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OUR MISSION
To foster structural change by addressing root causes in order to safeguard the future of our community.

OUR VISION
A strong, healthy, compassionate community that gives youth the foundation to thrive and succeed.

CORE VALUES
Integrity • Impact • Volunteerism • Inclusiveness • Transparency • Accountability • Leadership
Weathering the Storm

When I began my United Way career in 1999, the Y2K bug was a new discovery that had the very real potential of forever changing life as we knew it. Substantial investment was made to prevent a potential calamity. Those of us who weathered the storm were careful to prepare for the unknown, to the extent possible, and as responsibly as we could.

To be responsibly prepared remains important to me. Support from our many donors and volunteers, and the perseverance of our dedicated staff, has allowed our local United Way to enhance proficiencies in reading; financial literacy; and social and emotional literacy through programs like Imagination Library, Money Talks and Compassionate Communication. Our Youth Board is inspiring future nonprofit leaders, while programs like 211 SLO County and Volunteerslo.org are connecting both people in need with essential resources and people who want to help, with local nonprofit agencies that could use some extra help.

Now, in 2020, a global pandemic has already changed life as we know it. The unpredictable nature of this virus, and the challenges we face in our attempts to “flatten the curve,” are reminiscent of the looming threat of the Y2K bug. For many in our community, COVID-19 demanded that we quickly assess the viability of transferring our livelihood into a virtual environment.

For our local United Way, in-person programs like Money Talks for high school seniors has been temporarily suspended, while our 35 United Way Youth Board members from various high schools are now biweekly online. We have also implemented our COVID-19 Rapid Relief mini grants program in order to help local organizations continue to provide direct services while witnessing an exponential rise in demand.

2020 has brought me greater clarity. I am better able to recognize and communicate the urgency of the work we do here in our community. While much progress has been made during my lifetime, 2020 continues to show us that there is more work to be done. Racialized violence, political turmoil, the advent of a global pandemic – and the resulting unrest that each of these precipitated have shown that progress must be actively maintained. We have considerable work ahead of us if we are to truly co-create a just, equitable, and inclusive nation, where all have the opportunity to thrive. That is the mission of our United Way: to foster structural change by addressing root causes in order to safeguard the future of our community.

I am grateful and pleased to be devoting our energies and your resources to the work of making our commitment to Equity, Diversity and Inclusion more explicit, and co-creating a more just, and inclusive San Luis Obispo County. This year has given us the opportunity to deepen our connection and commitment to you and all of those who call SLO County home. We are committed to producing programs, funding opportunities, and resources that speak to you. We strive to continue serving our community in ways that resonate with you and support the causes that mean the most to you.

As this year rapidly comes to a close, I am optimistic that we will weather this storm as well. Our success merely demands that we maintain our resolve to #LiveUnited.

With much gratitude and warmth,
Rick London
The United Way Youth Board is developing future philanthropic leaders. This group of high school students from across SLO County, meets twice a month to learn about philanthropy, increase volunteerism, and award grants to youth focused programs. 35 students from six high schools awarding three $1,000 grants.

Compassionate Communication is a strategy for parents and teachers, as well as anyone who is interested, to help increase social emotional literacy through workshops in partnership with two local school districts. 4 sessions with 29 participants receiving over 400 hours of instruction.

Stuff the Bus is an annual county-wide community engagement effort to collect school supplies for students in need. In August of 2019 we had 5 bus locations, 3 days, 24 hours, 28 Workplace Collection Sites, 5 school districts, 9 sponsors, 6 business partners, 121 volunteers, 344 volunteer hours, over $51,000 in school supplies collected and $6,700 in sponsorships & cash donations.

The Imagination Library provides a new, age-appropriate book each month to children under the age of 5, increasing literacy and encouraging a love of reading at an early age. There were 262 children enrolled and 3,789 books mailed to homes.
Money Talks volunteers increase the financial literacy of our high school students. Volunteers teach unbiased personal finance skills to seniors at local high schools. During 2019 Money Talks was delivered at Six high schools, with 600 students receiving 2,172 hours of instruction.

MyFreeTaxes.org helps families become more financially independent. Tax payers can file their state and federal taxes for free, and take advantage of important refunds like the Earned Income Tax Credit (EITC). 387 state and federal tax returns filed with average refund of $1,237.21; 82 EITC returns filed with refunds averaging $1,490.20. These refunds enabled over $478,800 to stay in our county. Before COVID-19 closures over 200 returns were filed at 4 partner library locations through March 16th.

Community Impact Fund creates lasting change by contributing resources to agencies who identify and work to eliminate underlying issues that create societal problems; we are safeguarding the future of our community. Ten grants awarded totaling $75,000 and serving more than 10,700 local residents.

When disasters strike, lives, homes, communities, and businesses may be damaged or destroyed. Those affected often need substantial short-term and long-term support to put their lives back together. Community organizations, working in coordination with governmental first responders, provide vital assistance.

We promote communication, cooperation, coordination, and collaboration among community organizations, faith-based groups, and government agencies with the goal of streamlining service delivery to people affected by disasters while eliminating unnecessary duplication of effort.

