


SUPPORT
THAT CHANGES
EVERYTHING

IN A YEAR WE'LL
**NEVER
FORGET**

2020 Impacts Report



United Way
of McLean County



“...to have this group of people
come along and say *‘I see that you
want to better yourself, I see that
you want to achieve that success
and happiness in your life...’* it’s an
overwhelming thankfulness that
I have for this program.

“They just see you as a human
and they want to help you
because you are a human.”

— AJ, Workforce180
Paramedic cohort, 2021



THIS IS WHAT WE'VE BEEN PREPARING FOR.



2020.

This particular year will not soon be forgotten by most of us. The year started out rather similarly to most, but before spring had arrived, “normal” had been turned on its head.

When 2020 started, the leadership of United Way of McLean County (UWMC) saw it as the opening of a new chapter in our now 85-year history. Our community had changed, and it required that we change as well.

During that period from 2017 to the start of 2020, dramatic changes in local fund-raising demanded a new approach. Many of our organizational changes proved difficult and challenging. Change is difficult for all who experience it, and for some, the changes weren't welcomed.

Despite the challenges and uncertainty, we persevered and executed on our vision. In order to best serve our donors and our community, we needed to be more agile and responsive. This included new strategic priorities, a more well-defined focus, and an adjusted business model and fiscal year to match the calendar year and reflect new realities.

When the world seemingly stopped on its axis in mid-March 2020, UWMC was ready. The changes leading up to 2020 positioned us to act decisively and proactively. We had the flexibility to explore new partnerships and to react to unique challenges presented by COVID-19.

Moving forward, UWMC will build on the progress made in tackling issues caused or magnified by the pandemic. We'll look to tackle those tough issues like behavioral health and poverty by bringing our community together to solve the challenges.

I hope you'll continue on this journey with us.



OUR STRATEGIC PRIORITIES



MAKE IT PERSONAL, LOCAL, AND ACCESSIBLE

In order to best serve our community, UWMC needs to identify **what** the needs are and **why** local residents and donors should care about those needs.

CONVENE AND COORDINATE RESOURCES

As you'll see throughout our annual report, in 2020, UWMC demonstrated what this priority means and how we can work together as a community to **address needs effectively** and in a coordinated fashion.

ENERGIZE THE DONORS

Communication is critical. From the outset of the pandemic, UWMC committed to a principle of **"brutal transparency"**. Trust is earned, not given. UWMC, through frequent town halls, emails, newsletters, and documents like this annual report shares our finances and our impact work. You'll understand what we're doing with the money you entrust to us.

OUR FOCUS: YOUTH & FAMILY

In November 2018, our Board of Directors voted unanimously to focus our efforts on issues affecting youth and family in our community. This came on the heels of a wave of violence and homicides in our community that disproportionately impacted young people under 30. Leading up to that vote, UWMC convened dozens of community leaders, stakeholders, and youth to discuss what factors contributed to this.

As a part of those conversations, we asked the participants to use 3 words to describe our community. We created a word cloud...the larger the word, the more frequently it came up. Here is how at-risk youth in our community see our community:



Poverty and ineffective systems contributed to a sense of hopelessness and despair. From this awareness, two key areas of focus of work for United Way McLean County were developed:

1. Addressing poverty and creating pathways for disillusioned local youth who might be considered “at-risk”
2. Addressing behavioral health for youth

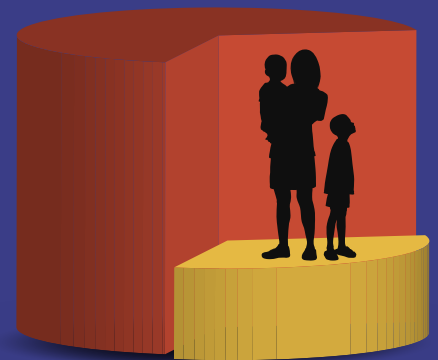
MEET ALICE.

ASSET LIMITED, I NCOME CONSTRAINED, EMPLOYED.



