



United Way of Kern County

FISCAL YEAR

22
23

ANNUAL REPORT TO THE COMMUNITY



A MESSAGE FROM OUR CEO

CELEBRATING 60 YEARS OF IMPACT, EMBRACING DEI, AND STRENGTHENING FINANCIAL STABILITY

Dear Members of the Community,

As we eagerly approach the United Way of Kern County's 60th anniversary, I am thrilled to share our Annual Community Report, which highlights the tremendous strides we have made in promoting diversity, equity, inclusivity, and justice (DEIJ) while driving impactful initiatives. I am also delighted to extend an invitation to our anniversary celebration on November 4th, 2023, as we commemorate these significant milestones together.



At United Way, we remain committed to fostering financial stability within our community. It brings me great pride to share that our Volunteer Income Tax Assistance (VITA) program has continued to serve thousands of families, resulting in millions of dollars returned to the pockets of our hardworking community members. Through VITA, we provide vital tax preparation services, ensuring that families receive the maximum benefit and assistance they deserve.

Additionally, amidst the challenges posed by COVID-19 and natural disasters, we have extended our support to individuals working in the farm and food sectors. By offering rental assistance, utility assistance, mortgage relief, and financial relief, we have helped alleviate the burden faced by those affected. Furthermore, during the floods in December and January, we distributed grocery cards and gas cards to families impacted by the devastating events, providing them with essential resources and support.

In the spirit of the holiday season, we celebrated the end of 2022 by adopting 12 families and providing them with much-needed assistance. This included food, clothing, furniture, gift cards, and toys, ensuring that these families could experience joy and warmth during the festive period. Our commitment to making a positive impact in the lives of individuals and families remains unwavering.

Moreover, we are excited to share that our book club has been rebranded as the READ (Read for Equity, Advocacy, and Diversity) UNITED program. By promoting reading and literacy, we aim to cultivate a community that embraces diversity, advocates for equity, and celebrates the richness of different perspectives. Through this program, we encourage dialogue, understanding, and empathy among community members.

In the meantime, I invite you to explore the Annual Community Report, which offers an in-depth overview of our financial stability initiatives, DEI efforts, and the remarkable progress we have achieved together. Your support and dedication have been instrumental in creating lasting change and making a positive difference in the lives of individuals and families.

Thank you for being an integral part of our journey as we strive to build a more inclusive, equitable, and just society. Together, we can continue to empower individuals, strengthen communities, and shape a brighter future for all.

With heartfelt appreciation,

A handwritten signature in black ink, appearing to read 'Mari Pérez-Dowling'. The signature is stylized and cursive.

Mari Pérez-Dowling

President & CEO

United Way of Kern County

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A MESSAGE FROM CHAIRMAN

MATTHEW ROGERS



In my capacity as Chairman, I extend my deepest gratitude to each one of you who has played a pivotal role in the enduring success of our organization. The past year has been marked by amazing opportunities, and I am immensely proud to share that we have maintained our steadfast commitment to making a meaningful impact on the lives of those we serve. Our dedicated team, passionate volunteers, and the unwavering support of our community have collectively enabled us to accomplish remarkable milestones. As we reflect upon the preceding year and contemplate the path forward, let us reiterate our shared dedication to our noble cause. Together, we possess the capacity to effect even more substantial and transformative change in the lives of those who depend on our benevolence.

A MESSAGE FROM VICE CHAIR

ADRIAN NEVAREZ



I wish to extend my deepest appreciation to all those whose unwavering commitment has been instrumental in our collective journey at United Way of Kern County. With your continued support, we aspire to reach even greater heights in the coming year. Together, we can continue to make a lasting difference in the lives of those we serve.

OUR IMPACT IN EDUCATION



18,785
total books
distributed

READ UNITED! PROGRAM:

Our R.E.A.D United program provides books once a month for a year to over 500 children in Kern County aging 0-8. These aged appropriate books are brand new and mailed out with educational activities and resources for the family. This program fosters a love for learning and creates an environment where families get to share stories and create lasting memories.

