

STRONGER UNITED



COMMUNITY IMPACT REPORT 2020 EDITION



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A MESSAGE TO OUR COMMUNITY

Throughout its history, our United Way has weathered many storms – both literally and figuratively. But 2020 was like nothing we have seen before, resulting in unprecedented disruption and accelerated change. Through it all, the vital role United Way of Martin County plays in our community has become more evident than ever. In the face of such challenges, we have found one of our greatest strengths is our flexibility – our ability to respond, to pivot and to help our partners do the same.

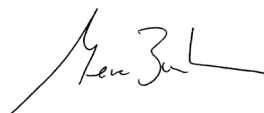
To show our donors and other stakeholders how United Way of Martin County helped our community respond to the pandemic and ensuing economic impacts, we are focusing this year's Community Impact Report on the significant steps we have taken to address community needs during 2020. There has been nothing normal about our "new normal" and this Community Impact Report will reflect that notion.

Improving lives by mobilizing the caring power of our community is more than our mission. It is our core, the heart of our work. And in today's unsettled times, never has this work been more important. Our response would not have been possible without the support of our donors, volunteers, staff and entire community that banded together on a scale we never thought possible. Thank you for answering the call when we needed you the most. We are #StrongerUnited.

Warm regards,



Carol G. Houwaart-Diez
President/CEO
United Way of Martin County



Gene Zweben, Esq.
Board Chair
United Way of Martin County



VISION STATEMENT

United Way of Martin County envisions a community where all individuals and families achieve their potential through education, financial stability and healthy lives.

Bravely, we dream of a day when no one in Martin County goes to bed hungry. We dream of strong, successful families. We dream of a UNITED community where everyone is healthy and has the opportunity to succeed, reaching their fullest potential in a safe and secure place.

MISSION STATEMENT

To improve lives by mobilizing the caring power of our community.

NEED MORE
INFORMATION ABOUT
**UNITED WAY
OF MARTIN COUNTY?**

UnitedWayMartin.org
772-283-4800



@UnitedWayMartin

COVID-19 RESPONSE

The COVID-19 pandemic may be a new challenge, but the human desire to help one another is not. Across our community, people reached out for help – and, at the same time, people found ways to help. For nearly 50 years, United Way of Martin County has been mobilizing the caring power of our community to help local people during

their darkest hours – whether recovering from a natural disaster, a personal financial setback or an unforeseen medical emergency.

Throughout 2020, United Way's role was critical in the wake of the COVID-19 pandemic as more people than ever before were scrambling to cover their basic needs.



RESPOND, RECOVER, REBUILD UNITED WAY OF MARTIN COUNTY COVID-19 RELIEF FUND

Even before the pandemic hit, nearly half of Martin County households were one emergency away from financial ruin. For many families, COVID-19 became that one universal emergency.

Recognizing the crisis in the making, United Way of Martin County immediately launched the COVID-19 Relief Fund in March 2020 when the virus first started to circulate in the area.

The fund was established using emergency reserves, but shortly after, the donations started rolling in, totaling nearly \$280,000.

The Martin County Board of County Commissioners named United Way of Martin County as the official organization to raise resources for our community's COVID-19 response and recovery.

100% of the funds raised will be channeled back into our community to assist Martin County individuals and families impacted by COVID-19.

UNITED WAY OF MARTIN COUNTY COVID-19 RELIEF FUND

By the Numbers



200 donors contributed
\$279,569



125 families received
\$122,500
in relief for rent, mortgage,
utility and transportation
assistance



\$29,500
provided to keep pantries
stocked with nutritious food
and programs running



\$45,000
provided to nonprofits
and childcare centers for
cleaning supplies, upgrades
and personal protective
equipment



66% more homebound
seniors received
food delivery



BANDING TOGETHER TO HELP NONPROFITS

Nonprofit organizations serve as the front-line responders in times of need, and COVID-19 is a prime example. The dependency on nonprofits' services, such as food, housing, utility, health care resources, has been greater than ever before.