United Way of San Luis Obispo County
211 San Luis Obispo County, a program of United Way of San Luis Obispo County, is a comprehensive information and referral service that connects our community to over 2,400 local programs.

11,512 People Served
6,366 Calls
294 Texts
Visits from 4,852 unique IP addresses

Top 10 Caller Needs
1. Housing
2. Mental Health
3. Legal Aid
4. Food
5. Family Support
6. Utility Assistance
7. Health Care
8. Transportation
9. Information Services
10. Income Support

61% of callers requested referrals and most received at least one, often more. 15% of callers requested information on local disasters, including COVID and Wildfires. 21% of callers had miscellaneous, non I&R requests. 100% of callers were able to speak confidentially to someone who cares.
VolunteerSLO.org is our one-stop shop for finding volunteer opportunities in San Luis Obispo County! This year we had:

- 470 Agencies
- 697 New Users
- 4,863 Total Users
- 1313 Responses

Excellent Radio fosters cultural literacy, strengthening and educating our community. KYXZ 107.9 LP FM is currently producing and broadcasting community affairs PSAs for 6 cities and 7 community service organizations, has 11 regular weekly shows, 15 regular volunteers and has a listener base of over 100,000 people.

Stream live at KYXZ.org
United Way of San Luis Obispo County has a long tradition of adhering to very high standards of accountability and transparency. All of our financials are reviewed by a volunteer committee.

2019/2020 Revenue
$1,244,812
Our 990 tax form and annual audit are available for review at UnitedWaySLO.org/about-us.
Big thank you to ITW Global Tire Repair for their continued support of United Way. Casino Night 2019 and our 4th annual Walkathon were huge hits! ITW is our top workplace giver, with 100% of employees donating to United Way. Their donations are matched by ITW, doubling the impact of their giving! Their 2019/2020 Workplace Giving Program and their Casino Night and Walkathon fundraisers raised $45,000 which became $90,000 after their corporate match!

“We have an employee base who are very involved in many local charities and organizations so we were already primed to help in the community. From there is has just become like a snowball rolling downhill.

We are so very proud to have been the largest single fundraiser for United Way of SLO County in each of the last 7 years. It is a point of pride for our employees and we look forward to United Way Week every year and even more to hearing from the United Way team about all the good that has been done in the local community as a result of our efforts.”

-Patrick Mallon, Strategic Marketing Director at ITW Global Tire Repair
THANK YOU TO OUR PARTNERS

Tocqueville Society

Our heartfelt thanks to Bert & Candace Forbes

The Tocqueville Society recognizes local philanthropic leaders and volunteer champions who have devoted time, talent, and funds to create long-lasting changes by tackling our communities' most serious issues. Alexis de Tocqueville admired three "aspirational" elements in North American society: liberty, equality and the spirit of neighbor helping neighbor.

1st Capital Bank
Abbott Laboratories
Aera Energy LLC
Aerofil Technology Inc.
American General Media
American Riviera Bank
Ametek
AT&T
Automobile Club of So. California
Balance Treatment Center
Bank of America
Buttonwillow Raceway Park
Cal Poly Corporation
California State Employee Our Promise Campaign
Carol L Phillips DDS
Caterpillar Inc.,
Central Coast Trial Lawyer Associates
Charles Cox DDS Inc
Cigna
City of Paso de Robles
City of Pismo Beach
City of San Luis Obispo
Cloud Company
CNG
Community West Bank

Congregation Ohr Tzafon
Costco
County of San Luis Obispo
County of SLO - Sheriff
County of SLO - Superior Court
Creekside Community
Cuesta College
DAMM Fine Pizza LLC
Delta Airlines
Digital West Networks
Dimes Media Central Coast
Engle and Associates Insurance Brokers, Enterprise Rent-a-Car
ExxonMobil
Fair Trade SLO, Inc.
Farm Supply Co.
FedEx Express
Fluor Corp.
Foster and Foster Incorporated
Frederickson & Hamilton, LLP
Gap Foundation
Gillet Law APC
Hicks Pension Services
Housing Authority of SLO
IBM - Los Angeles
Idler’s Home
IQMS, Inc.
ITW- Global Tire Repair
J.C. Penny
Jeffrey Stulberg, A Law Corporation
Kiwanis Club of San Luis Obispo
Kon Tiki Inn
KSBY
Law Office of Daniel J. O’Neill
Liberty Mutual
Loyal Order of Moose
Lucia Mar School District
Management Information Control Systems
Marc Amesse Insurance and Fin Svcs, Inc
Microsoft
MindBody, Inc.
Motorola Solutions
Murry Bank
Nationwide Insurance Enterprise
New York Life Insurance
O’Reilly Auto Parts
Pacific Coast Media, LLC

