

United.

A STAFF MEMBER WILL REMOVE YOUR BAGS + BOXES.



2024-2025

United Way of Southern Maine INVESTMENT PORTFOLIO



United Way
of Southern Maine

TACKLING THE TOUGHEST CHALLENGES

From Kittery to Freeport, from Sanford to Bridgton, United Way of Southern Maine (UWSM) mobilizes our community to action so all can thrive. With deep local roots in Southern Maine, we see how our community's greatest challenges like food insecurity, housing instability, and lack of access to child care and health services are connected, and how we can bring people and resources together to address them.

That's what we do: bring the community together to create a future where more kids have a strong start, our neighbors thrive – not just survive, and we all live longer, better lives.

Thanks to the support of thousands of local individuals and organizations, UWSM will invest \$6,769,279 in Southern Maine in United Way-led work and 83 innovative programs and collaborations at 61 community partners. These investments increase the availability of high-quality child care, connect people with educational and employment opportunities, improve access to better healthcare, and more.



ALICE IN SOUTHERN MAINE

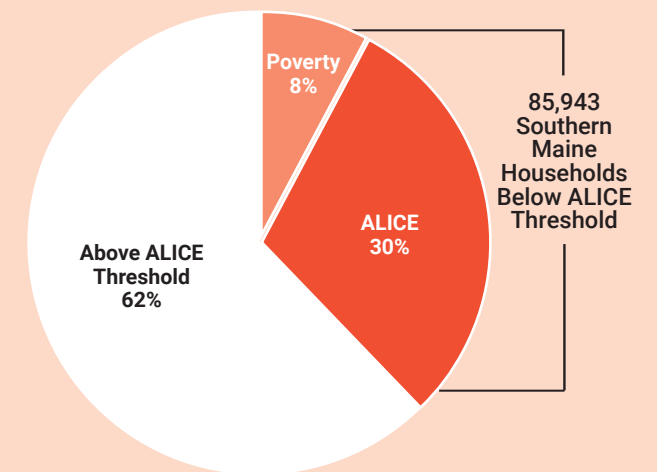
Every day, **38% of households in Southern Maine make tough choices** such as deciding between quality child care and paying the rent. This includes **8% of households living below the federal poverty level and another 30% known as ALICE – Asset Limited, Income Constrained, Employed.**

ALICE represents the growing number of households who are unable to afford the basics. They span all ages, genders, races, and ethnicities. They work as our teachers, child care providers, health care professionals, retail workers, and more. Typically, ALICE works full-time at low-wage jobs; sometimes working multiple part-time jobs trying to cobble together enough for a survival budget.

Ultimately, ALICE workers are the engine that makes our economy – and our daily lives – run smoothly. **Yet, they live paycheck to paycheck, and have little to no opportunity to save for emergencies or for future investments like education, home ownership, or retirement.**

The following investment portfolio highlights United Way of Southern Maine's focus on community investments, public policy, United Way-led programming, and volunteer work to help ALICE households rise.

