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2021 Impacts Report



United Way of McLean County

GOALS & MISSION

In 2018, United Way of McLean County adopted a new strategic plan with 3 key priorities:

Make it personal, local, and accessible

- Help McLean County residents understand what key issues affect our communities
More than 24,000 households in McLean County struggle financially.

Convene and coordinate resources

- Act as a catalyst in mobilizing the community to address and solve these issues
See the last page for some of the exciting new ways we're a catalyst!

Expand and energize the donor base

- Provide complete transparency to develop investment in our work

For the 5th straight year, the auditors at MCK awarded us the highest rating for our 2021 Financials

OUR UWMC BOARD

2021 Board Members

Dale Avery <i>Community Investments Chair</i>	Cory Heim <i>Treasurer, Finance & Administration Chair</i>
Phani Aytam <i>Past Chair</i>	Austin Maxwell <i>Secretary</i>
Marty Behrens	John Penn*
Mary Bynum <i>Fundraising Chair</i>	Scott Preston*
Keith Cornille	Sonja Reece
Sean Fagan	David Taylor <i>President & CEO, ex-officio</i>
Deanna Frautschi, <i>Chair, Women United</i>	Gary Tipsord
Tim Gleason	Cat Woods <i>Board Chair</i>

2022 New Officers/Chairs

Phani Aytam <i>Past Chair</i>
Mary Bynum <i>Fundraising Chair</i>
Cory Heim <i>Treasurer, Finance & Administration Chair</i>
Austin Maxwell <i>Secretary</i>
Laura O'Connor <i>Chair, Women United</i>
David Taylor <i>President & CEO, ex-officio</i>
Cat Woods <i>Board Chair</i>

*Outgoing (not on the 2022 Board)

WHAT'S PAST DRIVES WHAT'S AHEAD.



In 2021, we emerged from COVID, not unscathed but certainly undeterred.

While many COVID-specific efforts – like Feeding BN & Beyond and our COVID Advisory Taskforce – drew to a close, others, like our Housing Coalition, continued to coordinate rent and utilities assistance as eviction moratoriums expired.

As we reflect on our work in 2021 and look ahead to 2022, we focus on three key areas for McLean County:

- **Reducing poverty**
- **Improving access** to services
- **Addressing behavioral health needs** of local students

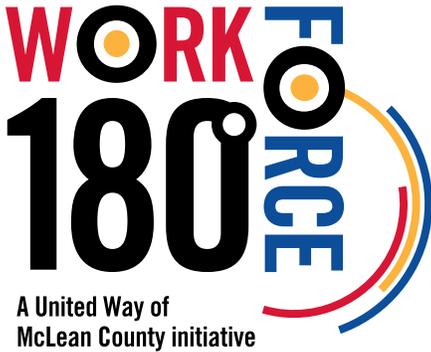
At United Way of McLean County (UWMC), we adapt our role as necessary to achieve measurable results in these areas. Sometimes we **convene and coordinate** resources, like with our Housing Coalition and COVID Advisory Taskforce, in partnership with local agencies, local government, and local organizations. Sometimes we serve as a **catalyst to action**, like with Feeding BN & Beyond or Workforce180, partnering with local businesses, local schools, and local students.

In every instance, we seek prudent usage of the donations and investments you entrust to us, and as we report on our most recent 2021 Fiscal Year, I'm also pleased to announce that once again, outside auditors awarded us the highest rating for our financial operations.

In the following pages of this report, check out our work and how *your support changes everything*.

A handwritten signature in black ink that reads "David Taylor". The signature is fluid and cursive, with a large initial "D" and "T".

David Taylor
UWMC President & CEO



WHO IS ALICE?

Asset
Limited,
Income
Constrained,
Employed

Maybe you've referred to this status as the "working poor". Many are female heads of households.

Bottom Line?

ALICE households aren't moving up the income ladder; they are sliding deeper into poverty.