OUTREACH EVENTS:

Books Distributed
8,013

Outreach and special events allow us to distribute books to children in more inclusive ways. Through our various resources fairs and grassroots events, we have been able to distribute an additional 8,013 books in 22/23. These events get more books into children's hands while also helping them build their own home library and encourage the love for reading.



NEW INITIATIVES:

3B'S DISTRIBUTION:

40

140

40

A new initiative to distribute 3 B items, last year we were able to provide 100 books, 100 bears and 100 blankets to Bakersfield Police Department. This year we distributed 140 books, 40 backpacks, and 40 bikes to two organizations that serve underprivileged students in our community.

HYGIENE PANTRIES:

120

120 hygiene kits were distributed to College Heights to students and families.



HEALTHY MINDS, HEALTHY BODIES:



**HEALTHY MINDS
HEALTHY BODIES**

Food and Book Distribution

Healthy Minds Healthy Bodies (HMHB) is a project that distributes food boxes, books, dental kits, and other resources to low/moderate income families with 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 issues. This year, we handed out 1,395 dental kits, 2,572 books, and 1,950 boxes of food. The success of this project is thanks to the contributions of our HMHB partners: Capital Dental, No Kid Hungry, Dignity Health, Community Action Partnership of Kern, and State Farm.

1,395

2,572

1,950

OUR IMPACT IN EDUCATION

FAMILY LIFE EDUCATION PROGRAM:

The Positive Prevention Plus Curriculum consists of five UWKC educators teaching at all 12 middle schools within the Bakersfield City School District and the Kernville Union School District. Our educators cover an array of topics that include bullying, sexual harassment, human trafficking, pregnancy, and STIs prevention among other topics while connecting them to local and national resources. This program provides Family Life Education to over 4,750 seventh and eighth graders annually enhancing their growth as young adults in our community.

4,750 students reached



9TH ANNUAL "A CHOCOLATE AFFAIR":

Our 9th Annual "A Chocolate Affair" fundraiser event raised over \$63,000 for the UWKC's Early Childhood Education and Literacy Initiatives. This year, mayor Karen Goh gave United Way of Kern County a proclamation for Education Day! With the help of this event, we were able to distribute over 18,700 books throughout 22/23 year.

\$63K raised for early childhood literacy



HOME LIBRARIES:

In 2023, UWKC was able to provide 100 families with their first STEM Home Library. Each Home Library consisted of a Reading Teddy Bear Buddy, STEM activity toys, STEM related books, and program resources. We successfully distributed 1000 books, 800 STEM toys, and 100 bears; these take home libraries were made possible by our sponsor the Virginia and Alfred Harrell Foundation.



1000



800



100



COAT DISTRIBUTION:

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.



OTHER DISTRIBUTIONS:



739 teddy bears



7,439 children toys

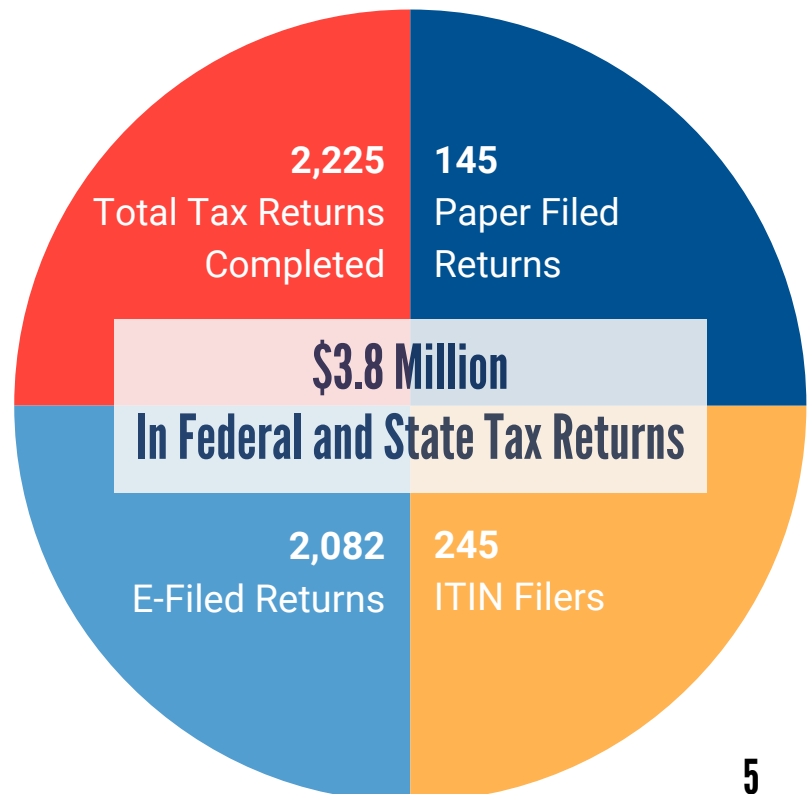
OUR IMPACT IN ECONOMIC RESILIENCE

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 11 member agencies which are:

- Kern High School District
- Arvin Family Resource Center
- Lost Hills Family Resource Center
- Cesar Chavez Foundation
- CAPK Youth Center
- Dream Center
- Clinica Sierra Vista
- Fairfax Family Resource Center
- Mercado Latino
- FIELD Institute
- City of Bakersfield



OUR IMPACT IN ECONOMIC RESILIENCE



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 knowledge, we were able to facilitate 8 workshops and reach over 80 high school students.

80 high school students reached

RESUME BUILDING WORKSHOPS:

UWKC hosted resume building workshops which consisted of various topics ranging from simple budgeting, to how to save towards retirement. Thanks to our partnership with Citizens Business Bank, this year we were able to offer a new opportunity to our community members to learn the importance of resumes.



POSITIVE IMPACT OF THESE WORKSHOPS:

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 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.

OUR IMPACT IN ECONOMIC RESILIENCE



PG&E REACH:

UWKC partners with Dollar Energy Fund and Pacific Gas & Electric (PG&E) to assist those who are behind on their PG&E bills and at risk of having services terminated. Eligible households may be assisted once every 12 months with up to \$500 to be paid directly to PG&E and applied towards their past-due balances allowing them to become current.



RIDE UNITED TRANSPORTATION ACCESS PROGRAM:

The Ride United program seeks to reduce transportation barriers that prevent individuals from accessing healthcare, getting quality jobs, completing education programs, and more. Transportation has proven to be a key issue for many individuals seeking services to support pandemic recovery. Riders receive a discounted, one-time-use, Lyft Pass for a round trip valued up to \$50 (\$25 to the desired location and \$25 from the location).

Discount Lyft Passes provided: 141

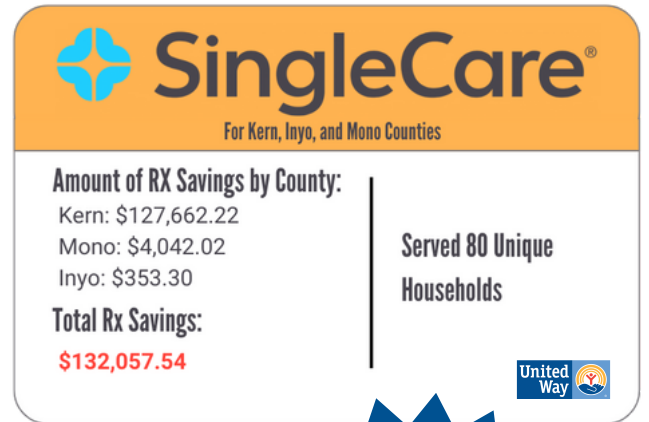
Lyft transportation costs covered: \$2,574.84



OUR IMPACT IN HEALTH

SingleCare Cards:

UWKC collaborates with SingleCare to offer our community members access to affordable prescription medications, promoting enhanced health and financial well-being. SingleCare's prescription savings card strives to increase the affordability of prescription drugs for all households. These cards are provided free of charge, effectively lowering prescription expenses, and require no registration or eligibility criteria. They are widely accepted at major pharmacies across the nation.



