Reflecting on our past fiscal year brings a feeling of immense gratitude to this incredible community for its outpouring of support—and trust in our strategic vision. It has been remarkable to see all of North Texas, from individual change-seekers to corporations, nonprofits and civic partners, unite around our vision of opportunity and access for all our neighbors to thrive.

As our world and North Texas grappled with a once-in-a-lifetime crisis, United Way of Metropolitan Dallas adapted and innovated, while staying true to our North Star of strengthening education, income and health.

When children missed out on months of learning due to school closures, we launched initiatives like our Vooks partnership with Atmos Energy to foster a love of reading outside of the classroom (pg. 9). As tens of thousands of North Texans lost their jobs, we created programs like the Women’s Workforce Initiative to give women a pathway to living-wage jobs (pg. 11). And as many of our neighbors faced the threat of eviction in the midst of a pandemic, the City of Dallas selected us to lead important work like the Dallas Rental Assistance Collaborative (pg. 18).

We set challenging goals in a challenging year, and our results were extraordinary. Thanks to the unprecedented generosity of our community—and an unwavering resolve to get through this crisis TOGETHER—we surpassed our revenue target and raised a record-breaking $66.7 million.

Together with our committed change-seekers, we had a direct impact on 20% of our region’s population. That’s 1.3 million North Texans.

The breadth and depth of our collective impact would not have been possible without you: the unstoppable Live United movement for change. Together, we made significant progress toward our Aspire United 2030 goals, which are our guardrails for transformational disruption and for advancing racial equity in the areas of education, income and health (pg. 5). We were fortunate to benefit from the relentless dedication and leadership of our board chairs, Charlene Lake, senior vice president, corporate social responsibility and chief sustainability officer, AT&T, and Terri West, chair, Texas Instruments Foundation, and our annual campaign chair, Anne Chow, CEO of AT&T Business.

Thank you for your support of our mission and your passion for North Texas. In the coming year, I invite you to Live United and continue your commitment to strengthening our community so all North Texans can thrive.

With gratitude,

Jennifer Sampson McDermott-Templeton
President and CEO
At United Way of Metropolitan Dallas, our mission is to ensure all North Texans have the opportunity and access to thrive. We believe in the power of unity and equity to create lasting change, and we work with supporters from the philanthropic, education, civic, corporate and nonprofit sectors, as well as the community as a whole, to create opportunity for all North Texans. Our organization partners with and supports more than 200 nonprofit service providers, mobilizing a community-wide movement that works to ensure all our neighbors have access to education, income and health—the building blocks of opportunity.

**OUR MISSION**

**DRIVING LASTING CHANGE**

At United Way of Metropolitan Dallas, we maximize your impact in North Texas by focusing on three key areas: education, income and health—the building blocks of opportunity. We create, lead and invest in programs that improve access and opportunity in these overlapping, interdependent areas.

Together with our committed change-seekers, each year we work to ensure more of our students are graduating prepared for success at college or on the job, more local families are financially stable and more neighbors are living healthy lives.

By the numbers, our programs had a direct impact on 1.3 million North Texans—20% of the region’s population:

- **332,000** neighbors who got access to the health and wellness resources they need to live healthy lives.
- **157,000** north texans who received assistance to get and keep better jobs and build savings for the future.
- **712,000** students who laid the groundwork for continued educational success.
- **1.3 Million North Texans Have Been Directly Impacted By Our Programs:**
  - Kids who enter school ready to learn are more likely to read proficiently by third grade.
  - Students who read proficiently by third grade are five times more likely to graduate from high school ready for college or career.
  - Financially stable adults can cover the costs of health care for themselves and their families, helping them to lead longer, healthier lives.
  - College graduates can earn $36,000 more a year, giving them the capacity to save for the future.

Financially stable adults can cover the costs of health care for themselves and their families, helping them to lead longer, healthier lives. College graduates can earn $36,000 more a year, giving them the capacity to save for the future.
AN EMPHASIS ON RACIAL EQUITY

In September 2020, we launched our Aspire United 2030 community goals as a collective commitment and vision for a region where all North Texans have the access and opportunity to thrive. These goals are our North Star for driving transformative change and advancing racial equity in education, income and health over the next 10 years:

Throughout North Texas, systems of structural racism have created barriers to equitable access to education, income and health. That’s why we designed a strategic plan to ensure United Way of Metropolitan Dallas is a fully inclusive, multicultural, antiracist organization. We know that to drive transformative change in North Texas, we must advance racial equity across our organization and community. To achieve this transformation, racial equity is reflected in every aspect of our work.

