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GREATER TWIN CITIES UNITED WAY BUILDS STRONG MOMENTUM IN FIRST YEAR OF NEW TRANSFORMATION

United Way Impacted the Lives of 500,000 People in 2018 through Housing, Food, Education and Economic Opportunity Services

MINNEAPOLIS (July 23, 2019) – Greater Twin Cities United Way announced today its 2018 results – the first year of executing its long-range, transformation plan to address the changing needs of the Twin Cities region as well as changes in donor giving. Based on a bold, new vision of a united community where all people thrive – regardless of income, race or place of residence – 2018 results reflect United Way’s forecasted plan, as well as expansion of its community support, funding sources, innovative programs and partnerships.

“Greater Twin Cities United Way has moved well beyond your ‘grandfather’s community chest’ model. We take a long-term, holistic approach to serving the community because it takes more than fundraising to make a significant impact,” said Tim Welsh, chair of the board of United Way. “As a result, we have new holistic metrics for which we’re holding ourselves accountable.”

2018 Holistic Community Impact Results

United Way is addressing an urgent community need for access to housing, healthy food, education and workforce skill development. In partnership with generous donors and community leaders, in 2018, United Way:

- Impacted the lives of 500,000 people in the Greater Twin Cities region, many of whom cannot afford their basic needs.
- Successfully advocated with partners for \$91 million in state funding that was invested in our community in 2018, focused on housing, food access, education and workforce training.
- Engaged 61,000 volunteers who worked on service projects, valued at \$15 million in community benefits. *Source: The Value of Volunteer Time/State and Historical Data. Independent Sector. 2017*
- Provided over 273,000 referrals to services through United Way’s 2-1-1 resource hotline, addressing 31 urgent needs every hour of every day. Every dollar invested in 2-1-1 provided \$2.38 in services. *Source: Policy Analysis and Program Evaluation Services. Making Connections – Creating Value: Greater Twin Cities United Way 2-1-1 Benefits/Cost Analysis 2013-2023*
- Distributed 20 million meals.
- Helped participants of economic opportunity programs increase average individual annual earnings by \$23,000.
- Supported and impacted the bottom line of 23 organizations led by and serving people of color and American Indians via our Culturally Powered Communities program.
- Raised \$68.6 million in 2018 for the community to be invested in 2019.

“I’m very pleased that our 2018 comprehensive results reflected our forecast,” said Welsh. “While the amount was lower than 2017, we expected that given 2018 was the first year of executing our long-range transformation plan.”

Welsh added, “Our plan calls for a new business model that is enabling United Way to diversify funding sources to most effectively support people in our region who cannot afford basic needs. Our plan also calls for fundraising results to stabilize in 2019 with funding secured through a variety of sources that will continue to evolve.”

Transformation Plan Results

In 2018, United Way advanced its transformation plan in the following ways:

- **Program Expansion:** Innovative programs such as United Way’s Career Academies have grown year-over-year in terms of donations and community impact. The program addresses the workforce shortage and opportunity gaps that are holding back high school students from households with low incomes by preparing them for in-demand jobs through real-world career experiences and opportunities to earn college credits and industry

credentials. Since 2015, 4,800 high school students are on career paths while collectively earning over 6,000 college credits and saving \$1.9 million in tuition costs.

- **Technology Innovation:** Fast Company recently recognized United Way Worldwide as one of the “World’s Most Innovative Nonprofits” for partnering with Lyft and Salesforce to provide better service to those in need. In the winter of 2018, Greater Twin Cities United Way provided free Lyft rides to warming shelters for people seeking refuge from the cold via the United Way 2-1-1 resource hotline. Additionally, Greater Twin Cities United Way locally launched [Salesforce Philanthropy Cloud](#), a new digital platform for year-round corporate employee giving.
- **New Corporate Partnerships:** To maximize corporate investments and complement corporate employee engagement strategies, United Way is partnering with companies and their employees in new ways by providing value-added leadership development and volunteer opportunities. This includes board service trainings, community impact learning sessions, tours of nonprofits and tailored volunteer experiences.
- **Community Impact Strategy:** Based on more than 100 listening sessions with donors, nonprofit leaders and independent subject matter experts, United Way developed and implemented its new community impact strategy, anchored in equity. The strategy focuses on providing better access for all to housing, healthy food, education, the workforce and economic opportunity.
- **Consulting Services Model:** United Way is testing a consulting model with fee-based services, including developing and managing grantmaking strategies for individuals; partnering with companies to develop their corporate social responsibility strategies; developing and managing corporate volunteer programs; and providing guidance to foundations on governance structure.

New Leadership

John Wilgers joined Greater Twin Cities United Way as president and CEO in June of 2019 to lead the organization through the next phase of its transformation.

“During our next phase of our transformation, we will build on our strengths as an innovator, a catalyst for change, a multiplier, investor and strategic philanthropic partner,” said John Wilgers, CEO and president of Greater Twin Cities United Way. “Impacting the community through research-based innovation is our focus for the next few years. Innovations may include developing and testing new ways to serve the community such as support for young children who have experienced trauma as well as the expansion of our food security and Career Academies programs.”

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About Greater Twin Cities United Way: With one in four people unable to afford their basic needs in the nine-county region, United Way works to end poverty and support long-term wellbeing by providing access to food, housing, education and the workforce. When we support wellbeing, we ensure everyone can reach their potential and fully contribute to our community. We do this by bringing together the public, private and nonprofit sectors to solve the community’s most pressing needs. Through partnerships, public policy work, volunteer programs, our 2-1-1 hotline, grant making and nonprofit leadership support, we take a holistic, long-term approach to help people meet their potential. That’s because we know when more of us reach our potential, our whole community benefits. For more information, visit www.gtcuw.org, [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).