Households in Southern Maine



Sources: ALICE Threshold, 2022; American Community Survey, 2022

SCAN BELOW TO LEARN MORE ABOUT ALICE IN SOUTHERN MAINE



UWSME.ORG/COMMUNITY-REPORT

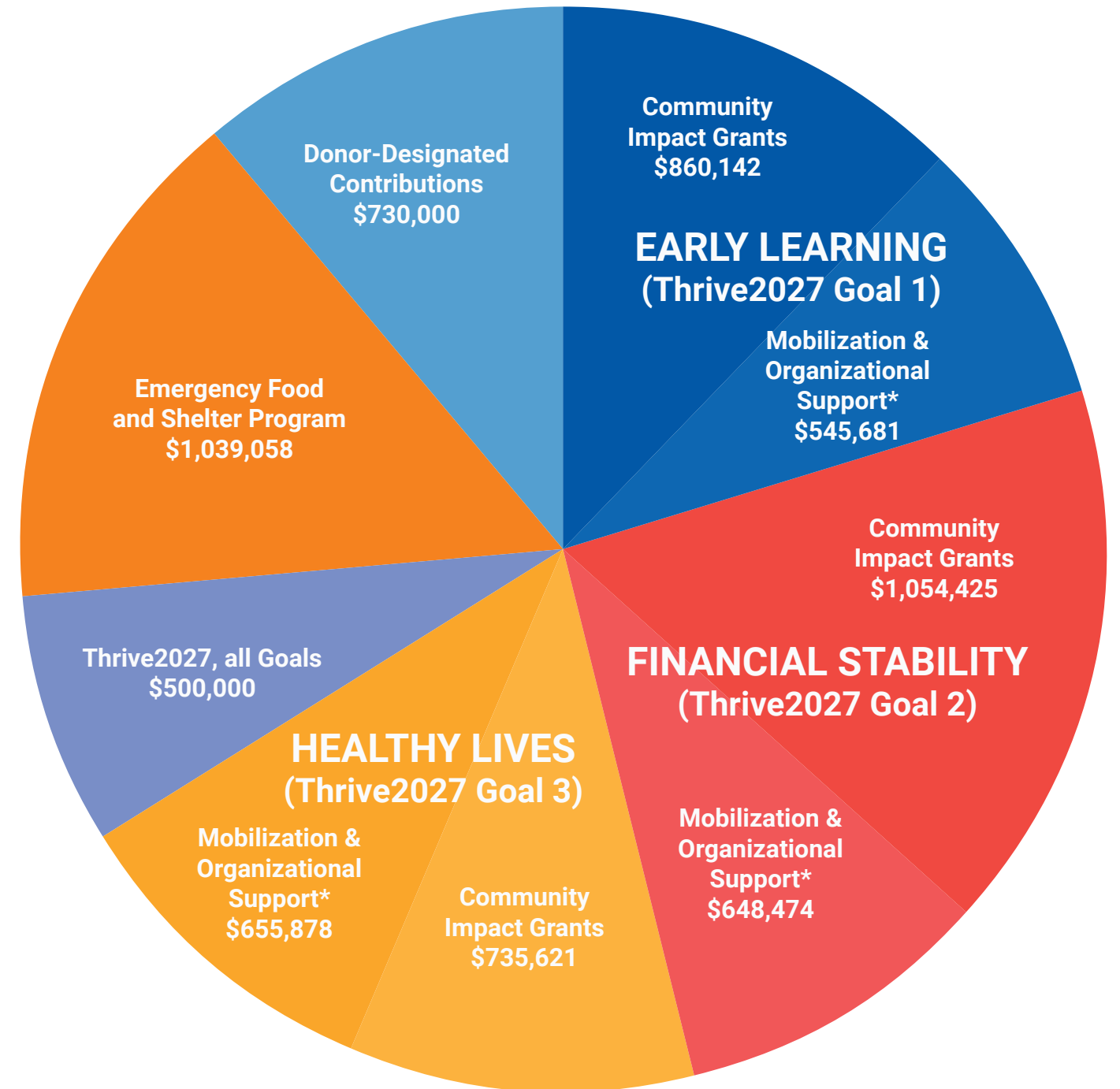
VOLUNTEER-LED EVERY STEP OF THE WAY

The Community Investment process is led by volunteers, from start to finish. Local community members are involved in each step, from identifying priority strategies, to reviewing applications and making recommendations, all the way through to final approval by United Way of Southern Maine's volunteer Board of Directors.

Investments decisions in Southern Maine are led by members of the Southern Maine community.



UNITED WAY OF SOUTHERN MAINE COMMUNITY INVESTMENTS IN FISCAL YEAR 2025



*In addition to Community Impact Grants, United Way staff mobilize and coordinate the people, ideas, and resources needed to quickly respond to emerging needs and tackle persistent community issues. This includes public policy, community and volunteer engagement, evaluation and measurement, and programmatic leadership for Thrive2027. United Way of Southern Maine also secured \$1,039,058 this year through the Emergency Food and Shelter Program (EFSP) to support local individuals and families.



EARLY LEARNING INVESTMENTS

Supports Thrive2027 Goal 1 ▶ By 2027, reduce the reading proficiency gap to no more than 10 percentage points between all third-grade students and students from populations with historical inequities.

WHY IS THIS IMPORTANT?

Healthy development and quality early learning experiences from birth to age 8, whether in formal or informal learning environments, prepare children to enter kindergarten ready to learn and reach reading proficiency by the end of third grade, a critical benchmark in assuring student success.

Through third grade children are learning to read; after third grade students read to learn. Without a strong foundation in reading, children are left behind at the beginning of their education and are four times more likely not to graduate from high school than children who read at grade level at the end of third grade.

The entire community plays a role in and benefits from transforming children into educated, healthy, independent adults. UWSM unites schools, businesses, community organizations, and individuals to support school readiness and reduce barriers for historically disadvantaged children.

