

United Way Suncoast

Manatee Chamber of Commerce

Annual Retreat



United Way Suncoast

JANUARY 10, 1924

SUPPOSE NOBODY CARED



—Staff Photographer H. C. Burgert.



A CENTURY OF SERVICE



1887

Four men in Denver, Colorado – a priest, two ministers and a rabbi – envision one organization that could include and unify many other organizations and, in the process, strengthen each of them. It marks the birth of the United Way.

1924

The Tampa Welfare League is established and includes 16 agencies. The goal for the first year's fundraising campaign, known as the Community Chest: \$179,011.37. Mayor Perry G. Wall becomes the first General Campaign Chairman. The slogan for the first drive: "Suppose Nobody Cared."



1932

The Pinellas County Community Chest is created. The first year's campaign goal: \$30,000. Despite the prevailing chaotic economic conditions the campaign raises \$20,277.42. Local attorney Allen C. Gazier acts as General Chairman of the campaign.



1956

The Community Chest (formerly Tampa Welfare League) becomes the United Fund, The St. Petersburg Community Chest joins the South Pinellas County Chapter of the American Red Cross to form the South Pinellas United Givers.

1971

The South Pinellas United Givers joins the Clearwater and Dunedin funds to form the Pinellas United Fund, later known as the United Way of Pinellas County.

1976

The United Fund becomes The United Way of Greater Tampa.

1993

The United Way of Greater Tampa changes its name to United Way of Hillsborough County, Inc.

2002

The United Ways of Hillsborough and Pinellas counties combine operations to become United Way of Tampa Bay, funding nearly 70 Partner agencies. In its first year of operation, United Way funded programs help more than 600,000 people, nearly one of every three people in Tampa Bay.

2017

Duke Energy Foundation announces a \$1 million grant to United Way Suncoast to benefit the Campbell Park community. United Way Suncoast and United Way of Manatee County merge, adding Manatee county to the network of communities we serve.

2012

United Way of Tampa Bay and United Way of Sarasota consolidate, creating United Way Suncoast, representing DeSoto, Hillsborough, Pinellas, and Sarasota counties.

2020

United Way Suncoast launches COVID-19 Response & Recovery Fund, raising \$1.87M to help more than 500,000 individuals (unduplicated). United Way Suncoast receives \$20 million transformational gift from MacKenzie Scott.

2021

United Way Suncoast announces its three-year strategic plan to transform the lives of individuals and families through its focus on early learning, youth success, financial stability and support services.

1885

1890

1900

1910

1920

1930

1940

1950

1960

1970

1980

1990

2000

2010

2020

ALICE REPORT

ALICE

Asset Limited, Income Constrained, Employed (ALICE)

- A dollar threshold that recalculates how much it costs to get by based on:
 - current costs, geography, and family type
- Includes ALL individuals who fall into this range (regardless of employment, assets, etc)

