

LIVE UNITED®

2020-2021 COMMUNITY REPORT

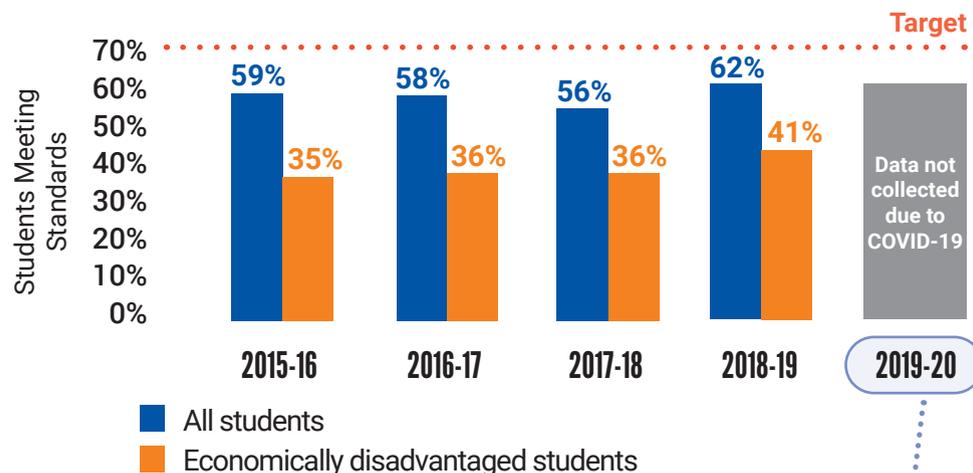


GOAL 1: GIVE KIDS A STRONG START

GOAL 2: EMPOWER NEIGHBORS TO THRIVE, NOT JUST SURVIVE

GOAL 3: HELP US ALL LIVE LONGER, BETTER LIVES

*** 3rd Grade Reading Proficiency**



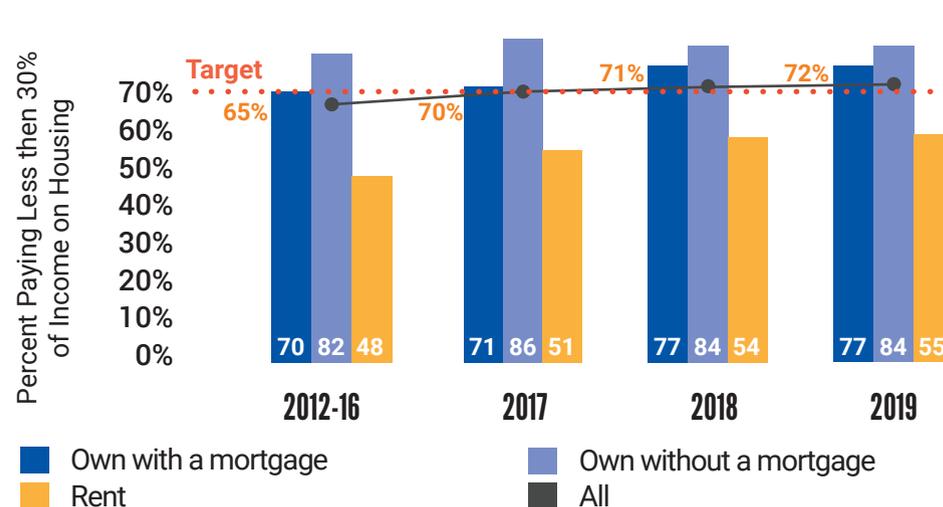
Target: By 2027, 70% of children read proficiently at the end of 3rd grade.
Baseline: 59% of children read proficiently at the end of 3rd grade.
2021 Benchmark: 61% of children read proficiently at the end of 3rd grade.
 (Target set to serve as a project benchmark.)

Greater Portland schools moved to virtual learning in March of 2020. With this transition, state assessment tests, normally conducted in the spring, were canceled. Due to COVID-19, a national study predicts students will experience 5-12 months of learning loss on average by June 2021 (McKinsey & Company 2020).

GOAL 1: Racial Disparity

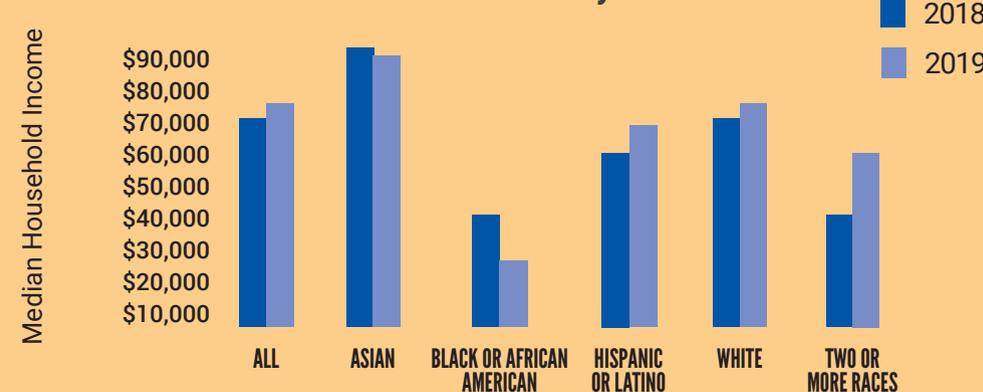
A recent study of student mobility in 3 school districts in Cumberland County found that over 3 years an average of 41% of Black or African American students changed schools compared with 20% of their white peers, jeopardizing their academic achievement.

