



UNITED WAY OF CENTRAL MARYLAND
FY22 ANNUAL REPORT



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United Way
of Central Maryland

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TABLE OF CONTENTS

- 1 OUR IMPACT
- 2 FINANCIAL REPORT
- 3 2021-2022 BOARD OF DIRECTORS
- 4 EXECUTIVE MANAGEMENT TEAM



OUR COMMITMENT TO EQUITY STATEMENT:

United Way of Central Maryland promotes equity, creates opportunity, and improves lives by increasing access to education, employment, health, and housing. We achieve equity by dismantling systemic and institutional barriers underrepresented communities face in pursuit of happiness and the quest to realize their dreams.

We respect and value all people without regard to race, ethnicity, gender identity, sexual orientation, religion, national origin or citizenship status, age or ability status. We expect our partner organizations, grantees, staff, volunteers, board members, vendors, and key collaborators to uphold these standards.

OUR IMPACT

STEPPING UP + STEPPING FORWARD

Our **Strategic Targeted Eviction Program (STEP)** provides rental assistance to at-risk households in vulnerable communities by using data to identify priority ZIP codes or hot spots with high rates of COVID, evictions, and structural and racialized poverty.



STEP has prevented evictions in more than 7,500 households serving 68 zip codes in five counties across Central Maryland

Dr. Scott Gottbreht, United Way of Central Maryland’s Vice President of Housing and Senior Program Director, represented United Way at a press conference with Baltimore County executives and others to announce additional eviction prevention funding for Baltimore County tenants.

With an additional \$11 million in STEP funding for Baltimore County and a recent contract with the Department of Housing and Community Development for \$21.5 million, we are managing more than \$100 million to address the eviction crisis in our region.

JULY 2021-JUNE 2022	TOTAL
Anne Arundel	\$ 3,971,359.04
Baltimore City	\$ 15,882,486.08
Baltimore County	\$ 35,465,547.55
Harford County	\$ 1,277,132.94
Howard County	\$ 3,249,285.94
UNITED WAY TOTAL	\$ 59,845,811.55



BUILDING STRONGER FAMILIES + NEIGHBORHOODS

The Family Center in our Neighborhood Zone in Poppleton opened this year, providing teen students with free childcare and enriching early childhood education for their children. Programs offered through this Neighborhood Zone also include:



In-home supportive services



Counseling support



Quick referrals to critical health and human services for community residents

Construction of our newest Family Center at 7115 Columbia Gateway Drive is complete! Parents working or living in Howard County now have a much-needed childcare center that’s accessible and affordable. **The Family Center in Columbia** is our third center, providing childcare and early education for up to 75 infants and toddlers.

CARF ACCREDITATION



The Commission on Accreditation of Rehabilitation Facilities (CARF)

recently issued United Way a three-year accreditation—the highest level offered—for our Neighborhood Zone in Brooklyn.

CARF accredits health and human service providers demonstrating proficiency and value while enabling us to pursue federal, state, and local dollars more competitively to advance our work.



"Before the Family Center, I never trusted anyone, especially with my daughter. I didn't know what it felt like to be genuinely loved until I met all the ladies and students at the center. You all really love me. Yes, unconditionally."

—MONYEA



TECH TOOLS TO BETTER UNDERSTAND ALICE



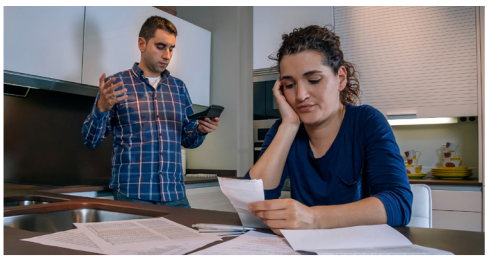
In today’s increasingly online world, we’ve focused on technology advancements to help us and others better understand the struggles the **ALICE (Asset Limited, Income Constrained, Employed)** population faces.