Pacific Gas and Electric Company
Pacific Premier Bank
Pacific Western Bank
Paso Robles Joint Unified School Dist
PCL Construction, Inc.
People’s Self-Help Housing Corp.
Pet Smart Inc.
Peterson Design & Construction
Promega BioSciences
Raytheon Company
Reis Family Mortuary & Crematory
Rexnord
Ricoh
Rio Broadcasting
Robert and Adele Stern Foundation
Roche Diagnostics
Rockwell Sales Office
Rotary Club of Arroyo Grande
Rotary Club of Grover Beach
Rotary Club of San Luis Obispo Daybreak
RRM Design Group
San Luis Coastal Unified School District
San Luis Obispo Chamber of Commerce
San Luis Obispo County Housing
Sentinel Peak Resources
Sharkey Foundation
Sierra Vista Regional Medical Center
SLO Vocal Arts Ensemble
Staples
Superior Courts of California
Susan Polk Insurance
Sweet Pea Flower Farm
Target
Temple Ner Shalom
The Habit Restaurants, LLC
Union Bank
Union Pacific Railroad
Unitarian Universalist Fellowship
United Way of Greater Los Angeles
United Ways of California
UPS
US Bank
Van Heusen
Verdin Marketing Ink Co.
Wacker Wealth Partners
Wal Mart
Wells Fargo Bank
UNITED WAY EQUITY, DIVERSITY, AND INCLUSION INITIATIVE

21 Day Challenge

We are excited to announce our quarterly 21 Day Equity Challenge. We will be launching our next challenge in February 2021. Follow us on social media to stay up to date! Are you up for the challenge?

Liberty and Justice for All Fund

United Way believes that every person is entitled to be treated with dignity and respect — this includes equal treatment and access to justice. Recent events involving violence and threats against African Americans expose our society’s underlying racism, prejudice and privilege that prevent too many people from being treated with the humanity and respect they deserve. These incidents are abhorrent and run counter to everything that United Way, its volunteers and professionals value, live and fight for every day.

Our commitment to a just, equitable, and inclusive San Luis Obispo County extends beyond the creation of this fund, and into a newly established series of workshops, community conversations, presentations and more. This new Equity, Diversity, and Inclusion initiative is our way of demonstrating to the residents of our county that we are willing to begin the difficult work of helping to heal our nation.

Learn more by visiting unitedwayslo.org/diversity or call us at 805-541-1234
2020: A Retrospective

Just over a year ago, I joined the small but mighty family at United Way of San Luis Obispo County. I hadn’t worked a full week when December began. Eager to show my value, I began dreaming of exciting ways to deepen our community engagement. I was keen on making sure that our community knew who we were, what we did, and how we could co-create a stronger, more inclusive San Luis Obispo county. Like most of you, I had no idea what 2020 had in store for any of us.

2020 gave us the opportunity to pause, reflect, and reconnect. The arrival of COVID-19 meant that we had to take some time to identify what we could do. A global pandemic has a way of forcing you to press pause while you figure out what to do next. As an organization, we immediately recognized the need to pivot.

As centuries-old racial tensions erupted into mass protests – on our screens, and in our streets – we were all forced to reflect on how much progress we have really made. As an organization, and as individuals, we acknowledged the need to make the essence of our work explicit. United Way of SLO County is committed to recognizing the existence of structural inequality, working to dismantle it, and offering solutions to those impacted by it. We do this by focusing on health, education, financial stability, and community strengthening. Each of these focus areas gives us insight into where the unmet needs are in our community.

With so many of our neighbors struggling, it became apparent that we needed to be more intentional in communicating our dedication to a healthy, safe, and thriving San Luis Obispo county. One of the ways we did this was through the creation of our Equity, Diversity, and Inclusion (EDI) Initiative. This ambitious framework is aimed at making sure that all who call SLO County home feel safe, welcomed, and are given access to the resources they need to thrive.

A thriving SLO County benefits all of us. As we rapidly approach the turn of the year, I am excited to pilot our EDI Initiative. I look forward to offering programming that provides outreach and education on how we can become a more cohesive community. There will be challenges, but if 2020 has taught us anything, it has taught us how flexibility, creativity, and compassion can make the impossible seem possible.

Looking forward to co-creating a better tomorrow for all of us,

leola
OUR TEAM

Top - Trish Avery-Caldwell, Jeff Brown, Brian Campbell, Jennifer Cusack, Greg Gillett, Jeff Hamm
Bottom - Michael Hicks, Ved Kenjale, Natasha Mercurio, Wade O’Hagan, Jennifer Slosar, Cliff Stepp

STAFF

CEO
Rick London

COO
Linda Wingert

Director of Equity and Resource Development
Dr. Leola Dublin-Macmillan

Database Management Specialist
Riley Smith

Finance and Accounting Specialist
Mohini Smith

BOARD OF DIRECTORS

Officers
Chair
Jeff Hamm

Immediate Past-Chair
Brian Campbell

Treasurer
Wade O’Hagan

Secretary
Jeff Brown

Vice-Chair of Resource Development
Greg Gillett

Vice-Chair of Community Impact
Trish Avery-Caldwell

Vice-Chair of Marketing
Cliff Stepp

Director at Large
Natasha Mercurio

Youth Board President
Ved Kenjale

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