All ALICE data available at: <https://www.unitedforalice.org/>

More specifically: <https://www.unitedforalice.org/florida>



9/22/2023

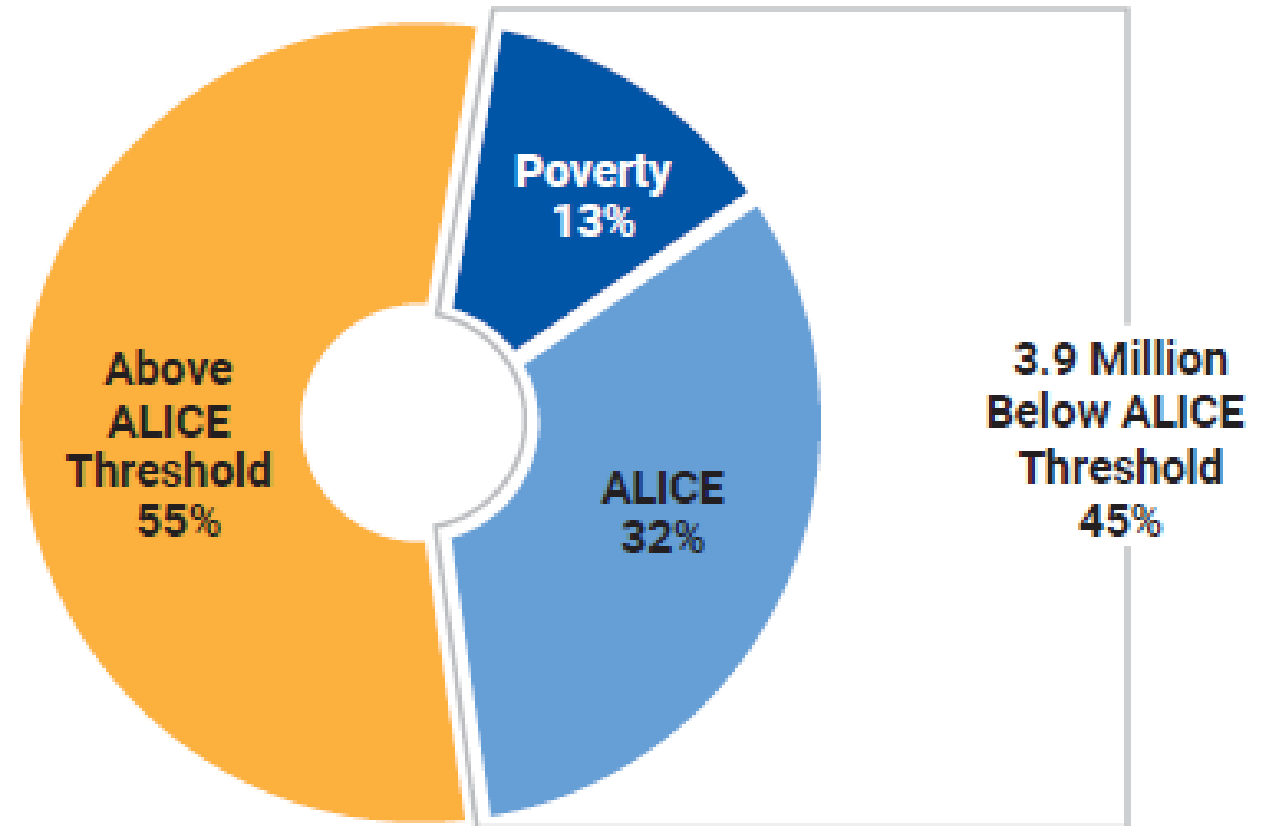


What is ALICE



WHO IS ALICE?

- Of Florida's 8.5 million households (21.2 million people), 3.9 million had income below the ALICE Threshold.
- Locally, More than 2 out of every 5 households live below the ALICE Threshold.
 - That's over 600,000 or 45% of all households.



ALICE IS IN THE WORKFORCE

- Within the top twenty occupations in the state, an estimated one third of all employees are below the ALICE threshold. (995,283).
- Of the top 20 occupations in Florida, 70% of them pay less than \$20/hour;

