Hello,

Thank you for your dedication to our community as a United Way of Southern Nevada board member! Through your support we will continue to reimagine the future of Southern Nevada.

You have stepped up during a pivotal time for Southern Nevada. As our community rebuilds for the future, your participation means that more children will have a solid foundation to start school prepared. Students who come from challenging backgrounds will be able to graduate. First-time college students will have the support they need to obtain a degree and a good job and families will be able to stay in their homes and keep food on the table.

I wanted to share with you how much your support means to our community as outlined in the following United Way of Southern Nevada 2021 Impact Overview. Your support helps students like Ariana go to college and pursue her dream to become an educator, helps first-generation college students like Rosy, provides a new future for single moms like Sheri, and help empower women like Diana.

Thank you again for stepping up to become a United Way of Southern Nevada Board member. We invite you to help further our impact by making a financial investment, volunteering, and helping to spread the word about the impact of United Way of Southern Nevada. Together, we will make a real difference and ensure that every person in Southern Nevada has the opportunity to succeed.

Sincerely,

(Add Ann’s signature here)

Ann Simmons Nicholson
Board Chair
United Way of Southern Nevada
MISSION STATEMENT

To unite our community to improve people’s lives.

VISION STATEMENT

United Way of Southern Nevada is innovative and collaborative in our efforts to create a better community for all.

VALUES

Collaboration, Integrity, Innovation, Diversity and Accountability.
UNITED WAY OF SOUTHERN NEVADA
2022 IMPACT OVERVIEW

UWSN HELPS PROVIDE EVERYONE THE OPPORTUNITY TO SUCCEED

► United Way of Southern Nevada believes that everyone deserves a roof over their heads, a good job and access to a quality education.
► United Way of Southern Nevada has been uniting our community to help Southern Nevadans succeed for over 64 years.
► United Way provides opportunity for all in Southern Nevada. We build pathways out of poverty by providing student success, workforce development and community support assistance through vetted organizations with proven results.

We provide one in four people in Southern Nevada support.

STUDENT SUCCESS: SUPPORTING pathways to student success, from Pre-K to higher education.

WORKFORCE DEVELOPMENT: EXPANDING pathways into the workforce, for all working-age adults.

COMMUNITY SUPPORTS: ENSURING pathways out of crisis are available to all in our community.

Our life-changing impact over the last year includes:

- 701,722 individuals received housing, food, and utility assistance
- 2,300 volunteers deployed
- $2.4 million raised to provide food, shelter and utility assistance
- 250 nonprofits united
- $4.1 million Emergency Food and Shelter Program funding distributed
Since 2018, we have created incredible outcomes including:

- 3,258 children received a high-quality pre-kindergarten education
- 37,598 students received support to graduate high school
- 3,054 people received job training and coaching to find a good job

WHY GIVE TO UNITED WAY OF SOUTHERN NEVADA?

- By giving to United Way of Southern Nevada, you are building a sustainable way forward for all nonprofits and supporting the entire community not just one cause.
- When you give to UWSN you help build pathways out of poverty and give everyone in Southern Nevada the opportunity to succeed.
- United Way is like no other nonprofit in our community - we have the power to convene partners, providers, and resources to address the needs of Southern Nevadans.
- United Way of Southern Nevada serves as the hub of our community, bringing organizations together to collaborate and solve the most pressing problems. UWSN has the expertise needed to identify the agencies leveraging community investments to their fullest potential.
- United Way is investing in innovative solutions to bridge the gap for local students and create a skilled workforce so that our entire community can succeed.
- United Way inspires the community to take action and help those in need.
HOW YOU CAN HELP

GIVE

► Funds raised in our community stay in our community to help children, families, and individuals succeed so Southern Nevada can thrive.
► To help our community recover, please complete your pledge form or give today at uwsn.org/give.
► We also make it easy and convenient when you give through payroll deduction.
► Every dollar helps:
  o $2 per paycheck can provide one week of food assistance so no one goes hungry.
  o $5 per paycheck can provide one week of full-time high quality early education for one low-income child.
  o $9 per paycheck can provide one month of financial support to help keep the lights on.
  o $35 per paycheck can provide one month of rent assistance to a family in need.
  o $45 per paycheck can provide health care to a child in need.
► If you give, as a UWSN Board Member, we encourage you to increase your pledge and if you designate to another organization, please consider donating a portion of your gift to United Way of Southern Nevada.
► We invite you to become a member of our Giving Groups to help provide the opportunity to connect with like-minded individuals and impact the community.

