

# United Way of King County

**PSGA Funder Forum 2022**

# Overview

- What is UWKC?
- Strategic Plan for 2022-2025
- On the Horizon funding opportunities
- Insider knowledge and recommendations

# Ruel Olanday Jr.

*Associate Director for Education Strategies*

Innovative, purpose-driven leader with a steadfast commitment to the empowerment of youth and communities impacted by racial inequity. Sought-after expert on BIPOC youth development and systems change with a proven history of building bridges across community organizations, philanthropy, and the education system.



## At-a-glance

We mobilize resources to support our neighbors the best way we can. We work towards racial justice by transforming inequitable systems, to create a community where all people have homes, students graduate and families are financially stable. At our heart, we value our shared partnerships with people and communities across our region—actively listening to, learning from, and being held accountable by. We believe in collective action and where we put people first—always. Come join us on this journey as we work towards building a just and an equitable community where all people thrive.

# Strategic Road Map

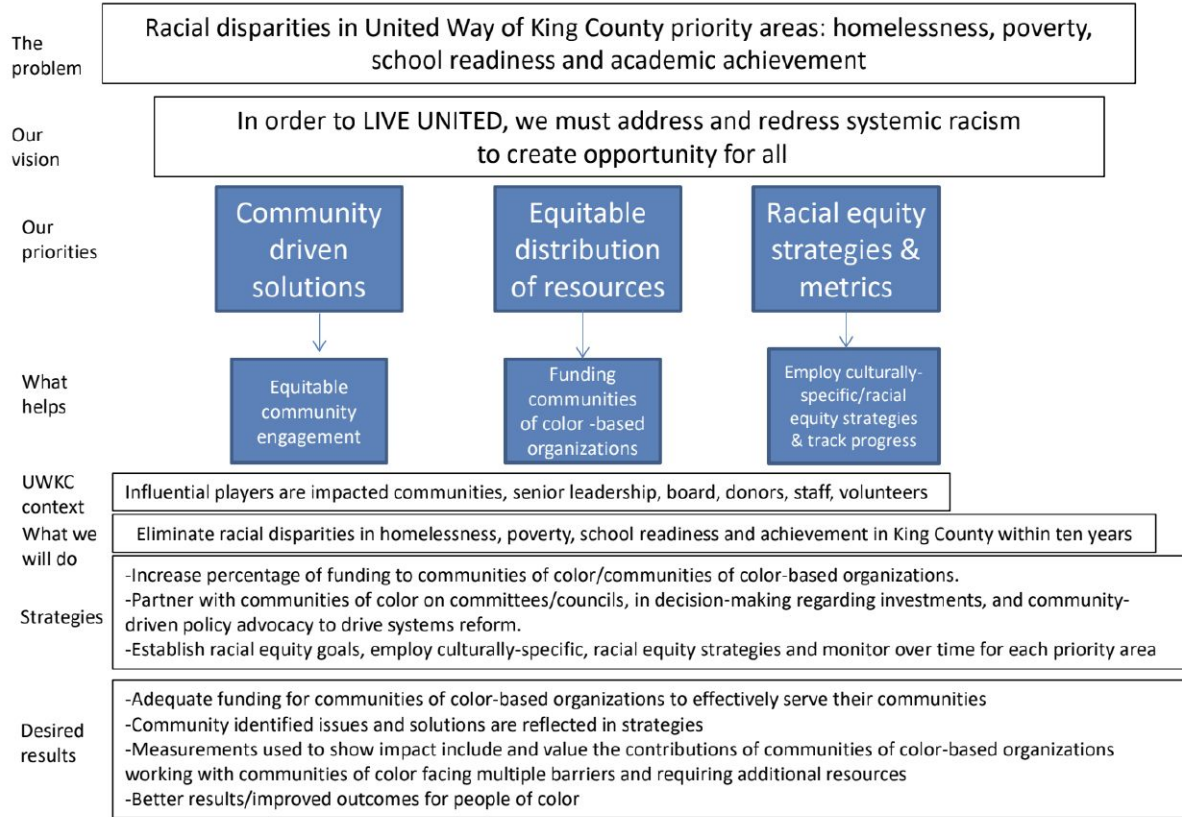
## 2022-2025

United Way of King County recognizes the significant challenges in housing stability and homelessness, poverty, and education and the disproportionate impact on BIPOC communities. The change we seek requires a new approach, one shaped by those furthest from justice, informed by racial equity, and committed to multi-tiered implementation. Our focused approach requires authentic engagement with BIPOC communities and will include grantmaking, direct service, advocacy, and policy change.

We will be proactive instead of reactive. We aim to be well-informed and connected to the lived experience of our BIPOC neighbors and those living on low incomes. Having this knowledge will enable us to take a proactive stance on who we are and what we do and do not stand for. By prioritizing BIPOC voices, we will remain informed and dedicated to the strategies and services that those BIPOC voices tell us are needed.