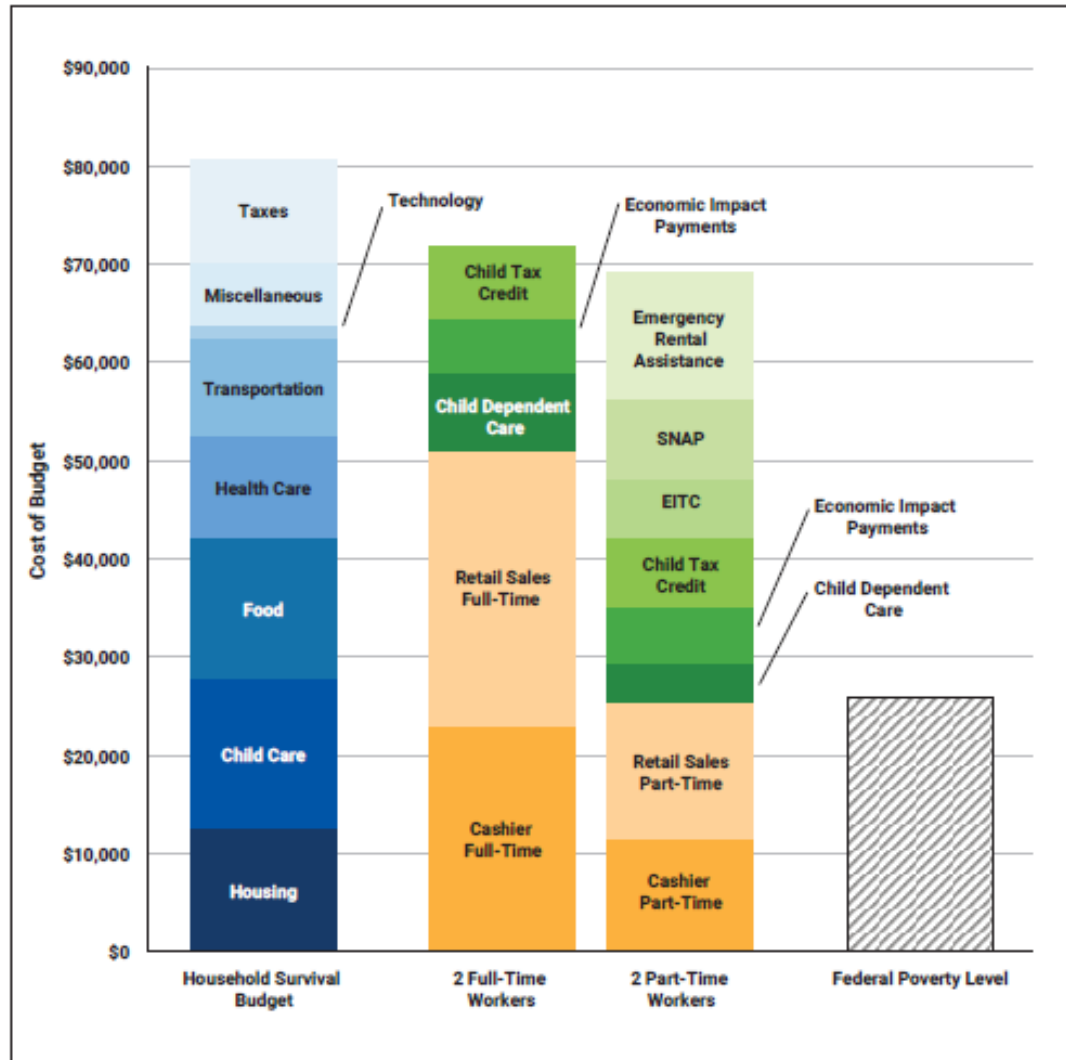


Career	Number of workers below the ALICE Threshold in each career type
Accounting and Bookkeeping employees	1 in 5
Registered Nurses	1 in 10
Elementary and Middle School Teachers	1 in 6
Child Care Workers	More than half

ALICE Household Survival Budget, Manatee County, Florida, 2021

Monthly Costs and Credits	Single Adult	One Adult, One Child	One Adult, One In Child Care	Two Adults	Two Adults Two Children	Two Adults, Two In Child Care	Single Senior	Two Seniors
Housing - Rent	\$687	\$753	\$753	\$753	\$983	\$983	\$687	\$753
Housing - Utilities	\$154	\$239	\$239	\$239	\$292	\$292	\$154	\$239
Child Care	\$0	\$250	\$667	\$0	\$500	\$1,396	\$0	\$0
Food	\$470	\$797	\$715	\$861	\$1,404	\$1,280	\$433	\$795
Transportation	\$359	\$457	\$457	\$536	\$836	\$836	\$312	\$442
Health Care	\$224	\$539	\$539	\$539	\$854	\$854	\$524	\$1,049
Technology	\$75	\$75	\$75	\$110	\$110	\$110	\$75	\$110
Miscellaneous	\$197	\$311	\$345	\$304	\$498	\$575	\$219	\$339
Tax Payments	\$285	\$462	\$535	\$383	\$795	\$962	\$332	\$592
Tax Credits	\$0	(\$375)	(\$633)	\$0	(\$750)	(\$1,267)	\$0	\$0
Monthly Total	\$2,451	\$3,508	\$3,692	\$3,725	\$5,522	\$6,021	\$2,736	\$4,319
ANNUAL TOTAL	\$29,412	\$42,096	\$44,304	\$44,700	\$66,264	\$72,252	\$32,832	\$51,828
Hourly Wage	\$14.71	\$21.05	\$22.15	\$22.35	\$33.13	\$36.13	\$16.42	\$25.91

Figure 5. Income and Expenses, Family of Four, Florida, 2021



Note: Full-time income is calculated based on 40 hours per week; part-time income is based on 20 hours per week.