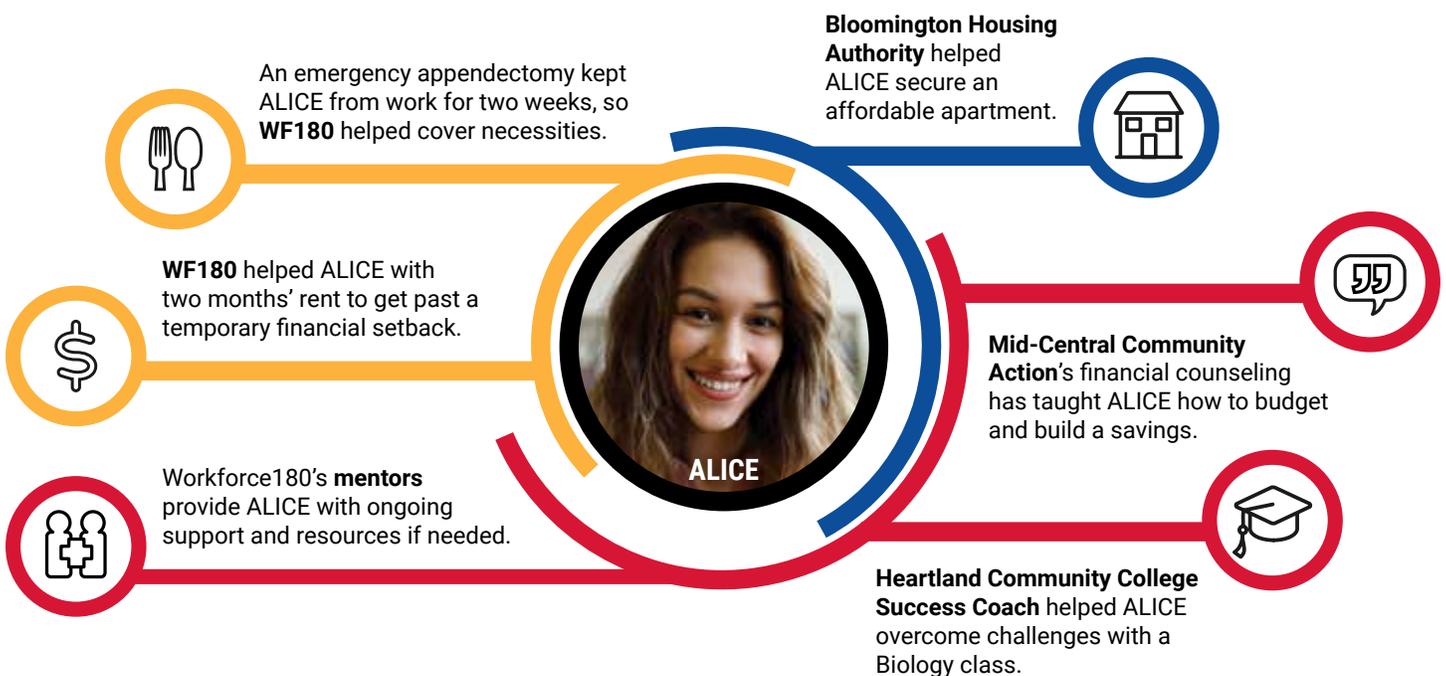
PAVING A PATH OUT OF POVERTY

The Workforce180 backstory

United Way of McLean County (UWMC) launched this powerful initiative in August 2019, as a direct response to the generational poverty and barriers that can prevent at-risk youth from careers and self-sufficiency. Workforce180 is a partnership with our Women United affinity group, Heartland Community College, social service agencies, and local employers.

WHAT DOES OUR HOLISTIC APPROACH LOOK LIKE?