Our new online **30|30 Experience** is an immersive, interactive multimedia program that reveals why people can’t get ahead—no matter how hard they try. In 90 minutes, participants navigate 30 days of difficult decisions as they assume the identity of the head of a low-income household. 2,300 people have already participated in 30|30, including employees from partner organizations like BGE and CareFirst. The 30|30 Experience is available to workplaces or large groups, with individual sessions offered throughout the year.



Workplaces, groups, and individuals can participate in the **30|30 EXPERIENCE**. Want to learn more? Visit **UWCM.ORG/3030**

We partnered with the Federal Reserve Bank of Atlanta and the Federal Reserve Bank of Richmond to launch its **Career Ladder Identifier and Financial Forecaster (CLIFF)** Dashboard to help Marylanders make informed career decisions to overcome the “benefits cliff,” a term used to describe the loss of public benefits to working families resulting from small increases in earned income.



AMPLIFYING LOCAL LEADERS + INVESTING IN SOCIAL INNOVATION

We know community leaders are best equipped to drive meaningful, local change. As part of our **United Way Changemaker Challenge**, we invested \$500,000 to amplify the work of people and groups tackling the challenges facing our neighbors and neighborhoods. In 2021, 29 individuals and nonprofits received funding for their innovative ideas at virtual events in Baltimore City and the surrounding counties.

One recipient, Araba Maze, was featured on Good Morning America! Storybook Maze installs book vending machines in underserved communities, reducing Baltimore’s book deserts and combatting the lack of book access for children.



THE 2021 CHANGEMAKERS WHO RECEIVED THE TOP GRANTS ARE:

ANNE ARUNDEL COUNTY:

- Bedtime in a Box

BALTIMORE CITY:

- B-360’s #Ride4Change
- Ballet After Dark
- Safe Alternative Foundation for Education, Inc.

BALTIMORE COUNTY:

- Kits to Heart
- The Pro Bono Counseling Project, Inc.
- Sharp Dressed Man’s “Sharp Dressed Van”

CARROLL COUNTY:

- Sober Truth

HARFORD COUNTY:

- The Harford Community College Foundation’s BeVocal project

HOWARD COUNTY:

- Alston for Athletes



For a full list of winners, or to learn more about the Changemaker Challenge, visit **uwcm.org/changemakerchallenge**

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.

FUNDS RAISED	FY 2022 ('000)	FY 2021 ('000)
Pledges and contributions	\$18,295	\$16,164
Grant income	67,311	10,607
Other (loss)/revenue	(3,917)	8,336
Community initiatives	-0-	20,151
Other Loss		
TOTAL FUNDS RAISED	\$81,689	\$55,258

FUNDS SUPPORTED	FY 2022 ('000)	FY 2021 ('000)
Program Support		
Allocations and other distributions	\$3,742	\$2,995
Donor designations	5,081	6,380
Grant expense	2,556	2,053
Program services	69,470	9,800
Brooklyn Neighborhood Zone Family Center	1,885	1,332
211 Maryland United Way Helpline	1,881	2,133
United Way Worldwide membership investment	440	228
TOTAL PROGRAM SUPPORT	\$85,055	\$24,921
Support Services		
Administration support	\$2,157	\$2,136
Development support	4,046	3,715
United Way Worldwide membership investment	227	117
TOTAL SUPPORT SERVICES	\$6,430	\$5,968

STATEMENT OF FINANCIAL POSITION

BALANCE SHEET	As of June 30, 2022 ('000)	As of June 30, 2021 ('000)
Assets		
Cash and cash equivalents	\$16,197	\$15,827
Pledges receivable (net of provision for uncollectible)	11,469	6,941
Prepaid expenses	1,180	1,143
Investments - at market	31,779	28,002
Equipment (net of accumulated depreciation)	3,889	1,683
Charitable trust	3,255	6,595
TOTAL ASSETS	\$67,769	\$60,191
Liabilities		
Allocations and other distributions payable	\$2,520	\$2,775
Designations payable	3,323	3,608
Accounts payable and accrued expenses	21,509	3,600
Retirement benefits - related payable	441	437
TOTAL LIABILITIES	\$27,793	\$10,420
Net Assets		
Without donor restrictions	\$32,565	\$38,169
With donor restrictions	7,411	11,602
Total Net Assets	\$39,976	\$49,771
TOTAL LIABILITIES AND NET ASSETS	\$67,769	\$60,191

