

2020 REPORT TO THE COMMUNITY

WE UNITE



United Way of Brevard



United Way Understands Our Local Needs And Mobilizes The Community To Care



BREVARD'S COVID-19 RESPONSE FUND

Helping Families Through The COVID-19 Response Fund

Brevard County has a long tradition of helping our neighbors. But this year our most vulnerable community members were pushed to the brink due to COVID-19. United Way of Brevard quickly established a local COVID-19 Response Fund, raising \$790,000 to help families with rent, utilities and food. Residents living paycheck to paycheck couldn't wait for stimulus checks, unemployment payments or other local funding to cover essential needs. Funding was expanded to local agencies experiencing increased demand and to date, over \$664,618 in assistance has helped nearly 500 local families with over 400 children. COVID-19 Community Resource page at uwbrevard.org has seen 50,000 visitors, delivering information on available community resources.



\$790,000

FUNDS RAISED



500

LOCAL FAMILIES
HELPED



\$664,618

EMERGENCY ASSISTANCE



\$123,667

SUPPORT GIVEN TO
LOCAL NONPROFIT
AGENCIES



50,000 ONLINE VISITS
FOR INFORMATION



SPECIAL THANKS TO UNITED WAY OF BREVARD COVID-19 TEAM

CASE MANAGER

Nichole Wynn (staff)

CASEWORKERS

Donna Barber (staff)

Morgan Bonilla (staff)

Millie Phifer (VISTA)

Maggie Dickinson (VISTA)

Renee Barton (VISTA)

Elaine Moore (VISTA)

Alexis Smith (FSU Intern)

Julia Kendall (FSU Intern)

Diane Scott

Marlene Spatola

Byron Cisneros

Jessica Conner

Jennifer Dill

Sally Familton

Ron Goode

Francis McCahill

Cathy Murtha

Brian Murtha

Augustina Ortiz

Tram-Anh Tran

Dr. Denise Young

Denise Farias

Millie Oquendo

Shoshana Amores

Funding Committee

Keith Heiny (staff)

Donna Larson

Bunny Finney

Lisa Davidson



Supporting A Collaborative Coronavirus Relief Effort

The Community Foundation for Brevard, the Space Coast Health Foundation and United Way of Brevard worked together to coordinate COVID-19 Response in Brevard. The organizations worked with local nonprofit agencies to understand how important services are provided to those most in need, and contributed additional financial resources to agencies and individuals on the Space Coast most impacted by the economic devastation caused by COVID-19.

“Working together with nonprofit, corporate and governmental partners, we were able to coordinate a more collaborative community response to this crisis and deploy resources to local nonprofit organizations and families in need. We needed significantly more resources to meet the demand of the coronavirus crisis and will continue to need resources to help our community.”

Rob Rains • President of United Way of Brevard



2020

Key Highlights

This year has given us many challenges, from COVID-19, social distancing, conducting business and school from home, coping with job losses and for some, the struggle to meet daily needs like having enough food. More than ever we needed our community to unite for this emergency and to maintain critical programs and services for school children, veterans, seniors and people with disabilities. Our local network of 43 nonprofit agencies and more than 60 programs is essential to Changing Lives and Strengthening Our Community.



2019 COMMUNITY CAMPAIGN

Chair, Laura Chiesman, President, WealthCoach™ of FirstWave Financial oversaw our Community Campaign, raising \$5,824,400 for local health and human services agencies.



GENEROUS CONTRIBUTIONS

from L3Harris and its employees were the largest contributors, raising \$1,703,227. Publix Super Markets and its associates again joined Harris Corporation in the million dollar circle this year by raising \$1,071,422, making it the second largest campaign.



FIRST-TIME

organizations running campaigns include Liberty IT Solutions, W&J Construction, Cantwell & Goldman PA and Community Foundation For Brevard.



HEALTHY FAMILIES

funded by a grant of \$1,071,500, served 237 parents of newborns to support parenting success.



EARLY GRADE READING

focuses on the importance of early brain development and its impact on educational success. Thrive by Five strategies supported young children's physical, cognitive, social and emotional readiness for school, along with efforts to provide access to books, mentoring and reduced summer learning loss.



FEED AND READ

addresses summer hunger, reading loss, nutrition, fitness and dental care. This past summer we served 4,000 children, distributed more than 30,000 free, brand-new books and 15,000 take-home food packs.



EQUITY IN BREVARD

seeks to invest in organizations and programs that spark dialogue and action to improve equity in Brevard. Achieving greater social justice requires a sustained effort that is only accomplished when all parties unite.



MISSION UNITED

connects veterans and their families with the services they need—from securing housing to finding stable employment and medical care.

Q1: January – February – March



HEALTH FIRST MAYORS' FITNESS CHALLENGE

Local Mayors throughout Brevard challenged their citizens to get involved in a healthy competition – the Health First Mayors' Fitness Challenge.