To help nonprofits meet the increased need using a collaborative and strategic approach, United Way of Martin County and a consortium of local funders worked together to allocate resources to organizations that would help the most people as efficiently as possible.

To accomplish this, the consortium created a centralized online grant application for local nonprofits. Each funder individually allocated its resources to the organizations and grants that fit within the funder's guidelines and funding priorities.

This collaboration allowed funders to review all applications submitted through the universal application process, share data and information and encourage funding partnerships.

By the end of 2020, the consortium awarded \$1,146,045 in grants that helped 31 nonprofits and thousands of people in Martin County.

UNITED WE CARE: MARTIN COUNTY'S COVID-19 RELIEF FUND



198 households avoided evictions and foreclosures and 107 past-due utility accounts were made current thanks to the United Way of Martin County's distribution of \$664,189 in federal Coronavirus Aid, Relief and Economic Security (CARES) Act personal assistance grants.

In July 2020, the Martin County Board of County Commissioners tapped United Way's expertise as a convener and provider of resources to distribute federal assistance to people caught in the economic storm wrought by the COVID-19 pandemic.

The United We Care fund provided rent, mortgage and utility assistance to Martin County residents with a household income at or below 120 percent of the median income level.

To qualify for assistance, applicants provided documentation verifying they had lost income or suffered financial hardships as a direct result of the pandemic. Up to \$10,000 per household was available, and payments were made directly to the landlord, mortgage lender or utility company.

United Way also distributed \$2,802,450 of CARES Act funds to eligible Martin County nonprofits to keep pantry shelves stocked with nutritious food and products throughout the pandemic.

In October 2020, United Way again partnered with the Martin County Board of County Commissioners to expand mental health services by distributing \$469,617 in federal CARES Act funds to help mental health providers meet the increased demand for services caused by the pandemic.

"The United We Care program helped me a lot. I have four children and have been out of work for six months. If you didn't help me, I wouldn't know what to do. Thank you so much."

-UNITED WE CARE client

COVID-19 RESPONSE

UNMASKING THE COMPASSION IN OUR COMMUNITY

In the early stages of the pandemic, we faced many critical shortages of supplies, including personal protective equipment. This unmet need inspired dozens of professional and novice sewing enthusiasts to take up needle and thread to help front-line workers facing dwindling supplies of face masks.



As soon as the Centers For Disease Control and Prevention recommended wearing cloth face coverings in public settings, the demand for homemade masks skyrocketed. Volunteers did their best to keep up with requests, often burning the midnight oil to complete large orders. There were several heartwarming stories of people coming together to help, such as generous fabric donations from Dramatic Décor and Calico Corners.

In all, volunteers distributed nearly 10,000 homemade masks to individuals, nonprofits and healthcare workers.

Additionally, United Way distributed donations of 9,000 cloth masks from the Corporation for National and Community Service and 20,000 disposable masks and hand sanitizer from Bank of America.



VOLUNTEER UNITED



United Way of Martin County's LEADERS UNITED group volunteered at a food pantry during the pandemic.

Volunteer work is not only essential to helping the community respond and recover from a disaster, but it also provides a tangible economic benefit. The dollar value of every hour that volunteers spent in disaster recovery – from delivering meals to vulnerable seniors to making face masks for first responders -- can be applied to the local government's cost share for Federal Emergency Management Agency (FEMA) reimbursement.

As the lead coordinating agency for Emergency Support Function (ESF 15) Volunteers and Donations, United Way of Martin County played a critical role in recruiting and deploying volunteers and tracking volunteer hours to help offset the local government's financial burden of disaster response.

In all, United Way recruited 272 volunteers who provided 54,692 of volunteer service worth approximately \$935,250 toward disaster response for the COVID-19 pandemic.

BUSINESS AS UNUSUAL

FUNDED PROGRAMS

While we addressed the unique challenges created by the pandemic, the everyday work of United Way proved to be even more essential. Thanks to your support and investment in the Community Impact Fund, we were able to fund 47 local programs to improve the education, health and financial stability of Martin County residents.

