



United Way of Pierce County

# United for Change

tackling poverty  
at its **roots**

*United, we will lift 15,000  
households out of poverty by 2028*

*As we reflect on 103 years of service, I am deeply moved by the incredible impact we have had on Pierce County. This journey, marked by an investment of \$359 million since 1921, has been made possible by dedicated donors like you and a community that truly understands the power of collective action.*

*Your unwavering support enables United Way of Pierce County to continually work towards breaking the cycle of poverty by uniting the private, public and nonprofit sectors to create innovative and scalable solutions. Because of you, we can mobilize resources quickly and effectively, making a real difference in the lives of those in need.*

*We go beyond traditional roles by educating the public about poverty, advocating for its reduction and championing policy changes. Together, we are not just addressing issues; we are transforming lives.*

*Your support is vital as we continue to tackle poverty at its roots. We invite you to join us in our commitment to create lasting change in Pierce County. With your help, we will continue to be a beacon of hope, building a thriving and equitable community for generations to come.*

*Thank you for being an integral part of our journey.*

*We strive to be an anti-racist organization that puts equity, diversity and inclusion at the center of our daily work.*

**Find out more at [uwpc.org/racial-equity](https://www.uwpc.org/racial-equity)**



## Our Work

At the heart of United Way is our commitment to **Basic Needs**, an essential component of the social safety net that provides a solid foundation to families ensuring basic needs, such as food, healthcare, childcare and shelter.

United Way of Pierce County's **South Sound 211** is a free helpline that connects people to hundreds of services and programs including utilities, transportation, behavioral health, housing and employment to move families toward stability and self-sufficiency.

Our seven locations of **Center for Strong Families** provides families with tools and resources that improve their resiliency by connecting them to living-wage career pathways, solid financial action planning and strategies to reduce debt and build their assets.

*For more information or to make a donation, visit [www.uwpc.org](https://www.uwpc.org)*

# Have you met *Alice*?

**ALICE**® is an acronym for  
**A**sset **L**imited, **I**ncome  
**C**onstrained and **E**mployed

**ALICE** families often find innovative ways to get by and navigate issues such as food insecurity, difficulty paying bills, reducing debt and maintaining health care. Living paycheck to paycheck can take a toll on mental health and wellness. Dismantling poverty is not only about programs and services. Understanding and working to shift systems that create wealth disparities ensures our success.

## 107,000

Families in Pierce County, many who are hardworking families with children, struggle to make ends meet.

## 1 in 3

Community members live below the ALICE threshold, earning less than needed to maintain economic stability.

## 57%

More than half of ALICE families do not have enough saved to cover 3 months of living expenses in the case of an emergency or loss of employment.



*At a friend's urging, Luogafa walked into the Bethel School District's Center for Strong Families (CSF), exhausted and seeking long-term solutions for her family. As an Army spouse with five children under 15, she had been through tough times, even resorting to sleeping in a car while her spouse faced legal issues. Despite this, she completed her dental assistant coursework with top grades and soon secured family housing.*

*At CSF, Luogafa shared her story with financial and employment coaches who connected her with Workforce Innovation and Opportunity Act (WIOA) services, helping her obtain a driver's license and state credentialing. While balancing dental assistant studies and family, she followed her coach's advice to inquire about a job at her children's dental clinic, which led to a full-time position with a living wage. The CSF team then helped her update her budget and set new goals.*

*Today, Luogafa is thriving, considering further education in health administration, reunited with her spouse and watching her children excel in school and sports. She credits the CSF for helping her believe in a brighter future.*



## Basic Needs

**Over 7,000 individuals** received culturally appropriate food, social-emotional support for students, parenting support and more.

Your support provided essential resources to those in need, ensuring families had access to nutritious food, children received emotional support and parents gained valuable guidance.

**Over 1,100 individuals** received shelter and housing assistance.

Thanks to you, many individuals and families found safe and stable housing, offering them a chance to rebuild their lives and work towards self-sufficiency.

## 211 Help When You Need It Most

**Over 74,000 calls** were made by individuals and families in need to our free helpline, South Sound 211, where they were connected with vital services. Your generosity funded a lifeline for thousands, connecting them to crucial resources and support during times of crisis. Thank you!

More than **7,600 individuals** were connected to rental assistance. You helped families avoid eviction and stay in their homes, providing stability and peace of mind during difficult times.

Close to **6,500 people** were connected to shelter services. Your contributions ensured that those experiencing homelessness found safe places to stay, protecting them from the elements and giving them a chance to recover.

**3,345 people** were connected to transportation services. You facilitated access to reliable transportation, helping individuals get to job interviews, work, medical appointments and other essential destinations, ultimately supporting their journey towards stability and self-sufficiency.

## Center for Strong Families

**Earn it, Keep it, Grow it.** Thank you for supporting countless families and individuals in building resilience through financial and employment coaching and training at our seven CSF centers across the county.

Our network of 22 dedicated coaches equipped families with the tools and resources they needed to secure living-wage careers, develop financial action plans, reduce debt and build their assets.

In 2023 alone, we served over **2,892 families and individuals**. Thanks to your support, our clients experienced **an average monthly income increase of \$1,936**.

Your contribution has been crucial in helping clients achieve substantial income growth and financial stability, significantly enhancing their ability to support themselves and their families.

## THANK YOU

*Together, we have invested over \$359 million back into the community since 1921, and we've moved over 9,875 families from crisis to self-sufficiency since 2017. We invite you to continue standing with us as we work every day to support our community with care and commitment.*

**Dona Ponепinto**  
President & CEO  
United Way of Pierce County



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**MAKE YOUR  
PLEDGE  
TODAY!**