*** Households Paying Less than 30% of Income on Housing**

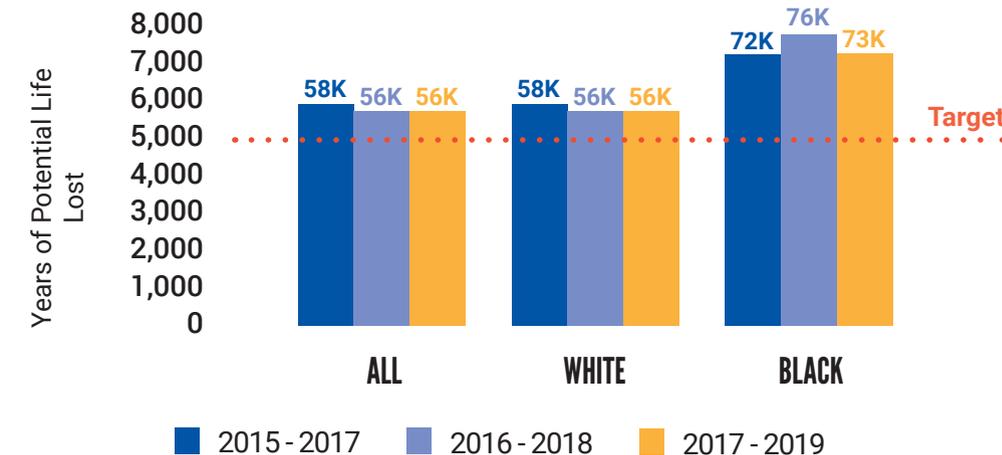


Target: By 2027, 70% of households pay less than 30% of their income on housing.
Baseline: 65% of households pay less than 30% of their income on housing.
2021 Benchmark: 68% of households pay less than 30% of their income on housing.
 (Target set to serve as a project benchmark.)

*** Median Income by Race**



*** Years of Potential Life Lost (YPLL) or Premature Death, (Death Before Age of 75)**



Target: By 2027, reduce preventable premature deaths by 10% (4,860 Years of Potential Life Lost per 100,000 people).
Baseline: 5,400 Years of Potential Life Lost per 100,000 people.
2021 Benchmark: By 2021, 5,400 Years of Potential Life Lost per 100,000 people.
 (Target set to serve as a project benchmark.)

GOAL 3: Racial Disparity

Black or African American residents of Cumberland County are more likely to die prematurely before the age of 75. While there are several contributors to this higher rate, unequal access to healthcare leads to untreated and chronic health conditions that can result in death. (CDC 2020).

A UNITED RESPONSE TO COVID-19

United Way was built for challenges like helping our community recover from COVID-19.

United Way of Southern Maine (UWSM) mobilized to address acute needs.

In the past year we...



Provided ongoing [virtual volunteer opportunities](#) and [COVID-19 resource communications](#);



Distributed over \$2.3 million in 5 rounds of funding from the Emergency Food & Shelter Program (EFSP), including CARES Act funding, to meet the critical needs of Cumberland County residents from July 2019 through June 2020;



Coordinated response for schools' outdoor learning through hundreds of easels to Portland Public schools;



Deployed nearly \$4 million to 61 community programs at 45 local nonprofits to support education, financial stability, and health programs and partnerships;



Created a Racial Equity Fund that raised and disbursed over \$239,000 to support the work of 8 nonprofits led by and serving people of color;



And created and launched UWSM's COVID-19 Community Relief Fund that awarded more than \$710,000 through three rounds of grants to 51 organizations targeting vulnerable populations;

UWSM will be there to help Southern Maine recover, rebuild, and thrive.



STORIES

GOAL 1

Helping All Kids Thrive

The pandemic challenged educators, care providers, families, and kids across our community, leading to learning loss and other compounding issues. That's when our community stepped in. **Avesta Housing** partnered with United Way's Brick & Beam Society and other organizations to open a weekly **Remote Learning Program** where students like Yancel access meals, high speed internet, tutors, and a safe environment for students to thrive. [Watch Yancel's story.](#)



GOAL 2

Staying Hopeful by Helping



Support during a difficult time helped Nelma stay hopeful, and now she's doing the same for others. When Nelma's family moved to Maine, she and her sister stayed at **Preble Street's Teen Shelter** and she became connected with **Portland Adult Education's Street Academy**. Street Academy helped Nelma enroll in the Learn to Earn program, leading to employment and finding her passion to help others. She is now enrolled in Southern Maine Community College and hopes to become a physician's assistant. [Watch Nelma's story.](#)

