

Annual Report 2020-2021

UNITED WAY OF
SOUTHERN CAMERON COUNTY





A MESSAGE FROM THE PRESIDENT & CEO

LIVE UNITED has been our mantra for years, and never is that commitment needed more than now.

The global pandemic forced us to LIVE UNITED from a distance as many residents stayed home, donned masks and lived in isolation. The coronavirus and economic shutdown left thousands unemployed, unable to pay basic living expenses. The demand for services spiked at a time when fundraisers and donations became scarce.

Still, this community joined forces to serve our vulnerable residents, many of whom had never before needed help.

Circumstances beyond our control can interrupt our lives, and before we know it, we find ourselves in line to receive food for our children.

We were able to help more than 100,000 residents this past year as we continued to change lives in the areas of education, health and financial stability. This annual report covers our fiscal year from July 1, 2020-June 30, 2021, and offers a glimpse into the life-changing work we do with our donors, volunteers and community partners. We're an independent, locally-governed organization and we are proud to say, "What's raised here, stays here!"



THANK YOU Donors and Volunteers!

United Against Hunger and Get Shift Done
Provided 292,283 bags of food and employed
350 workers who earned more than 350,000 in
wages during the pandemic!

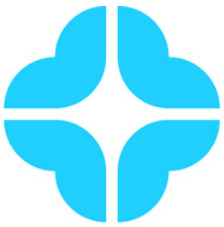
United Against Hunger

United Way of the Southern Cameron County raised more than \$1.6 million to help local residents affected by COVID-19. With 100 percent of those donations going toward local response and recovery efforts, we distributed those funds to agencies providing direct services, paid furloughed restaurant workers to help us get more food to more people more quickly, and provided more than 7 million meals to local residents through our United Against Hunger initiative.



United Against Trafficking

In partnership with UPS and United Way Worldwide's Center to End Human Trafficking, United Way of Southern Cameron County was one of four United Ways selected to mobilize the community Against Human Trafficking. This unique opportunity allowed us to partner with key stakeholders to educate the community to recognize and prevent trafficking and to provide direct support to victims and survivors. Through monthly network meetings, we work to improve processes for responding to trafficking in the community, maximize available community resources and improve outcomes for victims and survivors. Training for social service organizations, law enforcement, as well as outreach to vulnerable populations will assist the community to identify victims and improve the ability of the community to respond to trafficking. Lastly, victims and survivors will have access to counseling, housing and legal assistance as they attempt to move past their victimization.



SingleCare[®]

United Way of Southern Cameron County has a longstanding partnership with SingleCare (formally Familywize) to provide prescription drug discount cards to the community. These cards on average reduce the cost of medicine by 45%. In 2020, 781 users saved \$40,229 on prescription drugs using this unique discount card.

A TALE OF TWO DISTRICTS

Supporting Educators During COVID-19

In the fall of 2020, a unique opportunity arose to respond to the mental health needs of the community. United Way of Southern Cameron County, the Los Fresnos Consolidated Independent School District, the Point Isabel Independent School District and The University of Texas Rio Grande Valley (UTRGV) Department of Counseling joined forces to provide a novel framework for addressing the unprecedented mental health and wellness challenges being experienced by the school districts and by extension, our communities. As we learned from meeting with teachers and staff, teachers were expected to hit the ground running and care for their students.

Public school districts were hit especially hard by the COVID-19 pandemic as lockdowns went into effect and remote learning was mandated. In addition to the widespread inexperience with distance learning and deficiencies in connectivity and hardware, the community was simultaneously dealing with loss and grief; loss of income and accompanying food and electric power insecurity; lack of childcare; and virus exposure for the many community members considered to be essential workers

A COMPREHENSIVE SUPPORT PLAN FOR DISTRICT EMPLOYEES was developed. The top tier of the framework consisted of live Zoom webinars on topics such as managing chronic stress, coping with anxiety, and creating a wellness plan. Local counseling professionals were recruited to provide the webinars, which were recorded and offered on-demand for all school district employees. The second tier provided more personal opportunities for individuals who watched the webinar and recognized that they needed additional help. Small support groups were offered by university interns in the UTRGV master's counseling program.

The final tier was individual counseling, also provided by the counseling students. The individual counseling services were open to employees as well as their families and students in the two districts. Interested individuals were able to access an electronic self-referral system embedded on the school district's website, and were subsequently contacted by a student counselor.

Individual counseling continues to be offered by the university and the school districts are now institutionalizing wellness plans to meet the needs of their staff.



