LEADERSHIP

Laura P. Gilliam
President & CEO
Tom Hilton
Chief Financial Officer
Bart Hudson
Director of Development
Melissa Lewis
Director of Operations
Michael Martin
Director of 211
Jon Potrzeba
Director of Marketing

STAFF

Greg Ammon
FVSL Care Coordinator
Sarah Andrews
211 Information & Referral Specialist
Barbara Bailey
211 Supervisor
Molly Harrington
Development Specialist
Gretchen Hullenbaugh
Marketing Specialist
DJ Kint
FVSL Care Coordinator
Katrina Madden
Financial Stability Outreach Manager

Blake Majzun
I&R Specialist/Accounting
Avalon Mallory
211 Resource Manager
Blaise Moehl
Development Manager
Christy Myers
FVSL Resource Specialist
Mary White
Development Manager
Tricia Woodard
VISTA CAP Manager
Mary Zaledonis
211 Information & Referral Specialist

INCOMING MEMBERS

Jessica Griffen,
Urban Development Center
Tony Kisner,
Florida Blue

Larry Heringer,
Santa Rosa County School District

OFFICERS

Amy Miller
City of Pensacola
Chair
Todd Phillips
Navy Federal Credit Union
Vice-Chair
Clare Haenszel
Warren Averett
Treasurer

Megan Burke
Pensacola Young Professionals
Matt Couch
Clark Partington
Tammy Davies
Synovus
Cedric Durre
Saltmarsh, Cleaveland & Gund
Peter Dyson
Beach Community Bank
D.J Echols
LandrumHR
Donna Edwards
Community Volunteer
John Floyd
Gulf Power Company
Johanna Freeman
Keller Williams
KC Gartman
Baptist Healthcare Foundation
Wesley Hall
Escambia County Government

Wanda Kotick
Escambia County School District
Kim LeDuff
University of West Florida
Jack Lowrey
Community Volunteer
Barbara MacNeil
Central Credit Union of Florida
Chris Scales
Publix Supermarkets
Dan Schebler
Santa Rosa County Government
Timothy Stronko
Gulf Power Company
Patrice Whitten
Pensacola State College
Brian Wyer
Gulf Coast Minority Chamber of Commerce

RETIRING MEMBER

Wes Hudgens
6 years of dedicated service
I would never have guessed last year when I was writing the letter for our 2019 Annual Report that we would still be struggling with a global pandemic a year later. As I think back over 2020, two words stand out – perseverance and resilience.

The pandemic wreaked havoc on businesses, jobs, and the health of individuals, families, and our community. Then, Hurricane Sally created more chaos. Throughout the challenges created by these disasters, our community persevered. Our funded partners, struggling with a lack of resources, developed innovative ways to provide services. They embraced new technology and cultivated relationships that resulted in increased support.

Challenged by a significant increase in 211 calls due to COVID-19, our I&R Specialists stepped up to support survivors of Hurricane Sally by triaging calls and connecting them to resources that could help.

Our community is resilient. With the help of generous partners and donors, we invested in programs that support the basic and emergency needs of families in Escambia and Santa Rosa counties and programs that work every day to create long-term solutions to complex problems.

Our staff and board are learning how we can better serve our region. Our newly established Diversity, Equity, and Inclusion Strategy Team is helping to ensure that we are using an equity lens across all of our processes.

These have been very challenging times, but with your support, we have persevered and remain resilient. When we remember how much we rely on each other every day, when we Live United, life is better for all of us.

2020-21 SPONSORS

The fight to improve the health, education, and financial stability of every person in Escambia and Santa Rosa counties would not be possible without the help and support of these generous companies.

Thank you for your continued contributions.
### 2020-21 FINANCIALS

#### PUBLIC SUPPORT & REVENUES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Campaign Revenue</td>
<td>$1,665,365</td>
</tr>
<tr>
<td>Less Donor Designations</td>
<td>($137,372)</td>
</tr>
<tr>
<td>Less Provision for Uncollectibles</td>
<td>($70,921)</td>
</tr>
<tr>
<td><strong>Net Campaign Revenue</strong></td>
<td>$1,457,072</td>
</tr>
<tr>
<td>In-Kind Contributions</td>
<td>$159,367</td>
</tr>
<tr>
<td>Contributions from Outside Service Area</td>
<td>$3,937</td>
</tr>
<tr>
<td>Grants, Contracts, Program Revenues</td>
<td>$1,703,121</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$202,646</td>
</tr>
<tr>
<td>Other Income</td>
<td>$929,892</td>
</tr>
<tr>
<td><strong>Total Public Support and Revenues</strong></td>
<td>$4,456,035</td>
</tr>
</tbody>
</table>