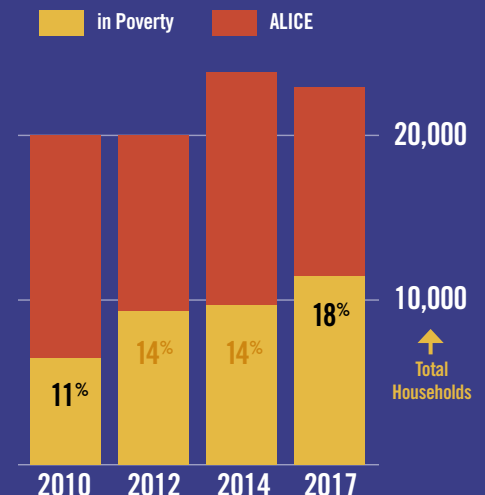
36%
OF MCLEAN COUNTY
HOUSEHOLDS

struggle in poverty or are unable to meet their basic needs despite working one or more jobs.



McLean County's ALICE report shows that **since 2010, the number of households in poverty** in our community has seen a

72%
INCREASE



During COVID, our local ALICE population became more visible when for the first time, they found their employment paused or completely stopped. They didn't know where to turn for help.

THE PATH TO SELF-SUFFICIENCY

Historically, the people United Way of McLean County describes as ALICE may have been referred to as “the working poor”. ALICE frequently lives just above the poverty level and therefore doesn’t qualify for most social programs at the local, state, or federal level. ALICE often lives paycheck to paycheck and has to make choices and trade-offs between what’s needed — healthcare, medicine, childcare, savings — and what they can afford.

As we emerge from the pandemic, UWMC will focus on creating pathways to sustainability in local in-demand careers. For these households, it means not just financial stability, but *self-sufficiency*.

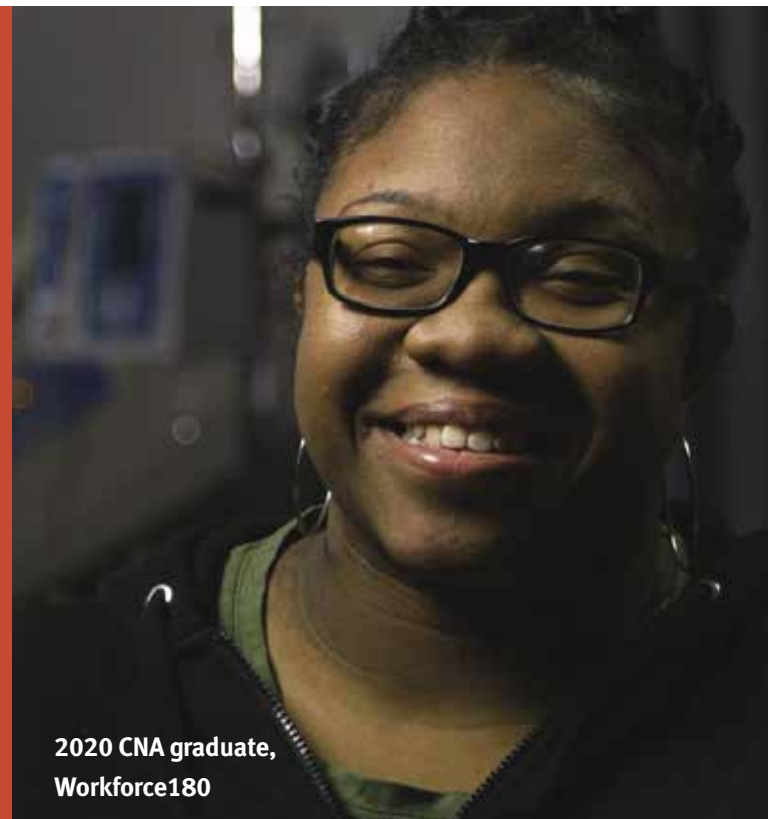
ALICE Household Budget — Survival vs. Stability						
	Single Adult		1 adult + 1 school-age child		1 adult + 1 infant	
	Survival	Stability	Survival	Stability	Survival	Stability
Housing	\$553	\$766	\$613	\$1,013	\$613	\$1,013
Child Care	\$ —	\$ —	\$262	\$405	\$719	\$1,221
Food	\$174	\$336	\$300	\$600	\$251	\$522
Transportation	\$340	\$591	\$407	\$709	\$407	\$709
Health Care	\$162	\$162	\$325	\$342	\$345	\$345
Technology	\$55	\$109	\$55	\$109	\$55	\$109
Miscellaneous	\$151	\$196	\$214	\$318	\$271	\$392
Savings	\$ —	\$196	\$ —	\$318	\$ —	\$392
Taxes	\$230	\$540	\$182	\$631	\$321	\$831
Monthly Total	\$1,665	\$2,896	\$2,358	\$4,445	\$2,982	\$5,534
Annual Total	\$19,980	\$34,752	\$28,296	\$53,340	\$35,784	\$66,408
Hourly Wage	\$9.99	\$17.38	\$14.15	\$26.67	\$17.89	\$33.20

