

2022 ANNUAL REPORT

TO THE COMMUNITY

UNITED

WE

RISE



United Way of Kern County



A Message From Our CEO

The greatest joy of being part of the United Way of Kern County Family is seeing first-hand the grace and resiliency of a community united – from our tireless volunteers, our generous donors, our committed staff, and our extraordinary Board of Directors to our corporate and non-profit partners, policymakers, and the families and individuals we are privileged to serve. This past year has once again called upon all of us to reach out our hearts and our hands and find what truly unites us – a vibrant community where everyone can prosper.

I have stood in awe watching hundreds of volunteers work and dedicate their valuable time in Monthly Book Program, Healthy Minds Healthy Bodies, Meal distributions, Teddy Bear Toss, Adopt-A-Highway Clean-up, VITA services, lending a hand to our staff during our move to our new downtown location and many others.

I am deeply grateful, for the legacy of compassion and commitment our recently passed board member Javier Lozano instilled in all of us these last 15 years as Chair, Past Chair and board member. At a time when the world changed in front of our eyes, the needs of our community multiplied, and hope wore thin, Javier's steadfast leadership and unwavering commitment to our mission was a port in the storm. His legacy will be felt in our community for many years to come. I'm forever grateful to have had the honor to work under the wings of such an amazing human being and highly spirited soul.

In 2022, we challenged ourselves to be better champions for every member of our community, and I know this will have a positive impact on our work for generations to come.

Lastly, thank you for continually entrusting United Way of Kern County with this important work, especially through these few years of uncertainty. Your generosity makes it possible for us to ensure that every family and every individual has the resources they need to thrive.

Gracias por seguir confiando en United Way of Kern County para hacer el trabajo que se necesita hacer, especialmente en momentos de inseguridad. Sus contribuciones, ya sean en forma de donación o tiempo como voluntario, hacen posible que nosotros nos aseguremos que familias e individuos en nuestra comunidad tengan los recursos necesarios para salir adelante.

Gracias por un año mas de éxito y recuerden siempre VIVIR UNIDOS!
Thank you for another successful year and please remember to always LIVE UNITED!

Mari Pérez-Dowling

BOARD OF DIRECTORS

Javier Lozano, Past Chair 2007- ∞

† Honorary Life Time Member †

Matthew Rogers, Chair 2021-2023

Manager
UPS Bakersfield

Emily Duran, Vice-Chair 2021-2023

Chief Executive Officer
Kern Health Systems

Jordan Kaufman, Treasurer 2021-2023

Treasurer and Tax Collector
County of Kern

Morgan Topper, Secretary 2021-2023

Chief Operating Office
Dignity Health, Mercy Hospital Downtown,
Mercy Hospital Southwest

Dr. Vernon Harper 2021-2023

Provost Vice President of Academic Affairs
California State University, Bakersfield

Dr. Timothy Fulenwider 2021-2023

Director of Instructional Support Services Division
Bakersfield City School District

Jessica Grimes 2021-2023

Dean of Economic and Workforce Development
Kern Community College District

Ana Montenegro 2021-2023

Director of Operations
California Resources Corporation

Jaron Cramer 2021-2023

Executive Director
Tejon Ranch Conservancy

Adrian Nevarez 2021-2023

Human Resource Director
Tasteful Selections

Sandeep Singh Malhi 2022-2024

Peace Officer & Detective
Bakersfield Police Department

Message from Chairman Matthew Rogers



As I sit here reflecting on the past year, I think about how rapidly the world around us is changing. This has been the year of adaptation and overcoming challenges, and in my opinion no group has been better at this than the United Way of Kern County. I am so very proud of the work that has been done in our community over the last year in the areas of education, health, and economic resilience. We have welcomed many new faces to the board and the staff of the UWKC this year and with every single one, I am amazed by the desire of these individuals to help. My goal is to reduce the footprint of the UWKC, not because I don't want to see the amazing work continue, but because there is no longer a need. We are not there yet, and this is the group that will continue to push daily to improve conditions in our communities for the betterment of us all until we do get there. Together, as one community, we will make an impact.

Message from Vice- Chair Emily Duran



United Way of Kern is an organization whose mission is demonstrated by actions; though the programs and services we provide to our community. It's these grass roots efforts that make the most impact and facilitate change for the community and by the community.