EDUCATION

ARC of Martin County
Youth After School Program

Big Brothers Big Sisters
BISS Mentoring

Boys & Girls Clubs of Martin County
K-8 Academic Success

Caring Children Clothing Children
Reading on Wheels

Dunbar
Butterflies Voluntary Pre-Kindergarten (VPK) Program

Gertrude Walden Child Care
VPK
VPK Summer Slide

Helping People Succeed
Baby Steps

Hibiscus Children's Center
Shelter Literacy Program

Hobe Sound Early Learning Center
Increase School Readiness

Hope Rural School
Parent Outreach

United Way of Martin County
Tools for Success
CHARACTER COUNTS!

YMCA
Drumbeat Program

Thank you to our Education Impact Sponsor Florida Power & Light Company

FINANCIAL STABILITY

Alzheimer's Community Care
Family Nurse Consultant
Specialized Day Care

Catholic Charities
Children & Family Counseling

Children's Emergency Resources
Emergency Health Care Assistance

Council on Aging
Adult Day Health Program

D.A.T.A.
Youth Substance Abuse

Deaf & Hard of Hearing Services of the Treasure Coast
Dangerous Decibels

Epilepsy Foundation of Florida
Medical Services & Case Mgmt

House of Hope
Food Pantry

Light of the World Charities
Little Lights Dentistry

Martin County Healthy Start Coalition
Healthy Start Services

Martin County School District
Headstart

Project Lift
Substance Abuse

Tykes & Teens
Botvin Life Skills

Social Communicative Competence
YES Program

Molly's House
Guardian Angels

HEALTH

211 of the Treasure Coast
Crisis and Community Hotline

ARC of Martin County
ABLE Program

Caring Children Clothing Children
Clothing Program

Children's Home Society
Children in Need of Services

Council on Aging
Meals on Wheels

Helping People Succeed
Community Living

House of Hope
Golden Gate
Project Hope

Life Builders
Building Lives, Protecting Community

Mary's Home of the Treasure Coast
Pregnancy Shelter

Project Lift
Pre-Apprenticeship Certification
Transportation & Employment

SafeSpace
Domestic Violence Shelter

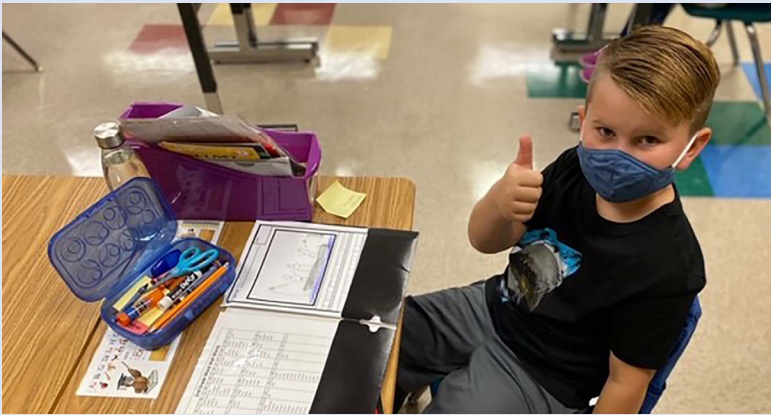
Salvation Army
Basic Needs
Compassion House

United Way of Martin County
Volunteer United
VITA

Thank you to our Health Impact Sponsor Cleveland Clinic Martin Health

BUSINESS AS UNUSUAL

JOE KORDICK YOUTH CHARACTER AWARDS



TOOLS FOR SUCCESS

Amid all of the disruption caused by the pandemic one thing remained the same -- the need for school supplies, and the expense that came along with it.

Whether they started the school year virtually or in the traditional classroom setting, more than 10,500 Martin County students began the school year with necessary supplies thanks to United Way of Martin County's Tools for Success program.