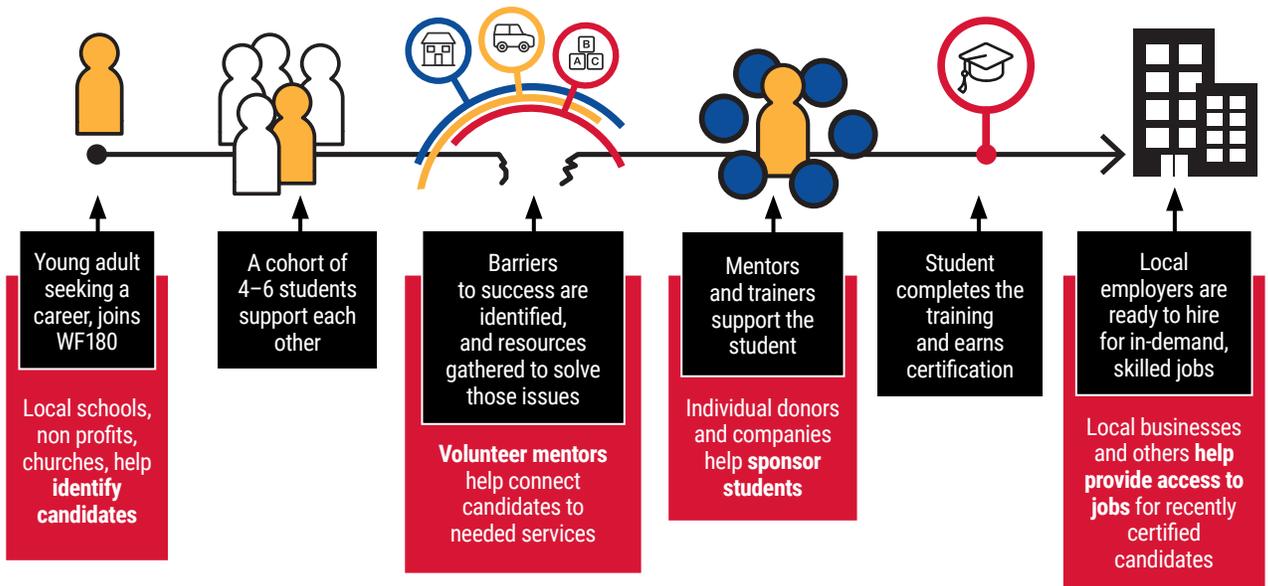
Going well beyond a scholarship or traditional jobs program, this initiative takes a holistic approach, addressing the many barriers experienced by those often considered "at-risk" – poverty, childcare needs, and transportation hurdles. Workforce180 creates change – a 180 degree turnaround – in participants' lives by helping them get started and then supporting them personally and academically.



CONVENING RESOURCES, EXPANDING ACCESS

WF180's
path to
success ▶

where
you can
fit in ▶

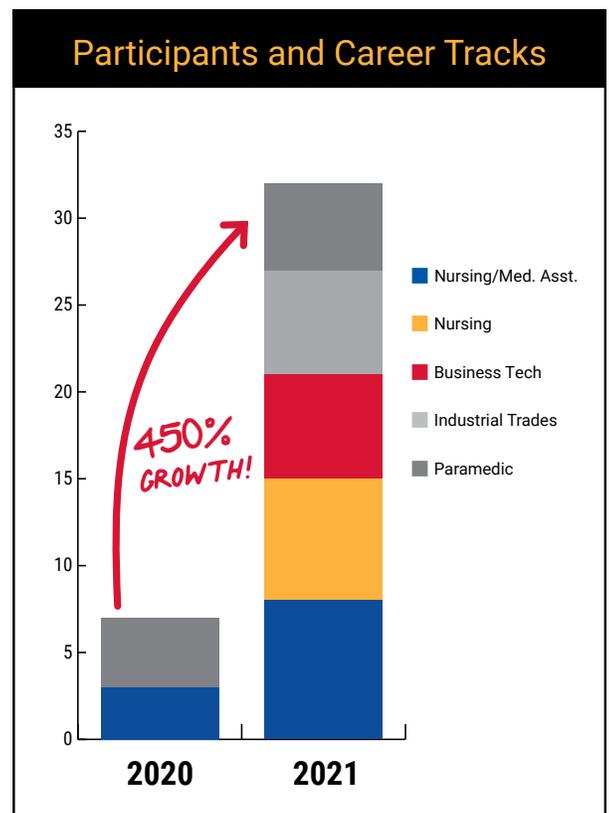


WE'RE GROWING BY LEAPS AND BOUNDS!

Since 2020, Workforce180 has grown from our original seven students, two career groups, and two mentors... to **32 students**, five career cohorts, and eight mentors!

