POWER OF COMMUNITY

UNITED WAY OF KERN COUNTY
REPORT TO THE COMMUNITY
2014–2015
It is our pleasure to present this Annual Report to the Community, highlighting accomplishments by United Way of Kern County and our partners.

In 2015:

• Nearly 1,700 working families received free income tax assistance and claimed more than $2 million in refunds.

• More than 2,000 preschool children received books, and their parents received resources to ensure that they are learning and healthy.

• $250,000 in grants to emergency shelters and food banks provided a community safety net for people and families in crisis.

• In our leadership position with the Kern County Homeless Collaborative and the Kern Food Policy Council we are mobilizing individuals and organizations to develop systems-level solutions to hunger and homelessness.

United Way is creating opportunities for people to come together to innovate, build trust, set and achieve goals and then build on those successes.

The world is changing and so is your United Way. We are doing new work and doing some of our legacy work in new ways. We are partnering with effective organizations and embracing collaboration in our role as a backbone organization in our community. We invite you to join us.

Della D. Hodson
President/CEO

2014/2015 GOVERNING BOARD

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<tr>
<th>Jordan Kaufman, Chair</th>
<th>Gaurdie Banister</th>
<th>Dr. Horace Mitchell</th>
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<td>Treasurer/Tax Collector</td>
<td>President and Chief Executive Officer, Aera Energy LLC</td>
<td>President, California State University, Bakersfield</td>
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<td>County of Kern</td>
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<td>Shirley Gordon, Vice-Chair</td>
<td>Paul Campanario</td>
<td>Ernie Phoenix</td>
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<td>Vice President of Operations</td>
<td>Senior Vice President/Region</td>
<td>SVP Small Business Banker</td>
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<td>State Farm Insurance</td>
<td>Manager, Union Bank</td>
<td>Manager, Bank of America</td>
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<td>Danielle Davis, APR, Secretary</td>
<td>Dr. Nora Dominguez</td>
<td>Ernie Pineda</td>
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<td>Area Director of Account</td>
<td>Regional Campus Director</td>
<td>Community Banking President</td>
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<td>Nicolette Cross, Treasurer</td>
<td>Office Manager/HR Manager</td>
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<td>CPA/Owner</td>
<td>LeBeau Thelen, LLP</td>
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<td>O’Dell Cross P.C.</td>
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<td>Brooke Antonioni</td>
<td>Christine Frazier, Ed.D</td>
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<td>President and CEO</td>
<td>Kern County Superintendent of Schools</td>
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<td>Trans-West Security Services, Inc.</td>
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<td>Business Manager, United Parcel Service</td>
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<td>Louis Gill</td>
<td>Executive Director, Bethany</td>
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<td>Della Hodson</td>
<td>President &amp; Chief Executive</td>
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POWER OF COMMUNITY

We have discovered that we share many common aspirations despite our geographic and socio-economic differences: a desire for our children to receive a quality education no matter where they live; a longing for public places that are clean and safe for our families; and the wish to live a life that is healthy and financially secure.

In our county it is possible to find pockets of unemployment upwards of 30%. In community conversations we held in 26 neighborhoods across Kern; we asked what residents aspired for their local economy. The vast majority responded by saying that they wanted work that was community-based and would allow them to stay close to home rather than commute.

Whether through hosting conscious community discussions, supporting income tax preparation sites, rallying around early childhood literacy, or seeing to the needs of families in crisis, we’re witnessing neighborhoods across the county demonstrate the power of community necessary to making these aspirations a reality.

“The question is how does our work fit into people’s lives – not how does their life fit into our program.”

— Rich Harwood, Harwood Institute for Public Innovation
“My name is Luis Avina, Jr. I completed the United Way of Kern County financial education workshops. I learned how to become responsible and take control of my finances by budgeting, using practical money-management skills, starting and maintaining a savings plan as well as eliminating debt. I learned the importance of a credit score and how it can affect my finances in a positive or negative manner. With the help and motivation of all the speakers, especially Anselmo Moreno from Credit Solutions, I was able to increase my credit score from 520 to 711. In addition I was financed for a car loan, and a personal loan. However, the most important accomplishment was that I was finally able to buy a house. I’m a homeowner — something I believed I could not have ever achieved. Thanks to the FISH Program and the staff, especially Susana Espinoza, my family and I have reached the American Dream.”
POWER OF COMMUNITY

TO CREATE PATHWAYS TO FINANCIAL STABILITY

The community of Volunteer Income Tax Assistance (VITA) partners know the Earned Income Tax Credit (EITC) is one of the most effective ways to help hard-working Kern County families attain financial stability. Their dedication to the Kern VITA Partnership (KVP) mission returned more than $2 million back into the pockets of Kern County residents and our local economy in just one year.