TRANSFORMING LIVES:

MEET SIERRA

“I was working hard at two jobs, just to keep money coming in. To be in the CNA program, you have to pass a math class, and I wasn’t able to pay for the almost \$800 class. Workforce180 said they could pay for it.

“Words can’t describe how it felt to have them say ‘*we’re going to make sure you have everything so you don’t fail and you can be successful*’... that meant a lot to me. It lifted a huge weight off my shoulders.”



2020 CNA graduate,
Workforce180

Sierra was in the first cohort of young women to enter our inaugural Workforce180 initiative. Despite COVID lockdowns, she successfully completed her CNA certification and was hired at a local healthcare facility. Now she’s earning a steady income, has multiple career growth opportunities, and plans to become a Registered Nurse.

AND THEN CAME COVID...

ADVISORY TASKFORCE

In order to create a community-wide response, a community-wide taskforce would be needed. Headed by Deanna Frautschi, the COVID Advisory Taskforce first convened in early April 2020. With reps from all over McLean County representing various important stakeholders, United Way could invest donor dollars intelligently to provide urgent relief to those most affected by COVID-19.

FEEDING BN & BEYOND

Empty shelves. Kinked supply chains. Shortages.

The early days of the pandemic not only brought uncertainty around the virus, but it also created new realities of limited supply that McLean County residents didn't normally experience.

Recognizing that traditional responses wouldn't be effective in responding to the crisis, United Way took a different and innovative approach — starting with local farmers. Fresh produce was sitting unused in greenhouses and on shelves, for restaurants and markets that couldn't utilize it during the shutdown.

We began purchasing local produce from Praise the Earth Farm in Atlanta, IL, chicken stock and bread from local stores like Meijer and Kroger, and Tender Mercies boxes from Midwest Food Bank. Illinois State

University generously offered one of their warehouses for storage, and we then partnered with local schools to deliver fresh produce and staples to McLean County families facing food insecurity/food access issues.

Seeing our success in addressing urgent food needs, the local Boys & Girls Club reached out in late March to see if we could build on their 'Feed Blo-No Kids' initiative started by their volunteers and supporters. They didn't have the resources or capacity to sustain it, but they also didn't want the hundreds of kids they were helping to feed daily go unfed.

Feeding BN & Beyond was born.

Using a philosophy similar to what we did with farmers, we created a "dual-win" solution. In partnership with the Chamber of Commerce, we worked with local



"Because of COVID I was laid off from three of my jobs, so was discussing with my kids that maybe we cut on food to make groceries less and pay for rent. Then I saw the sign saying 'Food Here' and... they gave me huge sandwiches for me and my girls! This is my first experience with getting help from outside people. It means there is hope."

— Natalya



restaurants to purchase \$5 grab-and-go meal boxes. Each box included a sandwich or entrée, a bag of chips, a piece of fresh fruit, and a bottle of water.

How was this a “dual-win”?

Restaurants and their workers, many of whom fall in the ALICE category, faced an unprecedented shutdown. No cashflow. Inventory that would spoil soon. No governmental relief (yet).

We worked with approximately 30 local organizations, non-profits, churches, community centers, and nearly 30 local restaurants to facilitate more than 86,000 meals during the grab-and-go meal phase of Feeding BN & Beyond.

During the peak, we were purchasing 2,000 daily meals from local restaurants. That cashflow helped those businesses *and* their workers, utilized food supplies that otherwise would have spoiled, and fed local youth and families facing the uncertainty of where their next meal would come from.



Workers from **PrairieErth Farm in Atlanta, IL** supplied over 1500 lbs. of fresh vegetables to be distributed to families via Feeding BN & Beyond.



Partner agencies became pickup locations, getting meals to people in need.



Private & corporate donors grew our fund, enabling large-scale family meal boxes.