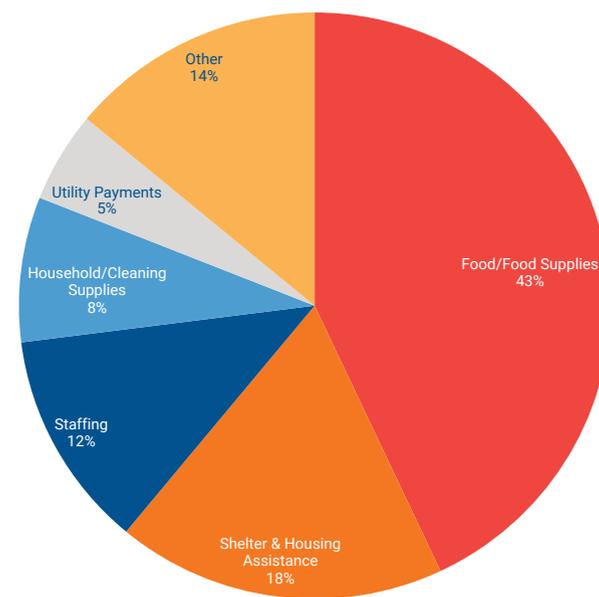
GOAL 3

Life-Saving Human Connection

In a year when more people have died of drug overdose, Brooks and Courtney, from **Home Team**, have seen a greater need for human connection. The duo seeks out people experiencing homelessness or substance use disorder. Together with the Portland PD, **Milestone Recovery Center**, and other organizations, Home Team attempts to connect with as many individuals as they can to distribute water and food, connect to services, make medical referrals, or simply to start a conversation. [Watch their story.](#)



COVID-19 Relief Fund



How your dollars impacted our community.

UWSM CONTINUES TO DELIVER MEASURABLE IMPACT FOR OUR COMMUNITY, DESPITE THE CHALLENGES OF THE PANDEMIC.

March 2020, COVID-19 comes to Maine.

EFFECTS OF COVID-19 ON SOUTHERN MAINE

Early Childhood Centers close, leaving parents struggling to balance work and childcare.

Schools move to remote and hybrid learning models.

Food insecurity increases among children, adults, and elders. Watch the Locker Project video.

While some move to working from home, frontline workers cannot, and face greater risk from COVID-19.

Service industry struggles to adapt their model to comply with safety measures.

At its height, unemployment in Maine rose to 10.4% and ended the year at 4.9%.

In 2020, Maine experienced the highest number of overdose deaths ever recorded.

From young to elderly, more people experienced depression and anxiety during the pandemic. Watch the Spurwink video.

Within a year of COVID-19 coming to Maine, Cumberland County had over 13,000 cases which resulted in more than 180 deaths.

More than 11,000 individuals received nutritious food funded by UWSM.



319 parents of children who have been through challenging situations implemented strategies to reduce their children's future exposure to ACEs.

GOAL 3

315 individuals struggling with substance use and mental health challenges improved their daily functioning and self-sufficiency with support from UWSM.

GOAL 3

395 children screened by social services and health care providers were identified as having ACEs (adverse childhood experiences) and referred for services.

GOAL 3

Women United provided emergency stipends totaling \$55,000 to 12 families headed by single moms to help them meet critical needs during the pandemic. Watch Women United stories video.

GOAL 2

2,350 individuals increased their wages. Watch Street Academy video.

GOAL 2

UWSM investments enabled more than 1,000 households to move from "Crisis" to "Stability" on a self-sufficiency index.

GOAL 2

Despite interruptions to their learning, 261 children birth to 5 years old attending early childhood centers met their developmental milestones.

GOAL 1

91% of the 77 children from 4 early childhood pre-school programs entered kindergarten ready to learn.

GOAL 1

With support from community-based programs, 1,505 children increased their language and reading skills. Watch Avesta video.

GOAL 1

A HOPEFUL TOMORROW: HOW YOU CAN HELP

GIVE

You can make a difference and be a part of our community's Hopeful future. Donate at uwsme.org.

VOLUNTEER

With volunteer opportunities like Mental Health First Aid Training, CA\$H Opportunity Guide, Investment Reviewer, Volunteer Reader, and Mentorship through Women United, you can make a real and lasting impact for others.

Visit uwsme.org/volunteer/ for a list of opportunities, a link to our monthly volunteer newsletter, and how to connect.

ADVOCATE

You can become an advocate in 5 minutes or less by registering on our advocacy platform. It's an easy way for you to take meaningful action on issues important to you and help make your voice heard.

4 Easy Steps To Be An Advocate:

Step 1: Text **UWGP** to **52886**.

Step 2: Click on the link you receive by text.

Step 3: Complete the sign-up form, using your home address so you can advocate to your own local elected officials.

Step 4: Click Submit!

No phone, no problem. **Click Here:** <https://p2a.co/ISj4>
Periodically you will receive alerts from United Way of Southern Maine to voice your support. We are stronger when we advocate together.
For more on UWSM's advocacy efforts, visit uwsme.org



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