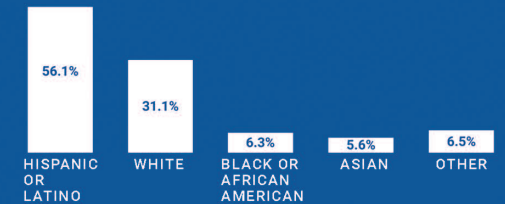
THE PEOPLE WE SERVE

POPULATION

917,673



RACIAL BREAKDOWN



KERN COUNTY AT A GLANCE



PERCENTAGE OF STUDENTS WITH HIGH NEEDS

73%



MEDIAN HOUSEHOLD INCOME

\$54,851



(\$15,933 less than the national average)

*Data from annual census report

Education

BOOKS DISTRIBUTED IN 2022

Book Of The Month

7,059

Our Book of the Month (BOTM) program provides books to over **700** children every month. These books are brand new and age-appropriate for children ages 0-8. The packages addressed to the children also include encouraging notes and resources for the families. This program fosters a love for learning and creates an environment where families get to share stories and create lasting memories.

Outreach Events

17,115

Outreach and special events allow us to distribute books to children in more inclusive ways. Through our various resource fairs and grassroots events, we have been able to distribute an additional **17,115** books in 2022. These events get more books into children's hands while also helping them build their own home library and encourage the love for reading.

HEALTHY MINDS, HEALTHY BODIES

Healthy Minds, Healthy Bodies (HMHB) is a project that distributes food boxes, books, dental kits and other resources to low/moderate-income families within the different school districts throughout Kern County. Two of the largest issues of concern for UWKC are **illiteracy** and **hunger**, and these events target both. This year, we handed out **746 dental kits**, **3,028 books**, and over **1,000 boxes of food**. The success of this project is thanks to the contributions of our HMHB partners: Dignity Health, Community Action Partnership of Kern, State Farm, No Kid Hungry, and Capital Dental.

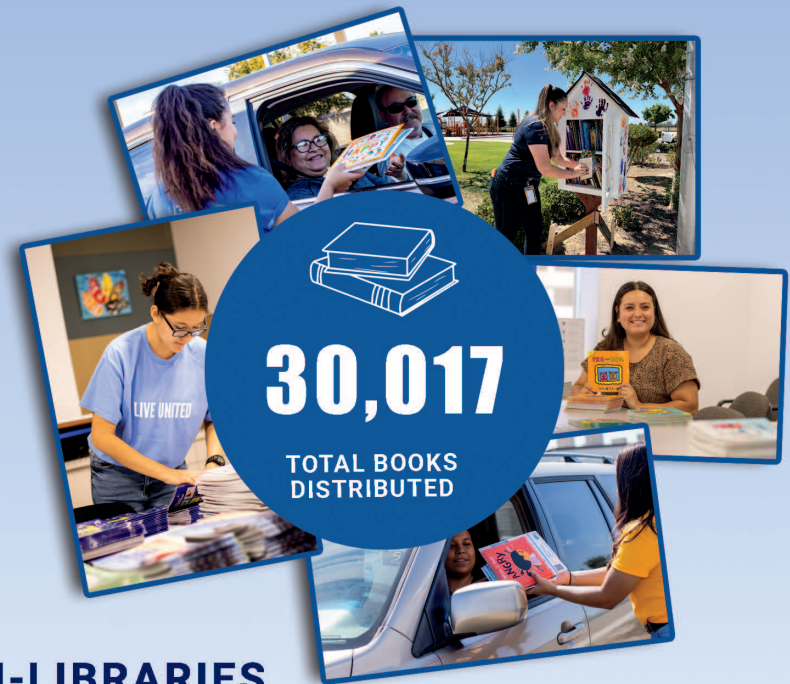
746



3,028



1,000



30,017

TOTAL BOOKS
DISTRIBUTED

MINI-LIBRARIES

The "Mini Libraries" is a new partnership-project between Councilmember Eric Arias and UWKC. This initiative was created to provide book access to families around Kern county and to encourage our community to read and donate books for others to read. The partnership consists also of The East Bakersfield Literacy Project, and the Carpenters. This year we were able to establish **5 mini libraries** in downtown and East Bakersfield.