=



In 2020, our community has created an incredible impact.

A COMMUNITY COMING TOGETHER

April marked a year anniversary for the community COVID relief efforts in McLean County. On a fateful Friday afternoon, a year ago, United Way received a phone call to support food relief efforts initiated by a local group. Through a series of conversations, collectively we got Feeding BN and Beyond up and running over a weekend, providing 1,000 meals a week and gradually scaled it to nearly 10,000 meals a week. An advisory task force, led by Deanna Frautschi, paved the way for us to scale relief efforts across the community.

United Way's Board Executive committee convened every weekday for almost three months to support the staff. Staff transformed themselves to provide emergency relief efforts, providing much needed logistics to order and deliver thousand of meals each week. The advisory council and the committees provided support and credibility to coordinate resources/ideas across the community through food, housing and childcare relief efforts.

United Way's purpose to convene and coordinate resources took on a special meaning during these difficult times. Individuals and organizations we partner with inspire us. Listening to the countless human impact stories through our partnering organizations propel us. Conversations we had with many of you provided the necessary anchor to serve families and give financial assistance to families in need of housing, nutrition, childcare and other miscellaneous aid. Gifts we received from donors and sponsors like State Farm, COUNTRY Financial, AFNI, Illinois COVID Response Fund, to name a few, put the wind beneath our wings.

United Way Leadership team and its Board are grateful for your advocacy and financial support. We are in this together and we will chart a better course for our community... together. Thank you!

Phani Aytam, 2020 UWMC Board Chair

Through a series of conversations, collectively we got 'Feeding BN and Beyond' up and running over a weekend, providing 1,000 meals a week and gradually scaled it to nearly 10,000 meals a week.

ADVISORY TASK FORCE

Deanna Frautschi,
Chair

Dale Avery

Phani Aytam

Adrian Barr

Marty Behrens

Kevin Birlingmair

Linda Bowman

Dayna Brown

Tony Coletta

Keith Cornille

Mercy Davison

John Freese

Tyler Hari

Aaron Hays

Cory Heim

David Hirst

Melissa Hon

Roger Hunt

Tara Ingham

Dan Irvin

Mike Jones

Kathleen Lorenz

Barry Reilly

Ray Ropp

Karen Schmidt

Dan Stephens

David Taylor

Gary Tipsord

Cat Woods



TOTAL HOUSING ASSISTANCE: \$2,995,386

4,921

total cases served

May 2020–Mar. 2021

\$1,085,152

utility assistance

July 2020–Mar. 2021

\$604,962 in 'Other' housing assistance

May 2020–Mar. 2021

\$1,189,156

rental assistance

July 2020–Mar. 2021

\$31,235

mortgage assistance

July 2020–Mar. 2021



THE ADVISORY TASKFORCE

HOUSING COALITION

After food insecurity and access, secure housing was the next wave that hit our community. Eviction moratoriums stemmed the tide in the short-term, and while they've largely stayed in place, they don't solve the problem.

The COVID-19 Advisory Taskforce formed a Housing Coalition to ensure that local residents maintained secure housing. Adrian Barr, from Prairie State Legal Services, and Lauren Gibson, from the McLean County Regional Planning Commission, served as our co-chairs. Pre-pandemic, multiple organizations maintained or had funding available to provide rent or utility assistance. Each had their own application, and their own requirements or restrictions on who qualified.

A huge win for this coalition was getting the various stakeholders to agree to a uniform 2-page application.

This greatly streamlined the process for clients seeking assistance and aided in any hand-offs if a person

“Our levels of coordination are so far ahead of all the counties. A lot of work went into this, and UWMC was the catalyst that made it all possible.”

—Adrian Barr, Prairie State Legal Services

didn't qualify at one place, they didn't have to fill out a new application or start the process all over again.

This is a prime example of UWMC's role of “convening and coordinating resources.” Our community will continue to benefit from these key partnerships and coordination long after the pandemic is past.

CHILDCARE/YOUTH PROGRAMMING

Besides food and shelter, the youth of our community needed to be a focus of any COVID relief and recovery effort. Unsure of exactly what would be needed, the Childcare & Youth Programming Coalition was convened, with community leaders representing pre-school, K-12 and higher education, as well as educators and childcare providers.