Sources: ALICE Threshold, 2021; Bureau of Labor Statistics—Occupational Employment Statistics, 2021; Internal Revenue Service, tax credits – CTC, CDCTC, EITC, 2021; USDA, SNAP, 2021; U.S. Treasury, 2022

IMPACT OF CREDITS

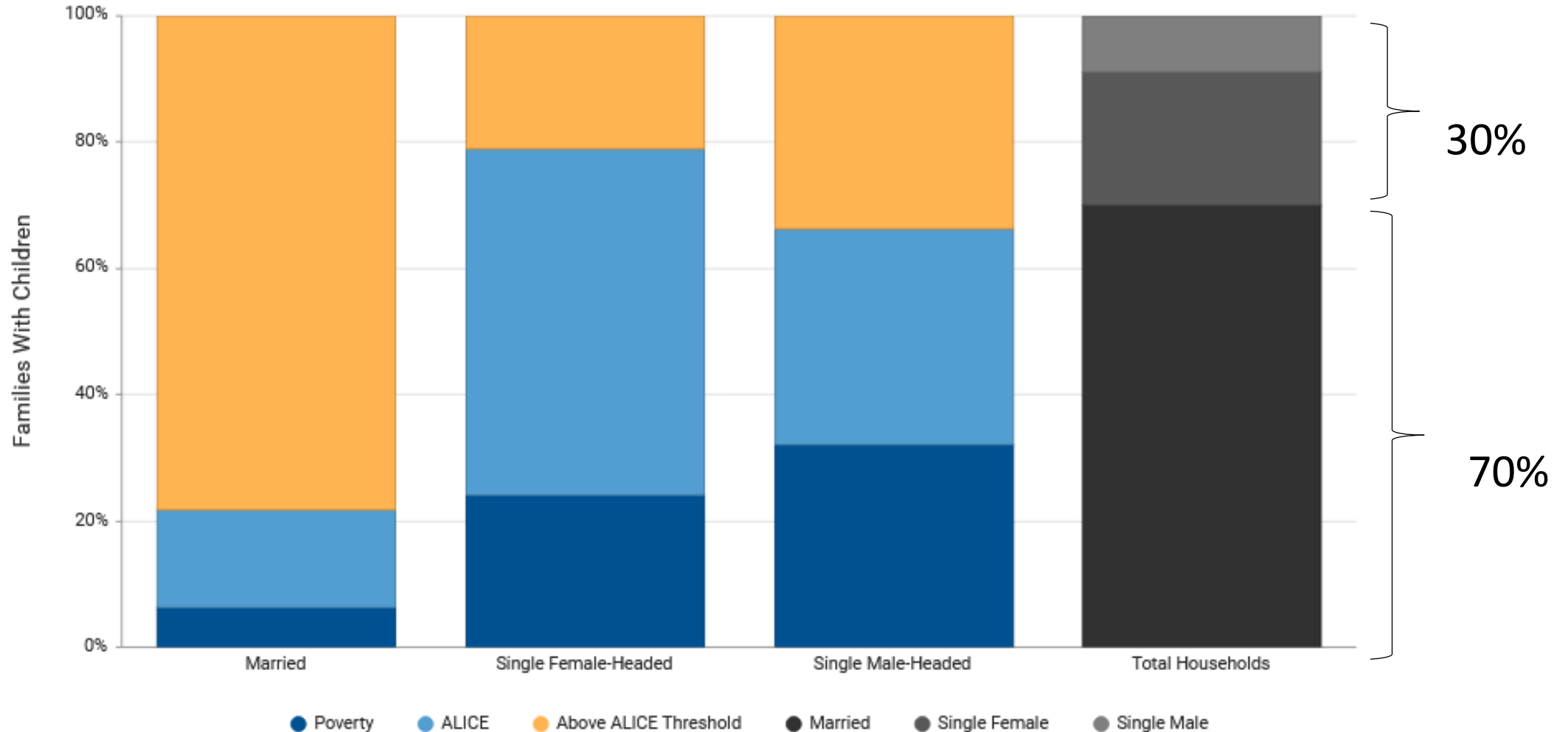
- Looking at a family of four with the two most common occupations in Florida (retail salesperson and cashier), this family could not afford even basic survival amounts
- Further years will be even more difficult after the loss of COVID-era benefits.
 - 2021 calculated ~\$15,000 w/ two kids in childcare.
 - 2022 lost nearly \$10,000 of that.

Families with Children:

Manatee County, 2021

Single headed families (especially single female-headed households) struggle significantly more than married groups.