VOLUNTEER

► To learn more about how you can support your community by volunteering as an individual or group, visit uwsn.org/volunteer.
► Join us for Day of Caring our community’s LARGEST day of action on Oct. 8, 2021 and choose your volunteer project.
  o Volunteer team, corporate partnership and nonprofit opportunities are also available.
  o Gain community-wide visibility and join hundreds of volunteers and organizations as the entire community comes together during the largest community-wide volunteer event. Strengthen your company’s reputation as a good corporate citizen and bring your employees together for an inspiring teambuilding experience. To learn more, click here.
ADVOCATE

► To learn more about how we work together to advocate for a better future for our community and access local advocacy tools, visit uwsn.org/advocate.
► Please also connect with us on Facebook @UnitedWaySN, Instagram, YouTube, Twitter @UWSN, TikTok @UWSN702 and LinkedIn at United Way of Southern Nevada.

HELPING SOUTHERN NEVADA TO RECOVER

► COVID-19 presented United Way with an important opportunity to immediately respond to the needs of our community through deep collaboration with nonprofit partners to ensure funding in the most critical services.
► United Way distributed $2.4M through the Emergency Needs Fund to 34 nonprofit organizations to provide emergency food, shelter, and utility resources.
► Through our comprehensive efforts more than 179,000 individuals have received support since March 2020 through funding provided by UWSN.
► When there was an urgent need, United Way convened over 200 nonprofits weekly to coordinate our efforts and provide resources and critical information.
► United Way provided nonprofits and businesses support to stay safe and open by distributing over 2,005,000 face coverings and 6,780 bottles of hand sanitizer.
► United Way created Volunteer Connect and deployed 2,348 volunteers to help 119 local agencies meet the growing community needs.
► United Way distributed $4.1 million Emergency Food and Shelter Program funding to ensure families had the food, shelter and utility assistance they needed to survive. (public funding, funded by FEMA.)

BUILDING A SOLID FOUNDATION THROUGH THE MACKENZIE SCOTT INVESTMENT

► When we were given the $10 million gift from philanthropist and Amazon co-founder MacKenzie Scott, we did extensive research into the most pressing areas of need and where we could have the greatest impact.
► With 80 proposals requesting more than $17.5M in grant funding, United Way has seen a growing need for programs that get people back to work, close learning gaps, and get students interested in education again. There is also a sustained need for emergency assistance for housing, food, and energy assistance.
To help turn the page in this next phase of recovery for Southern Nevada, United Way just announced a round of $3.2 million in funding to 44 local organizations.

Organizations were selected through a rigorous community process, including review panels hosted by United Way of Southern Nevada’s Impact Committee, community stakeholders, volunteers, and staff. Each program was reviewed by using a standardized rubric included with the application packet. A rigorous fiscal review was also conducted.

UWSN is funding more than three times as many nonprofit organizations than in previous years with a focus on solving systemic issues in Southern Nevada.

The funded initiatives are helping to build pathways out of poverty by providing programs and services in Student Success, Workforce Development and Community Supports.

United Way is investing in Student Success by providing children a quality early education, working with partners to close K-12 learning gaps, and supporting high school graduates with support for college and career.

Through United Way’s focus on Workforce Development, we are providing career assistance, technical training to reskill and upskill, and educational assistance to create a skilled workforce and help people get back to work.

United Way is providing Community Supports so families can stay in their homes and have the necessary food, utility and health assistance that they need to survive and thrive.
STUDENT SUCCESS – PRE-K TO HIGHER EDUCATION:

When children and students have support from their early years, they can thrive in middle school and graduate high school ready to succeed in college or a career.

We have expanded our focus on getting students on track to graduate from high school, so that they can put their diplomas to use in college or on a career path. These are more than just college scholarship programs because they provide critical mentorship, basic needs assistance, and family support.