OUR ASPIRE UNITED 2030 GOALS

<table>
<thead>
<tr>
<th>Goal</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase by 50% the number of students reading on grade level by third grade.</td>
<td>96%</td>
</tr>
<tr>
<td>Increase to 96% the number of North Texans with access to affordable health care.</td>
<td></td>
</tr>
<tr>
<td>Increase by 20% the number of young adults who earn a living wage, adding nearly $800 million per year to the local economy.</td>
<td></td>
</tr>
</tbody>
</table>

WE STILL HAVE A LONG WAY TO GO. TOGETHER, WE CAN CHANGE THIS:

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage of North Texas students who do not read on grade level by third grade</th>
<th>Percentage of young adults in North Texas who do not earn a living wage</th>
<th>Percentage of North Texans who are uninsured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latinx</td>
<td>39%</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>Black</td>
<td>61%</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td>White</td>
<td>38%</td>
<td>27%</td>
<td>8%</td>
</tr>
<tr>
<td>Asian</td>
<td>38%</td>
<td>17%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Percentage of North Texas students who do not read on grade level by third grade

Percentage of young adults in North Texas who do not earn a living wage

Percentage of North Texans who are uninsured
Education forms the foundation for a student’s entire life, opening doors, broadening horizons and enabling children to thrive. United Way of Metropolitan Dallas creates, leads and invests in initiatives that strengthen early education, enrich out-of-school time and provide strong pathways to success after high school.

**PROGRESS TOWARD OUR ASPIRE 2030 GOALS:**

By encouraging skills like early reading and language development, these and other programs are getting us closer to our goal of increasing by 50% the number of local students who read on grade level by third grade.

**VOKKS**
Launched in 2020, our partnership with Atmos Energy is providing free one-year subscriptions to Vooks animated storybooks to local children. In the first year of the program, 1,025 parents and 100 early education teachers signed up for subscriptions, bringing the joy of reading to nearly 4,000 North Texas children.

**HEAL, PLAY, LEARN**
Made possible by a grant from Texas Instruments Foundation, this partnership with Educate Texas is designed to encourage students’ social and emotional wellness, physical activity, creativity, collaboration, critical thinking and problem-solving after more than a year of pandemic-related learning disruption and limited in-person activities. In 2021, a total of 15,176 students from Cedar Hill and DeSoto ISDs participated in the program, which provided a total of 36 hours of programming.

"The changes I’ve seen in both of them is more imagination—how they can travel to different places, even though we’re not able to travel—as well as more expressive language. Through the books, they’re able to express themselves and communicate better."

- Vero Perez, whose daughters receive Once Upon a Month books

Delivers age-appropriate children’s books and accompanying parent guides each month to stimulate curiosity, language development and learning skills.

94% of parents read more to their children as a result. 9,240 children received books. 1025 signups from parents. 100 signups from early education teachers.
Stable income and sufficient savings lead to financial security, enabling families to plan for the future, build good credit and weather unexpected expenses. We create, lead and invest in programs that make it possible for North Texans to get and keep better jobs, build their savings and hold on to more of what they earn.

PROGRESS TOWARDS OUR ASPIRE 2030 GOALS:

By strengthening the local workforce, these and other programs are getting us closer to our goal of increasing by 20% the number of local young adults who earn a living wage.

PATHWAYS TO WORK

A workforce development program, supported by JPMorgan Chase & Co., that gives hardworking North Texans the training needed to secure middle-skill jobs in IT or health care.

<table>
<thead>
<tr>
<th>PROGRESS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>294 INDIVIDUALS</td>
<td>entered the program</td>
</tr>
<tr>
<td>130 INDIVIDUALS</td>
<td>placed in jobs</td>
</tr>
<tr>
<td>$1.13 MILLION</td>
<td>invested in North Texas</td>
</tr>
<tr>
<td>70 COMMUNITY PARTNERS</td>
<td>engaged in workforce development</td>
</tr>
</tbody>
</table>

WOMEN’S WORKFORCE INITIATIVE

Launched in 2021, this program provides Dallas-area women with social support and training so they can secure employment in high-growth industries. A key component of the initiative is Women in Construction, a partnership with Hilti North America.

• For Women in Construction, 10 women per year will receive job training, supportive services and job placement assistance in the construction industry.

"Being in this program has really opened up a lot of doors to opportunities that I may not have had. I’m beyond grateful for everything that not only is helping me while I’m in the program, but even after the program, there’s going to be that support system."

- Michelle Wheeler, recent Women in Construction graduate

DALLAS/SUMMIT

A partnership with Communities Foundation of Texas that seeds college savings accounts for low-income students, helping put them on a path to college attendance and completion.

<table>
<thead>
<tr>
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<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 COLLEGE SAVINGS ACCOUNTS</td>
<td>opened through this partnership</td>
</tr>
<tr>
<td>$95,750 IN DEPOSITS</td>
<td>made into accounts</td>
</tr>
<tr>
<td>480 STUDENTS</td>
<td>received financial education</td>
</tr>
</tbody>
</table>

""
Good health, a safe and stable home environment, and quality health care are the foundation of a happy, thriving life. That’s why we create, lead and invest in initiatives that teach and promote a healthy lifestyle, prevent family violence and improve access to health care.

