



## "TOGETHER & STRONGER THAN EVER, WE'LL GET THROUGH THIS"

Dear Friends, Partners and Donors of United Way of Kern County,

What a year this has been! 2020 will never be forgotten. There were too many losses; in my case, I had to face the worst experience of my life with the loss of my 20 year old son Sebastian right at the beginning of this crisis. A year like no other for many of us who struggle with grief everyday of our lives. Yet, we seem to have managed to be on our feet, concluding this year and still standing in the middle of a pandemic which continues to destroy families, business and communities. What we have in front of us is not easy to see, what we left behind is not easy to admit, but what we have in the present is our lives and our hope for better times. Our FAITH has brought us together, and together we have become stronger in Unity and Spirit.

It has been 3 years since I joined this organization, and the wins are too many to list here. Therefore, 2020 shouldn't be identified as a year of loss; on the contrary, due to its hardship our wins have been even bigger and more significant than before.

With our \$1.3 Million dollar donation from an anonymous donor, sponsors such as No Kid Hungry, and the help from our community who generously donated via our [helpkern.org](http://helpkern.org) relief fund, we were able to accomplish many wins:

- 60,000+ meals distributed in 30 days during the summer, in partnership with the Bakersfield Marriott
- \$350,000 distributed in individual financial assistance to those affected by COVID-19
- \$300,000 distributed to agencies who were impacted by COVID-19
- Over 55,000 PPE distributed in the county
- Over 3,400 backpacks with school supplies were distributed in East and South Kern
- 2,000 meal distribution in partnership with the Vineland School District
- Over 600 grocery gift cards distributed to rural families in need during the holidays

These kinds of projects were not part of our programs, but we had to step up and do what was right for our community. Our highly affected underserved communities in the rural areas, senior centers, agricultural fields and economically disadvantaged school districts were in need, and we there for them. Many organizations came afloat and enthusiastically collaborated with UWKC to fulfill our mission. Kern County continues to be an amazing giving community, from individuals to large corporations.

Life has given us all an opportunity to sculpt a better version of ourselves, and I strongly believe we have done such. The work is never over, just as social justice will never be completely accomplished, but our path has been redefined and new light is guiding us.

Stay strong and stay UNITED!

Con amor,

Mari Pérez-Dowling, President & CEO

## 2020-2021 Board of Directors

**Javier Lozano, Chair**  
Retired

**Nicolette Cross, Past Chair**  
CPA/Owner  
O'Dell Cross P.C.

**Matthew Rogers, Vice-Chair**  
Manager  
UPS Stockdale Operations

**Jordan Kaufman, Treasurer**  
Treasurer/Tax Collector  
County of Kern

**Emily Duran, Secretary**  
Director of Provider Relations  
Projects, Kern Health Systems

**Shirley Gordon**  
Retired

**Debra Watkins**  
President, Alert Disaster  
Restoration

**Sam Sikola**  
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Provost/VP for Academic Affairs  
California State University, Bakersfield

**Dr. Timothy Fulenwider**  
Director of Instructional  
Support Services Division,  
Bakersfield City School  
District

**Daisy Diaz**  
Branch Manager,  
Beneficial State Bank

**Morgan Topper**  
Chief Operating Officer  
Dignity Health, Mercy Hospital  
Downtown and Mercy Hospital  
Southwest

### STAFF MEMBER:

**Mari Pérez-Dowling**  
President & CEO,  
United Way of Kern County

## THANK YOU FOR YOUR PARTNERSHIP

### CAMPAIGN LEADERS



Workplace Campaigns, Corporate and Foundation  
Donors with combined gifts totals exceeding \$30,000

### \$15,000-\$29,999



### \$10,000-\$14,999

- State Farm Insurance
- State Employee Campaign
- Canyon Hills Assembly of God
- San Joaquin Community Hospital
- Virginia and Alfred Harrell Foundation