PROGRAMS AND SERVICES

Early education, academic advising, afterschool enrichment, extracurricular activities, college preparation, financial aid assistance, college scholarships and parent education.

RESULTS & OUTCOMES

Over the past 3 years, 3,258 children attended pre-K, 37,598 students had support to graduate high school, and 24,636 students were able to take steps toward college and career.

IMPACT IN THE COMMUNITY

Since 2015, preschool enrollment in Clark County has increased by more than 5% (to 36%) and the high school graduation rate improved to by 11% (to 83%).

STUDENT SUCCESS IMPACT PROGRAMS

1. **Jobs for Nevada’s Graduates**: an in-school intervention program that works with students facing significant barriers to graduation and entry into career pathways.

2. **Leaders in Training**: expansion in the number of students enrolled in the Leaders in Training leadership development program, including greater workforce development and social support services for both students and families. Primary services and program activities include leadership development, career readiness, and supportive service referrals.

3. **Fulfillment Fund Las Vegas**: post-secondary success program leverages student achievement in the high school College Access Program by supporting students in higher education.

Empowering Future Educators to Pursue Their Dreams!

Ariana was a local high school student who dreamed of becoming a counselor to help children in the Southern Nevada community succeed. To make this dream a reality, Ariana knew she needed to attain a higher education but struggled with the application process. Without a high school diploma, Ariana’s mom could not give her daughter guidance on applying to college, but Ariana did not give up. Determined to achieve her goals, Ariana joined the Leaders In Training (LIT) program. Through UWSN and LIT’s support, Ariana was empowered to pursue her dreams. She was accepted into 16 colleges across the U.S and will attend the New York Institute of Technology to earn her degree in psychology. Ariana shared, “I grew up not having the best support with applying for college. When I’m a school counselor, I want students to know that they can count on me for help.”
o **Project 150:** Youth Scholarship Program provides graduating high school seniors with financial assistance to continue their education and build a brighter future. Primary services and program activities include food, clothing, hygiene supplies, school supplies, college scholarships, caps and gowns, and life-skills workshops.

o **UNLV HOPE Scholars:** assists unaccompanied homeless youth in Clark County who are graduating high school and require housing, academic, and financial support while attending UNLV.

o **YMCA of Southern Nevada:** Power Scholars Academy is an evidence-based academic intervention program provided to in-need students throughout Clark County. Primary services and program activities include academic instruction and support during the summer months.

o **CORE, Powered by the Rogers Foundation:** new student cohort of CORE Scholars at West Preparatory Academy (West Prep); program activities include academic and social-emotional interventions, leadership and character development curriculum, and family engagement support.

o **Green Our Planet:** Farmpreneur Program at 100 Nevada schools in partnership with the Nevada Department of Education (NDE) includes teacher training and lessons in financial literacy, food justice, multiculturalism, and civics.

o **Boys Town Nevada:** LIFT Together (LIFT) initiative brings together educators, students, and families to address the behavioral and social-emotional needs of at-risk students.

o **Communities in Schools:** Integrated Student Supports program, which uses program support evaluations, staff professional development, disaggregation of data to ensure equitable student success.

o **Eye Care 4 Kids:** 2021 Catch the Vision campaign makes professional vision care accessible to underserved students in the Clark County School District. Primary services and program activities include the Mobile Vision Clinic (i.e. SeeMore), comprehensive eye exams, and prescription eyeglasses.

o **After-School All-Stars Las Vegas:** An after school program that provides support to students who are in need and at-risk. Primary services include enrichment activities, tutoring, and a healthy meal to students at Title 1 elementary and middle schools in Southern Nevada.