VITA is more than just a free tax service. In the years since 2007 and the formation of the KVP, VITA has evolved into a gateway opportunity to connect to other services and resources that working families may need to get by; such as Covered California/MediCal, CalFresh, WIC and FamilyWize Prescription cards. In 2014/15 VITA became the primary gateway to Financial Independence Starts Here (FISH), an initiative created for at-risk families to learn to manage their money, improve their credit, build a savings safety net and meet their individual financial inspirations.
Children who read proficiently by third grade are far more likely to succeed in school and in life, and that success starts at home, long before school ever starts.

The Early Childhood Development Initiative at United Way provides tools for parents, grandparents and caregivers to stimulate a love of reading in children ages 0 to 5. New parents leave the hospital with books and BornLearning® parenting resources. The Raising a Reader® program supplies books to preschools for circulation among the families they serve, and we train early childhood educators to effectively reach out to their families. United Way of Kern County installs the popular BornLearning® Trails in public parks of Kern’s under-resourced neighborhoods. The United Way’s Women’s Leadership Council (WLC) has come together as a giving circle to support these community-based efforts, also made possible by gifts to our community impact fund.

“United Way doesn’t just help people. It changes families’ lives!”
— Patty Silva, Parent Liaison Coordinator for BCSD
“Teachers say that Raising a Reader has been very beneficial for our students. They see that the children who have been participating in the program are more ‘into’ books. One of our primary goals is for our students to enjoy and to see reading as something they like instead of something that they are afraid of.”

— Aida Rivas, Migrant Community Liaison for the Arvin Migrant Program
POWER OF COMMUNITY

TO END HUNGER AND HOMELESSNESS

In our leadership role with the Kern County Homeless Collaborative and the Kern Food Policy Council, we are addressing the root causes of homelessness and hunger. It will take sustained effort by all of us to resolve these problems; in the meantime we are helping people in crisis today.

United Way’s Community Impact grants and Homelessness Resource Team help emergency shelters and other organizations provide immediate help and fill gaps in services. Working together, homelessness has declined by 38% since 2007. Your gifts have made a difference.

OUR 2014-15 HUNGER AND HOMELESSNESS COMMUNITY

Alliance Against Family Violence and Sexual Assault
Alpha House
Apple Core Project
Bakersfield Homeless Center
Bakersfield City School District
Building Together Kern County
California Veterans Assistance Foundation
Corporation for Better Housing
Community Action Partnership of Kern
Center for Race, Poverty and the Environment
City of Bakersfield: Planning, Solid Waste and Police Departments
City of Shafter
Corporation for Better Housing CSU Bakersfield
Dignity Health
Dolores Huerta Foundation
Flood Bakersfield Ministries
Fruitvale Unified School District
Wellness Council
Golden Empire Gleaners
Golden Empire Transit
Goodwill Industries of South Central California
Greater Bakersfield Legal Assistance
Greenfield Family Resource Center
Grimmway Academy Edible Schoolyard
Harvey L. Hall, Mayor
Hearthstone Community Services
Hen’s Roost
Hope Center
Housing Authority of the County of Kern
Independent Living Center of Kern County
Kaiser Permanente Foundation
Kern County: Aging and Adult Services, Human Services and Mental Health Departments
Kern County Farm Bureau
Kern County Homeless Collaborative
Kern County Superintendent of Schools
Kern Food Policy Council
Kern Medical Center
University of LaVerne
Memorial Hospital
Mercy Hospital Downtown
The Mission at Kern County
NEEDS Center (Taft)
Panama-Buena Vista Union School District
Assemblmember Rudy Salas
San Joaquin Community Hospital
State Farm Insurance
The Wonderful Company
University of California Cooperative Extension
Wells Fargo Bank
Women’s Center – High Desert
Kern County is one of the hungriest regions in America — 24.3% of its population is categorized as ‘food insecure.’

Launched in January 2013 as a collaborative effort between United Way of Kern County, Community Action Partnership of Kern (CAPK) and The Californian Endowment, the Kern Food Policy Council (KFPC) seeks to understand and address the issues that challenge our local food system through community education, strengthened food access and food policy advocacy.

Fourteen organizations are represented on the KFPC steering committee, including Kern Farm Bureau, UC Cooperative Extension, Kaiser Permanente, and the Housing Authority of the County of Kern. This past year, KFPC became a ratified member of the California Food Policy Council.