Key local partners make it possible

It starts with entities like **Bloomington Area Career Center** who identifies candidates and connects them to Workforce180. It continues with **Heartland Community College** whose growing number of career tracks mean more and more students are finding a path to their dream career. Students needing career counseling, money management training and income supports receive training by social service agencies like **Mid Central Community Action**.



GAINING MOMENTUM & TRANSFORMING LIVES

Did you know...

24,000
households in
McLean County

struggle financially, and
that number is growing.

McLean County has seen a

72%
increase in
the number of households
in poverty since 2010.

Since Workforce180 began
in 2019 with just six students,
we've now created more than

\$250,000
in economic impact
as of 2021.



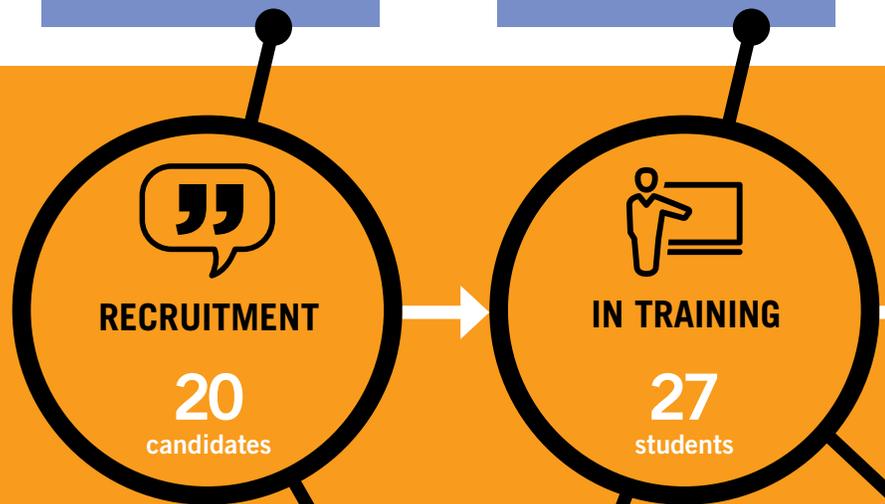
WACC

The Western Avenue
Community Center
provides an entry
point for potential
Workforce180 recruits.

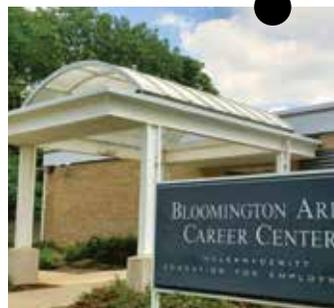


HEARTLAND

Heartland Community
College provides a
growing number of
career tracks for our
WF180 students.



as of 1/1/2022



BACC

Bloomington Area
Career Center refers
recent grads, who
might not otherwise
have an opportunity to
continue their education.



SAL

Works as a CNA,
and is now earning
his Nursing degree,
with the help of
WF180.



A.J.

Received her EMT Basic certificate at **BACC**, now nearing completion of her Paramedic training.



WESTMINSTER

Westminster Village is one of many local employer partners for our WF180 grads.



AJACIA

Earned her CNA through WF180 and is now working full time at **Heritage Health**, while continuing her education to become a nurse.



TRANSITION TO WORKFORCE

5

students



achieving **FINANCIAL SELF-SUFFICIENCY**

2

students

Life-changing Return on Investment (ROI):

Within one year of transitioning into local careers, Workforce180 candidates

earn an average of 5x the amount invested

by sponsors in their journey to financial self-sufficiency.



MORGAN

Excited to complete her Medical Assistant certificate, and begin a career in healthcare.



KOLLIN

Earning his welding certificate, and plans to work in a fabricating shop in the area.



SIERRA

Earned her CNA through WF180, and is now continuing her education toward a nursing degree.

time to
TAKE ACTION!

Help us recruit: Do you know of a motivated young adult, age 18–30 who could benefit from the mentoring, financial, and educational support of Workforce180? Email klorenz@uwaymc.org to learn more.

YOUR SUPPORT CHA

Women UNITED

UNITED WAY of McLEAN COUNTY

What is Women United?