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**Helping First-Generation College Students Achieve Their Dreams!**

Rosy knew she wanted to make her family proud by enrolling in college but felt she had no chance of attending with skyrocketing tuition costs. As the granddaughter of immigrants, she was inspired to fight for her grandparent’s dream of a better future for their family and worked hard to realize this dream by excelling in her education. From a young age, she faced economic inequality and racial biases, but through hard work and dedication, Rosy beat the odds by graduating high school as valedictorian with a 5.2 GPA. Thanks to the support of United Way and Project 150, Rosy will be attending UNLV Medical School in the fall. Rosy shared her gratitude for the scholarship, “We can all feel a sense of security that we can accomplish our college education without the constant worrying about the money in our pockets.”
- **Girl Scouts of Southern Nevada**: The Tropas Exploradoras program, which provides girls from Spanish-speaking communities a safe environment to try new skills, leadership opportunities, and to improve their English reading and verbal skills. Program activities include STEAM courses such as basic coding, building robots, and art programs, as well as community services project opportunities, area program events, and summer day camp.

- **Girls on the Run**: Provides young girls an experience based curriculum that creatively integrates running and self-esteem. Program activities include a team-based community service project, a non-competitive 5k run event, a curriculum in socio-emotional development, and the recruitment of many diverse mentors and coaches.

- **Junior Achievement of Southern Nevada**: Enables students to understand business, citizenship, economics, financial literacy, entrepreneurship, ethics, and work readiness. Program activities include business volunteer presentations in classrooms, guidebooks and workshops, role play exercises, and games.

- **Spread the Word Nevada**: Serves children ages birth to five years old through a direct mail program providing new books and age-appropriate literacy tips and tools to build home libraries and jumpstart their love of books. Program activities include book and literacy tool mailings, parent training, and interactive family engagements.

- **T.U.L.I.P.S. (Teaching and Uniting Ladies to Inspire Positive Success)**: The Cultivating a Community of Stability program, which provides support to low-income students to promote graduation and employment rates in the black and Spanish-speaking community. Program activities include participation in academic and college success planning, workforce readiness courses, as well as mentoring, wrap around, and case management services.
WORKFORCE DEVELOPMENT - GETTING BACK TO WORK:

Recovering from the pandemic, Southern Nevada needs a skilled workforce to remain competitive in a global, technology-focused economy.

There are jobs and income opportunities, but the workforce shifted in a significant way during the pandemic. With millions of workers resigning, retiring, and relocating, our focus is on strengthening the programs that provide pathways to employment in a changing workforce:

PROGRAMS AND SERVICES

Professional skills training, career readiness, certification and credential assistance, supportive services and case management.

RESULTS & OUTCOMES

Over the past 3 years, 1,575 people received case management and employment support to achieve economic security and more than 1,200 people found employment.

IMPACT IN THE COMMUNITY

Since 2015, the proportion of working age adults with full-time year-round employment increased by 3.5% (to 67%).

- **Tech Impact**: two workforce development programs (ITWorks and CXWorks) focused on technology careers through the provision of education, technical training, hands-on experience, certification, mentorship, and employment opportunities to young adults.

- **Dress For Success Southern Nevada**: Suiting Program and Career Development support provides professional attire, career development tools and support to unemployed, underemployed, and economically disadvantaged women in the Las Vegas valley.

- **HopeLink of Southern Nevada**: CareerLink, a program to help clients in supportive housing programs attain financial stability, primary services and program activities include job readiness activities, mentoring, connections to hiring managers, and support from community organizations.

- **CPLC Nevada**: The Workforce Solutions and Youth Build Las Vegas provides a comprehensive array of education, trades and construction training, and workforce services to young adults from high-poverty communities in Southern Nevada.

Providing a New Future for Single Moms like Sheri
Sheri was a single unemployed mother on welfare with a 5-year-old son who had been diagnosed with ADHD. She had a minimum wage housekeeping job and found herself grappling daily to juggle work hours and the responsibility of picking up her son from kindergarten. Through a friend, Sheri was connected to support to obtain suitable clothing for a job interview. This was a defining moment for Sheri. After her suiting experience, she was determined to do better for herself and her son. Sheri began to participate in Job Readiness Programs at Dress for Success and sharpen her skills. Today, Sheri has a full-time career as Client Coordinator at the Women’s Resource Medical Center of Southern Nevada. She is confident, independent, and the proud owner of her very own car. Sheri is committed to providing a better life for her son. When asked to share some words of wisdom for others who might find themselves in similar situations, she said, ‘Dress for Success changed the course of my life, their programs work if you work it!’
- **Arriba Las Vegas Worker Center**: The Connector Services program supports immigrant workers with a range of workforce support services. Primary services and program activities include informational orientations, online application assistance, access to computers, internet and fax, translation, and support for low-income Spanish-speaking members with limited access to technology.