UNITED WAY OF SOUTHERN MAINE'S COMMUNITY INVESTMENTS IN THRIVE2027 GOAL 1

Organization / Initiative	Investment	Amount
Adopt a School Initiative	School and Local Employer Partnerships Connects Southern Maine employers with local schools to ensure kids have a strong start and thrive.	\$15,000
Biddeford Ready!	School Readiness Community Partnership Prepares Biddeford children to enter kindergarten prepared to thrive in school and beyond.	\$25,000
Boys & Girls Clubs of Southern Maine	Expanded Learning & Enrichment* Provides a supportive, safe space through the Youth Club House for after school and during the summer.	\$68,000
Catherine Morrill Day Nursery	Quality Learning Program Provides high-quality, safe, and nurturing child care with wraparound supports.	\$60,000
Catholic Charities Maine	Child Development Center, Portland ME Provides high-quality child care to children 6 weeks to 12 years.	\$20,000
Catholic Charities Maine	Child Development Center, Biddeford ME* Provides high-quality child care to children 6 weeks to 12 years.	\$20,000
Child Care Incubator	Incubator Cohort Trains new entrepreneurs to open child care businesses.	\$95,000
Count ME In	York & Cumberland County Attendance Collaborative Provides supports for educators to reduce chronic absenteeism.	\$9,100
Emerging Leaders United (formerly Brick & Beam Society)	Investment TBD* Invests in early literacy and science, technology, engineering, arts, and mathematics (STEAM) opportunities for kids.	\$10,000

Investments with an * symbol are listed in the multiple goal areas their program addresses. Amounts shown reflect the total funding to the program.



EARLY LEARNING INVESTMENTS

Supports Thrive2027 Goal 1 ▶ By 2027, reduce the reading proficiency gap to no more than 10 percentage points between all third-grade students and students from populations with historical inequities.

UNITED WAY OF SOUTHERN MAINE'S COMMUNITY INVESTMENTS IN THRIVE2027 GOAL 1 (CONTINUED)

Organization / Initiative	Investment	Amount
Emerging Leaders United / Boys & Girls Clubs of Southern Maine	South Portland Programs* Provides after school mentoring and activities for middle schoolers.	\$25,000
Emerging Leaders United / Portland Community Squash	Rally Portland* Serves individuals and families through after-school, weekend, and summer youth development programs.	\$25,000
Food for All Services	Halal Accessibility Expands Southern Maine's access to Halal foods.	\$10,000
Girl Scouts of Maine Inc.	A Place for Girls* Supports staff-led, place-based leadership development.	\$9,375
Kids First Center	Helping Children Thrive* Provides support for families during separation and divorce and teaches resilience skills that last a lifetime.	\$3,675
Locker Project	Healthy Food for Families with Young Children in Greater Portland at Risk of Hunger Partners with schools, preschools, and agencies to provide access to healthy fresh food and staples.	\$22,200
Northeast Hearing and Speech	Speech and Hearing Services Evaluates and treats those with speech-language impairments.	\$45,000
Our Place Portland Inc.	Whole Family Health* Offers low-income families of the East Bayside neighborhood with after school groups, family advocacy, and summer camps.	\$8,250
Portland ConnectED - Starting Strong	Starting Strong Ensures all children in Portland are kindergarten-ready.	\$7,537
Portland ConnectED - Starting Strong	First4ME Utilizes a two-generation, community-based approach to improving access to quality early education.	\$24,000
Portland ConnectED - Starting Strong	First4ME Portland* Provides comprehensive early care & education to support school readiness.	\$72,500
Portland Public Schools	Talbot Community School Supports pre-K through grade 5 student learning and community and family engagement.	\$62,000
Sanford-Springvale YMCA	Early Learning Center Provides high-quality, safe, and nurturing child care with wraparound services.	\$5,400
Sexual Assault Response Services of Southern Maine	Children's Advocacy Services* Offers free and confidential support for individuals impacted by sexual violence.	\$10,500



EARLY LEARNING INVESTMENTS

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FINANCIAL STABILITY + MOBILITY INVESTMENTS

Supports Thrive2027 Goal 2 ▶ By 2027, 70% of households pay less than 30% of their income on housing

UNITED WAY OF SOUTHERN MAINE'S COMMUNITY INVESTMENTS IN THRIVE2027 GOAL 1 (CONTINUED)