Families With Children, Manatee County, Florida, 2021

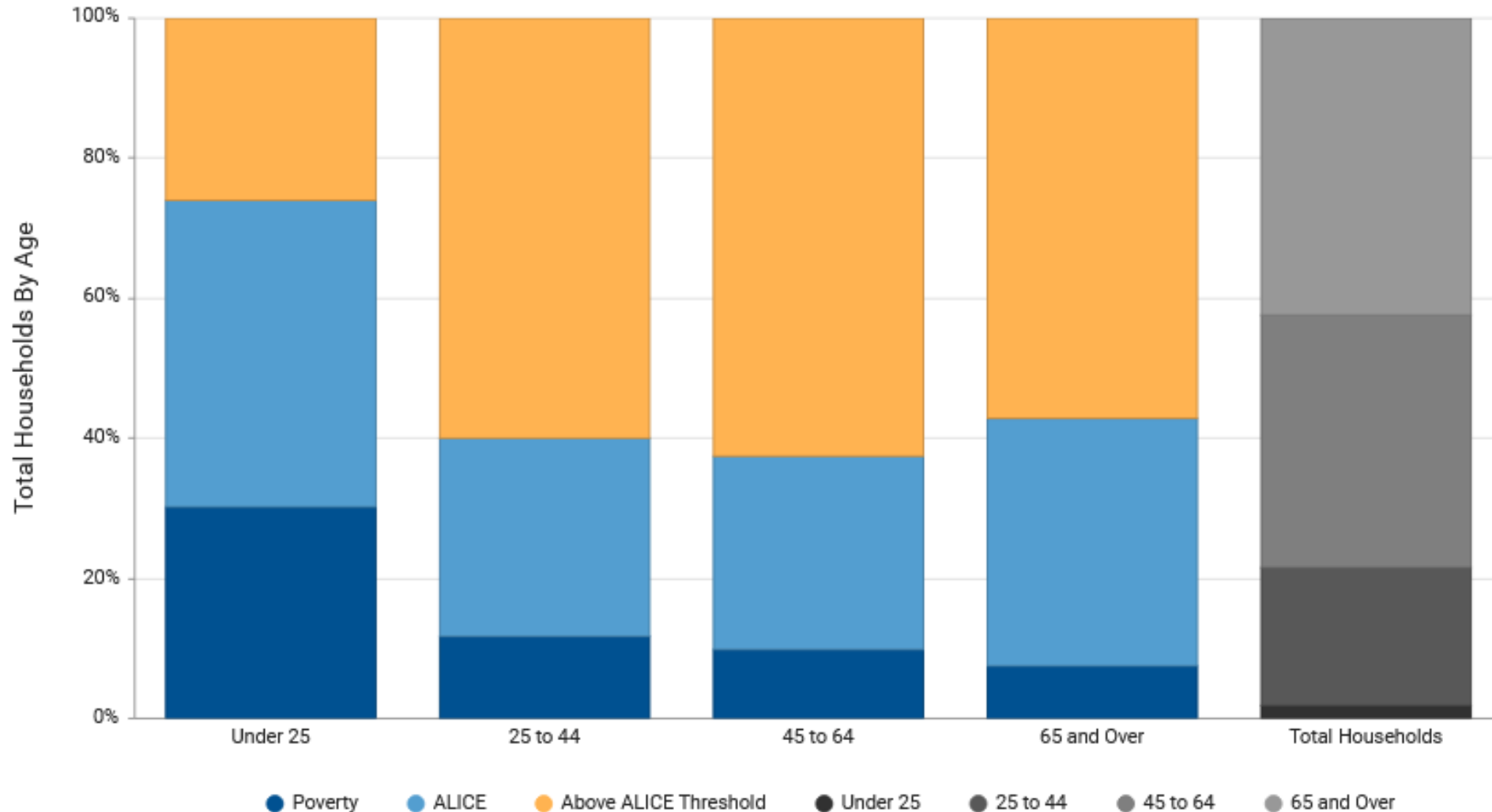


Households by Age:

Manatee County, 2021

Households aged under 25 struggle significantly, but there are not many of these households. Over 65 struggle next most, and there are a lot of them.