Congratulations to the 2020 Health First Mayors' Fitness Challenge "Most Fit City" Cape Canaveral!

Thanks to the 11 communities, 2,202 registered participants and hundreds of others who joined along the way. In total, participants logged 4.5 million minutes of exercise over eight weeks.



PUBLIX APPRECIATION DAY

Publix Super Markets, Inc. is United Way's #1 Global Corporate Leader!

United Way staff across the entire southeast visited Publix stores to personally thank associates for their generosity. We are very thankful to all Publix Associates and their commitment to changing lives and strengthening our community.

For the fifth year in a row our local stores have raised over a million dollars making them the second largest contributor in Brevard.



UNITED WAY FREE TAX PREP!

Creating empowered, more financially stable citizens is the goal behind the Free Tax Prep service by United Way. Tax program volunteers prepared 1,423 tax returns for low to moderate income workers, saving taxpayers an average of \$250 per tax return and creating an estimated community impact of \$1.5M, despite COVID-19 limitations.

Q2: April – May – June



PPE DONATIONS ROLL IN

The Economic Development Council's manufacturing resiliency team secured the donation of medical and KN95 masks which were delivered to United Way. Donated by BCAF Trading, Inc., the masks made their way to various nonprofit agencies and military families at Patrick Air Force Base.



Artemis • Travis Proctor with Rob Rains



FPL • Bart Gaetjens with Debbie Thomas



City of Palm Bay • Suzanne Sherman, Dana Packard with Rob Rains

Awards Celebration

Our Annual Awards Celebration scheduled for April 15 was canceled due to COVID-19, but we found creative socially-distanced ways to get our Awards out to the community.

Q3: July – August – September



Pictured left to right: Kat Samash, Jordan Tibbetts, Travis Sparling, Emma Reynolds (Community Impact Manager), Jonathan Sears, Alisha Harvey, Heaven Walker, Brooklyn Montoya, Kimmie Carlson and Mollie Phelps. Not pictured: Kaylin Woods and Natalie Haarala.

FEED AND READ

10 Summer VISTA (Volunteers in Service to America) Associates helped with the Summer Feed and Read Program. Even in an unprecedented program year, these volunteers managed to safely serve more than 4,000 Brevard children with approximately 15,000 weekend meal packs, 30,000 brand new books, and sessions of STEM activities with local Parks and Rec Summer Camps. Led by Emma Reynolds, UWB Community Impact Manager for Education, and supported daily by Travis Sparling, Lead VISTA for Distribution.

COVID-19 INTERNS

Thanks to Alexis and Julia, our two FSU interns this summer, courtesy of Guy and Delores Spearman.

“This past summer I was able to serve my home county during the uncertainties of COVID-19, work in my desired career field and gain experience in case work. It was a privilege to have had such a rewarding experience as an intern at United Way.”

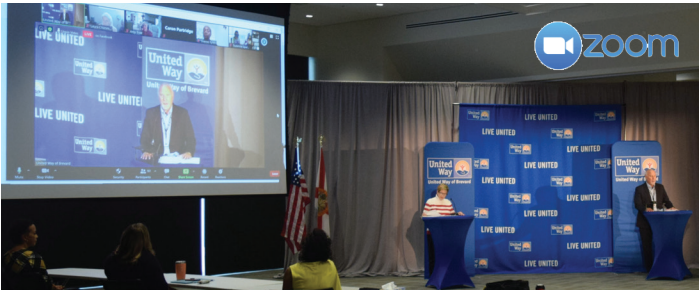
Julia Kendall • Intern



“I thoroughly enjoyed my experience working with United Way of Brevard! It was very fulfilling to directly assist clients with their rent and utility needs. United Way responded quickly to COVID-19 and I'm glad to have made a genuine difference in the lives of the Brevard residents!”

Alexis Smith • Intern





Virtual Kickoff OVER 200 IN VIRTUAL ATTENDANCE!

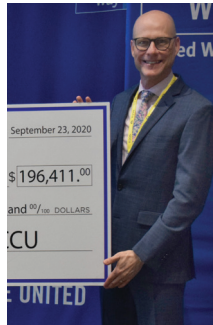
Our 2020 Campaign was chaired by Lynda Weatherman, President and CEO of the Economic Development Commission of Florida's Space Coast.

The program highlighted special recognition of early summer fundraisers at local companies called Pacesetter Campaigns. These 'Early Pacesetter Campaigns' threw their support behind that effort and raised \$1M (nearly 20% of the overall goal). These organizations consistently set an example and use "best practices" in their campaigns to achieve outstanding results.

Tim Antonition, President and CEO, Space Coast Credit Union, was on hand to present their United Way contributions of \$196,411.