BORN LEARNING TRAIL - LAMONT

The families that surround Weedpatch Park in Lamont, received a brand new "Born Learning Trail" (BLT) through a partnership with United Way and Aera Energy. The BLT is a colorful **10-station** circuit course with learning activities at each station, presented in both English and Spanish. It provides a fun way for parents and caregivers to interact with children from newborn to five-years old. UWKC partners with the office of Parks and Recreation, as well as elected officials to install new BLTs or refresh old BLTs, providing an exciting and fun display for families to explore together. Our main sponsors for the BLT's this year were Aera Energy and Chevron.

Education

8TH ANNUAL "A CHOCOLATE AFFAIR"

Our 8th Annual "A Chocolate Affair" fundraiser event raised over \$65,000 for UWKC's Early Childhood Education and Literacy Initiatives. With the help of this event, we were able to distribute over 30,000 books throughout 2022.



\$65k RAISED FOR EARLY CHILDHOOD LITERACY

FAMILY LIFE EDUCATION PROGRAM

The Positive Prevention Plus Program consists of three UWKC educators teaching at all 12 middle schools within the Bakersfield City School District. Our teachers cover an array of topics that include bullying, sexual harassment, human trafficking, pregnancy prevention and STIs, among other topics. This program provides Family Life Education to over 12,000 students annually enhancing their growth as young adults in our community.

OVER 12,000 STUDENTS REACHED



Health

SINGLECARE

UWKC partners with SingleCare (formerly FamilyWize) to provide community members with access to affordable prescription medications, ensuring greater health and financial stability. Through their prescription savings card, SingleCare works to make prescription medications more affordable for all families. No one should ever have to make the hard choice between the medication they need and other basics like food or rent. SingleCare cards can reduce prescription drug costs by an **average of 35%**. With the assistance of these cards, **1,735 residents** of/in Kern, Inyo, and Mono counties were able to save **\$192,695.20** on their prescriptions in 2022.



For Kern, Inyo, and Mono Counties

Individuals Served	<u>1,735</u>
Total Discounts for Kern, Inyo and Mono	<u>\$192,695.20</u>

In Partnership with SingleCare



HOLIDAY HOT MEAL DISTRIBUTION

According to Feeding America, Kern County ranks among one of the highest-rated counties in the nation that suffer from food insecurity; this being more than 25% of the national average. UWKC's mission of ending hunger continued in 2022; towards the end of the year we distributed **2,200 hot meals** to those in need within our community. In addition to the hot meals, UWKC distributed resources and stuffed animals to the families served. This event was made possible due to the support and partnership with Que Buena Radio, State Farm, No Kid Hungry - California and Health Net.

CLEAN AIR COMMUNITY FESTIVAL

With the financial support of the California Air Resource Board (CARB), UWKC brought awareness to climate change by planting 40 new trees in Kern County. The 2 Clean Air Festivals, brought in 30 vendors and over 300 attending families to receive resources and to pledge with us on changing daily habits to reduce their carbon footprint by conserving energy, carpooling, using public transportation, biking, walking, using safe paints and cleaning products; and by re-utilizing mulch, compost leaves and yard waste. A pledge was installed at Stiern Park during the Fall.

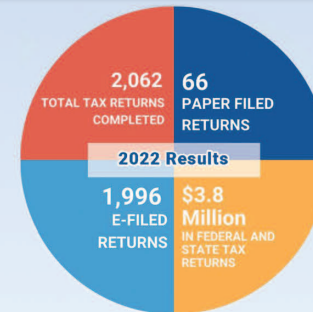


Financial Stability

VITA - VOLUNTEER INCOME TAX ASSISTANCE

Our VITA Program is a free income tax assistance program that grants low to moderate income families and single individuals the alternative of not having to pay for such an expensive service, while still receiving quality work. Thanks to the Kern VITA Partnership that consists of 14 member agencies which are:

Office of Assemblymember Rudy Salas
Kern High School District
The Boys and Girls Club
Strata Credit Union
UEI College
Green Field Family Resource Center
Arvin Family Resource Center
Child Support Services
Lost Hills Family Resource Center
Ceasar Chavez Foundation
Vineland School District
St. John Baptist Church
Fairfax Family Resource Center
Women's Center High Desert



And the help of over 80 dedicated volunteers, we were able to provide this free service to our families and file over 2,000 tax returns bringing back close to \$3.8 million dollars in tax refunds. Please visit KernVITA.org to sign up and volunteer or to inquire about our services.