Households by Age, Manatee County, Florida, 2021

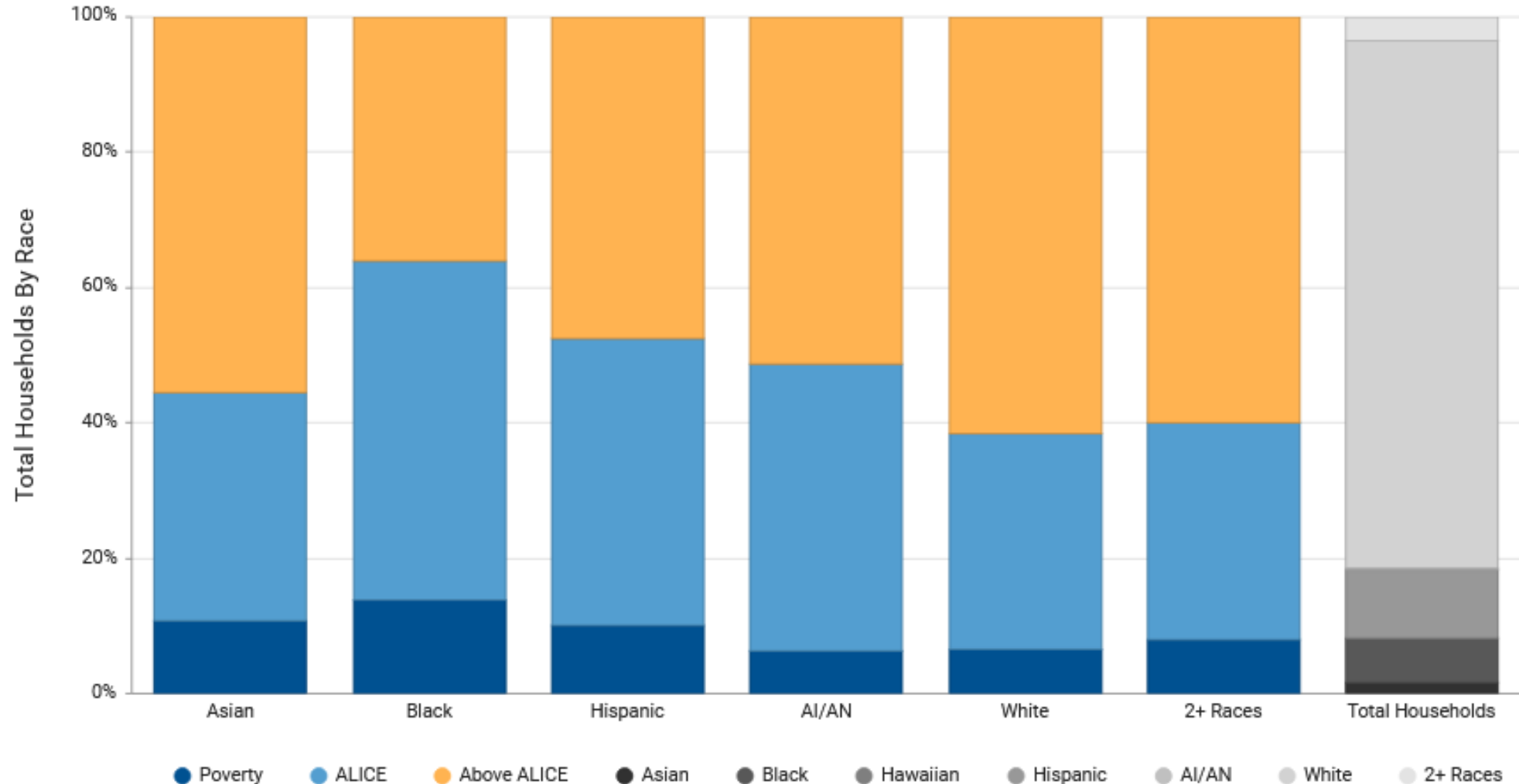


Households by Race/Ethnicity:

Manatee County, 2021

Hispanic and Black households struggle significantly more than their racial counterparts.

Households by Race/Ethnicity, Manatee County, Florida, 2021



SO HOW DO WE RESPOND?

- Bring together partners from all areas to support households hit hardest
- Reinforce our efforts around supporting the Education and Financial Stability of our community
- Educate and advocate about the real magnitude of those in need
- Continue to advocate and advance practices that help people have enough to