George Taylor Jr, President, National Veterans Homeless Support, shared a local story of a Veteran named Mike.

Jackie Schmoll, General Manager, Mission Solutions Business Area, Space Systems Sector SPACE & AIRBORNE SYSTEMS/L3HARRIS TECHNOLOGIES, INC., presented L3Harris' corporate gift of \$200,000, and accepted the **Million Dollar Circle Award** on behalf of the 2019 Campaign team.



CENSUS COMPLETE - WE KNEW WE COULD COUNT ON YOU!

United Way worked tirelessly to promote the 2020 Census during a pandemic. A special thank you to everyone on Brevard's Correct Count Committee for their time, resources and leadership making sure as many residents of our county as possible were counted. The result was a 71.5 percent self-response rate – the fifth highest in Florida.

NEW TOCQUEVILLE CHAIRS

Wes and Sherry Covell have agreed to serve as our new Tocqueville Society Chairs. Wes and Sherry are longtime donors of United Way and members of the Tocqueville Society for the past 14 years. The Covells are retired L3Harris executives and split their time between Indian Harbour Beach, Florida, and Incline Village, Nevada.



LAURA'S AWARD

Debbie Goode congratulates Laura Chiesman, President, WealthCoach™ of FirstWave Financial, who served as the 2019 United Way Campaign Chair. Under her leadership the campaign raised \$5,824,400 for local health and human service agencies.



CHANGING LIVES AND STRENGTHENING COMMUNITIES



Local Nonprofit Agencies

Agencies were stretched thin trying to meet the increased demands for services this year, while at the same time struggling because many were unable to hold their traditional fundraising events due to COVID-19. However, our agency safety net is critical to strengthening our community, we invested in a broad range of programs with area nonprofits to help people in Brevard.

- 211 Brevard
- Aging Matters in Brevard
- American Red Cross
- AMI Kids Space Coast
- Big Brothers Big Sisters
- Boy Scouts of Central Florida
- Boys and Girls Clubs of Central Florida
- Brevard Achievement Center
- Brevard Alzheimer's Foundation
- Brevard County Legal Aid
- Brevard Zoo
- Bridges
- Catholic Charities
- Central Brevard Sharing Center
- Children's Advocacy Center
- The Children's Center
- Children's Home Society
- Children's Hunger Project
- Club Esteem
- Crosswinds Youth Services
- Early Learning Coalition
- Girl Scouts of Citrus Council
- Grandparents Raising Grandchildren
- Junior Achievement
- The Haven for Children
- Housing for Homeless
- Links of Hope
- Lifetime Counseling Center
- My Community Cares
- National Veterans Homeless Support
- Neighbor Up Brevard
- New Life Mission
- North Brevard Charities Sharing Center
- Project Response
- Rolling Readers Space Coast
- The Salvation Army - North/Central Brevard Corps
- The Salvation Army - Domestic Violence Shelter
- The Salvation Army - South Brevard Corps
- Second Harvest Food Bank - Brevard Chapter
- Serene Harbor
- Space Coast Early Intervention Center
- STEPS - Specialized Treatment, Education and Prevention Services
- The Women's Center

Success Stories

James

Contributions give youth like James an opportunity to participate in the Boy Scouts of Central Florida. Scouting gave him a safe place to go, a clear purpose and helped him achieve in school.



Mike

National Veterans Homeless Support search and rescue team members found Mike at a food pantry, asked if he was a veteran and helped him into a housing program that realigned his life.



Tracy

Born with PKU disease, Tracy has been a long-term, dedicated participant in Brevard Achievement Center's Adult Day Training Program for employment and the Supported Living Program.



Zamari

The DOCK guided Zamari to academic success and positive character development. Now a cornerback for the Georgia Tech football team, he is flourishing academically and studying business administration.



United Way of Brevard

BOARD OF DIRECTORS

2020 – 2021

Executive Committee/Officers

Board Chair
Debbie Goode

Treasurer
Robb Morrison

2020 Campaign Chair
Lynda Weatherman

Past Board Chair
Therrin Protze

Board Chair-Elect
Laura Chiesman

Members-at-Large
Kristin Colacchio
Heather McDonough
Robert Perers
Alex Rudloff
Mike Williams
Louis D. Wilson

*Vice Chair,
Community Impact*
Moses Harvin, II

*Vice Chair,
Grant-Contract Oversight*
Johnette Gindling

*President
United Way of Brevard*
Rob Rains

2020 – 2021

Board Members

Frank Abbate
Henry Andersson
Tim Antonion
Michael Ayers
Mara Bellaby
Dana Blickley
Pascal Budge
Laurie Cappelli
Randy Coleman
Erik Costin
Del Cragin
Frank DiBello
Jason Fleischman
Bob Gabordi
Marcia Gaedcke
Bart Gaetjens
Michele Goodwin
Roger (Chip) Greek
Malak Hammad
Sandy Handfield
Sarah Hiza