### \$2,500-\$4,999

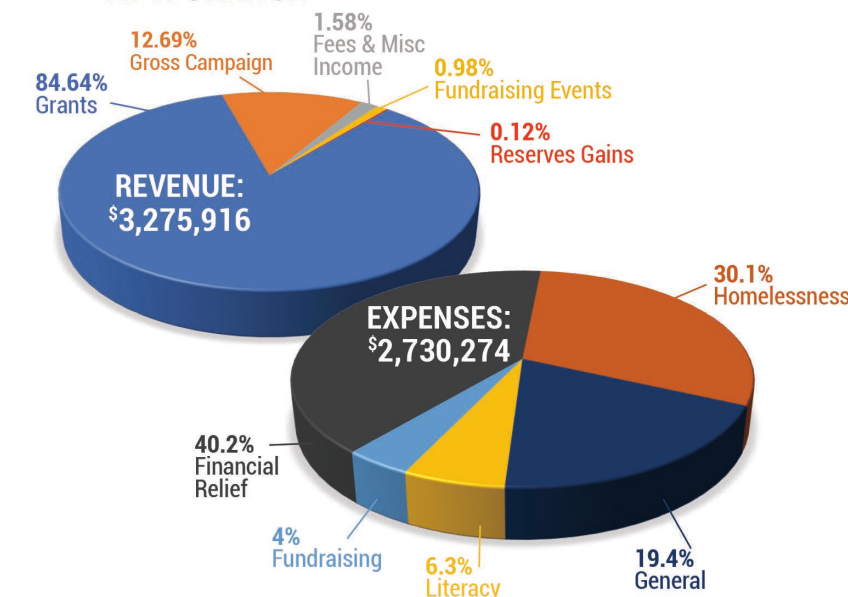
- Bakersfield City School District
- Kern County Superintendent of Schools
- Kern County Hospital Authority
- Javier Lozano
- Bakersfield Memorial Hospital, Dignity Health Services
- Alert Disaster Restoration
- Beneficial State Foundation
- Kern County Employee Retirement Association
- Bank of America (Main)
- Margaret Palmer
- Valley Strong Credit Union
- Kern Community Foundation

### \$5,000-\$9,999

- United Ways of California
- Costco Wholesale
- Federal Express
- Bakersfield Electric Motor Repair
- Dollar General
- Kern Health Systems
- Automobile Club of Southern California
- PNA Construction Technologies
- Wal-Mart #2557-Main
- Centric Health
- Southern California Edison Company
- BNSF Foundation

### 2019/2020 FINANCIALS AT A GLANCE

A Complete Financial report is available at [unitedwaykern.org](http://unitedwaykern.org)



### UNITED WAY OF KERN COUNTY

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# ANNUAL REPORT TO THE COMMUNITY 2020



United Way of Kern County

# COVID-19 RELIEF

**65,000+ HOT MEALS SERVED**  
**INDIVIDUAL ASSISTANCE: \$350,000.00**  
**GRANTS TO NON-PROFITS DISPERSED: \$300,000.00**  
**55,000+ PPE DISTRIBUTED IN THE COUNTY**  
**600+ GROCERY GIFT CARDS DISTRIBUTED TO RURAL COMMUNITIES**



## From Our Governing Board Officers



"I am often asked why I support the United Way of Kern County. The work that UWKC does has always been important to me and even more so with impact of COVID-19 on our communities. The focus on education, specifically early childhood, is critical to the betterment of the future of our community and our society. I have been blessed to ensure that books were always in the lives of my children and grandchildren. I genuinely believe that every child should have the same opportunity to learn through book accessibility. As a result of COVID-19, United Way of Kern County has stepped up to help our community through meal distributions, financial support for those in need and much more. The unsolicited gratitude of those helped is heartwarming and clearly a reminder of how truly blessed many of us are. So, my answer to why I believe in the work we do at United Way of Kern County is that it makes a difference in people's lives. The smile of a child receiving a book, the grateful tears of a person receiving funds to pay their rent, to buy basic groceries or just the fact that any small effort of kindness makes the difference. It's as simple as this."

-Javier Lozano, UWKC Chair

"United Way of Kern County has been an instrumental entity in assisting local families during this unprecedented pandemic. Our team's ability to quickly mobilize food drives, assist with tax returns so families could receive their COVID-19 stimulus check, and safely organize children's book giveaways is a testament to fulfilling our mission. I am proud to be part of United Way of Kern County because of our commitment to providing resources and support to our local communities, while spreading our vision to LIVE UNITED."

-Emily Duran, Chief Network Administration Officer  
Kern Health Systems

"United Way is one of the oldest and most trusted non-profit organizations in Kern County. Over the years, United Way has made such a positive impact overall on our community by helping one person at a time. This is even more important now during the current pandemic. United Way has helped thousands of Kern County residents in need this year through food, books, and school supply distributions in addition to the normal programs and services United Way provides. Together, we can lift up our community and make it a place where all residents can thrive."

-Jordan Kaufman, Treasurer and Tax Collector  
County of Kern

# EDUCATION

**16,500 Brand New Books Distributed**

through home libraries, Book of the Month Club, special events and COVID relief efforts

**100 HOME LIBRARIES DISTRIBUTED**

with 20 brand new age appropriate books

**600 CHILDREN ENROLLED**

in Book of the Month Club

**3,400 BACKPACKS**

with school supplies and hygiene items distributed

## BOYS WITH A PURPOSE, GENTLEMEN'S CLUB

This year UWKC had the honor of partnering and supporting College Heights Elementary School students and their 'Boys With A Purpose, Gentlemen's Club'. The purpose of this group is to teach young men how to dress, conduct themselves like gentlemen and find their purpose in life. They are also taught life and social skills which will help these young men build character, integrity and self-respect. The primary objective of this project, which aligns with United Way's mission, is to raise a child in such a way that our community and culture are strengthened. Project Objectives include but are not limited to: provide field trips to universities to promote higher education, offer dress needs (such as: shirts, pants, belts, ties, etc.), provide motivational speakers and furnish necessary items to students who need basic school supplies.