#### EXPENSES

**PROGRAM SERVICES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Funds Awarded</td>
<td>$1,627,700</td>
</tr>
<tr>
<td>Less Donor Designations</td>
<td>($137,372)</td>
</tr>
<tr>
<td><strong>Net Funds Awarded</strong></td>
<td>$1,490,328</td>
</tr>
<tr>
<td>Allocation Expenses</td>
<td>$56,622</td>
</tr>
<tr>
<td>Information and Referral Services</td>
<td>$877,642</td>
</tr>
<tr>
<td>Volunteer Services</td>
<td>$181,095</td>
</tr>
<tr>
<td>Impact Initiatives</td>
<td>$261,737</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td>$2,867,424</td>
</tr>
</tbody>
</table>

**SUPPORTING SERVICES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>$279,161</td>
</tr>
<tr>
<td>Organizational Administration</td>
<td>$454,430</td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td>$733,591</td>
</tr>
</tbody>
</table>

**Total Expenses**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,601,015</td>
</tr>
</tbody>
</table>

**Increase in Net Assets**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$855,020</td>
</tr>
</tbody>
</table>

**Net Assets at Beginning of Year**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,865,918</td>
</tr>
</tbody>
</table>

**Net Assets at End of Year**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,720,938</td>
</tr>
</tbody>
</table>

*Year end June 30, 2021 (unaudited)*

**$700,000**  
Awarded to local agencies

**$406,192**  
Raised to help those affected by COVID-19

**$509,108**  
Raised for Hurricane Sally relief
United Way of West Florida raised $406,000 in response to the COVID-19 pandemic. These funds were distributed to 18 agencies over two phases to assist with household expenses such as rent, mortgage assistance, utilities, healthcare, childcare, access to food, and more.

COVID-19 grant funds targeted assistance to ALICE (Asset Limited, Income Constrained, Employed) households economically affected by the pandemic and agencies receiving funds provided bi-weekly reports on disbursement.

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pounds of food distributed</td>
<td>694,811</td>
</tr>
<tr>
<td>Households received food</td>
<td>13,695</td>
</tr>
<tr>
<td>Individuals assisted with rent/mortgage</td>
<td>758</td>
</tr>
<tr>
<td>Individuals helped get access to healthcare</td>
<td>618</td>
</tr>
<tr>
<td>Households received utility assistance</td>
<td>224</td>
</tr>
</tbody>
</table>

United Way of West Florida's Hurricane Sally Relief Fund, overseen by the Community Investment Committee, has supported 10 Escambia County and Santa Rosa County agencies with direct assistance to clients in the amount of $266,000. An additional $72,500 was awarded to six agencies for repairs to their facilities and/or equipment. The remaining funds are being distributed collaboratively with the Long-Term Recovery Group Unmet Needs Committees in Escambia and Santa Rosa counties.
Change doesn’t happen alone

**HEALTH**

77.5% of individuals served maintained or improved their emotional, mental and/or social health

100% of children/adults served ate healthier, increased their physical activity and/or moved towards a healthy weight

**2020-21 FUNDED PARTNER AGENCIES**

Bright Bridge Ministries, Council on Aging of West Florida, Gulf Breeze Presbyterian Church, Gulf Coast Kid’s House, Health and Hope Clinic, Lutheran Services of Florida, Manna, Outreach Navarre, Santa Rosa Kid’s House
**EDUCATION**

**INVESTED**

$223,666

- 86% of youth served graduated high school on time

- 75% of children 0-5 served achieved developmental milestones

**2020-21 FUNDED PARTNER AGENCIES**

AMIkids Pensacola, Autism Pensacola, Boys and Girls Club of the Emerald Coast, Capstone Adaptive Learning and Therapy Centers, Children’s Home Society of Florida, Every Child a Reader in Escambia (ECARE), Outreach Navarre, PACE Center for Girls, The Arc Gateway

**FINANCIAL STABILITY**

**INVESTED**

$177,000

- 100% of individuals served increased their disposable income by accessing benefits and/or reducing costs

- 75% of individuals served increased their wages

**2020-21 FUNDED PARTNER AGENCIES**
