

# UWBA OVERVIEW



Since 1922, United Way Bay Area (UWBA) has been on the frontline in the fight against the root causes of poverty. Today, UWBA is one of the most recognized, respected, and highly effective philanthropic organizations mobilizing individuals, community-based organizations, the government sector, non-profit and for-profit institutions to build equity by addressing short-term needs that build long-term systems change in the service of a better Bay Area.

## OUR PROGRAMS

Provided throughout our eight-county region which includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara and Solano counties, our programs and initiatives support our four impact areas: basic needs, employment and career opportunities, financial stability, and housing.

### 211 BAY AREA

Through this free, confidential, helpline we connect those in need with specialists trained to match callers with the right resources and direct them to health and human service agencies within their community.

### EMERGENCY ASSISTANCE NETWORK

Leveraging our deep connections, and providing coordination to local nonprofits, we help provide housing assistance services to families and individuals recovering from emergency situations to prevent first-time homelessness.

### HOUSING JUSTICE

We mobilize support for housing justice solutions through public awareness and public will-building, as well as advocate for policies that increase supply and improve conditions and access, while helping residents meet immediate housing needs.

### POLICY & ADVOCACY

Our public policy platform is part of our comprehensive effort to end the cycle of poverty in the Bay Area and represents our organization's commitment to improving opportunities for all community members by advocating for policies that support our four impact areas.

### EMERGENCY FOOD & SHELTER PROGRAM

Created by Congress in 1983 to help meet the needs of those experiencing hunger and homelessness, we allocate the funding distributed through this program with partner organizations, ensuring the eight Bay Area counties we serve continue to receive federal resources that meet their needs so residents can effectively access basic needs.

### FREE TAX HELP

Through a coalition of partners and organizations led by UWBA, and as part of the national Volunteer Income Tax Assistance (VITA) program, Free Tax Help provides tax preparation at no cost to the Bay Area residents that need it most.

### YOUTH OPPORTUNITY PATHWAYS

We partner with nonprofit agencies, schools, and corporate partners across the Bay Area to provide youth and young adults with career exploration and readiness opportunities.

### SPARKPOINT

SparkPoint centers provide a range of services through financial coaches that work one-on-one with clients to reach their financial and career goals while meeting basic food and housing needs, and working on long-term strategies that move families toward overall prosperity.



Powered by:



At SparkPoint, clients access a wide range of services from partner agencies to support their basic needs and achieve financial prosperity. Our financial coaches work one-on-one with clients to identify goals, develop a step-by-step action plan, and keep them on track.

When people have enough food to eat and a stable living situation, they are better able to work towards their financial goals. To ensure clients have access to these basic needs, our staff coordinate food pantries, refer to housing support, and screen and guide clients applying for public benefits.

## OUR SERVICES

SparkPoint services focus on three key features of financial prosperity:

### FINANCIAL EMPOWERMENT

Budgeting and saving, financial coaching, credit repair, and debt consolidation

### EDUCATION AND WORKFORCE

Going back to school, career advancement, and job search assistance

### INCOME SUPPORT

Access to public benefits, basic needs, and free-tax preparation

SparkPoint centers are one-stop, family-friendly resource sites designed to support people with low-or-no incomes in accessing a full range of integrated services that promote economic stability and nurture healthier communities. Each center is run by a different lead agency and all share the common goal of drawing on local resources and priorities to support individuals and families on their own path towards financial prosperity.

**Two-Generation Approach:** At our community school sites, services are offered to parents, while children benefit from the services offered at the community school. Recent evaluations suggest an association between the parents' participation in SparkPoint and their children's academic outcomes.

**Persistence at Community Colleges:** Students face many non-academic barriers such as food insecurity and homelessness. SparkPoint Centers on campus provide integrated support for emergency and long-term needs. External research shows that students who participate in SparkPoint financial coaching are 86% more likely to persist, graduate or transfer.

**National Disability Institute Pilot:** Our partnership with NDI provides SparkPoint financial coaches with specialized training, on-going support, and access to vetted resources to better address the needs of clients with disabilities.

## FY24 DATA POINTS

- Nearly 23,000 Bay Area residents served
- Over 4,400 households served
- 2,500 clients participating in coaching
- 59% of ongoing clients achieved 30% + improvement in their income, assets, debt, or credit positions