Organization / Initiative	Investment	Amount
Spurwink	Therapeutic Preschool Offers individualized classroom programming for preschoolers with developmental disabilities/ASD.	\$15,000
The Opportunity Alliance	Early Childhood Initiative Implements a best practice model offering mental health services to the birth to five population.	\$62,000
Thrive2027	Backbone Support* Provides operational support for Thrive2027 with focus on equity & community engagement.	\$25,000
United Way of Southern Maine	Volunteer Reader Program Connects local schools with ongoing volunteer readers.	\$7,500
United Way of Southern Maine	Read Away* Supports literacy and connection between incarcerated parents and their children.	\$5,000
Women United / Boys & Girls Clubs of Southern Maine and A Company of Girls	Anchoring Youth to Succeed* Provides after school program with wraparound services for youth.	\$68,750
Women United / New Ventures Maine	Mothers Thriving* Supports class series, group support, and coaching for mothers.	\$22,543
Women United / The Opportunity Alliance	Project WIN* Provides evidence-based coaching and support for single mothers and their children.	\$110,000
Women United / York County Community Action Corporation	MomCore* Offers targeted coaching program focused on improving financial knowledge and household stability.	\$30,000
York County Community Action Corp	Mental Health Service for Head Start Children Addresses the needs of children to interrupt the cycle of Adverse Childhood Experiences.	\$29,200
Youth and Family Outreach	Quality Early Childhood Education Provides high-quality, safe, and nurturing child care with wraparound services prioritizing low-to-moderate income families.	\$49,200
Youth Full Maine	Nourishing York County's Students, Families & Communities Provides nourishing food for children and their families in York County.	\$10,000

Investments with an * symbol are listed in the multiple goal areas that their program addresses. The amounts shown reflect the total funding to the program.

WHY IS THIS IMPORTANT?

Financial stability is fundamental to the well-being and equity of our community in Southern Maine. When individuals and families cannot afford essentials like food, housing, and utilities, they have to sacrifice other things like quality child care, prescription medications, nutritious food, or saving for an emergency.

United Way of Southern Maine invests in partners and United Way-led programs that help our neighbors address immediate needs, like food access, and improve overall financial stability.

UNITED WAY OF SOUTHERN MAINE'S COMMUNITY INVESTMENTS IN THRIVE2027 GOAL 2

Organization / Initiative	Investment	Amount
211 Maine	24/7 Maine Helpline* Offers free, confidential information and referral service that connects people across Maine to local services.	\$221,642
Avesta Housing	Homeless to Housing Program Helps formerly homeless Avesta Housing residents maintain housing stability.	\$22,000
Boys & Girls Clubs of Southern Maine	Expanded Learning & Enrichment* Provides a supportive, safe space through the Youth Club House for after school and during the summer.	\$68,000
Caring Unlimited	Audrey's House Emergency Shelter Provides emergency shelter for people experiencing homelessness due to domestic violence.	\$10,000
Catholic Charities Maine	Refugee and Immigration Services Provides low-cost immigration legal services.	\$25,000
Catholic Charities Maine	Child Development Center, Biddeford ME* Provides high-quality child care to children 6 weeks to 12 years.	\$20,000
Community Dental	Oral Healthcare "Access" Increases access to oral health care services for individuals and families.	\$7,346
Creating, Assets, Savings, and Hope (CA\$H) Greater Portland	Financial Stability Empowers Maine individuals and families to achieve long-term financial stability.	\$60,100
Emerging Leaders United (formerly Brick & Beam Society)	Investment TBD* Invests in early literacy and science, technology, engineering, arts, and mathematics (STEAM) opportunities for kids.	\$10,000
Emerging Leaders United / Boys & Girls Clubs of Southern Maine	South Portland Programs* Provides after school mentoring and activities for middle schoolers.	\$25,000
Emerging Leaders United / Portland Community Squash	Rally Portland* Serves individuals and families through after-school, weekend, and summer youth development programs.	\$25,000



FINANCIAL STABILITY + MOBILITY INVESTMENTS

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UNITED WAY OF SOUTHERN MAINE'S COMMUNITY INVESTMENTS IN THRIVE2027 GOAL 2 (CONTINUED)