Volunteer Income Tax Assistance (VITA)

Since 2004, United Way has partnered with schools and community organizations to train and support over three hundred volunteers across the county to provide working families with free tax preparation and e-filing. The VITA project helps working families access the Earned Income Tax Credit (EITC) which is the federal government's largest anti-poverty initiative. This year, COVID brought new challenges and innovations. The team quickly pivoted to provide drop off services across the county with the help of 179 volunteers. The team prepared 3,279 tax returns and brought back \$2,508,694 million in EITC. That is money that goes directly into the pockets of working families, making VITA an effective community economic development strategy and moving families closer to financial stability.

VITA Community Partners:

- Brownsville Public Utilities Board,
- Community Development Corporation of Brownsville
- Texas Southmost College,
- University of Texas Rio Grande Valley
- Harlingen Outreach Center
- La Hacienda Casitas
- Laguna Madre Youth Center & Port Isabel Library
- Ethel Whipple Memorial Library & Los Fresnos High School
- La Feria High School
- San Benito CISD-ASP
- Brownsville Independent School District's Lopez, Porter, Hanna, Pace, Rivera Early College High Schools and Brownsville Learning Academy High School.





EDUCATION

Education is the foundation for a good life. Access to high quality early childhood education has proven to lead to better academic achievement during the school years. On-time high school graduation opens the door to a world of opportunities in higher education and the workplace. We are committed to a cradle to career strategy that includes:

- Children entering school prepared to succeed.
- Elementary school children having grade level skills in math and reading.
- High school students graduating on time.
- Young adults gaining postsecondary credentials leading to jobs with labor market value

OUR FUNDED PARTNERS:

Garriga Elementary

Derry Elementary

Boys and Girls Club of Los Fresnos

Proyecto Juan Diego

Guadalupe Regional Middle School

Provide educational enrichment, homework completion, and tutorials for 307 students.

Communities in Schools

Follow a cohort of 50 at risk students through high school, the family engagement coordinator links students and their families with the resources needed to ensure successful attainment of school diploma.

Community Development Corporation of Brownsville/YouthBuild

Support 20 youth to attain high school equivalency and credentials in construction to increase their marketable skills and earning potential.

HEALTH

Good health allows children to be better students and adults to be stable, productive members of society. Access to health care, reducing risky behaviors, and decreasing obesity in children and adults are fundamental to improving the overall health of our community by decreasing school and work absenteeism and mitigating the financial risk created by poor health. We work toward:

- Increased access to health care for everyone in our communities
- Reduced risky behaviors of children and adults
- Improved health and fitness for everyone



OUR FUNDED PARTNERS:

Laguna Madre Youth Center

Provided health and fitness programming to 102 youth to increase physical activity and improve overall health.

Monica's House

Provided 233 child victims of abuse the opportunity to share their story and begin the healing process with the help of professional counselors.

Tip of Texas Family Outreach

Worked with 202 parents to improve their parenting skills and strengthen their family to improve the overall wellbeing of their children.

Friendship of Women

Provided assistance, educational services, and support to 144 victims of domestic violence to break the cycle of abuse.

Moody Clinic

Provided 368 children with rehabilitative therapy sessions to improve speech and physical capabilities.

Proyecto Juan Diego

Served 354 individuals with educational programs, health screenings, and referrals to improve their access to healthcare.

Good Neighbor Settlement House

Assisted 26,629 individuals with meals, public supports, clothing and showers.



FINANCIAL STABILITY

Financial stability and the possibility for economic mobility are key to growth and self sufficiency. Cameron County is one of the poorest counties in the nation. Nearly half of the children in southern Cameron County live in poverty. Creating and sustaining financial stability for individuals and families is a goal for United Way of Southern Cameron County. Our work is focused on:

- Crisis resolution and self sufficiency
- Financial education
- Workforce developmen

Ozanam Center

Provides 30 day emergency shelter for individuals and families in crisis.

Community Development Corporation of Brownsville/La Puerta

Empower individuals through financial education and coaching to improve their credit, increase savings and attain a home.

VIDA (Valley Initiative for Development and Advancement)

Supported 148 students to attain a post-secondary credentials in high demand areas of employment.

Statement of Financial Position

Year Ending June 30, 2021 (*Audited Report*)

ASSETS

Current Assets

Cash and Cash Equivalents	\$6,492,615
Investments	\$706,568
Pledges Receivable (net)	\$134,474
Grants and other receivables	\$31,520
Other Receivable	\$1,046
Prepaid	\$1,774
Total Current Assets	<u>\$7,367,997</u>

Property and Equipment \$434,620

TOTAL ASSETS

\$7,802,617

LIABILITIES AND NET ASSETS

Current Liabilities

Program Allocation Payable	\$492,713
Other Payables	<u>\$8,475</u>
Total Current Liabilities	\$501,188

Net Assets

Without donor restrictions-board designated	\$644,326
Without donor restrictions-undesignated	\$6,199,592
With donor restrictions	<u>\$457,511</u>
Total Net Assets	\$7,301,429