One of the ways our community comes together to support our mission is Women United. This group of community leaders are dedicated to contributing their passion, expertise, and resources to ensure our mission – to address our community's most pressing needs in McLean county – is met.

“The success of our work comes from our community. Together, we make so much happen.”

FUNDRAISING

2021 Power of the Purse, with a “TWSS-t”



The twist, or “TWSS-t”, was pairing the 2021 Power of the Purse fundraiser with the She Said Project’s production of *That’s What She Said*. Eight local women told their personal stories with the theme of living fearlessly and embracing who they are. It was a natural pairing for Women United’s annual Power of the Purse, raising funds for the Workforce180 initiative.

Guests enjoyed this late summer event on the grounds of the Ewing Manor, bidding on designer purses and being treated to an extraordinary storytelling event. This singular event raised over \$11,000 for Workforce180, and plans are underway for 2022 event.



VOLUNTEERING

‘Vaccine Volunteers’ help with early vaccination signups

In March of 2021, nearly 90 Women United volunteers sprung into action to help local seniors navigate the sometimes confusing and frantic online signup for COVID-19 vaccines during the initial phase of the vaccine rollout. Volunteers provided technical assistance, and if needed, transportation through Faith in Action. More than 300 seniors were signed up for their COVID-19 vaccine through this endeavor, and as one volunteer put it, “I stayed up past midnight and I felt like I won the lottery when I confirmed an appointment!”



NGES EVERYTHING.

United Way of McLean County plays a vital role in convening and coordinating community resources. We have expanded our traditional role as a fundraiser to include new opportunities to increase engagement with community stakeholders from both business and private sectors. We work together with our partners to raise funds with a clear purpose to **reduce poverty**, **increase access to services**, and **address behavioral health**.



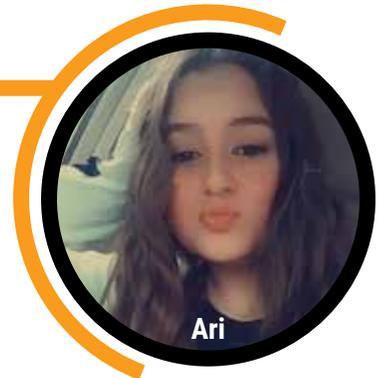
TINERVIN FAMILY FOUNDATION / FIRST SITE

The Tinervin Family Foundation collaboration with UWMC continued to grow in 2021. Building upon their efforts in to address food insecurity, TFF and United Way have teamed up to address root causes of poverty, including the need to create pathways to financial self-sufficiency. **The Tinervin Family Foundation and First Site have stepped up to sponsor two Workforce180 students – AJ and Brionna – who are pursuing careers as a Paramedic and CNA, respectively.**

APEX WIND

In April, 2021, Apex Clean Energy awarded the first round of grants from its Diamond Grove Wind Community Grant Program to United Way's Workforce180. **The \$5000 award went directly to fund the nursing career aspirations of Ari.**

"These funds are allocated to support programs that serve McLean County through economic development, environmental sustainability, education, and health and recreation... [through] UWMC."



PNC FOUNDATION

PNC Foundation awarded a \$5000 grant to Workforce180, which went directly to support one of the Nursing Prep students, Jenny. The PNC Foundation speaks to the long-term impact created by this grant:

"Each student we can support financially, emotionally, and logistically through their studies will become an asset to our local economy and their own family's future."



**time to
TAKE
ACTION!**

Women United has a lot planned for 2022, and we want **you** to be a part of it! Join on **UWmclean.org**, or use the QR code. And find our new group page at **Facebook.com/groups/WomenUnitedMcLean**



Become a sponsor for one of our current 30+ Workforce180 students! Your support helps cover books, tuition, materials, and more. Contact **Klorenz@uwaymc.org** to get started.

WE'RE DRIVEN TO DO MORE

As the Chair of the Board of United Way of McLean County, I'm excited about what we've accomplished in the last year. *But I'm even more excited about what lies ahead in 2022!*

You've seen how Workforce180 has expanded to more than 50 at-risk youth in our community. As we seek to dramatically **reduce poverty** in the years ahead, we expect at least five of those young men and women to enter the local workforce this year.