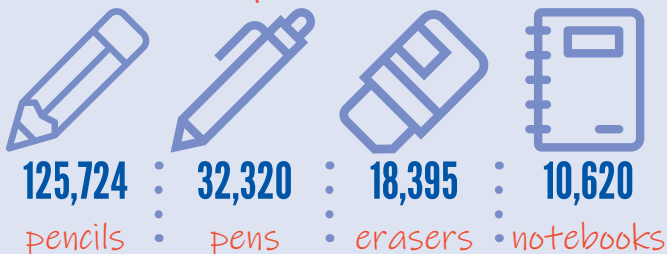
More than 260,000 supplies were lovingly assembled into supply kits to help students kick start the school year, saving local families over \$83,000 in school supply costs.

The pandemic made it more difficult to collect school supplies from traditional drop-off locations. As a result, United Way focused on a virtual drive, which allowed donors to safely and efficiently purchase items that were shipped directly to our office.

The extensive volunteer effort was scaled down to comply with social distancing guidelines. Thirty-eight individuals volunteered 316 hours sorting and assembling school supply kits that were delivered directly to the schools.

MOST NEEDED SUPPLIES

By the Numbers



United Way of Martin County's CHARACTER COUNTS! program typically hosts a ceremony to present Joe Kordick Youth Character Awards to students honored for their outstanding character.

In 2020, instead of honoring students during a ceremony, CHARACTER COUNTS! advisory board members surprised recipients by placing signs at their homes that read "A Joe Kordick Youth Character Award Winner Lives Here." Seniors' names were displayed on the electronic billboard in Stuart and they were also presented with a \$1,000 cash award. Middle school recipients were presented with a plaque.

"While we were disappointed that the pandemic altered our plans, it was actually an ideal time to applaud good character because challenging times reveal our true values, priorities and character as individuals and as a society."

-Victoria Defenthaler, Martin County School Board Member and CHARACTER COUNTS! Advisory Board Member



UNITED WAY HOLIDAY PROJECT

For more than 30 years, United Way of Martin County has helped bring Christmas cheer to thousands of children and their families facing hard times, and 2020 was no exception. The pandemic may have complicated the traditional ways of collecting and distributing toys, but it didn't stop the program from helping struggling families in a year when they needed it the most.

As the local coordinating agency for Toys for Tots, United Way employed creative methods to safely collect toys during the pandemic, such as virtual toy drives and drive-thru drop-off events.

United Way faced another challenge in adjusting its volunteer strategy to adhere to social distancing and safety protocols. Small groups of volunteers in staggered shifts worked diligently in the days leading

up to distribution to ensure the right toys got to the right children.

Families were scheduled to pick up their pre-packaged toys during a two-day drive-thru distribution event.

Typically, parents can select toys themselves, but safety protocols put into place during the pandemic limited the number of individuals permitted in the fairgrounds at one time.

While not ideal, the model for distributing toys enabled us to fulfill our mission of making sure there was a toy underneath the tree for every child.

In addition to the toys, families were provided with a turkey, pork tenderloin and two weeks' worth of groceries thanks to Cares Act funds from the Martin County Board of County Commissioners.



SENIOR VOLUNTEERS CELEBRATED

Another impact of social distancing is its effect on volunteer programs that engage individuals over 55. Many older adults and retirees provide critical support to countless organizations, from literacy programs to food banks and more. Pre-COVID-19, an army of older adult volunteers – through United Way of Martin County's Retired and Senior Volunteer Program (RSVP) – gave of their time to make sure community needs were met. These efforts were honored during a drive-thru style volunteer celebration attended by over 120 RSVP volunteers. This unique event celebrated the impact of volunteers age 55 and older who contributed 63,880 hours of donated time in 2019, saving local nonprofit agencies \$1,624,468.



TOP 10 MOST GENEROUS COMMUNITIES & WORKPLACES



United Way of Martin County

We once again released a ranking of the Top 10 most generous workplaces and communities whose employees and residents gave philanthropic contributions to United Way of Martin County.

Publix Super Markets, a notable employer in Martin County and a company well known for charitable giving, combined with the generosity of its associates, contributed \$495,049 once again solidifying its spot as the No. 1 Most Generous Workplace.