CMRP - CALIFORNIA MORTGAGE RELIEF PROGRAM

CMRP provides financial assistance to homeowners who are behind on their mortgage, payments or property taxes. UWKC received a \$380,000 grant to help homeowners who have had a financial hardship during the COVID-19 pandemic. The assistance provided through this program is not a loan and does not need to be paid back.

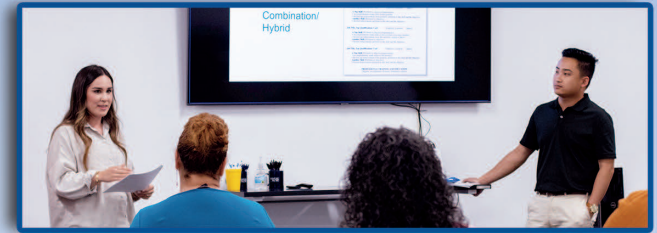


CESH- CALIFORNIA EMERGENCY SOLUTIONS & HOUSING

UWKC is the fiscal agent and the administrator of the California Emergency Solutions & Housing Program (CESH). UWKC distributes funding to The Housing Authority of the County of Kern, which serves those who are experiencing homelessness or may be at risk of homelessness by providing shelter, temporary housing vouchers, low-income housing access support, and rental assistance. From 2022 to 2024 \$680,445 will be distributed to the Kern County Community.

FINANCIAL EMPOWERMENT WORKSHOPS

The Financial Empowerment Workshops were a continuous project we offered this year in partnership with Bank of the Sierra. By combining our outreach and marketing techniques and their financial knowledge, we were able to facilitate **8 workshops** and reach over **80 high school students**. UWKC also hosted resume building workshops which consisted of various topics ranging from simple budgeting, to how to save towards retirement. Thanks to our partnership Citizens Business Bank, this year we were able to offer a new opportunity to our community members to learn the importance of resumes. These free workshops were offered with the goal to teach individuals how to highlight their qualifications, target employers and develop an eye-catching resume to get noticed! Whether it was someone returning to the workforce, or someone changing careers, these workshops were targeted to anyone seeking help in this area. The workshops consisted of drafting and revising resumes, learning general guidelines, such as correct language and format, and ended with a mock interview to put everything they had learned to the test.



EMERGENCY FOOD & SHELTER PROGRAM

UWKC is the fiscal agent administrator of the Emergency Food & Shelter Program (EFSP) which distributes funding to nonprofit and community-based organizations that serve those who are at risk or currently experiencing homelessness, experiencing food insecurities, seeking utility assistance, or lacking essential needs in the home. Participating agencies who report directly to EFSP National include: The Open Door Network, Catholic Charities, Alpha House, Necessary Economic Emergency Distribution Site, The Mission at Kern County, The Salvation Army, Mountain Communities Family Resource Center, McFarland Family Resource Center, Community Action Partnership of Kern, and Women's Center High Desert.

PG&E REACH PROGRAM

The REACH program helps individuals pay for energy during a crisis. REACH provides an energy credit for up to \$300 based on the past due bill. In 2022, UWKC helped **100 households** by providing **\$24,834** in assistance.

RIDE UNITED PROGRAM

The Ride United program (in partnership with Lyft) seeks to reduce transportation barriers that prevent individuals from accessing healthcare, getting quality jobs, completing education programs, and more. This year, UWKC provided **80 discount Lyft passes** that covered **\$1,252.92** in transportation costs.

Phase 39 funds administered in 2022:

\$562,639

ARPAP funds administered in 2022:

\$1,738,986



In 2022, our 31st Annual Community Professional Development Conference brought together over **200 professionals, 15 workshops, 20 vendors and 2 keynotes speakers**. For 31 years UWKC has hosted a community professional development conference for community-based organizations, individuals, and way makers. UWKC continues its commitment to provide a quality community conference to help with the development of professionals, from interns to Chief Executive Officers. This effort continues to take place thanks to the generous support of corporations and agencies throughout Kern County.

COAT DISTRIBUTION

In 2022, UWKC continued its partnership with the Office of Assemblymember Rudy Salas, Chevron, and Aera Energy for the Annual Holiday Coat Distribution. This year around 600 coats were distributed to children in various areas of Kern County.