## FAMILY LIFE EDUCATION | 9 SCHOOLS | 6,678 KIDS

With the partnership of Bakersfield City School District, we provide Family Life Education to middle schools within the district. Students receive comprehensive Sexual Health Education and HIV prevention education from our trained instructors, utilizing Positive Prevention Plus evidence-based curriculum that complies with the California Healthy Youth Act.



Boys with a Purpose, Gentlemen's Club

## CENSUS 2020

United Way of Kern County was part of the Census 2020 Valley Taskforce receiving \$55,000 in funding for Census Outreach. 265,803 impressions were made through flyer distributions, individual phone calls and personal interactions. To promote participation, our team created events such as a "family set of 4 bicycles" Giveaway and a "Chalk Art" contest. UWKC participated in hard-to-reach areas and collaborated with over 10 different entities to fulfill the outreach initiatives. The amount of data collected is important because it's used to determine how dollars will support our community services and schools over the next ten years.



# HEALTH

## HOME EMERGENCY AID PROGRAM (HEAP) CALIFORNIA EMERGENCY SOLUTIONS & HOUSING (CESH)

UWKC serves as the Administrative Entity of the CESH and HEAP. We have funded over \$600,000 to help homeless individuals and youth overcome financial barriers that would prevent the individual and youth from entering or maintaining housing.

## MEMBERS OF THE HEAP/CESH PROGRAM

• Housing Authority • California Veterans • Bakersfield Homeless • Flood Ministries • CAPK Coordinated Entry System • H.A. Rental Assistance • H.A. Bridge/Risk Mitigat

## FAMILYWISE

United Way is partnered with FamilyWize to provide prescription discount cards that are accepted at pharmacies nationwide, including major chains and independents. Since the partnership, we helped saved over \$7 million in total Rx Savings in Kern County!

SAVINGS IN FISCAL YEAR 2019/2020	
Total Rx Savings	Total People Helped
Nationwide	
\$290,999,606	4,695,538
State (CA)	
\$10,759,547	161,502
United Way of Kern County, Inc.	
\$407,476	6,778

# FINANCIAL STABILITY

United Way of Kern County is the home of the Kern VITA (Volunteer Income Tax Assistance) partnership providing free income tax services to the community.

## 2020 FILING SEASON – RETURN RESULTS

• Total E-File Returns: 2,416  
 • Total Paper Returns: 28 • Total FSA Returns: 108  
**GRAND TOTAL: 2,552**

## 2020 KERN VITA PARTNERSHIP MEMBERS

• Mexican American Opportunity Foundation(MAOF) • VIDA Scott Center  
 • Assemblyman Rudy Salas • Self Help Federal Credit Union  
 • Kern County Child Support Services • St. John Missionary  
 • Wonderful Lost Hills Park • Beneficial State Bank  
 • Baptist Church • Arvin Family Resource center  
 • Community Action Partnership of Kern

## FINANCIAL WORKSHOPS

United Way of Kern County partnered with two financial institutions to provide free online financial literacy workshop to Kern County residents to learn more about how your money can help you take charge of your financial life.

## PG&E REACH PROGRAM

287 APPLICATIONS PROCESSED YTD  
 \$88,200 GRANTED YTD



**\$4.7 million**  
 back to Kern  
 County in  
 total refunds

## EMERGENCY FOOD AND SHELTER PROGRAM (EFSP)

**\$1,798,365**  
**DISTRIBUTED**  
**THROUGH 11 AGENCIES**

United Way of Kern County is the fiscal agent and administrator of the EFSP. The EFSP distributes funding to nonprofit organizations serving those who are hungry, homeless, or at risk for homelessness and reports directly to the national board.

EFSP FUNDING- \$644,497  
 CARES FUNDING (DUE TO COVID) - \$918,868  
 ADDITIONAL STATE SET ASIDE FUNDING (DUE TO COVID) - \$25,000  
 ADDITIONAL STATE SET ASIDE CARES FUNDING (DUE TO COVID) - \$210,000

## MEMBERS OF THE EMERGENCY FOOD AND SHELTER PROGRAM

• Alliance Against Family Violence and Sexual Assault • Bethany Services/Bakersfield Homeless Center  
 • Catholic Charities • Taft Necessary Emergency Economic District Site (N.E.E.D.S Center)  
 • Community Action Partnership of Kern • Alpha House • Mountain Communities Family Resource Center  
 • Salvation Army • The Mission at Kern County • Women's Center High Desert • McFarland Family Resource Center