\$132,057.54
total Rx savings



PERSONAL PROTECTIVE EQUIPMENT DISTRIBUTED (PPE):

United Way of Kern County distributed 3,384 hand sanitizers, 28,700 individual masks, 5,576 COVID tests, 586 sani-wipes, and 2,284 dental kits to the community in hopes of providing health assistance to those in need of it.



OUR IMPACT IN ENDING HOMELESSNESS AND HUNGER INITIATIVES

EMERGENCY FOOD AND SHELTER PROGRAM (EFSP):

United Way of Kern County is the administrator of the Emergency Food & Shelter Program. The EFSP distributes funding to nonprofit and community-based organizations that serve those who are experiencing homelessness, may be at risk of homelessness, may be experiencing food insecurities, are seeking utility assistance, or may be lacking essential basic needs in the home. Participating agencies include: The Open Door Network (formerly known as Alliance Against Family Violence and Sexual Assault and Bethany Services), Catholic Charities, Alpha House, Necessary Economic Emergency Distribution Site (N.E.E.D.S Center), The Mission at Kern County (Bakersfield Rescue Mission), The Salvation Army, Mountain Communities Family Resource Center, McFarland Family Resource Center, Community Action Partnership of Kern (CAPK), and Women's Center High Desert (WCHD).

Phase 39 funds administered in 2022: \$562,639

ARPAN funds administered in 2022: \$1,738,986

Phase 40 funds administered in 2023: \$603,545



CALIFORNIA EMERGENCY SOLUTIONS AND HOUSING PROGRAM (CESH):

United Way of Kern County 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.

Total CESH dollars to be administered from 2019 to 2024:

\$1,877,437 (Both contracts combined)

CESH dollars being administered for 2022 to 2024 \$680,445
(Current Contract)

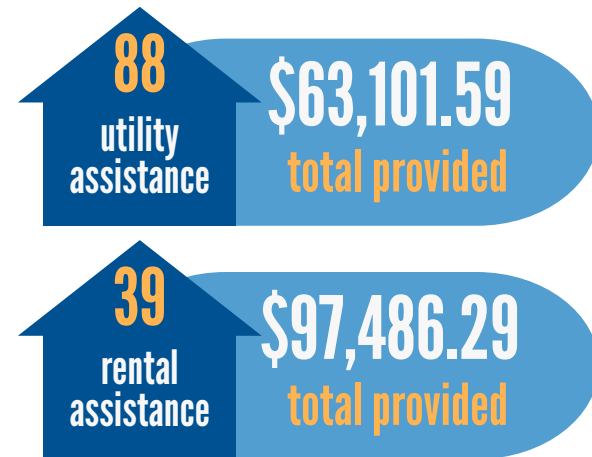
U.S. DEPARTMENT OF AGRICULTURE (USDA) FARM AND FOOD WORKER RELIEF (FFWR):

UWKC with the help of the USDA FFWR grant program was able to provide a one-time \$600 relief payment to eligible workers. USDA FFWR was designed to alleviate worker expenses incurred by preparing for, preventing exposure to, and/or responding to the COVID-19 pandemic. Eligible workers included: farm workers, agricultural workers, meat packers and processors and other front line food workers. To date, through the program we have provided relief payments to almost 700 food and farm workers.

OUR IMPACT IN ENDING HOMELESSNESS AND HUNGER INITIATIVES

HOUSING & HOMELESSNESS INCENTIVE RENT & UTILITY ASSISTANCE PROGRAM (HHIP):

United Way of Kern County expanded its homeless prevention and diversion efforts through the Housing and Homeless Incentive Program (HHIP) designed to reduce and/or prevent homelessness. In partnership with Kern Family Health Care, United Way of Kern County offered rent and/or utility assistance to individuals and families who have past-due balances and are at risk of experiencing homelessness or termination of utility services. Those who require rental assistance may be eligible to receive up to \$3000 and those who require utility assistance may be eligible to receive up to \$1000.