**PROGRESS TOWARD OUR ASPIRE 2030 GOALS**

By helping establish a foundation of good health, these and other programs are getting us closer to our goal of increasing to 96% the number of North Texans with access to affordable health care insurance.

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**NORTH TEXAS HUNGER INITIATIVE**

A partnership with North Texas Hunger Initiative that works to improve and amplify summer meals programming to support children who qualify for federally-funded nutrition programs that only operate during the school year.

“"The meal plan is really important and vital for us in this community. Ninety-nine percent of our kids [qualify for] free or reduced lunch. A kid shouldn’t have to worry about where his next meal’s coming from or whether he can afford the next meal he can get in his stomach.”

- Ben Leal, former president and CEO of Jubilee Park

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**NORTH TEXAS SUMMER & SUPPER COUNCIL**

A partnership with North Texas Hunger Initiative that works to improve and amplify summer meals programming to support children who qualify for federally-funded nutrition programs that only operate during the school year.

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**NORTH TEXAS HEALTH CARE COLLABORATIVE**

A collaboration with the Dallas-Fort Worth Hospital Council and the Dallas County Enroll North Texas ACA Coalition that provides short-term financial assistance to North Texans who lost health care coverage because of the pandemic.

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**H.O.P.E.S.**

Healthy Outcomes through Prevention and Early Support

A parenting education program that provides families with instruction, resources and skills they need to create home environments in which young children can thrive.

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**HEALTH**

Good health, a safe and stable home environment, and quality health care are the foundation of a happy, thriving life. That’s why we create, lead and invest in initiatives that teach and promote a healthy lifestyle, prevent family violence and improve access to health care.
“Unity is a truly powerful thing. It’s what compels us as corporations, the public sector, nonprofit organizations, donors and partners to come together and be part of this movement. I’ve seen and experienced the power of unity across this region, with the community stepping up to create lasting change, positively impacting 1.3 million North Texans.”

“Despite the challenges, in a year like no other the Mighty, Mighty Women of Tocqueville accomplished amazing results, including 12 educational and volunteer events, a 40% increase in volunteerism and more than 600 volunteer hours. Our engagement during this time made a lasting impact on the lives of so many in North Texas.”

“I’m part of Emerging Leaders because I believe young philanthropic leaders can be the next generation of change-makers. They don’t need to have a lot of financial resources. They have the skills and expertise. We just need them to show up, educate themselves and mobilize.”

“By helping to build the next generation of giving leaders for our North Texas community, our hope is for this program to bring on board new United Way supporters who can, and will, become long-time United Way Tocqueville donors.”

“I’m excited to be a March Fellow so I can learn more about philanthropy, because I really want to run a nonprofit one day. I also enjoy being a part of a cohort of young professionals that are dedicated to social innovation and social impact.”

At United Way of Metropolitan Dallas, we’re leading a movement to improve access to education, income and health. This year and every year, we work to engage members of our community at every stage, through our Giving Societies, the new March Tocqueville Fellows Initiative, our volunteer programs and more.

“Volunteering with United Way is a great way to create positive change that we can all be proud of in our community. Helping others and making a difference for those in need is why I volunteer, and I’m proud to do my part.”

“Tocqueville has been an amazing way for me to become more educated and involved in my community. It’s an incredible group of girls, and it’s really awesome to work alongside others who want to make a difference.”

“Through the Teens United volunteer group with Hilton Sampson, Kennedy Downing, Ceci Gooch”
Social innovation underlies all our work at United Way of Metropolitan Dallas. We partner with social entrepreneurs who are working to design and develop creative new solutions to our community’s greatest challenges.

WHAT'S NEXT?

This year we began expanding our social innovation programming and announced three new initiatives:

- **The Incubator** to build up ventures from entrepreneurs who are women and/or people of color.
- **Innovation Challenges** to identify, elevate and activate transformative innovations.
- **Impact Investing Fund** to enable us to partner with and invest in new solutions to social issues.

“Through the Southern Dallas Thrives initiative, we are working to strengthen all of DFW by helping our Southern Dallas neighbors thrive. We hope that we can be the catalyst for other companies in Dallas to join us to create a lasting impact.”

— Steven Williams, CEO, PepsiCo Foods North America

“Through the program and its culminating competition, The Pitch, served by Accelerator alumni organizations

“These resources, the recognition and the credibility of United Way—everything involved in being part of this competition—will help us thrive, grow and expand. The experience I had working with United Way was nothing short of amazing.”

