

# 2021 ANNUAL REPORT TO THE COMMUNITY



## ADDRESS FROM PRESIDENT AND CEO

August A. Napoli

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September 10, 2021

### INTRODUCTION

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You've just seen a very real depiction of what is repeated throughout Greater Cleveland.

Samantha's story isn't unique.

She is the embodiment of so very many who are poor.

In fact, there are more than 40,000 households headed by single parents like her in our own community.

They're dedicated to their families. Working hard every single day but still in a precarious financial situation. Doing their very best but losing out anyway. One illness or one car repair away from tumbling into total disaster.

This--is the face of poverty,

and it's a situation more tenuous and more dire than most of us really understand.

- Samantha and her family are courageous for honestly sharing their day-to-day reality, and we're deeply grateful to them.
  - It's our hope—and Samantha's—that this raw and real example will help to demystify poverty.
  - Understanding is what pushes us all toward action and solutions.
- We are indebted to Eaton Corporation, and its Chairman and CEO, Craig Arnold, who provided the resources to create this documentary. And thank you also to its filmmakers, John Tomsick and Loree Vick, and Producer William Winans who poignantly captured Samantha's story.



Our work at United Way of Greater Cleveland always begins and ends with a commitment to each and every one of the thousands like Samantha.

A commitment to convert our strategies into the kinds of actions that make their lives better.

Over the past few years, we've given you a deep look into the significant and ongoing changes happening at United Way of Greater Cleveland.

Through this annual meeting and in our digital and print publications, we've talked about the major ways we've been making the kinds of decisions needed to refine and redirect our course.

To match the needs of our community. And to better adapt to the size and scope of the world we live in.

As Paul said, this is truly the NEW United Way.

Not long after I joined United Way of Greater Cleveland, I laid out the path we were embarking on. I noted that...

"In a community where unemployment remains stubbornly high,  
where four in every 10 residents live in poverty.

where childhood poverty in Cleveland ranks worst in the nation's top 50 cities,

it is not enough to be the bricklayer...we must also be the architect."

I'm proud to say that United Way has become that architect.

Although United Way, like so many other organizations, has been tested considerably by the continuing pandemic, I believe our organization's sea change has helped us to better navigate these turbulent times.

The progress we've seen over the last 12 months represents a significant turning point.

I firmly believe that we've brought this organization back to a position of relevance and strength in our community.

We're digging deeper and harnessing the assets and ideas we need to push forward.

I want to acknowledge the women and men of the United Way of Greater Cleveland and extend my gratitude for their tireless effort day in and day out in service to those who look to the United Way for assistance.



Of course, we're not doing that alone. We're seeing substantial progress through the support of an army of very engaged volunteers, including our stellar Board of Directors led by our Chair, Paul Dolan, and the 10's of thousands of generous donors who contribute each year.

This last year has been a remarkable one. Your United Way closed the year achieving several substantial milestones.

So, let me share with you just a few examples of the progress being made in three major areas:

- In our essential operations.
- In our firm and vigorous position as a community leader, convener, partner and
- In our efforts to advocate more strongly for those in poverty

## ESSENTIAL OPERATIONS

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By putting into practice, a whole new model of operation, United Way has grown into a much stronger organization. An organization that is more fiscally healthy and positioned to do its job for our community.

In fundraising, we adapted to meet an unprecedented community need, raising nearly \$28 million in total this year.... which brings us to nearly \$152 million over just the last five years alone.

We were able to do this by:

- Expanding fundraising efforts beyond our traditional workplace campaign
- Continuing to engage our donors in much more meaningful ways
- And by being agile and focused.

One of the most essential aspects of our work is the Community Hub for Basic Needs.

It's the conduit for investing the dollars from our annual campaign. This is where your donations translate into the critical assistance to help ease the immediate needs of those in poverty

I'm pleased to share that we've selected 12 new and innovative grantee partners as finalists in the Community Hub process that will be completed in October.

Within the metrics framework we've developed, these finalists have a clear understanding of where we're going and what we expect for the investments we'll be making.

We have a huge stake in this process, and our role will now reflect that in a much more integrated way.

Several community leaders have already recognized the enormous potential of our Community Hub for Basic Needs. And I am thrilled to tell you that just this week the **KeyBank** and the **KeyBank Foundation** have committed \$2.1 million to the Hub.



KeyBank is United Way's leading Workplace Campaign, and this significant special support will be invaluable to help fuel the Hub, especially as it responds to here and now needs –the symptoms of—poverty that affect so many in our communities and throughout the region particularly black and brown individuals in the urban core where poverty is most prevalent.

KeyBank is a stalwart community partner reinvesting in our community in so many ways to the betterment of Greater Cleveland and all of the communities they serve across the country. I extend our heartfelt thanks to Chris Gorman, Chairman and CEO of Key Corp., and Randy Paine, President of KeyBank, for their belief in what the Community Hub for Basic Needs is doing to best meet the critical needs of the poor.

## **LEADER, CONVENER, PARTNER**

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I've said many times before that

the biggest problems require big partnerships.

Through the results already coming to fruition, we're seeing just how much that rings true.

We've entered an exciting new era of collaborative partnerships and innovation through our Impact Institute, which focuses on the root causes of poverty with novel break through approaches in partnership with others in the community.

Let me tell you about the progress with just a few:

- Right to Counsel – Cleveland
  - Launched not even 18 months ago, has had outstanding results, and it's quickly becoming a model for other U.S. cities.
  - This partnership with Legal Aid Society of Greater Cleveland and the City of Cleveland has legislated the RIGHT to legal representation for Cleveland low-income families with children facing eviction.
  - In just in its first six months alone, the initiative prevented 93 % of Cleveland family eviction for free. And Cleveland is only one of four cities in the U.S. with that right.