CALIFORNIA MORTGAGE RELIEF PROGRAM (CMRP):

The CMRP is providing financial assistance to get caught up on past-due mortgages or property taxes to help homeowners who have a mortgage, a reverse mortgage, or who are mortgage-free. Using \$1 billion in federal funds, the grants help homeowners who have had a financial hardship during the COVID-19 pandemic. United Way of Kern County serves as the outreach team and navigation support to Homeowners in need of assistance with the application process.



GROCERY CARD DISTRIBUTION:

United Way of Kern County expanded its efforts towards disaster relief by providing grocery gift cards to field and farmworkers negatively impacted by the heavy rains and flood season. In partnership with No Kid Hungry and Citizens Business Bank, United Way of Kern County was able to provide grocery gift cards to individuals and families who were experiencing food insecurities due to floods and loss of wages.

Total Households Served: 105

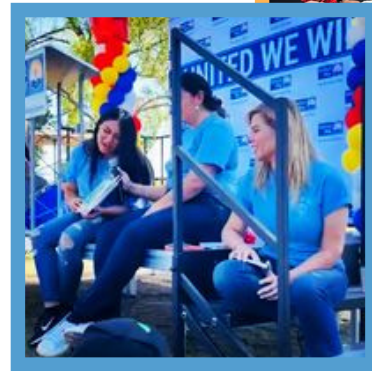
Total Amount of Grocery Cards Disbursed: \$10,000



SIGNATURE EVENTS & COMMUNITY OUTREACH

SIGNATURE EVENTS

- A Chocolate Affair Fundraiser
- Professional Development Conference
- Clean Air Community Festival
- Teddy Bear 5K Run/Walk
- Teddy Bear Toss
- Circle of Friends
- Adopt-A-Family/#UnitedWeGive



COMMUNITY OUTREACH

- Read Across America
- Back-to-School Drive & Distributions
- Coat Distributions
- Home Library Distributions
- Little Free Libraries
- Hygiene Pantries
- Personal Protective Equipment (PPE) Distributions
- Hot Meal & Grocery Card Distributions



OUR IMPACT IN THE COMMUNITY

CIRCLE OF FRIENDS CELEBRATION:

Every year, United Way of Kern County holds the Circle of Friends Celebration. We highlight programs, services, and events we have put on that made an impact in the community. We also honor those in our community who graciously helped us along the way. We would be unable to do what we do without those who rise to the occasion and give their time, resources, donations, and skills for the betterment of the community of Kern county. Thank you to those who continue to support our mission and cause.



ADOPT-A-FAMILY PROJECT:

After months of preparation, UWKC was scheduled to drop off Christmas presents, food, cleaning supplies and other resources to 12 selected families from the Adopt-a- Family project. On the day of the deliveries the UWKC staff noticed the company vehicles had been burglarized and the catalytic converters on both company vehicles were stolen. This did not to stop our goal and mission to help the community. UWKC made sure that the families in need received everything they deserve and wished for during the Holidays. With the support from the Bakersfield Police Department (BPD), M.A.R.S. group, and Aims consulting, who graciously partnered with UWKC to bring in vans to help with the deliveries to the families, we were able to bring some Holiday magic to those 12 families!



COLLEGE HEIGHTS SANTA'S DAY:

United Way of Kern County joyously marked the holiday season by joining the College Heights community in festive celebrations. Through our efforts, we had the privilege of gifting presents to the children residing in this neighborhood, bringing smiles of delight and warmth to their faces.



OUR IMPACT IN THE COMMUNITY

32nd PROFESSIONAL DEVELOPMENT CONFERENCE:

For 32 years United Way of Kern County has hosted a professional development conference for members and directors of nonprofit organizations and waymakers. This year's conference brought 268 professionals, 15 workshops, 8 panelists, and 22 vendors. This year, UWKC hosted it's 32nd Annual Professional Developmental Conference for a wider audience in need to include community and health-based organizations, along with city elect officials and those individuals who want to make a positive impact where they live. The conference allows individuals to network and share plans and collaborate to better serve the community.