SCOPE	INCLUDES
GEOGRAPHIC SERVICE AREA	<p>United Way of King County seeks to improve the lives of those in need who live and/or work in King County.</p> <ul style="list-style-type: none"> <li>• Programs will be King County specific.</li> <li>• Systems change work will be local, statewide, and federal, with priority to King County.</li> </ul> <p>United Way of King County will avoid being Seattle-centric.</p>
PROGRAM PARTICIPANTS (who we listen to)	<p>In seeking to improve the lives of all those in need, United Way of King County will seek to elevate BIPOC voices and those experiencing the greatest disparities.</p> <ul style="list-style-type: none"> <li>• Community and Supporters</li> <li>• Clients</li> <li>• Collaborative Partners/Grantees</li> <li>• Volunteers</li> </ul> <p>United Way will connect like-minded donors in vibrant giving communities harnessing the power of collective giving to solve our local community's challenges.</p> <ul style="list-style-type: none"> <li>• Individual Donors</li> <li>• Corporations</li> <li>• Foundations</li> <li>• Government Partners</li> <li>• Fundraising Ambassadors</li> </ul> <p>United Way of King County will avoid an explicit focus on those outside of King County, as well as an emphasis on passthrough giving.</p>
ISSUE AREAS AND LEVERS	<p><u>Issue Areas</u> - United Way of King County will proactively develop initiatives, organizational strategy and solutions driven by BIPOC voices and lived experiences to address the following BIPOC community challenges:</p> <ul style="list-style-type: none"> <li>• Fighting housing instability and homelessness</li> <li>• Helping students graduate</li> <li>• Breaking the cycle of poverty</li> <li>• Strengthening BIPOC communities through structural support</li> </ul> <p><u>Levers</u> - In order to address the above issue areas, United Way of King County will utilize:</p> <ul style="list-style-type: none"> <li>• Grants/investments in United Way of King County's community partners;</li> <li>• Advocacy at all government levels for policy/systems change;</li> <li>• Partnerships with government and other philanthropic partners;</li> <li>• Individual donor advocates;</li> <li>• Volunteer engagement; and</li> <li>• Direct service.</li> </ul>
FUNDING SOURCES	<p>A diversified funding base including:</p> <ul style="list-style-type: none"> <li>• Private and public grants</li> <li>• Individual giving</li> <li>• Corporate support</li> <li>• Event revenue</li> </ul>

