

Old United Way

- Broad mission, human services investments
- Workplace giving was significant portion of revenue
- Focus on big numbers of people served (breadth, not depth)
- Good impact, lots of people and agencies benefitted
- Racial equity lens (demographics)



COMMITTED TO A JUST RECOVERY

Evolution

- Focus, focus, focus
- To address challenges, disparities need to consider depth and breadth, new approaches
- Investment, influence, leverage
- Funding changes: increase in restricted funds, major donors, public grants
- Deepener racial equity focus: who and how
- Major funding changes: older adults, DV, broad-based youth, shelter





Today

- Strategic Road Map, Racial Equity Theory of Change
 - *Mission to “bring the community together to support our neighbors and work toward racial justice by transforming inequitable systems”.*
- Commitment to % of funding to BIPOC orgs (40% goal of 50% in two years)
- Significant government funding; intermediary for govt
 - Love & Liberation, rent assistance, culturally appropriate food funds
- Still evolving



Lessons Learned

- Be clear about why
- Give a lot of notice to existing grantees
- Be prepared for unhappy constituents (donors, grantees, volunteers)
- Stand by the changes
- Shift focus back to impact
- Identify other forms of engagement
- Celebrate the new portfolio and a focus on racial justice