Organization / Initiative	Investment	Amount
Fair Tide Inc.	Fair Tide Housing and Case Management Program Provides housing and supportive services.	\$10,500
Furniture Friends	Diversity, Equity, and Inclusion Initiative Gathers feedback to improve racial justice in ongoing efforts to advance financial stability of community members.	\$10,000
Girl Scouts of Maine Inc.	A Place for Girls* Supports staff-led, place-based leadership development.	\$9,375
Greater Portland Workforce Initiative	Dual-Customer Workforce Pipeline Addresses employment barriers for job seekers and employers.	\$168,155
Homeless Response System	Service Hub Coordination Coordinates a standardized pathway to housing resources for individuals experiencing homelessness.	\$98,000
Immigrant Legal Advocacy Project (ILAP)	Work Authorization and Legal Status for Immigrants Secures legal services and provides educational outreach for immigrant families in Cumberland County.	\$25,000
In Her Presence	Bridge to Career Fulfillment Supports the career trajectory and enhances financial stability for immigrant women.	\$10,000
Legal Services for Maine Elders	Southern Maine Legal Helpline for Older Mainers Provides elder Mainers with free legal advice.	\$13,000
Northern Light Mercy Hospital	McAuley Residence* Expands access to family-centered education and household supports for women in recovery.	\$30,000
Portland ConnectED - Starting Strong	Portland Works for Kids: Child care access for workforce participation Increases child care access for workforce participation.	\$5,000
Portland Housing Authority	EmpowerME Offers coordinated approach to family stabilization, financial/career advancement, and asset building.	\$10,500
Portland Public Schools/ Portland Adult Education	Street Academy Provides wraparound support services to youth with a history of homelessness.	\$5,000
Preble Street	Stabilization, Shelter, and Housing Bridges the gaps for renters who have been experiencing homelessness.	\$43,225
Quality Housing Coalition	Project HOME Provides year-long culturally and linguistically appropriate housing stabilization.	\$20,000

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UNITED WAY OF SOUTHERN MAINE'S COMMUNITY INVESTMENTS IN THRIVE2027 GOAL 2 (CONTINUED)

Organization / Initiative	Investment	Amount
Sanford-Springvale YMCA	Trafton Senior Center Offers a safe and welcoming environment for older adults to gather.	\$1,736
Thrive2027	Backbone Support* Provides operational support for Thrive2027 with focus on equity & community engagement.	\$25,000
Through These Doors	Emergency Shelter Provides emergency shelter for adult survivors of domestic violence and their children.	\$15,000
United Recovery Fund	Employment and Life Supports for Clients* Provides supports for people re-entering the workforce.	\$6,000
United Ways of Maine	ALICE (Asset Limited, Income Constrained, Employed) Supports awareness and education campaign.	\$90,000
Women United	Investments TBD* Invests in programs that advance single mothers and their children.	\$28,000
Women United / Boys & Girls Clubs of Southern Maine and A Company of Girls	Anchoring Youth to Succeed* Provides after school program with wraparound services for youth.	\$68,750
Women United / New Ventures Maine	Mothers Thriving* Supports class series, group support, and coaching for mothers.	\$22,543
Women United / The Opportunity Alliance	Project WIN* Provides evidence-based coaching and support for single mothers and their children.	\$110,000
Women United / York County Community Action Corporation	MomCore* Offers targeted coaching program focused on improving financial knowledge and household stability.	\$30,000
York County Community Action Corp	A Place for Us Provides housing and supportive services to families who are homeless or at risk of homelessness.	\$25,000

In addition to Community Impact Grants, United Way of Southern Maine also secured \$1,039,058 this year through the Emergency Food and Shelter Program (EFSP) to support local individuals and families in York and Cumberland Counties. This funding supports the vital work of various organizations in our community.



HEALTHY LIVES INVESTMENTS

Supports Thrive2027 Goal 3 ▶ By 2027, reduce preventable, premature death by 10%



WHY IS THIS IMPORTANT?

Our entire community benefits when we connect those in need with mental health or substance use treatment, resources, and services that help them begin and stay on their recovery journey. Mental health challenges and substance use disorders both cause and can be exacerbated by financial instability. That's why United Way of Southern Maine mobilizes our community around efforts that promote mental health and reduce harm, prevent substance misuse, and provide treatments and support to foster recovery for youth and adults.