TOTAL LIABILITIES AND NET ASSETS

\$7,802,617

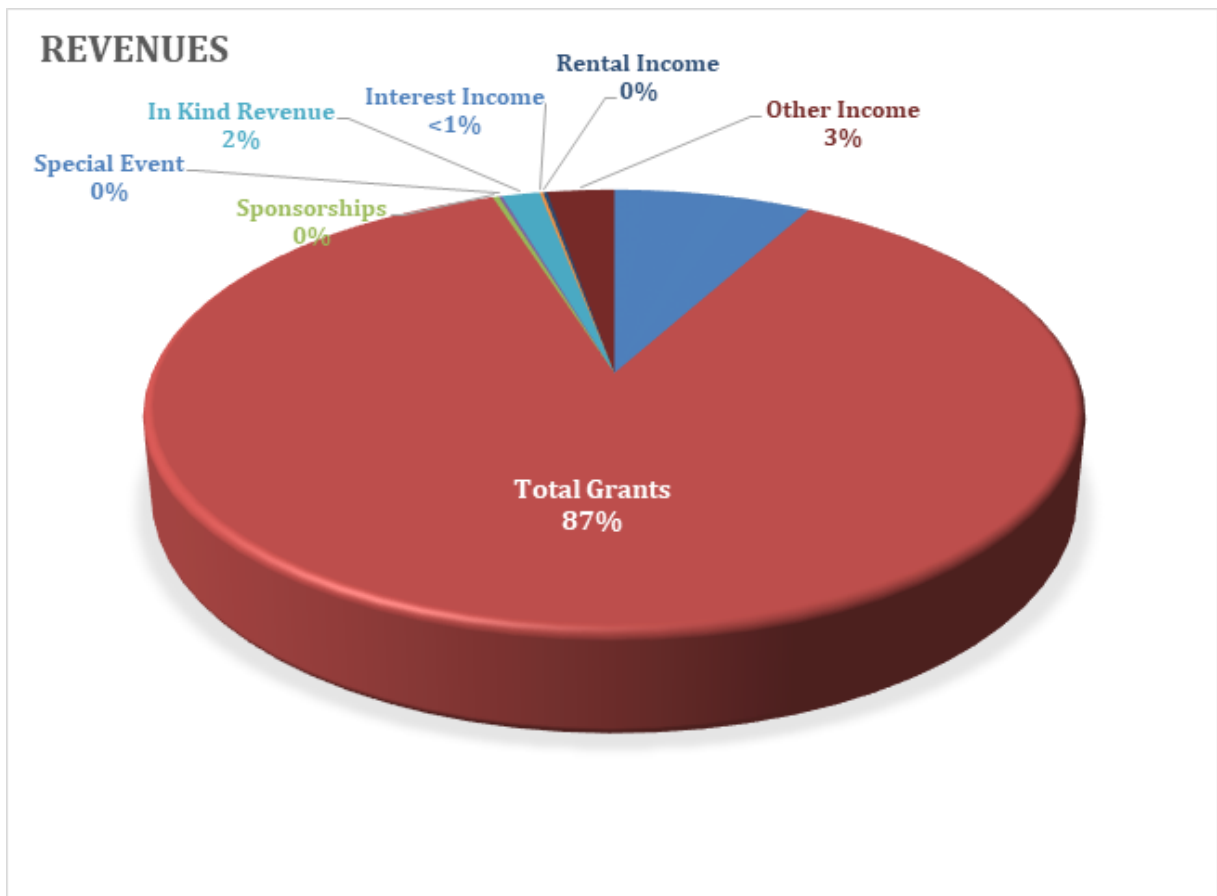
Financial Overview for 2020-2021

Sources of Financial Support

2020-2021 Community Campaign (net)	\$603,235
Total Grants	\$6,532,909
Sponsorships	\$18,500
Special Event	\$10,500
In Kind Revenue	\$115,715
Interest Income	\$10,538
Rental Income	\$12,000
Other Income	<u>\$204,203</u>

