PARTNERS IN Change

Education for All

The United Way Family Center at our Neighborhood Zone in South Baltimore supports expecting and parenting teens in Brooklyn/Curtis Bay. Located within Benjamin Franklin High School, the Family Center provides free, quality childcare and early childhood education as well as case management and supportive services for parents.

Students who do not graduate high school are 3.5 times more likely to be at risk for homelessness and experience poor health. Our 2020 Family Center return on investment report showed that 74% of students graduated with the help of the Family Center. Without those services, we estimated that only 9 of the 22 students would have graduated (based on a national graduation rate of 40% for teen parents).

The report showed that a $1 investment results in $6.8 in economic gains over the working lifetime of parents, while a $1 investment results in $16.9 over the working lifetime of a child.

Transformational Gift for the Community

Philanthropist MacKenzie Scott’s $20 million gift to United Way of Central Maryland, the largest single donation in our history, immediately accelerated and deepened the impact of our work. Our proven ability to deliver positive, significant results, and our strategic plan for future work drove Scott’s decision to award this transformational gift.

This gift would not be possible without our dedicated, committed staff and supporters who enable us to fulfill our critical mission to improve lives—especially during crises. With Scott’s gift, we are even stronger and more flexible in promoting equity and ensuring access to basic needs across our region, equipping us to help more people quickly.

“We are profoundly grateful to MacKenzie Scott for her trust and investment in United Way of Central Maryland and our mission to do what we are here to do: improve lives by empowering leaders and mobilizing the caring power of our communities.”

-Franklyn Baker
Stepping Up During Uncertain Times

Our nationally recognized STEP (Strategic Targeted Eviction Prevention) Program, funded through a combination of state and local CARES Act Coronavirus Relief Fund (CRF) dollars, provides past-due rent for households in vulnerable communities with high rates of COVID-19, evictions, and structural/racialized poverty.

Unlike traditional rent relief programs, which require tenants to apply individually, the STEP program bundles past-due accounts to prevent evictions, helping as many as 100 households at once. Since its 2020 launch in Baltimore County, the STEP Program has expanded its reach to Baltimore City and Anne Arundel, Baltimore, Harford, and Howard counties.

In June 2021, we announced the program’s expansion and $43 million in funding for rent relief for qualified residents. As part of the expanded rollout, the program pays past-due utilities and bills to keep tenants housed as they get back on their feet.

“I can now sleep peacefully knowing that my children and I are safe from being evicted after the generous help that you all provided to me. Thank you for your help during these uncertain times.” -STEP recipient

Digital Access, a Basic Need

During the height of the pandemic, digital access proved itself a basic need—for students who attend school virtually and adults who need to apply for jobs, further their education, and obtain resources online. United Way and RowdyOrb.it are working to close the digital divide in South Baltimore by installing Wi-Fi hubs that provide free internet access to underserved communities.

The establishment of Wi-Fi infrastructure within these neighborhoods helps decrease the digital divide, strengthens the community, reduces educational disparities, and improves workforce development.

Co-created by community members, this project also localizes the workforce and strengthens the local economy. Residents are trained as installers and build the skills necessary to maintain the hubs. Wi-Fi hubs at City of Refuge and the Transformation Center have already been installed, with more in the works.
United Way Family Center in Columbia

The United Way Family Center in Columbia will be our third facility to provide affordable, accessible childcare and early childhood education for low-to moderate-income families. Based on the successful model of our centers in the Brooklyn and Poppleton neighborhoods of Baltimore, this site will break down barriers Howard County families face in getting quality childcare they can afford and that’s close to where they live and work. One in three households in areas this Family Center will serve can’t make ends meet, and struggle to pay for just the basics, like food, housing, and healthcare.

There’s no quick fix to eliminate childcare barriers. But by working UNITED, together with local government, corporations, and other organizations, we can achieve great things and create lasting change to ensure the health and well-being of children, families, businesses, and the local economy in Howard County.

Reports Highlight Barriers Faced by Hardworking Families

The 2020 ALICE (Asset Limited, Income Constrained, Employed) Report revealed that before the pandemic, 39% of Maryland’s households were one emergency away from financial ruin—a 10-year record high. While 9% of the households live below the Federal Poverty Level (FPL), another 30% are ALICE households earning more than the FPL but not enough to afford the basics like housing, food, healthcare, and transportation.

The ALICE Report has also helped inform further research into the benefits cliff—a term used to describe the loss of public benefits resulting from small increases in earned income. Our Benefits Cliff Study, conducted in partnership with the University of Baltimore Schaefer Center on Public Policy, found that families with children often require an income up to 3.5 times the FPL to cover basic needs and living expenses. The study also found that Black families are disproportionately impacted as a group by the negative effects of the benefits cliff.

The ALICE Report and Benefits Cliff Study, sponsored by United Way partner, Kaiser Permanente, call for stakeholders across all sectors to use its findings to remove obstacles to financial stability, identify gaps in community resources, and build data-driven solutions to help families achieve economic stability.
UNITED WAY OF CENTRAL MARYLAND  |  ANNUAL REPORT: JULY 2020-JUNE 2021

FINANCIAL REPORT

United Way of Central Maryland, as a federation, honors designations made to each member organization by distributing receipts based on donor designations to each member, and as fiscal agent, to certain other nonprofit organizations. United Way does not charge membership or application fees to any agency in order to receive such designations.