As a catalyst, we're pleased to announce a coalition including Carle BroMenn, The Tinervin Family Foundation, the Laborer's International Union of North America, and Western Avenue Community Center to **improve access** to services. Later this fall, a Mobile Health Unit, dedicated to McLean County, and staffed by Carle BroMenn will work in partnership with this coalition to reach underserved communities and neighborhoods throughout McLean County.

As a convener and coordinator, we're also partnering with the school districts in Lexington, Olympia (Stanford), and Ridgeview (Colfax) and Carle BroMenn



Me, and my excited face!

Counseling Services to **address behavioral health needs** of our local students, in a joint effort that will launch in May 2022.

The next page and back cover showcases initiatives happening in the upcoming months. Connect with us on social media to get updates on how United Way of McLean County continues to address local needs.

Cat Woods
2021 UWMC Board Chair

SEE WHAT'S AHEAD

UWMC FINANCIAL PICTURE

REVENUE 2021	
Total Revenue	\$1,129,538
EXPENSES 2021	
Total Expenses	\$889,778
COMMUNITY INVESTMENT 2021	
Total Community Investment	\$507,529

Youth & Family Initiatives

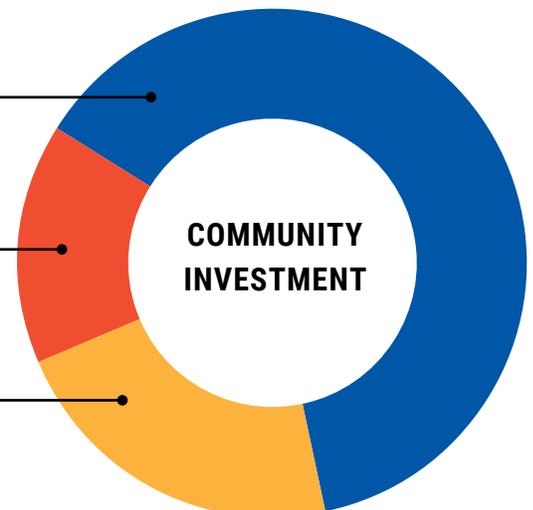
\$317,282

Community Needs & Analysis

\$78,423

COVID Relief Efforts

\$111,824



You can find our 2021 990s and Audited Financial Statements on our website: www.UWmclean.org



Recent CDC studies indicate **roughly 25% of school aged kids struggle with mental health issues and nearly 20% have contemplated suicide.** United Way is launching a coalition of local schools (Lexington, Olympia, and Ridgeview) to partner with Carle BroMenn Counseling services to provide preventative therapy to address this locally. The ThriveMind initiative will launch in the Spring of 2022.



CENTRAL ILLINOIS
BRIDGE ACADEMY

ROE # 17 SERVING DEWITT,
LIVINGSTON, LOGAN &
MCLEAN COUNTIES.

United Way provided a \$250,000 initial investment with the Regional Office of Education to launch the Bridge Academy. This center will support up to 40 local teens (age 13 to 18) in a classroom-style setting, while integrating mental health services and other supports to help students dealing with severe depression and anxiety.



Photo of the existing Champaign County unit.

COMING IN 2022: **'ROLLING OUT' MORE ACCESS TO SERVICES**

For many years, a variety of community needs assessments have highlighted a lack of access to services as a barrier for many McLean County residents. United Way, the Tinervin Family Foundation, and the Laborers International Union of North America (LiUNA) contributed lead funding to help Carle BroMenn bring a Mobile Health Unit dedicated to McLean County...

HAVE A LOOK! →



A Mobile Health Unit for McLean County is coming!

This modified RV is currently under construction and expected to be ready to serve McLean County communities and neighborhoods by Winter 2022.

photo of the existing Champaign County unit

YOUR SUPPORT CHANGES EVERYTHING.

Please make a donation to United Way of McLean County so we can continue to expand our life-changing work.



GO DIRECTLY TO OUR DONATION PAGE!



United Way of McLean County

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