Total Community Support

\$7,507,049



Financial Overview for 2020 -2021

Areas of United Way Investment

Program Funding

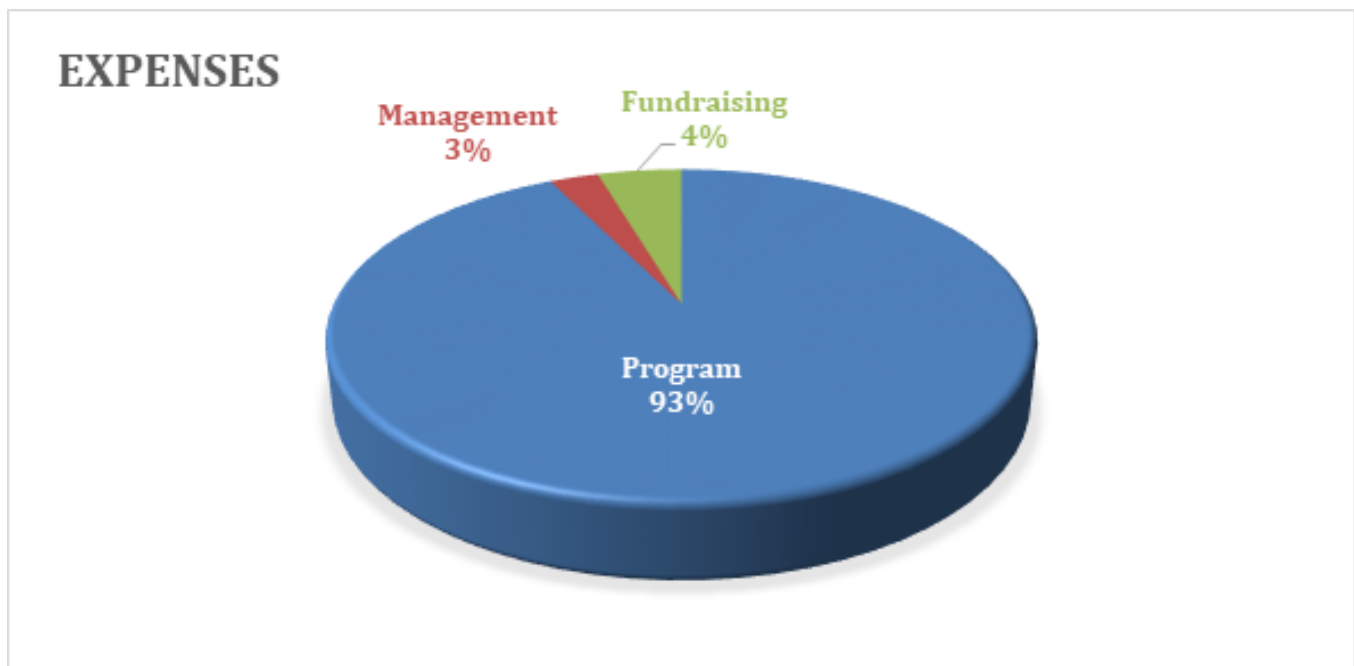
Education	\$422,594
Income	\$506,140
Health	\$1,508,627
Community Investment	<u>\$2,286</u>

Total Program Funding **\$2,439,648**

Management and General \$70,687

Fundraising Activities \$121,210

Total Impact to Community **\$2,631,545**





BOARD OF DIRECTORS

2020-2021

*FRANK ACEVEDO, VALLEY REGIONAL MEDICAL CENTER
DAHLIA AGUILAR, LOPEZ EARLY COLLEGE HIGH SCHOOL
TERI ALARCON, POINT ISABEL ISD
PATTI AYALA, FROST BANK
JOHN T. EDGE, FRUIA MOTORS
ERIC GARZA, CAMERON COUNTY
ART GARZA, VALLEY REGIONAL MEDICAL CENTER
CARLOS GARZA, TEXAS REGIONAL BANK
MARIBEL GUERRERO, BERMUDEZ & ASSOCIATES
JUANITA HERNANDEZ, WELLS FARGO BANK
NORMA IBARRA-CANTU, BROWNSVILLE ISD
MICHAEL LIMAS, MICHAEL J. LIMAS & ASSOCIATES
BEATRICE LOPEZ-JUAREZ, H-E-B GROCERY COMPANY
FRANK LOPEZ, IBC BANK
JUAN LOYA, BBVA COMPASS BANK
PEDRO MALDONADO, WALMART-LOS FRESNOS
CARLA MANCHA, HOUSING AUTHORITY OF THE CITY OF BROWNSVILLE
JAIME MARTINEZ, PORT OF BROWNSVILLE
RONNIE RODRIGUEZ, LOS FRESNOS CIDS
ARMANDO SANCHEZ, HEB
HEATHER SCOTT, GUERRA & SABO, P.L.L.C.
SEEMA TRAKRU, M.D., ABC PEDIATRICS
SELMA YZNAGA, UTRGV
MANUEL VILLARREAL, VILLARREAL DENTIST
NORMA ZAMORA, CITY OF BROWNSVILLE*

STAFF

*TRACI WICKETT, PRESIDENT & CEO
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IRENE HINOJOSA, VP FINANCE
KEREN ARISTA, FINANCIAL STABILITY COOR.
WENDY DE LEON, COMMUNICATION & EVENTS COOR.
MAYELA MORENO, VITA SERVICES COOR.
EMILY RODRIGUEZ, GET SHIFT DONE COOR.
MIRIAM MARES, EXECUTIVE ASSISTANT & VOLUNTEER COOR.
ALFONZO RAMIREZ, MAINTENANCE*