And in July, legal services were expanded throughout Cuyahoga County through a \$1 million allocation from the County.

- The Collaborative Approach to Public Goods Investment (CAPGI)
  - This is a new approach to address the social determinants of health which we launched this past year.
  - We've convened 11 investors, including 5 health insurers in Ohio's Medicaid and Medicare programs
  - and three major Cuyahoga County based hospital systems in a new pilot program.
  - Together we've created a nutrition intervention aimed at people with specific health conditions. We're enrolling 300 people who are both food insecure and socially isolated. We're predicting that providing medically tailored home-delivered meals will be a win-win—higher community benefit AND reduced medical costs.
  - CAPGI is one of just 10 across the entire country doing this pilot and in its initial round nearly \$800,000 has been raised for medically tailored home-delivered meals.
  
- Lead Safe Cleveland Coalition
  - Lead safety is a pervasive problem in Cleveland, and it puts our children at risk for a lifetime of disadvantages. United Way is a founding member of the Lead Safe Cleveland Coalition, which works to ensure healthy housing for our children by supporting resources for landlords to make their properties lead safe. Community education is also a big part of the Coalition's mission.
  - Investments in lead remediation and education will ultimately save billions in long-term costs needed to treat the life-long impacts of lead poisoning.
  - We are gratified that our major partners like Cleveland Clinic recognize the enormous benefit to this work.
  - I am delighted to announce that Cleveland Clinic and Dr. Tom Mihaljevic, President and CEO, are making a significant investment in United Way's Impact Institute in support of our work with the Lead Safe Cleveland Coalition.
  - Their commitment of \$2.5 million will provide grants and loans to low-income landlords who may not qualify for conventional loans to make their properties lead safe.
  - Support from a world-renowned innovator like the Cleveland Clinic is a resounding endorsement of the direction we are headed with our Impact Institute, which is bringing new ideas to life to interrupt the poverty cycle for good.

Before I move to our last major area of progress, I'd like to again thank both **KeyBank Foundation** and **the Cleveland Clinic** for joining with United Way and the community partners with whom we are collaborating in these important initiatives.

For their respective organizations, their actions signal loud and clear their deep commitment corporate social responsibility- a responsibility to create a region that is healthy and thriving.

For United Way, this is an immeasurable validation of our transformation. We look forward to these and other collaborations for the benefit of our entire community.

## ADVOCACY

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We began today's meeting with a demonstration of our commitment to being the leading voice for those in poverty, and I'll reiterate that in our third and final area of progress.

To be that voice with candor and transparency, we are compelled to be forthright about the underlying causes of poverty... and systemic racism is a major trigger.

So, part and parcel of our function simply must be strident and consistent action in the Race-Diversity-Equity-Inclusion realm.

We're fortunate we've been able to call together a wide-ranging team of community advisors to assist in these efforts. Over the last three years, our Equity Leadership Council has been a strong partner as we raise our voices together about racism's connection to poverty and put into practice our commitment to diversity, equity and inclusion. I salute them.

I'm gratified that we've been able to demonstrate our progress in several substantive ways:

### Community Conversations

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We're launched a very successful series of Community Conversations, centered around Cleveland's Consent Decree. We've had a very high participation response, touching nearly 300,000 households through the reach of our media partners.

This project is part and parcel of our anti-poverty public policy agenda.

Our ability to bring together major players for these important dialogues has galvanized United Way's standing as an advocate and a convener, while expanding understanding and community connection.

## Community Hub for Basic Needs

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I mentioned the Community Hub for Basic Needs as one of United Way's essential components.

We have been very intentional and measured throughout its entire process, using data to incorporate diversity-equity-and inclusion into each aspect.

Our goal is to make sure that 50% of our grants will support black- and brown-led organizations

We expect three-quarters of our grantmaking dollars will directly service black and brown communities.

We are also committed to providing a space for 100% of our grantee partners to build their capacity in evaluation, racial diversity, equity and inclusion, leadership, and other critical areas.

Finally, one of our major goals is to demystify the effects of poverty on people's lives. The documentary you saw today is just one way we're doing that.

I'm very excited to announce today a whole other avenue for these energies, our new Center for Poverty Education.

Located at United Way's headquarters on Euclid Avenue, the Center will be a knowledge partner for the community about all things poverty.

It will be a warehouse for historical and current poverty data. But that's not all--it will provide important context for that data and how it's affecting Greater Cleveland.

A significant component of the Center will include United Way's own insights about generational and situational poverty based on our 100+ years of experience serving people in need.

It will service local social service agencies, business partners, students, government officials and the community at large.

Much more to come on the Center, which we expect will be operational in the first quarter of 2022.

I am so proud of how United Way has evolved over the last five years. And I have been privileged to have played a role in this growth during my time as its President.

Serving United Way of Greater Cleveland has been the honor of my lifetime and the true pinnacle of my career in philanthropy.



Of course, this hasn't been a solo journey.

I have far too many people to thank in the time we have today, so I will limit it to a mention of two, whose steady presence, comfort and unwavering support has meant the world to me:

My wonderfully accomplished wife Joan and my remarkably talented son Gabe.

Although drawing my career to a close is certainly bittersweet, I know deep in my heart that United Way's new path is both true and mighty.

Of course, the results will always speak for themselves. -- And you've seen just a few of those results today.

Based on the premise of opportunity for all members of the community, your United Way will continue to advance.

With an openness to bold ideas and steadfast in our pursuit of long-lasting solutions as we extend and amplify our work.

The evolution that's begun will continue with United Way of Greater Cleveland

As a **Resource**. As an **innovator**. And as a **Voice** for those who suffer from the ravages of poverty.

This is far from the end. It's just the beginning.