UNITED WAY OF SOUTHERN MAINE'S COMMUNITY INVESTMENTS IN THRIVE2027 GOAL 3

Organization / Initiative	Investment	Amount
211 Maine	24/7 Maine Helpline* Offers free, confidential information and referral service that connects people across Maine to local services.	\$221,642
Commonspace (formerly Amistad)	Peer Outreach Worker Program Provides outreach to our unhoused community.	\$19,000
Day One	Adolescent and Family Community Treatment Services Supports for individuals who have been impacted by substance use and mental health challenges	\$38,000
Day One	Adolescent Residential Treatment Services Offers flexible stay program for teenagers.	\$19,000
Day One	Street Program Provides mental health and substance use counseling and low-barrier outreach for youth.	\$32,808
Frannie Peabody Center	Client Services Provides comprehensive and specialized HIV client services.	\$28,700
Greater Portland Health	Behavioral and Mental Health Services in Greater Portland's School Based Health Centers Offers students medical, behavioral, and dental health care during the school day.	\$23,750
Kids First Center	Helping Children Thrive* Provides support for families during separation and divorce and teaches resilience skills that last a lifetime.	\$3,675
Maine Access Points	York County Harm Reduction and Overdose Prevention Program Promotes community-based harm reduction and overdose prevention services and resources.	\$22,800
Maine Association For New Americans	Community Wellness and Peer Support Program Promotes well-being and empowerment of immigrants and refugees.	\$28,500
Milestone Recovery	HOME Team Provides an outreach program for individuals experiencing homelessness and substance use or mental health disorders.	\$62,320

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HEALTHY LIVES INVESTMENTS

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UNITED WAY OF SOUTHERN MAINE'S COMMUNITY INVESTMENTS IN THRIVE2027 GOAL 3 (CONTINUED)

Organization / Initiative	Investment	Amount
Northern Light Mercy Hospital	McAuley Residence* Expands access to family-centered education and household supports for women in recovery.	\$30,000
Our Place Portland Inc.	Whole Family Health* Offers low-income families of the East Bayside neighborhood with after school groups, family advocacy, and summer camps.	\$8,250
Pine Tree Legal Assistance	Safe and Stable Families Thrive Provides coordinated community response to end domestic and sexual violence.	\$57,000
Portland ConnectED - Starting Strong	First4ME Portland* Provides comprehensive early care & education to support school readiness.	\$72,500
Preble Street	Health Services Bridges gaps in healthcare services for people experiencing homelessness.	\$28,251
Presente! Maine	La Red Matriarcal Provides a safe space for Afro-Indigenous Latine matriarchs and their children to learn and engage.	\$8,075
Sexual Assault Response Services of Southern Maine	Children's Advocacy Services* Offers free and confidential support for individuals impacted by sexual violence.	\$10,500
Spurwink	Cumberland County Children's Advocacy Center Brings together agencies addressing child sexual abuse.	\$11,400
Spurwink	Outpatient and Community Services Youth Mental Health Program Provides school-based behavioral health treatment and care coordination.	\$28,500
Spurwink	Spurwink Responds Expands outpatient psychiatry and case management in Biddeford.	\$38,000
The Center for Grieving Children	Bereavement Peer Support Offers peer grief support for individuals and families.	\$38,000
The City of Portland - Public Health Division	Resettlement Program- Mental Health Liaison Addresses needs of New Mainers using culturally-informed approaches.	\$19,000
Thrive2027	Backbone Support* Provides operational support for Thrive2027 with focus on equity & community engagement.	\$25,000



HEALTHY LIVES INVESTMENTS

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UNITED WAY OF SOUTHERN MAINE'S COMMUNITY INVESTMENTS IN THRIVE2027 GOAL 3 (CONTINUED)

Organization / Initiative	Investment	Amount
Through These Doors	Advocacy & Victim Services Provides support services for domestic violence survivors including advocacy, safety planning, & resource sharing.	\$23,750
United Recovery Fund	Employment and Life Supports for Clients* Provides supports for people re-entering the workforce.	\$6,000
United Way of Southern Maine	Overdose Prevention Provides training and access to overdose prevention practices in underserved communities.	\$5,000
United Way of Southern Maine	Read Away* Supports literacy and connection between incarcerated parents and their children.	\$5,000
Valo	Data Collection & Measurement Work Improves data collection and programmatic measurements.	\$10,000
Vet To Vet Maine	Peer Companion Program Connects trained veteran volunteers with fellow veterans who need a friend.	\$6,650

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MOBILIZING THE GENEROSITY OF SOUTHERN MAINE

Throughout the year, United Way of Southern Maine mobilizes the resources of hundreds of local organizations and individuals to improve lives across Southern Maine. The United We CAN Food Drive + Sculpture Contest collected more than **25,000 meals**, the Heat Week and Project Heat telethons provided an estimate **1,291 Maine households** with emergency heating assistance, and the Day of Action bolstered local non-profits with **3,600 volunteer hours** in a single day.



United.



Join us in tackling community challenges that prevent people from achieving economic stability and leading healthy lives.

**UNITED FOR
FOOD | HOUSING | CHILD CARE | MENTAL HEALTH**



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of Southern Maine**