Not only is Publix ranked as the top supporter locally, they are now United Way's top supporter globally.

While many United Ways rely heavily on workplace campaigns, the local gated communities in Martin County comprise more than half of the philanthropic giving to our annual campaign. The residents of Sailfish Point were once again honored with the title of Most Generous Community for contributing over \$381,834.

MOST GENEROUS WORKPLACE



PUBLIX SUPER MARKETS



#1 MOST GENEROUS WORKPLACE 2020

TOP 10

MOST GENEROUS WORKPLACES

- 1 Publix Super Markets
- 2 Florida Power & Light Company
- 3 Seacoast Bank
- 4 Raymond James
- 5 Cleveland Clinic Martin Health
- 6 Pratt & Whitney
- 7 Martin County Board of County Commissioners
- 8 Bank of America
- 9 Wells Fargo
- 10 City of Stuart

TOP 10

MOST GENEROUS COMMUNITIES

- 1 Sailfish Point
- 2 Harbour Ridge
- 3 Willoughby
- 4 Loblolly
- 5 Mariner Sands
- 6 Piper's Landing
- 7 Sandhill Cove
- 8 Jupiter Island
- 9 Jupiter Hills
- 10 Sewall's Point

MOST GENEROUS COMMUNITY



SAILFISH POINT



#1 MOST GENEROUS COMMUNITY 2020

*United Way of Martin County is a Top 10 Most Generous Workplace but is excluded from the listing

FOUNDATION UPDATE

\$7.2 MILLION

As of June 30, 2020, United Way of Martin County Foundation had net assets totaling **\$5,008,732** and additional legacy gift intentions of **\$2,232,100**.

The United Way of Martin County Foundation is an independent public charity uniquely positioned to accept legacy gifts and build an endowment fund to meet the current and future unmet needs of Martin County.

Foundation Board of Directors

Chair: Stephen A. Pinnacoli, Esq., LL.M., Keane Thomas & Pinnacoli

Vice Chair: Dennis Longstreet, Retired Executive

Immediate Past Chair: Thomas H. Thurlow III Esq., Thurlow & Thurlow, P.A.

Treasurer: Gregory R. Nuttall, HBK CPAs and Consultants

Secretary: Carol G. Houwaart-Diez, United Way of Martin County

Thomas Campenni, United Way Board Representative

John Loewenberg, Retired Executive

Randy Pennington, CenterState

Carol Webb, Retired Executive

Honorary Board: Robert Weissman, Retired Executive



FRANCES LANGFORD HUMANITARIAN AWARD

United Way of Martin County Foundation honored John and Linda Loewenberg with the 2020 Frances Langford Humanitarian Award. The award recognizes community leaders who, like Frances, demonstrate the care and compassion for humanity in their lives and in their actions.

The reception was generously underwritten by Reception Sponsors Bob and Jan Crandall and Bill and Audrey Crandall as well as by Presenting Sponsors Saelzer/Atlas Wealth Management Group of Raymond James, H.W. Lichtenberger and Robert and Carol Weissman.



PRE-PANDEMIC PHOTO

FINANCIALS

UNITED WAY OF MARTIN COUNTY

SCHEDULE OF ACTIVITIES for year ended June 30, 2020

Public Support, grants, and other revenue	2,878,249
Less: Amounts raised on behalf of others (designated gifts)	(412,298)
Less: Provision for uncollectible pledges	<u>(182,000)</u>
Total support and revenues	<u>2,283,951</u>
Program service expenses	1,707,054
Supporting services	<u>436,810</u>
Total expenses	<u>2,143,864</u>
Change in Net Assets	140,087
Net assets - June 30, 2020	<u>880,508</u>

United Way of Martin County values its fiduciary responsibility to donors, funders, and the community and strives to operate as efficiently as possible. Nearly 85 cents of every dollar raised is invested in local programs and services.

Audited financial statements and IRS Form 990 are available for review online: UnitedWayMartin.org



THANK YOU



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