	2%	■
Other Government/Economic Services	2%	■
Transportation	1%	■
Mental Health/Addictions	1%	■
All Other Problem/Needs	1%	■



BUILDING A NEW ECOSYSTEM

DIVERSITY, EQUITY & INCLUSION

BOLD GOALS

FAMILY RESOURCE
CENTERS

HOUSING

2-1-1

FINANCIAL EMPOWERMENT CENTER

POLICY &
ADVOCACY

EDUCATION,
FINANCIAL
STABILITY
& HEALTH

BASIC NEEDS & MENTAL HEALTH