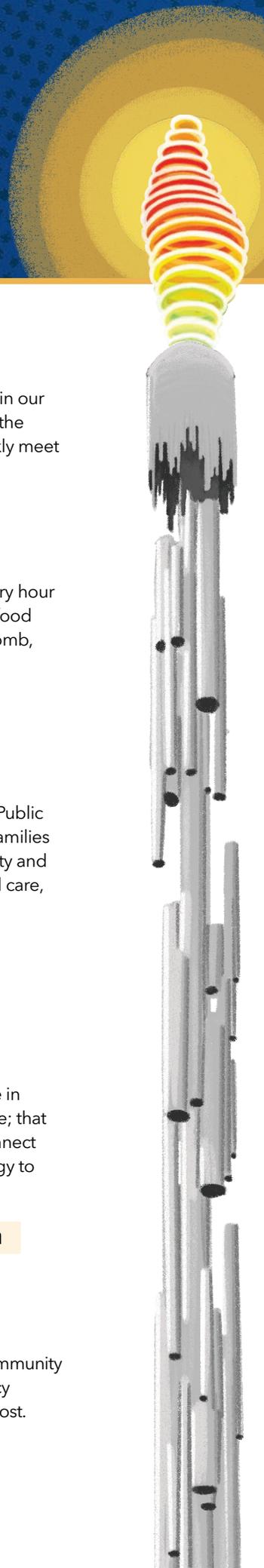


UNITED WAY FOR SOUTHEASTERN MICHIGAN

Community Impact Overview



UNITED WAY FOR SOUTHEASTERN MICHIGAN COMMUNITY INVESTMENT FUND

A gift to the United Way for Southeastern Michigan Community Investment Fund makes the widest, fastest impact in our region. This fund allows United Way to make immediate distributions to programs and partners that work to meet the needs of our neighbors when they're at their most vulnerable. Flexibility is the key to this fund, allowing us to quickly meet the ever-changing needs of the community.

2-1-1 HELPLINE

United Way for Southeastern Michigan's 2-1-1 helpline is the go-to resource for community members in need. Every hour of every day, 2-1-1 is available to connect callers with helpful resources like emergency housing, utility assistance, food pantries and more. Each year, our 2-1-1 helpline serves tens of thousands of households in Wayne, Oakland, Macomb, Lapeer, Monroe and Washtenaw counties.

Priority Initiatives/Programs: Utility Assistance Program, CERA, COVID hotline

ADVOCACY

Our advocacy work for public policy, creates long-term, positive change. United Way for Southeastern Michigan's Public Policy Team works directly with local officials, and state and federal legislators. We advocate for policies that help families meet their basic needs and achieve economic mobility; help children learn, grow and succeed; and promote equity and civic engagement. Our network of thousands of dedicated advocates mobilizes around issues like affordable child care, health care, food security and helping Michigan workers get good-paying jobs.

Priority Initiatives/Programs: Child tax credit and earned income tax credit, school breakfast, MI Reconnect

BASIC NEEDS

Nearly 40 percent of Southeastern Michigan households struggle to afford their basic needs. That's more than one in three families in our region that could be forced to choose between paying their bills and putting food on the table; that can't find affordable, quality child care; that risk sending their children to school hungry. United Way programs connect those in need with resources like utility assistance, financial coaching and school breakfast. It's all part of our strategy to help households reach stability and ensure that children thrive.

Priority Initiatives/Programs: Operational grants for safety net organizations, Community Information Exchange, Better with Breakfast, Meet Up and Eat Up