600 COATS DISTRIBUTED



Community



COMMUNITY AFFAIRS TV SHOW (COMUNIDAD UNIDA)

UWKC's "Comunidad Unida" TV Show's mission is to bring awareness and to inform and educate the community while bringing our partners, donors, stakeholders, and volunteers together to help Kern County thrive. Topics included education, health, community events, social services, climate change, financial empowerment and much more. The TV was hosted by our President & CEO Mari Perez-Dowling and aired in Telemundo and our Youtube channel.



ANNUAL TEDDY BEAR DRIVE, TOSS, 5K RUN & WALK

Every year UWKC collects thousands of teddy bears to donate to agencies that serve children in need in our community. This year, UWKC made a 100 "3 B's" contribution of bears, blankets and books to the Bakersfield Police Department so that peace officers are well equipped with care packages to help children in crisis. Schools and organizations also utilize our teddy bears to help reward a student or to soothe a child during a hardship. This year we hosted our 1st "Teddy Bear 5k Run & Walk" in order to collect more teddy bears and funds to benefit local charities and organizations that serve children in need. Over 50 agencies volunteered to sort and collect stuffed animals which were then distributed to over 8,000 children throughout Kern County. Our drive brought in **2,452 stuffed animals** and the 24th Annual Teddy Bear Toss Condors Game brought in **6,077 stuffed animals** for a total of **8,529 stuffed animals overall!**

2022 NONPROFIT OF THE YEAR

United Way of Kern County was honored by the State Assembly of District 32 for our outstanding contributions to the community we serve. The California Nonprofit organization gives elected officials the opportunity to shine a light on the important work nonprofits are doing in their districts and for everyone to appreciate the collective impact of nonprofits in our communities. Staff and volunteers at UWKC strive to create positive community impacts that affect the lives of individuals and families every day, and we are deeply humbled to be recognized by Assembly-member Rudy Salas as the 2022 Nonprofit of the Year for district 32.



THANK YOU TO OUR CORPORATE PARTNERS WHO HELP CREATE LASTING CHANGE IN KERN COUNTY

CAMPAIGN LEADERS

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



Workplace Campaigns, Corporate and Foundation
Donors with combined gift totals from
\$19,000 - \$29,999



\$10,000 - \$18,999

- Dollar General
- Kaiser Permanente
- National Express Transit
- Taft College
- Target Corp.
- Valley Republic

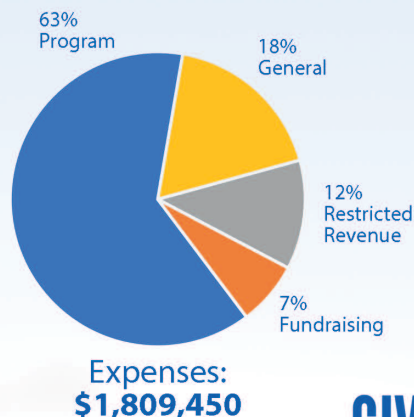
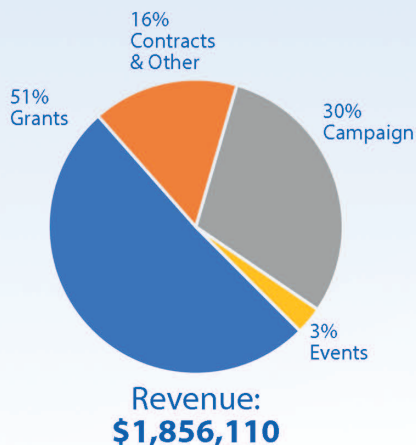
\$5,000 - \$9,999

- Aera Energy LLC
- AT&T
- BNSF Railway Foundation
- Caterpillar Distribution Center
- Citizens Business Bank-Stockdale
- Dignity Health Mercy & Memorial Hospitals
- FedEx Corporation
- HealthNet
- Shirley J. Gordon
- ITW National

\$2,500 - \$4,999

- AmeriHealth Caritas
- Bakersfield Condors
- Bank of America
- DD's Discounts
- Interinsurance Exchange of the Automobile Club
- Javier and Lupe Lozano Family
- Kern County Sup. Of Schools
- Kern Family Health Care
- Orange County's United Way
- Palmer T Margaret
- The Wonderful Company

FISCAL YEAR 2021/2022 FINANCIALS AT A GLANCE



To make a donation to
United Way of Kern County,
please scan the QR code below.



A Complete Financial Report is
available at unitedwaykern.org

GIVE. ADVOCATE. VOLUNTEER.

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