get by

9/22/2023

What to do



IMPACT HIGHLIGHTS

OWNED

ALLOCATION STRATEGY	SUPPORTING IMMEDIATE NEEDS	EXPANDING & DEEPENING IMPACT	BIG & BOLD	INNOVATING	STRENGTHENING & THRIVABILITY OF UWS
AMOUNT	Up to \$3 million	Up to \$5 million	Up to \$7 million	Up to \$3 million	Up to \$2 million
TIME PERIOD	0 mos - 12 mos	0 - 3 years	0 - 5 years	0 - 5 years	0 - 5 years
DEFINITION	Current, urgent community needs. Designed to begin using the money to make an immediate impact.	To expand current initiatives across all five counties and retain some of the allocated money for future needs for this program(s) to ensure sustainability.	An initiative desperately needed to improve the lives of ALICE families across all five counties. Something which no other organization is willing or able to do. This is a highly visible and highly challenging project.	Criteria will need to be developed. This is a project(s) which is innovative and unique. Suncoast Board approval required. One example is developing and funding Agility & Innovation Grants as recommended in the strategic plan.	This allocation ensures UWS's ability to continue carrying out its current work while embarking on the activities and programs above. This money will be used to enhance and build the foundation of the organization so that its impact will broaden and deepen across the five counties.
FOCUS	Eviction Crisis: Convening Cohorts of Nonprofit Agencies, Funding navigators aligned with legal aid and county ERA staff to support housing needs, Providing Legal Supports to tenants facing eviction, Executing an Awareness Campaign, Regional Planning and information sharing to increase access, Regional Advocacy	Early Learning: Expand Quality Childcare Initiative sites, Behavioral specialists, Community navigators to support family's financial stability, Expand schools of focus and supports, Invest in partners to support gaps in grade-level reading success including paraprofessionals, the transition from pre-K to K, and training and supplies for families	Nonprofit Resource Center, Data for Impact Center, Lived Experience Advisory research, navigation ecosystem research & solution development	In development	UWS Infrastructure: Technology audit, SharePoint migration, My United Way platform

RISE EVICTION MITIGATION AND COMMUNITY NAVIGATION

United Way Suncoast has invested over \$3 million in 16 nonprofits partners to address housing and evictions in our five-county area.

UWS RISE Eviction Navigation Program has had a reported 93% success rate of helping individuals.

A total of 6,227 people have been assisted throughout the 18 months of the program.

Of direct assistance provided, \$1,381, 828 were spent on rent, mortgage, or utilities

An additional \$1,913,646 was leveraged in Emergency Rental Assistance Funds, government funds, and private funds totaling \$5,013,646.

UWS created an eviction mitigation dashboard which has had more than 19,800 interactions.



RISE EARLY LEARNING: EXPANDING AND DEEPENING

United Way Suncoast is investing \$5 million in providing access to affordable, high quality early childhood education, supporting and investing in paraprofessionals to support literacy instruction and promoting multi-gen approaches to working with children that builds a family's well-being.

Increased number of Quality Childcare Initiative (QCI) Sites to 42 and increased number of funded paraprofessional staff at partner schools to 11

236 early childcare providers received nearly 4,000 hours of professional development, earning incentives totaling \$117,000

Through our partnerships and direct intervention, 7500 children, parents and early childhood professionals received requested supports

2,111 children (0-4) showed improvement in age appropriate social-emotional skills, and 1,760 demonstrated age-appropriate communication and literacy skills

Initiated benefit support and service navigation for QCI families, leading to 426 individuals gaining access to federal benefits or rental assistance.



HURRICAN IAN AND NICOLE: RESPONSE OVERVIEW

United Way Suncoast initiated a mid and long-term recovery effort for those most impacted by Hurricane Ian and Nicole in its five-county footprint.

Focus:

- Navigation Support
- Filling gaps for individuals and families
- Assisting QCI sites with storm recovery
 - Mental Health Supports
 - Grants to non-profits

Next Steps:

UWS is creating a comprehensive Disaster Resilience Guide to include disasters that affect our region, our organization's core functions, our continuity of operations plan, and community resources.

\$360,350 in grants provided to 8 partners, with a total of 13,410 individuals served.

Assisted 1,720 teachers and children at QCI sites in DeSoto and Manatee Counties.

In partnership with the Barancik Foundation, teachers and families in DeSoto were provided a \$100 gift card.



NUMBERS SERVED Jul 22 – June 23

121,108 community members

Through intentional investment, 73% of those served reside in UWS zones of focus (from known reporting)

UWS Zones of focus have a higher ALICE proportion

OUR INVESTMENT:

Over \$11 million

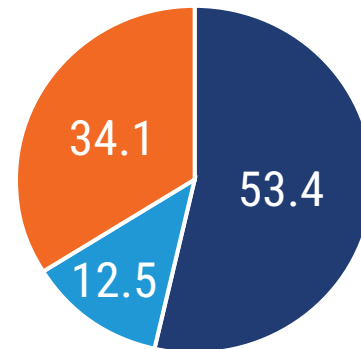
275 PARTNERS

400 Total partnerships & initiatives

5 COUNTIES

Hillsborough, Pinellas, Manatee, Sarasota, and DeSoto

Percent of Programs



■ Early Learning ■ Financial Stability ■ Youth Success

OTHER SUPPORT SERVICES BY INVESTMENT

528,100 services

- Neighborhood Initiatives
- United We Learn
- myOn
- VITA and Financial Coaching
- Eviction Mitigation
- Publix Last Resort Fund
- Disaster Relief
- Strategic Partnerships in Early Learning, Youth Success and Financial Stability



FY23 End of Year Impact Data: Additional In-Process Highlights

UWS investments attract dollars

Our multiyear grant partners reported receiving \$1,019,059 additional dollars as a direct result of UWS investment. Through VITA, \$8MM in refunds were returned and over \$2MM in professional costs were saved for ALICE families.

UWS investments were productive

Though there was much variation across partners, any target area outcomes in aggregate exceeded projections:

- Children entering kindergarten ready = 111% of goal
- Adults obtaining a sustaining wage = 137% of goal
- Youth sustaining GPA improvements = 116% of goal

UWS programs respond to community

Our Resource Centers received 4474 in-person visits, a 28% increase from the prior year. We saw nearly three times as many new visitors, totaling just under 1200 community members utilizing our centers for the first time.

UWS recognizes diversity

Of known demographics, 35% of individuals speak a language other than English at home; 26% more individuals with a developmental disability were served in FY23 vs FY22; The number of households served who reported earning over \$75,000 more than doubled.



RADICAL TRANSPARENCY

State of the Housing Crisis

Renters Feel the Rising Costs: Emergency Rental Assistance Slow to Reach Those Who Need it Most

With rent prices at an all-time high, the average family is more likely to become rent-cost burdened or face eviction. This dashboard provides up-to-date rental prices, evictions, and Emergency Rental Assistance.



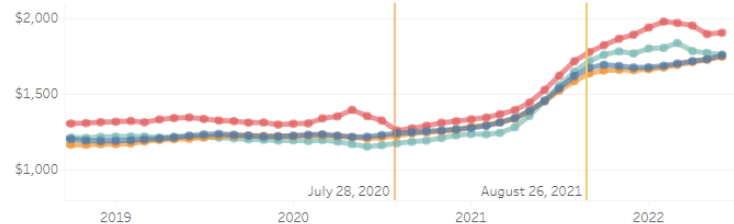
Apartment Pricing Trends	Evictions	Labor Force Participation
ERA Distribution	Additional Rent Cost Analysis	Implications for Community
<p>\$1,754/month</p> <p>Average rent in Hillsborough County, FL, in June 2022 with even higher rents in Sarasota and Manatee Counties</p>	<p>Rent Increased by 24% in 2021 while fewer people return to work. Renters are more likely to remain out of the workforce; women, and people of color all feel the rent increases the most.</p>	
<p>1 in 2 families are Rent Cost Burdened across the 5-county region</p> <p>Rent Cost Burdened is defined as paying more than 30% of household income to rent per month</p>	<p>\$86.2 million has been distributed in ERA1 funding to the region</p> <p>Only Manatee and Sarasota Counties have ERA1 dollars remaining for Direct Household Assistance. Both the City of Tampa and the City St. Petersburg have ERA2 funding, as well as all four counties.</p>	

ERA1 Direct Assistance to Households

Funds which have been spent through April 30th, 2022 Department of the Treasury Reporting. ERA1 funding expires **September 30, 2022**

Location	Count
Hillsborough County	41,714,454
Manatee County	8,987,000
Pinellas County	26,537,976
Sarasota County	9,673,472

Average 2-Bedroom Rent



These dashboards will be updated on a monthly basis as new data becomes available.

The State of Early Learning: A Childcare Crisis

IMPORTANT FACTS

- + What Affects Kindergarten Readiness? >
- + Current Community Conditions >

MENU

How Community Conditions Impact Early Learning

- The Importance of Quality Early Care
- Parents & Families Balancing Act
- How Child Care Impacts the Workforce
- Teacher & Provider Benefits

VPK & Other Resources

- Florida's VPK Program
- Resources for Caregivers
- Legislative Highlights & Opportunities
- References

The Importance of Early Learning

During the first five years of life, 90% of a child's brain develops, forming the

Across the state of Florida, 38% of people live in a child care desert – which is



SUNCOAST SNAPSHOT



United Way Suncoast

THANK YOU