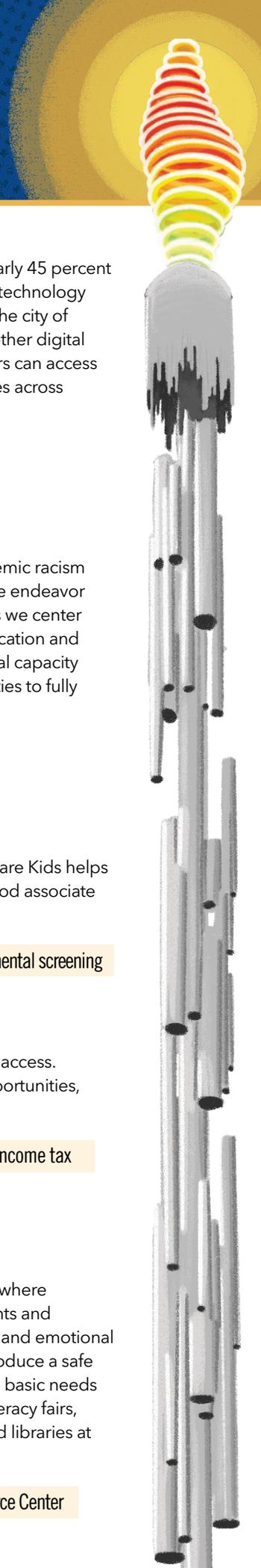
CRISIS AND RECOVERY

United Way for Southeastern Michigan works every day to meet the needs of families in our region. But when our community faces a crisis, we must be able to immediately respond to spikes in demand for food, shelter and access to emergency services. The United Way Crisis and Recovery Fund ensures we are prepared to act when our community needs us most.

Priority Initiatives/Programs: Crisis and Recovery Fund

UNITED WAY FOR SOUTHEASTERN MICHIGAN

Community Impact Overview CONTINUED



DIGITAL INCLUSION

The pandemic forced schools, workplaces and even friendships into a virtual world. Yet prior to the pandemic, nearly 45 percent of Detroit residents lacked access to broadband internet, and 35 percent of Detroit students lacked access to the technology needed to engage in learning opportunities. Together with partners like Rocket Community Fund, Microsoft and the city of Detroit, our Connect 313 partnership works to close that digital divide by providing laptops, internet access and other digital support to those in need. The goal is to make Detroit a national model for digital inclusion and ensure all Detroiters can access the digital world and the opportunity it brings. We also work to meet digital support needs to students and families across Southeastern Michigan through United Way for Southeastern Michigan Community Schools.

Priority Initiatives/Programs: Tech United, Connect 313, Safe Haven Project

DIVERSITY, EQUITY AND INCLUSION

At United Way for Southeastern Michigan, we are committed to deconstructing the belief systems that cause systemic racism and institutional bias while promoting diversity, equity and inclusion as core values in every aspect of our work. We endeavor to support and empower Black, Indigenous, People of Color, and people most harmed by systemic oppression as we center their lived experiences in our intentional efforts to prioritize: community mobilization and engagement; communication and awareness building; data management; policy and advocacy; fundraising, grantmaking and stewardship; and local capacity building, so that all people experience authentic inclusion and have equitable access to resources and opportunities to fully thrive and reach their full potential.

Priority Initiatives/Programs: Racial Equity Fund, 21-Day Equity Challenge, Diversity Leadership Academy

EARLY CHILDHOOD

United Way's early child care initiatives aim to make quality child care more accessible and affordable. Connect4Care Kids helps families find the child care option that works for them. Additionally, United Way is gold accredited in early childhood associate work, a training program that helps providers certify their staff and increase the quality of care.

Priority Initiatives/Programs: Early Childhood Support Network, Early Learning Communities, Connect4Care Kids, Ready4K, developmental screening

ECONOMIC MOBILITY AND FAMILY FINANCES

This work provides a mechanism for education savings for children and families and helps lower barriers to credit access. We team with partners to expand access to banking services in neighborhoods and promote wealth-building opportunities, including access to credit to purchase or renovate a home.

Priority Initiatives/Programs: Ride United, Detroit Financial Well-Being Innovation Challenge, free tax preparation (earned income tax credit and child tax credit), Center for Working Families

EDUCATION AND LITERACY

United Way for Southeastern Michigan works collaboratively with school districts to transform schools into places where students, families, staff and the surrounding community can thrive. Together, we provide holistic support to students and families. Our wraparound model addresses each student's needs, including academic and literacy support, social and emotional learning, physical and mental health services, and family and community engagement. It all comes together to produce a safe and supportive climate that nurtures child development. Our model also provides access to resources that ensure basic needs are not a barrier to success in school and beyond. In addition, we encourage a lifelong love of reading through literacy fairs, Ready4K and My Home Library, which provides 10 books to school-aged children each year, helping families build libraries at home to foster reading skills.

Priority Initiatives/Programs: Community Schools, Literacy Fairs, My Home Library, Ready4K, 313Reads, College Access & Resource Center