From March through May of 2015, a diverse group of 26 stakeholders met regularly to articulate a common vision for Kern County’s food system and agree on measurable indicators of success. Work is now underway to collect the data necessary to establish a baseline picture for the region, and assess our capacity as a community to address the challenges we face in overcoming the realities of hunger faced by a quarter of our population. A full report is anticipated for the fall of 2016.
Many families are on the brink of being homeless.

United Way of Kern County is a leader in the fight against homelessness, serving as fiscal agent and collaborative applicant of the Kern County Homeless Collaborative (KCHC). Partnering with more than two dozen organizations in a community-wide, coordinated effort to end homelessness in our county.

UWKC submits the Collaborative’s annual application for funding to the US Department of Housing and Urban Development, resulting in a $5 million investment to Kern County to end and prevent homelessness.

In 2015 UWKC provided more than $230,000 in Community Impact Grants to nonprofit agencies – funded by donor dollars – for homeless services.

“We are speechless and humbled by the amazing support of the ReGIVE Program.”
— Sam

After the formerly-homeless family was housed and received household furnishings from UWKC’s ReGIVE Program, ‘Sam’ acquired a new job. Now that they are back on the road to independence and wellness, they gave a donation to the ReGIVE Program, just in time to assist another family before the New Year.
### ASSETS

#### CURRENT ASSETS
- Unconditional promises to give, net of allowance for uncollectible promises: 2015 $253,985; 2014 $293,019

**TOTAL CURRENT ASSETS**
- 2015 Audited: 1,371,278
- 2014 Audited: 1,498,444

#### PROPERTY AND EQUIPMENT

**TOTAL ASSETS**
- 2015 Audited: $1,389,593
- 2014 Audited: $1,518,654

### LIABILITIES AND NET ASSETS

#### CURRENT LIABILITIES

**TOTAL CURRENT LIABILITIES**
- 2015 Audited: 254,547
- 2014 Audited: 418,219

#### COMMITMENTS (NOTE 4)

#### NET ASSETS

**TOTAL LIABILITIES AND NET ASSETS**
- 2015 Audited: $1,389,593
- 2014 Audited: $1,518,654
CELEBRATING THE GENEROSITY OF DONORS
who made gifts to United Way of Kern County
Community Impact Fund, Focus Areas and Initiatives
July 1, 2014 to June 30, 2015

Thank you for your support

Campaign Leaders
Workplace Campaigns, Corporate, and Foundation Donors with combined gift totals exceeding $25,000

AT&T
California Resources Corporation North
Chevron

Costco
Freeport-McMoRan Oil & Gas
Kaiser Community Foundation

Kaiser Permanente
UPS
Wells Fargo Bank

$10,000 or more
- Albertson’s
- California Foundation for Stronger Communities
- Combined Federal Campaign – Central California
- Enterprise Rent-A-Car
- ExxonMobil
- Federal Express
- Fritch Family Foundation
- Kern County Superintendent of Schools
- Macy’s West
- Resnick Family Foundation
- Southern California Edison
- Target
- The Bakersfield Californian Foundation
- Wells Fargo Foundation

$5,000 to $9,999
- Automobile Club of Southern California
- Bakersfield City School District
- Bank of America
- BNSF Foundation
- Caterpillar Distribution Center
- Combined Federal Campaign – United Way of Los Angeles
- Dollar General
- Dr. Pepper Snapple Group/7UP Bottling
- Kern High School District
- JC Penny Stores

$2,400 to $4,999
- Bakersfield Electric Motor Repair
- Bank of the Sierra
- Bright House Networks
- Columbo Construction

Pacific Gas & Electric Co.
Shell
Union Bank
Wal-Mart

$2,400 to $4,999
- Bakersfield Electric Motor Repair
- Bank of the Sierra
- Bright House Networks
- Columbo Construction

General Electric
Mayor Harvey L. Hall
Mid State Development Corporation
Robert Heely Construction
Urner’s
Western States Petroleum Association

Women’s Leadership Council
UWK Women’s Leadership Council (WLC) engages women in philanthropic efforts to support the work of United Way of Kern County. The WLC offers women who make gifts of $1,000 or more annually the opportunity to give, advocate and volunteer. Members have fun while making a difference.

For more information about the Women’s Leadership Council, contact Della Hodson at 661-834-1820 or visit uwkern.org/wlc.

Loyal Contributors
Donors who have made gifts of any size for 10 or more years are considered Loyal Contributors. In 2014-15 we recognized 200 continuing Loyal Contributors. To find out more about Loyal Contributors please contact Casey Knaak at casey@uwkern.org.