First and foremost, this coalition listened and learned from those on the front line with our youth. What did the schools need as they closed doors and taught remotely? Very quickly, the issue of inadequate internet access in some parts of our county was apparent. Members of this coalition worked with community resources to shore up those gaps. When the schools began to re-open in the fall of 2020, thermometers were needed, in every classroom — not just in the school nurse's office! Once again, the coalition responded with funding for 2500 thermometers for teachers, daycare providers, community centers, as well as school families who needed to check their children's temperatures. As winter approached, and COVID numbers soared, the mental well-being of our children and their caregivers were top of mind. The coalition held a 3-part virtual Town Hall, titled **Coping**

During COVID, to highlight the needs and any gaps or barriers to accessing help.

As our community emerges from COVID-19, two issues of concern remain for the Childcare & Youth Programming Coalition:

- 1. The learning or achievement gap** that many youths have experienced from a very disruptive school year, and
- 2. The mental health of our young people**, having endured the strangest of times in their young lives.

To the first issue, the Coalition sponsored a multi-part Town Hall in May, that highlighted summer enrichment activities in the community, and advice from pediatric therapists on how parents and caregivers could make



The coalition's funding for

2500 THERMOMETERS

helped teachers, daycare providers, community centers, and school families with safer re-opening of schools.

the most of summer learning opportunities for pre-school and school-aged children. As for youth mental health, there is still much work to be done. This issue existed well before the pandemic's onset, but it is now even more pronounced and urgent. Going forward, coalition members plan to advocate for convening and coordinating the resources needed to address the mental well-being of our children and adolescents.

Behavioral health needs skyrocketed during the pandemic and continue to do so, as we emerge from the pandemic, especially for our school aged children. Our town hall series 'Coping During Covid' brought together more than 150 attendees with behavioral health professionals and resources, to discuss the impact of COVID on the mental health of our youth and families, what services are available for them, and any gaps or barriers to services. Over 25 mental health resources were identified, discussed, and subsequently posted on UWMC's Covid Resource



page. United Way of McLean County will remain vigilant in its mission to convene and coordinate the resources needed to address youth behavioral health in McLean County.

THANKS TO OUR TASKFORCE COALITIONS:

CHILDCARE & YOUTH PROGRAMMING

Dale Avery, <i>Co-Chair</i>	Mark Jontry
John Freese, <i>Co-Chair</i>	Taylor Long
Molly Allen	Kathleen Lorenz
Phani Aytam	Jan Meadows
Laura Beavers	Tony Morstatter
Christy Borders	Barry Reilly
Melissa Breedan	Mose Rickey
Dayna Brown	Doug Roberts
Rachel Carpenter	Deb Skillrud
Doug Damery	David Taylor
Greg Donovan	Jay Tetzloff
Liz German	Gary Tipsord
Lauren Gibson	Jennifer Toney
Amy Hancock	Joe Thornton
Laura Holland	Beth Whisman
Mike Jones	Pam Womack

HOUSING

Adrian Barr, <i>Chair</i>	Jo Anna Callahan
Lauren Gibson, <i>Co-Chair</i>	Karen Schmidt
Austin Maxwell	Karen Zangerle
Martin Behrens	Kevin Birlingmair
Bernie Anderson	Kris Williams
Cat Woods	Matt Burgess
Cory Heim	Melissa Hon
Deb Skillrud	Mercy Davison
Deanna Frautschi	Meri Helbig
Erik Zdansky	Mustaali Carbaidwala
Greg Meyer	Phani Aytam
Hannah Mesouani	Ray Lai
Jeannie Higdon	Roger Hunt
Jennifer Orban	Sarah Grammer
Jennifer Toney	Sarah Mellor
	Sonja Workman
	Thad Houseman



HELPING LOCAL YOUTH MOVE AHEAD

WE'RE HERE TO CLEAR A PATH.

Supporting local youth is a primary focus for United Way, and we are committed to investing in young people in our community to help them make a “180” in their lives. We’re doing this by removing barriers and supporting students on the path to *successful employment and income stability*.

This is not just another jobs program. There are plenty of employers looking for trained workers, and Workforce180 is the bridge: connecting job training and certified skills with stable, long-term employment. Participants in our Workforce180 initiative learn specialized skills and earn certifications for in-demand careers. When a student successfully completes their certification, employers are waiting!