- **Blind Center of Nevada**: The Visions of Greatness program, which helps visually-impaired people identify and prepare for work through their Culinary Arts Academy. Primary services and program activities include Basic Cooking classes, move them through Intermediate Culinary classes and then into Advanced Culinary and Catering classes. Participants typically find employment at the Blind Center's event business or outside catering enterprise, as well as out in the community.

- **El Shaddai Refuge Homes CDC**: El Shaddai Refuge Home CDC provides housing and workforce support programs for youth who are aging out of the foster care system. Primary services and program activities include transportation, life skills courses, job training, on the job training.

- **Foundation for an Independent Tomorrow**: The Pathway Back to Employment program provides workforce development services to help workers affected by the pandemic obtain self-sufficient and sustainable employment. Primary services and program activities include case management, mentorship, work readiness support, training toward industry recognized certifications, and job placement assistance.

- **Grant a Gift Autism Foundation**: The Vocational Job Training Program, helps people on the autism spectrum gain employment and self-sufficiency. Primary services and program activities include work readiness support and job placement assistance.

- **Guinn Center**: The Nevada95 Civ.Ed Training Program, provides work-based learning opportunities for out of school youth. Primary services and program activities include preparation for the community health worker program at the College of Southern Nevada, civic engagement, and a soft skills training program.

- **UNSHAKEABLE**: The Empower to Employ program, provides career coaching to women struggling to reclaim their future from their past trauma of homelessness, substance addiction, domestic violence, and human trafficking. Primary services and program activities include the I AM Series, individual Career Development, access to the UNSHAKEABLE Business Alliance, and potential employment in a social enterprise operated by UNSHAKEABLE.
COMMUNITY SUPPORT – OUT OF CRISIS

While children and students are learning and progressing to future success, they need stable families and communities to support them.

Our focus is connecting individuals to shelter, food, utility and healthcare assistance so that they can get back on their feet and provide for their families. We also work with our partner agencies to prevent domestic violence, human trafficking, and homelessness.

PROGRAMS AND SERVICES

Emergency shelter, food support, utilities assistance, rent and mortgage assistance, health services, language access, crisis support and service navigation.

RESULTS & OUTCOMES

Over the past 3 years, more than 701,000 people in Southern Nevada received emergency services and support from over 100 partner nonprofit service providers.

IMPACT IN THE COMMUNITY

From 2015-2019, the proportion of people in Clark County living with lower incomes declined by 4% (to 33%); the poverty rate fell by 2% (to 14%).

- **Volunteers in Medicine**: COVID-19 vaccination clinics in collaboration with Roseman University School of Pharmacy and Nevada State College.
- **Nevada Health Centers**: expand the Nevada Children’s Health Project, a mobile medical unit that provides healthcare services to homeless youth, sex trafficking victims, and refugee youth.
- **Signs of Hope**: THRIVE is a multi-year collaborative project between The Rape Crisis Center, the Embracing Project, and the Clark County Department of Family Services. THRIVE expands crisis response services available to commercially sexually exploited youth.
- **Foster Kinship**: Kinship Navigator Program provides wrap-around services for lower-income kinship families. Primary services and program activities include food, clothing, childcare & housing assistance, other items (car seats, diapers, formula), and financial assistance.
- **Safe Nest**: Residential Supportive Services is provided through shelter and transitional housing programs designed to assist individuals and families affected by domestic violence.

Empowering Diana to Obtain the Career of Her Dreams

After enduring over 20 years of physical and financial abuse from her partner, Diana managed to escape one day while pretending to take out the trash. Through Safe Nest, Diana found shelter and the opportunity to follow a different path. Even though Diana was plagued with self-doubt and had never worked a day in her life, through her motivation and assistance she was able to pursue her dream of becoming an RTC bus driver. After months of hard work, studying and receiving assistance with paying for licensure cards and testing, Diana became an RTC bus driver. Her stabilized job enabled her to enter a transitional housing program, and she received case management and rental assistance support while on a path toward self-sufficiency. As she transitioned into her own apartment, Diana received life skills coaching so she could build confidence in managing her own finances while transitioning from receiving partial rent support to paying 100% of her own rent by the end of the program.
HELP of Southern Nevada: Shannon West Homeless Youth Center (SWHYC). Primary services and program activities include emergency shelter and youth-centered services at the Shannon West Homeless Youth Center.