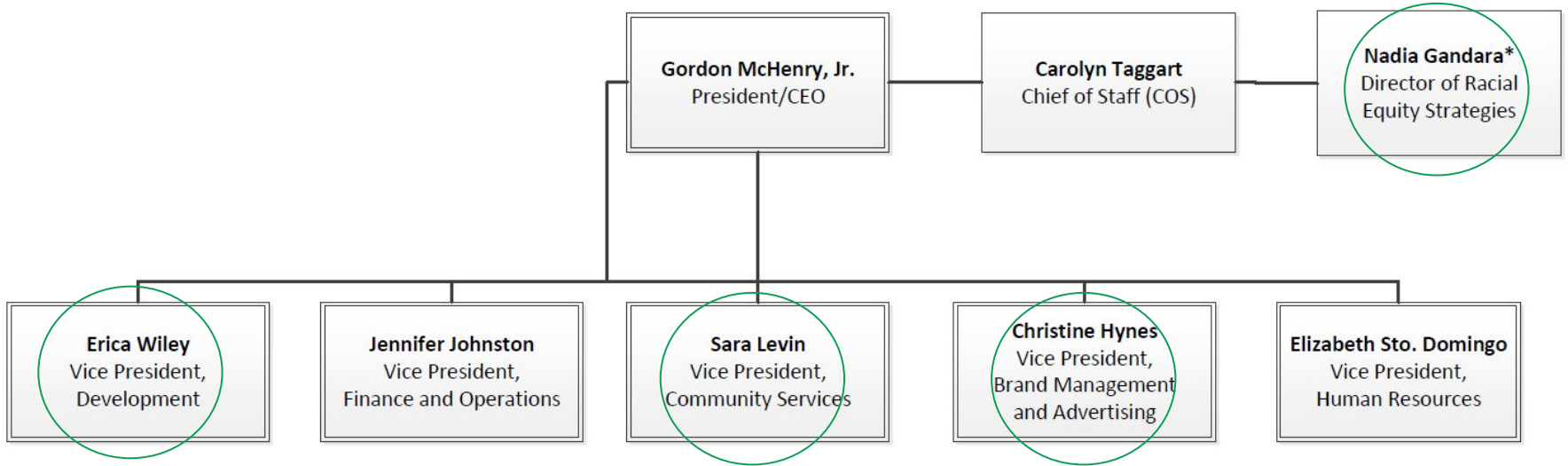
# Strategic Road Map 2022-2025



# On the Horizon

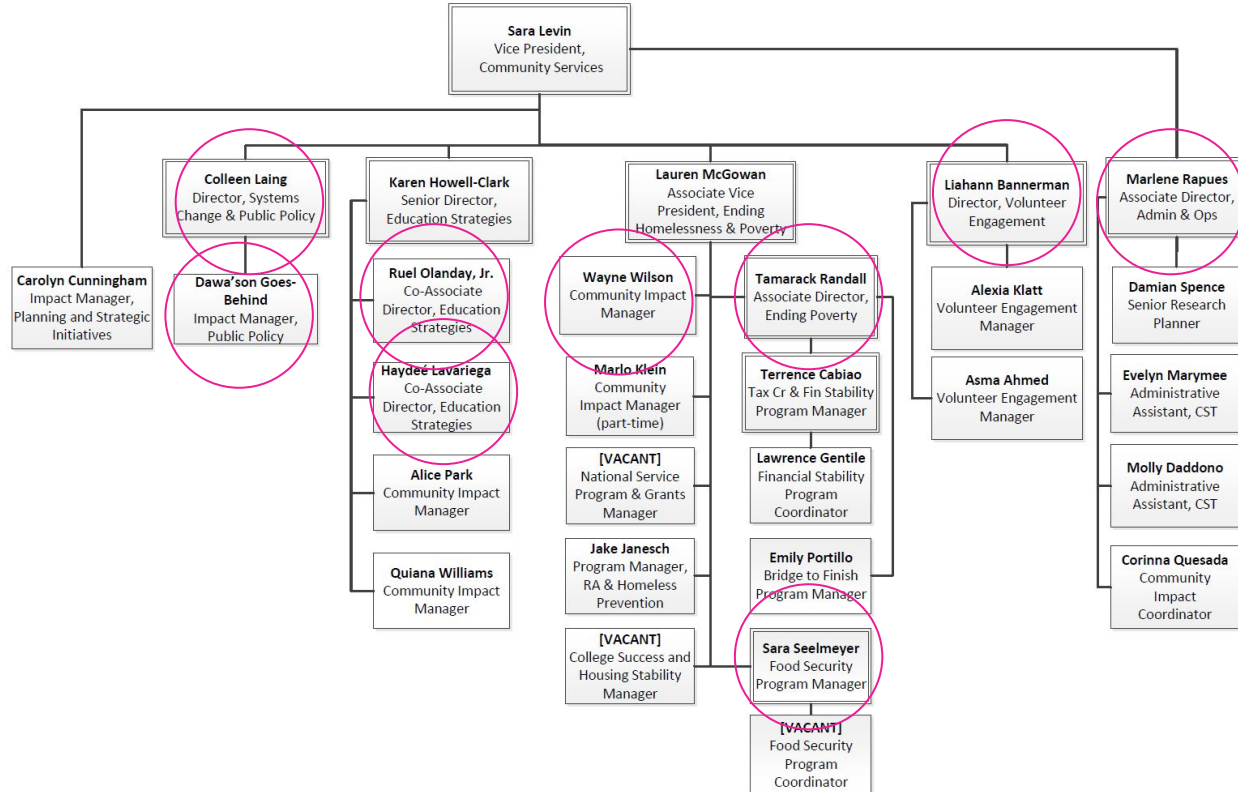
- Emergency Food
- Housing/Rental Assistance
- *Supportive funding for the housing workforce*
- Community/Volunteer engagement
- Education/Youth Development - Love & Liberation/BIPOC led-models
- BIPOC Led/Owned Family Child Care
- Indigenous Communities Fund
- Black Community Building Collective

# Insider Knowledge





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- No open RFPs in 2022, but will be in 2023.
- Start relationship building now to CST staff key decision makers.
- Your work must have a clear racial equity analysis to your work.
- The future of UWKC will likely fund BIPOC led nonprofits and/or nonprofits with strong demonstrated ties, trusted partnerships, and aligned values to BIPOC communities.
- Funding opportunities will likely range from \$70,000 - \$1M. Different requirements based on funding resource.
- Landscape of donor contributions is shrinking.
- [UWKC Contact List 2022](#)

# UWKC Inaugural Annual BBQ

June 18, 2022  
11 a.m. to 3 p.m.  
Renton Memorial  
Stadium / Renton, WA

As communities throughout King County sheltered in place and took care of each other these past two years, we've all been dreaming of getting back together outside in a big way. We're bringing this dream to life with the first Annual Community BBQ! We're firing up the grill to warm up the community and EVERYONE is invited!

The Annual Community BBQ offers a chance to gather with friends and make new ones. Enjoy music and dancing, delicious BBQ, carnivalesque fare and family-friendly games, a maze of bouncy houses and inflatables, playing catch with Doug Baldwin Jr. and his friends, and a few other surprises!

Register here: [www.eventbrite.com/e/annual-community-bbq-tickets-317199190317](https://www.eventbrite.com/e/annual-community-bbq-tickets-317199190317)

# Questions?

Thanks for joining!