— Cheri Garcia, founder of Cornbread Hustle and 2020 Social Innovator of the Year

SOCIAL INNOVATION ACCELERATOR

A partnership with PepsiCo Foundation and Frito-Lay North America that invests vital resources in Southern Dallas to create measurable change for families.

SOCIAL INNOVATION ACCELERATOR

Presenting program sponsor: Accenture

9 out of 9 fellows completed the Social Innovation Accelerator, which provides social entrepreneurs with the critical resources to accelerate the growth and stability of their ventures.

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SOCIAL INNOVATION ACCELERATOR
Housing

Housing is one issue the COVID-19 pandemic brought to the forefront. After losing their income, tens of thousands of our neighbors—many of whom were already struggling to keep up with their housing costs—suddenly faced the threat of eviction. In response, we helped launch the Dallas Rental Assistance Collaborative (DRAC), which provides rental and utility assistance to enable people to stay in their homes.

“In the 2021 legislative session, our supporters helped advocate for lasting change in the areas of education, income and health. Some of our key successes include:

• Calling on legislators to support House Bill 5 to address the digital divide. The bill passed and will enable more Texans to use digital technology to learn, work and access health care.
• Encouraging lawmakers to vote against two Senate bills that would have ended payday and auto-title loan ordinances that safeguard Texans from predatory loans.
• Pushing back against House Bill 1925, which effectively criminalizes homelessness by making it illegal to camp in a public place.
• Voicing support for House Bills 133 and 290, which successfully passed and will extend and improve Medicaid coverage and eligibility.

Our housing stability work is central to supporting education, income and health. Kids need secure housing in order to do well in school, adults need safe affordable homes in order to get and keep good paying jobs, and the safety and security of home supports physical health and emotional wellness.”

- Susan Hoff, chief strategy and impact officer, United Way of Metropolitan Dallas

“I reached out to United Way during the early days of the COVID-19 pandemic because I knew they could quickly identify and bring together the resources and partners we needed to help our communities in a time of great need. And I once again turned to United Way to help address our homelessness problem, which was exacerbated by the pandemic, and I feared could grow more significant as rent came due for many families. This type of work is what United Way was built for.”

– Dallas Mayor Eric Johnson

Advocacy

“Public policies impact so much of our daily lives. One change or tweak to a local, state or federal policy can change the trajectory for thousands of North Texans and can help our community move closer to our Aspire United 2030 goals. That’s why at United Way we encourage and work to mobilize our network to advocate for improvements to these systems.”

Stephanie Mace, vice president of strong communities at United Way

Volunteering

This year, thousands of change-seekers throughout North Texas stepped up and volunteered through United Way of Metropolitan Dallas. By donating their time for our events and programs—including Reading Day, Stock the School, summer meals distribution, baby safety and diaper drives, and the Point in Time Homeless Count—members of the Live United movement made a direct impact on education, income and health in our community.

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The Live United Movement stepped up in big ways to fund meaningful, measurable impact in North Texas.

**How We Invest in Opportunity for All North Texans**

**Where Our Funding Comes From**

- **31%** corporations
- **20%** individuals
- **11%** other
- **30%** government
- **8%** foundations
- **4%** social innovation
- **29%** housing
- **21%** education
- **19%** income
- **21%** health

*In a year like no other, a significant portion of our funding came from government grants. United Way of Metropolitan Dallas was selected as a trusted partner by the City of Dallas to create innovative solutions and to distribute federal funding and local support to North Texans.*

**Support & Revenues**

- Grant & Contribution Revenue: $30,985,953
- Government Contract Revenue: $16,291,462
- UWFMDF (Foundation) Grant: $2,500,000
- Other Revenue Sources: $3,701,636
- In Kind Goods & Services: $334,202

**Total Support & Revenues:** $53,813,253 *

**Expenses**

- Impact Programs & Initiatives: $42,690,451
- Fundraising: $5,004,210
- Management & General: $3,329,513

**Total Expenses:** $51,024,174

**Assets**

- Current Assets: $35,954,312
- Land, Building, & Equipment: $4,794,791
- Other Long-Term Assets: $12,118,881

**Total Assets:** $52,867,984

**Liabilities & Net Assets**

- Current Liabilities: $18,102,673
- Without Donor Restriction: $13,950,136
- With Donor Restriction: $20,815,175

**Total Liabilities & Net Assets:** $52,867,984

*Excludes multi-year government grants not dispersed in fiscal year, which are included in annual campaign reporting of $66.7 Million

**A RECORD BREAKING YEAR**

In a year like no other, a significant portion of our funding came from government grants. United Way of Metropolitan Dallas was selected as a trusted partner by the City of Dallas to create innovative solutions and to distribute federal funding and local support to North Texans.
Join the hundreds of organizations that have chosen United Way as their partner to drive meaningful, measurable impact right here in our community.
Let’s create opportunity for all North Texans to thrive.