Full financial statements are available by contacting United Way of Central Maryland at 410-547-8000.

<table>
<thead>
<tr>
<th>FUNDS RAISED</th>
<th>FY21 ('000)</th>
<th>FY20 ('000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pledges and Contributions</td>
<td>16,164</td>
<td>19,414</td>
</tr>
<tr>
<td>Grant Income</td>
<td>10,607</td>
<td>3,210</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>8,336</td>
<td>5,642</td>
</tr>
<tr>
<td>Community Initiatives</td>
<td>20,151</td>
<td>2,495</td>
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<tr>
<td><strong>TOTAL FUNDS RAISED</strong></td>
<td><strong>55,258</strong></td>
<td><strong>30,761</strong></td>
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<table>
<thead>
<tr>
<th>FUNDS SUPPORTED</th>
<th>FY21 ('000)</th>
<th>FY20 ('000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allocations and other distributions</td>
<td>2,995</td>
<td>4,881</td>
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<tr>
<td>Donor designations</td>
<td>6,380</td>
<td>8,451</td>
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<tr>
<td>Grant expense</td>
<td>2,053</td>
<td>2,443</td>
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<tr>
<td>Program services</td>
<td>9,800</td>
<td>6,077</td>
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<tr>
<td>The Brooklyn Family Center</td>
<td>1,332</td>
<td>826</td>
</tr>
<tr>
<td>2-1-1 Maryland United Way Helpline</td>
<td>2,133</td>
<td>1,616</td>
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<tr>
<td>United Way Worldwide membership investment</td>
<td>228</td>
<td>180</td>
</tr>
<tr>
<td><strong>TOTAL PROGRAM SUPPORT</strong></td>
<td><strong>24,921</strong></td>
<td><strong>24,474</strong></td>
</tr>
</tbody>
</table>

| Support Services                  |             |             |
| Administration support            | 2,136       | 2,011       |
| Development support               | 3,715       | 3,525       |
| United Way Worldwide membership investment | 117       | 93          |
| **TOTAL SUPPORT SERVICES**        | **5,968**   | **5,629**   |
# Statement of Financial Position

<table>
<thead>
<tr>
<th>BALANCE SHEET</th>
<th>As of June 30, 2021 (’000)</th>
<th>As of June 30, 2020 (’000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
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<tr>
<td>Cash and cash equivalents</td>
<td>15,827</td>
<td>2,122</td>
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<tr>
<td>Pledges receivable (net of provision for uncollectible)</td>
<td>6,941</td>
<td>7,557</td>
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<tr>
<td>Prepaid expenses</td>
<td>1,143</td>
<td>1,675</td>
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<tr>
<td>Investments - at market</td>
<td>28,002</td>
<td>19,345</td>
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<tr>
<td>Equipment (net of accumulated depreciation)</td>
<td>1,683</td>
<td>1,500</td>
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<tr>
<td>Charitable trust</td>
<td>6,595</td>
<td>5,733</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>60,191</strong></td>
<td><strong>37,932</strong></td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
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<tr>
<td>Allocations and other distributions payable</td>
<td>2,775</td>
<td>2,055</td>
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<tr>
<td>Designations payable</td>
<td>3,608</td>
<td>3,975</td>
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<tr>
<td>Accounts payable and accrued expenses</td>
<td>3,600</td>
<td>2,640</td>
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<tr>
<td>Notes payable</td>
<td>-</td>
<td>3,569</td>
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<tr>
<td>Retirement benefits - related payable</td>
<td>437</td>
<td>291</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>10,420</strong></td>
<td><strong>12,530</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without donor restrictions</td>
<td>38,169</td>
<td>12,167</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>11,602</td>
<td>13,235</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>49,771</strong></td>
<td><strong>25,402</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>60,191</strong></td>
<td><strong>37,932</strong></td>
</tr>
</tbody>
</table>

## United Way of Central Maryland Endowment

The endowment enables United Way to address immediate needs in the community. We’re proud that United Way’s endowment can serve a dual purpose for Greater Baltimore: as a versatile resource enabling United Way to meet immediate programmatic needs for residents and as an essential revenue source for our programming and commitment to equity.

As it grows through further investment and sustains its impact, the endowment allows United Way to break down barriers for those who need it most—now and in the future.
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President & Chief Executive Officer

Holly Hoey  
SVP & Chief Principal Gifts Officer

Lillian Kilroy  
SVP & Chief Development Officer

Martina Martin  
SVP & Chief Operating Officer

James McIntyre  
SVP & Chief Financial Officer

Sandy Monck  
SVP & Chief Impact Officer

Jarnell Swecker  
SVP & Chief Marketing & Innovation Officer

Our Mission

To improve lives by empowering leaders and mobilizing the caring power of communities.
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Region United Network Advisory
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