2021-2022 BOARD OF DIRECTORS

Jorge Acevedo
Constellation

Trif Alatzas
Baltimore Sun Media

Keisha Allen
Westport Community
Economic Development
Corporation

Alfred J. Bailey
New Psalmist Baptist
Church & Transforming
Lives Community
Development
Corporation

Jerel Brager
Janney Capital Markets

Marc Broady
Weller Development

Stephen E. Budorick
Corporate Office
Properties Trust

**Patricia “Trish”
McCarthy Carroll**
Carroll Community
College

Angela Celestin
CareFirst BlueCross
BlueShield

Kelley Chase
University of Baltimore

Ryan Coudon
(Chair-Elect)
Plano-Coudon, LLC

John Davis
U.S. Intermediary
Distribution

Teshia Davis
SECU

Donald C. Fry
Greater Baltimore
Committee

Susan K. Gauvey
Magistrate Judge
(Retired)

Dana S. Gloor
Gloor Law And
Arbitration, LLC.

Whitney B. Harmel
Maryland Chamber of
Commerce

Marie Hartman
Hartman Executive
Advisors

Charlene Moore Hayes
CM Hayes, LLC

Thomasina L. Hiers
(Past Chair)
The Annie E. Casey
Foundation

Jermaine Jones
Building and
Construction Trades
Council

S. Michelle Lee, CPA
(Treasurer)
University of Maryland
Medical System

Carole B. Miller
Ascension Saint Agnes
Hospital

Dolores Njoku
Washington University
School of Medicine

Rodney Oddoye
(Campaign Co-Chair)
Baltimore Gas and
Electric Co.

Leonard R. Parrish
Harford County
Government

Beth S. Perlman
Gartner

Sherry Perkins
Anne Arundel Medical
Center

Elizabeth M. Phelan
Bank of America, N.A.

Charles B. Reuland
(Board Chair)
Johns Hopkins Bayview
Medical Center

Lori A. Robinson
(Board Secretary)
McCormick & Company,
Inc.

Joanna Rombro
M & T Bank

Peter B. Rosenwald, II
Gordon Feinblatt LLC

Sonja Santelises
Baltimore City Public
Schools

Carrie Schreiber
BB&T, now Truist

David Thompson
PNC Private Bank

Lori Villegas
Morgan Stanley Wealth
Management

William “Doc” Walther
Wells Fargo Bank,
Corporate Trust Services

Antoinette Williams
Williams Consulting LLC

Michael Weigand
T. Rowe Price
Associates, Inc.

Emeritus:
Ernest R. Grecco
Metropolitan Baltimore
Council, AFL-CIO Unions

UNITED WAY OF CENTRAL MARYLAND EXECUTIVE MANAGEMENT TEAM AND ORGANIZATIONAL MANAGEMENT TEAM

Franklyn Baker
President & Chief Executive Officer

Rob Clark
SVP & Chief Grants Officer

Holly Hoey
SVP & Chief Principal Gifts Officer

Laura Johnson
SVP & SVP & Chief Acceleration 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



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**Region United Network Advisory
Board of Anne Arundel County**

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410-547-8000

**Region United Network Advisory
Board of Baltimore City**

P.O. Box 1576
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410-547-8000

**Region United Network Advisory
Board of Baltimore County**

P.O. Box 1576
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**Region United Network Advisory
Board of Carroll County**

P.O. Box 1576
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**Region United Network Advisory
Board of Harford County**

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**Region United Network Advisory
Board of Howard County**

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