Eric Johns
Dr. Summerpal S. Kahlon
Sandi Lee
Shannon Lewis
Mark Malek
Dr. Christopher McAlpine
Dr. Dwayne McCay
Peter Montgomery
Lisa Morrell
Dr. Mark Mullins
Regina Oenbrink
Larry Ostarly
David Ott
Sisi Packard
L. Jo Powell
Travis Proctor
Andy Romine
Summit Shah
Jennifer Sugarman
Tony Taliancich

READ MORE AT UWBREVAR.D.ORG

During 2019-2020

COMMUNITY PARTICIPATION

165
Workplaces

&

16,575
Donors



44

Local Philanthropists

gave at the prestigious Tocqueville Society level of \$10,000 or more.



1,720

Individuals

gave at the leadership level.



\$5,824,000
was collected plus



\$362,157

Gifts In Kind

distributed much needed supplies to our community like diapers, toothbrushes, books and so much more.



5 Grants Add

\$1,458,389



1,471 Volunteers
Contributed More Than
29,747 HOURS
OF SERVICE



UNITED WAY OF BREVARD CREATES LEVERAGE

through additional channels to augment the 2019-2020 total revenue

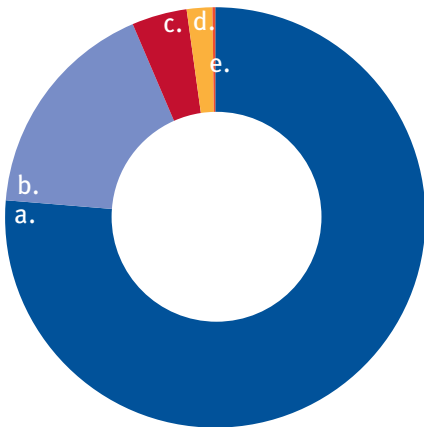


Every **ONE** dollar donated brings an average of **THREE** matching dollars into our community - that's a

\$17,000,000
IMPACT!

We Can Fight For So Much Because Of Your Generosity In Giving

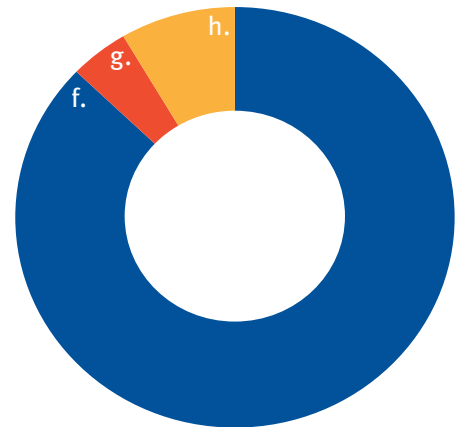
2019-2020 Financials



\$8,505,732

Total Revenue

a. Contributions	\$6,490,073
b. Grants	\$1,469,154
c. Gifts In Kind	\$ 360,845
d. Investment	\$ 167,121
e. Other	\$ 18,539



\$8,021,430

Total Expenditures

f. Program Expenditures	\$6,992,198
g. Management and General	\$ 348,610
h. Fundraising	\$ 680,622

Our current overhead is 12.1% based on the current 990.

Visit uwbrevard.org for the full 990 and audit.

United Way of Brevard regrets any errors or omissions. Please notify us of any corrections or updates for next year's report at 321.631.2740. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll free 800.435.7352 within the state. Registration does not imply endorsement approval or recommendation by the state. Reg #CH14.



United Way of Brevard

Behind all our work, there are people like you who get involved in big and small ways to ensure a better future for their family and their community.

THANK YOU.



Top 25 Workplace Campaigns

- | | |
|--|--|
| 1. L3Harris | 13. Jacobs |
| 2. Publix Super Markets | 14. Ron Jon Surf Shop |
| 3. Brevard Public Schools | 15. IAP Ingenuity and Purpose |
| 4. Kennedy Space Center
Visitor Complex | 16. Collins Aerospace |
| 5. Health First | 17. United Parcel Service |
| 6. Space Coast Credit Union | 18. City of Melbourne |
| 7. Florida Tech | 19. Parrish Medical Center |
| 8. United Launch Alliance | 20. Zilber Ltd. / Resorts By Towne |
| 9. Lockheed Martin | 21. ELVIS 3 |
| 10. Florida Power & Light Company | 22. Brevard County Sheriff's Office |
| 11. Brevard Board of
County Commissioners | 23. Bank of America/Merrill Lynch
Wealth Management |
| 12. Wells Fargo | 24. Raymond James & Associates, Inc. |
| | 25. Space Florida |

1100 Rockledge Boulevard, Suite 300, Rockledge, FL 32955

uwbrevard.org | 321.631.2740