HOW DOES WORKFORCE180 WORK?

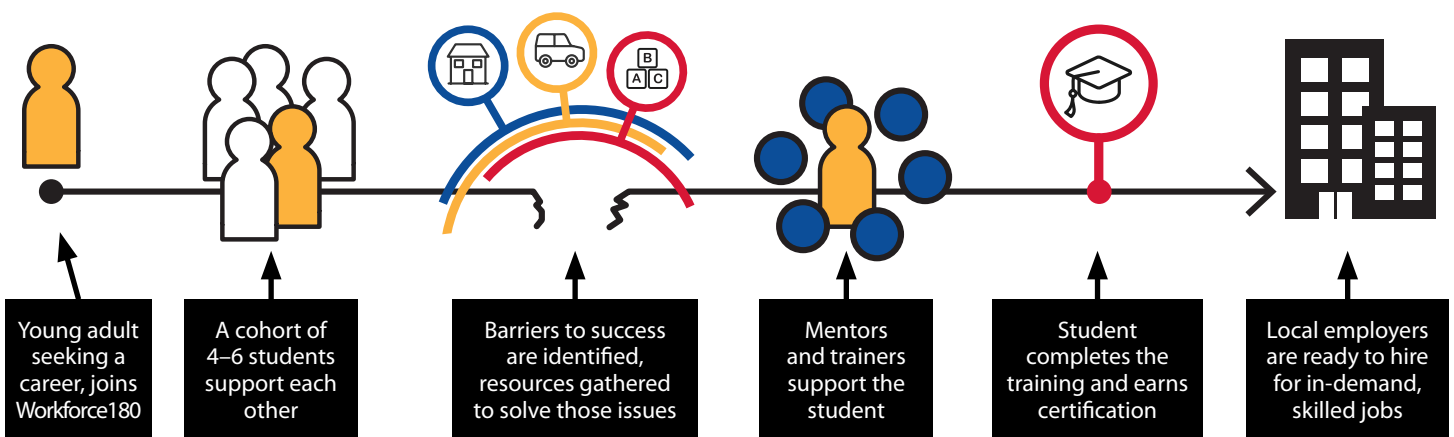
WHO: 18–30 year olds who do not have a career path, and whose income and work situation is unstable

WHAT: Students are brought together into a cohort group of 4–6 participants

THEN WHAT: United Way invests in career training for the participants, in fields such as Certified Nursing Assistant, Paramedic training, or the trades (construction, plumbing, electrical, etc.)

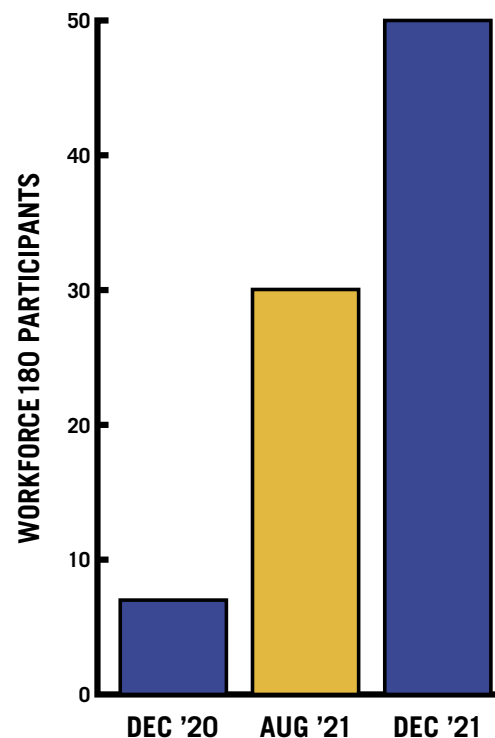
In addition, United Way staff works with each participant to determine what barriers exist that would keep them from successfully completing the path to certification. They then gather the necessary resources — such as social services, shelter assistance, childcare — to help solve those problems. Each cohort group meets regularly to support one another, as well as receive support from professional trainers, mentors, and even potential employers.

Participants who have successfully completed the Workforce180 pathway say this team approach made a huge difference to them — they knew their mentors and United Way were beside them, making sure they had what they needed to succeed.