The Cupcake Girls: Intensive Case Management Program works with clients who are experiencing a crisis, escaping a trafficker, or leaving an unsafe situation. Primary services and program activities include financial assistance, referrals, intensive case management, and mentorship.

Catholic Charities of Southern Nevada: The CCSN's Immigration Services program provides low-cost legal assistance to immigrants who are seeking benefits under U.S. law. Primary services and program activities include assisting individuals who are eligible for relief under VAWA, obtain employment authorization, and other support to women and minor children who have been victims of domestic violence.

East Valley Family Services: The Able & Stable Program provides rent, utility and emergency food assistance. Primary services and program activities include emergency assistance, other supportive services, and enrollment in the Family Resource Center at East Valley Family Services.

Family Promise of Las Vegas: The Just Neighbors Support Project is a volunteer engagement program providing support to homeless families with minor children residing in Motel Shelter. Primary services and program activities include regular communication and mentorship, supplemental food, and other family-focused support.

Immunize Nevada: provides no-cost immunization clinics in areas of Nevada where a Vaccines for Children or low-cost/no-cost vaccine provider is not accessible. Primary services and program activities include vaccine clinics and vaccine vouchers for parents to get their child(ren) vaccinated before the school rush without having to worry about vaccine-related costs.

Kline Veterans Fund: The Homes for the Brave program, which supports the housing and rapid rehousing of military veterans with a priority for disabled/chronically ill, senior citizens, single parents and families with minor children. Primary services and program activities include immediate, low-barrier aid for security deposits and eviction prevention to place or keep families in their homes.

Lutheran Social Services: The DigiMart Food Pantry, which provides healthy, nutritious food at twice-weekly, socially-distanced food distributions. Primary services and program activities include food support, hygiene supplies/PPE, paper towels and toilet paper, pet food, diapers for adults and infants, and assistance with registering for mainstream benefits, such as SNAP and Medicaid.

Project REAL: the teen law fair and produce the teen law guide to educate youth and prevent incarceration following the COVID-19 pandemic. Primary services and program activities include teen law fair, teen law guide, conversations about laws, review of the consequences of breaking laws, overview of constitutional rights, and how to exercise those rights.
- **St. Jude’s Ranch for Children**: The Sibling Preservation Program, which helps maintain the sibling relationship between foster children who have been separated from one another. Primary services and program activities include community events, digital engagement, summer camp, and holiday-related activities.

- **The Salvation Army Southern Nevada**: The Emergency Shelter, which provides day and night shelter for homeless individuals. Primary services and program activities include emergency shelter and case management.

### GRANTS & SPECIAL INITIATIVES

Providing assistance to prevent mental health issues, human trafficking and homelessness.

- **AEAP**: Mental-health services for victims, survivors of the mass shooting in Las Vegas (October 1, 2017).

- **United Against Human Trafficking**: Initiative funded by UWW and UPS to expand local/regional efforts to reduce human trafficking.

- **Operation HOME!**: Partnership with Clark County, Las Vegas, North Las Vegas, Henderson and other providers with a goal of housing 2,022 homeless people by the end of 2022.

- **Project REACH**: An NV Energy Foundation funded program designed to help vulnerable adults age 62 or older who meet the income guidelines below and are experiencing economic hardship. Please call one of the following United Way partner agencies to apply. Project REACH is administered through United Way of Southern Nevada and is available year round until funds are exhausted.

### NONPROFIT RESOURCES – CAPACITY-BUILDING

We provide nonprofits with resources, training, marketing opportunities and the opportunity to come together during our **bi-weekly Nonprofit Sector Calls on Thursdays at 2pm**. During the calls we share community updates and new initiatives, resources and host enlightening **Diversity, Equity and Inclusion** speakers and panels.