DIVERSITY, EQUITY, AND INCLUSION (DEI):

DEI stands as a dedicated endeavor within our community, aimed at championing diversity, equity, and inclusion. At our 32nd Annual Professional Development Conference this year, we delved deeper into the significance of DEI in our community. Our unwavering commitment revolves around cherishing both the visible and invisible, recognizing the inherent value each person's unique perspective and experiences bring, and ensuring equitable access to solutions for community challenges. We diligently incorporate DEI principles at the core of our daily operations, firmly pledging to utilize these practices for the betterment of our business and communities.



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

UWKC hosted its first annual Teddy Bear 5k Run and Walk 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.



OUR IMPACT IN THE COMMUNITY

DAY OF ACTION (DIA DE ACCION FAMILIAR):

In partnership with Lotus Radio, this year, United Way of Kern County was able to throw the 1st Annual Day of Action Fair. There we were able to provide many resources for attendees about our health, economic resilience, and education programs . Approximately 3,000 people attended and 90% of attendees received eye, health, dental, economic resources and blood pressure screenings.



United Way of Kern County

This year UWKC celebrates its 60th year anniversary. For 60 years we have delivered programs and services to enhance the lives of residents we serve in Kern County, bringing donors, volunteers, advocates, and other stakeholders together to build powerful and sustainable coalitions and partnerships. We invite you to look back at the work and dedication that United Way of Kern County has done since 1963. As we continue our mission to reach individuals and families, we encourage you to showcase your support to join the movement towards stronger initiatives.

June 2022 - July 2023 Campaign Leaders & Financials

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 exceeding:
\$19,000 - \$29,000



\$10,000 - \$18,999

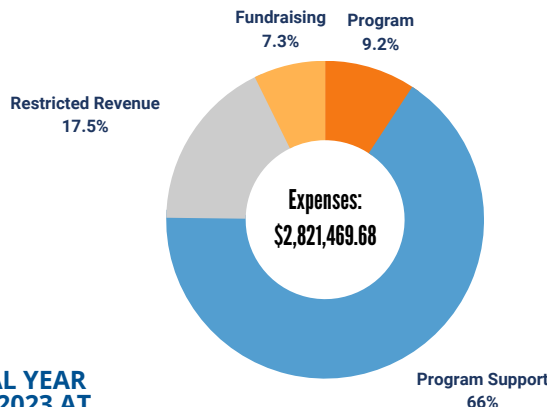
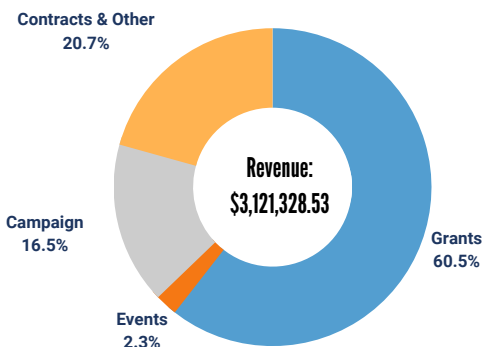
- Kern Health Systems
- Kaiser Permanente
- Richard Health and Associates
- Aera Energy LLC
- Kern Community Foundation
- Dollar General
- Kernville Union School District
- California Resources Corporation

\$5,000 - \$9,999

- TriCounties Bank
- Caterpillar Distribution Center
- Valley Strong Credit Union
- Shirley J. Gordon
- AT&T
- FedEx Corporation
- Kern County Superintendent of Schools
- Health Net
- Cummins
- No Kid Hungry

\$2,500 - \$4,999

- AAA
- Dollar Energy Fund
- Orange County United Way
- ITW National
- UW Metro Chicago
- United Way Worldwide
- Jessica Grimes
- Bluehorse Investments
- Margaret T. Palmer
- Tasteful Selections



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



GIVE. ADVOCATE. VOLUNTEER.

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UnitedWayKern.org

**FISCAL YEAR
2022/2023 AT
A GLANCE**