“What has working with Workforce180 students meant to me? These young people amaze me every day, their honesty, resilience and focus to succeed empowers me to do more. I tell them all the time that they mentor me just as much as I hope I mentor them. Each one has a different path, we cry together and laugh even harder together. I’m honored to be able to watch them work together, grow and most importantly celebrate their successes. They have no idea the impacts that they’ve made in **my** life just by listening and supporting them, I cherish these opportunities.”

Stephanie McClellan, CTFA
Vice President, Senior Fiduciary Advisor
PNC Wealth Management



2021
Paramedic cohort,
Workforce180

TRANSFORMING LIVES: MEET JACOB

“I went to paramedic school because of United Way — they helped me along. There’s a need for firefighters in Bloomington, but you need to be a paramedic first. Getting hired to that department is the ultimate goal for me.

“If I didn’t have Workforce 180, I probably wouldn’t be here. They’ve provided me a straight shot to my ideal job and the resources, time, and energy to get there. It’s a weight off my shoulders that they have come in and helped. **Now I know exactly where I’m going, I know exactly how to get there.** They are just helping me along the way.”

FROM 'BUSINESS AS USUAL' TO MILES AHEAD

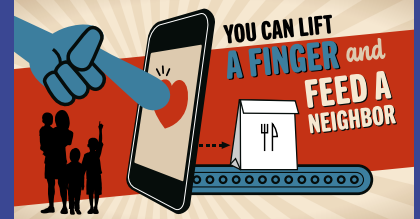
During my time of being associated with United Way I've watched the organization go from "business as usual" to having an existential crisis and finally to become a United Way Organization that is miles ahead of other United Ways. Much of the credit for this success story goes to United Way staff, David Taylor, CEO and President, and the Board.

When COVID measures were put into place in the spring of 2020, I was fortunate to be included in daily early morning phone calls to plan and execute United Way's response to the pandemic. People lost jobs and needed the basics and that's what United Way tackled. First food. Second housing. Third, Child care and fourth, jobs.

Fast forward to today, we are still working in those arenas and it feels natural. It feels right that United Way's role now is to convene and coordinate resources, keeping it local and accessible and focusing on family and youth.

Phani Aytem, previous Board Chair, handed me a well-oiled machine when his term ended. My hope is to do the same for whoever follows me, with one difference — that **we will have moved the needle on poverty in this community**. With each person that we put through Workforce180, we're doing just that. Watch for our updates, visit our website and follow us on social media so you can see how we're doing. And lastly, thank you for partnering with us.

Cat Woods
2021 UWMC Board Chair



2020 BOARD MEMBERS

Phani Aytam <i>Board Chair</i>	Kevin Birlingmair* <i>Treasurer, Chair of Finance & Administration Committee</i>
Marty Behrens <i>Past Board Chair</i>	Pam Reece*
Cat Woods <i>Fundraising Chair</i>	Sonja Reece
Dan Irvin* <i>Branding & Communications Chair</i>	Dianne Schultz*
Cory Heim <i>Community Investments Chair</i>	John Penn
Roger Hunt* <i>Secretary</i>	Sean Fagan
Austin Maxwell <i>Secretary-elect</i>	Scott Preston
	Gary Tipsord
	Keith Cornille
	Tim Gleason

*Outgoing (not on the 2021 Board)

2021 NEW OFFICERS/CHAIRS

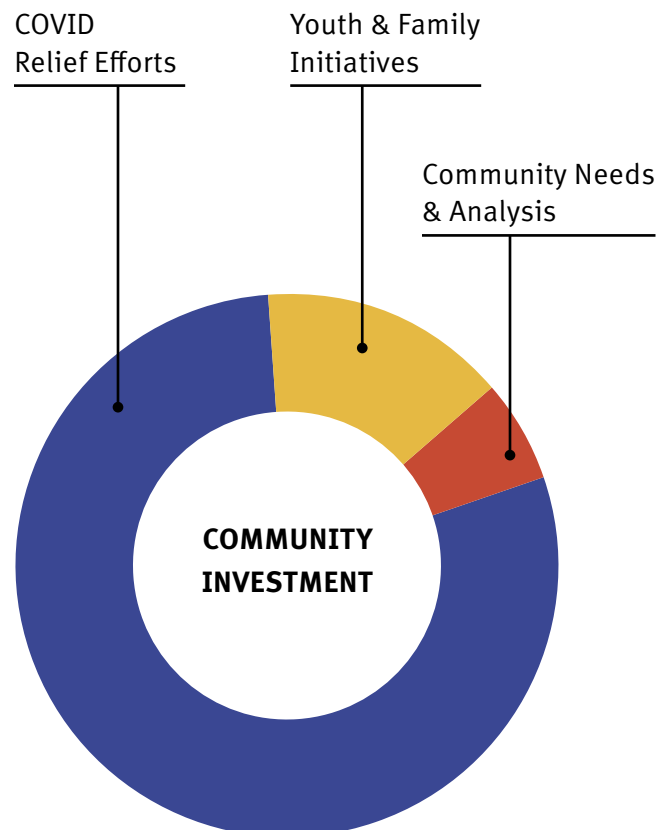
Cat Woods <i>Board Chair</i>
Phani Aytam <i>Past Board Chair</i>
Cory Heim <i>Treasurer, Chair of Finance & Administration Committee</i>
Austin Maxwell <i>Secretary</i>
Mary Bynum <i>Fundraising Chair</i>
Dale Avery <i>Community Investments Chair</i>
Deanna Frautschi <i>Chair, Women United</i>

THE UWMC FINANCIAL PICTURE

In 2019, in light of the changing fundraising landscape in McLean County, the United Way of McLean County Board of Directors voted unanimously to approve the Finance & Administration Committee's recommendation to move our fiscal year from July 1–June 30 to calendar year January 1–December 31, and operate on a cash basis to create certainty in our budgeting and community investment decisions.

Calendar year 2020 represented the first time operating under the new fiscal year and philosophy. On March 17, 2021, the auditors from MCK CPA's & Advisors presented our first new fiscal year to the Board of Directors. They provided United Way of McLean County with a clean, unmodified opinion of our financial records in their presentation to our Board of Directors, who unanimously approved the 2020 Year-end Financial Statements. These can be found on our website. Below, you'll find a pro forma summary of your 2020 year-end financial picture, as well as a graphical representation on how we invested your support into our community to address urgent and ongoing needs

REVENUE 2020	
Contributions and grants	\$1,602,973
Investment Income	\$21,227
Other Revenue/Losses	(\$2,794)
Total Revenue	\$1,621,406
EXPENSES 2020	
Salaries/Compensation/Benefits	(\$342,264)
Program-related Expenses	(\$954,181)
Total Expenses	(\$1,296,445)
Revenue less Expenses	\$324,961
COMMUNITY INVESTMENT 2020	
Youth & Family Initiatives	\$107,870
Community Needs & Analysis	\$43,177
COVID Relief Efforts	\$568,665
Total Community Investment	\$719,712



COMMUNITY PARTNER HIGHLIGHTS

JEFF TINERVIN

TINERVIN FAMILY FOUNDATION

“I have built my business by creating good partnerships that make us stronger and create better results. The Tinervin Family Foundation operates effectively by partnering with a purpose to create better outcomes. TFF’s partnership with United Way that started out collectively collaborating on food distribution is starting to branch out into other areas and we feel like **TFF will be stronger and more effective because of our partnership with United Way!**”



*Volunteers from Tinervin Family Foundation preparing to deliver some of the **7300 food boxes** assembled as a coordinated partnership between TFF, Midwest Food Bank, and United Way of McLean County.*

TOM FRAZIER, DIRECTOR

BLOOMINGTON AREA CAREER CENTER

“Workforce180 is an incredible opportunity for our students who want to pursue advanced training with various support systems in place to help him or her succeed.

“One of the most critical periods is right after high school graduation, and Workforce180 helps make this a smooth hand-off.”

Current career pathways supported include Paramedic, Nursing, Nursing Assistant, Welding and Construction Trades.

Candidates for the Workforce180 initiative
can contact Kathleen Lorenz at klorenz@uwaymc.org



HEARTLAND SUCCESS CONNECTIONS TEAM HEARTLAND COMMUNITY COLLEGE

“Workforce180 helps put all the puzzle pieces together for its participants. United Way staff provide local resources for the extra support and connection to services for those most in need. As Heartland Success Coaches, we work closely with the Workforce180 participants and community team to ensure the student’s success in school and ultimately success in finding a fulfilling career.”

TOGETHER, WE THRIVE.

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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