



UNITED  
WAY

# GLOBAL REACH, LOCAL IMPACT: UNITED IS THE WAY™

2024 ANNUAL REPORT

# 24



# OUR MISSION AND VISION

**United Way seeks to improve lives by mobilizing the caring power of communities around the world to advance the common good.**

True to our founding spirit, whenever there is a need in our communities, United Way is there. We bring a comprehensive approach to every challenge, actively listening and responding to local needs. Our reach across tens of thousands of communities means we can share innovations and scale impact to improve lives around the world.

**We envision a world where every person in every community is thriving.**

From strengthening local resilience to advancing health, youth opportunity, and financial security, we're working towards a future where every person in every community can reach their full potential.

**We're a community action network with deep local roots in tens of thousands of communities around the world. Our superpower is our ability to mobilize neighbors, donors, volunteers, and partners from all backgrounds to unite towards a common goal: helping every person in every community thrive.**

**UNITED IS THE WAY.™**







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To Our United Way Community,

It is my pleasure to share United Way Worldwide's 2024 Annual Report. Inside, you'll find a snapshot of our programs, services, and impact in more than tens of thousands of communities across the globe.

We began 2024 with a renewed determination to build on our legacy of community service that spans cultures, generations, and geographies. At United Way, we know that trust is earned, and it begins with listening. We understand that terms like "homelessness" and "unstable housing," "hunger" and "food insecurity," and "working poor" and "poverty" are not interchangeable. These words carry real meaning for real people facing complex challenges. Within the following pages, you will see how United Ways are responding to those nuances with compassion, innovation, and a commitment to scale what works.

We also took a hard look at the future of our global network. We asked ourselves what it would take to remain not only effective, but essential in the years to come. We knew we needed to imagine a global network of United Ways that would be impactful, relevant, and sustainable for our next century of service.

In 2024, we made remarkable progress in building the foundation for our transformation journey.

We launched our refreshed brand with nearly 400 local United Ways in October to clarify our global strategy and the compelling stories of our impact around the world. With data and insights from our global impact survey and 211 impact survey, we activated our "United is the Way" campaign. And we engaged with local United Ways across the globe to take the first critical steps in co-creating a transformation strategy that will guide us for the next decade and help our communities navigate the challenges of our rapidly changing world.

In 2024, Hurricanes Helene and Milton devastated communities across the southeastern United States, reminding us how quickly local emergencies can become global calls to action. Thanks to our presence in these communities and the trust we've built there, we were able to respond with speed, insight, and empathy.

With support from United Way Worldwide, local United Ways and the 211 helpline network—which operates on the frontlines in impacted communities—connected people with vital resources, services, and real-time information, and provided emergency funds, temporary housing, and trauma support.

During times of crisis and every day in 2024, 211 continued to provide invaluable services to connect people to resources and to offer hope and guidance. Whether that was by connecting people to job training, affordable housing, food access, or utility support, 211 remained a first call for individuals in need and a trusted partner in building long-term solutions. Together with AARP, in 2024, United Way Worldwide expanded the 211 caregiver program, unlocking necessary support for family caregivers. And with General Motors' ongoing financial support, we continued to leverage the strength of United Ways, the 211 network, and our partners to address the unmet transportation needs of individuals and families across the country through the highly successful Ride United Programs. I'm proud that through Ride United: Last Mile Delivery, we can get food and essential items to those in need.

In communities around the world, United Ways are doubling down on sustainability through investments in infrastructure, technology, and resource efficiency. For us, sustainability is a strategic imperative to ensure our impact is enduring and transformative.

As we look ahead to 2025, we invite you to continue this journey with us. Thank you for your steadfast support, your partnership, and your belief in what's possible when we work together. We know that together, we thrive.

With gratitude,



**Angela F. Williams**  
President & CEO  
United Way Worldwide



Dear Friends,

2024 was a defining year for United Way Worldwide—a year that tested communities around the globe and proved the extraordinary power of people coming together. Through economic uncertainty, weather-related emergencies, and social challenges, United Way's local leaders, staff, and volunteers rose to meet the moment, creating real and lasting impact for the families and communities who rely on us.

As Chair of the Board of Trustees, I witnessed firsthand how this global network draws strength from collaboration. Together with President and CEO Angela F. Williams and her executive team, the Board embraced bold thinking to chart a future for United Way that is more resilient, more innovative, and better prepared to meet the challenges ahead. We focused on empowering our teams with the resources, flexibility, and strategic guidance they needed to act quickly—whether responding to natural disasters or seizing opportunities to strengthen local impact.

The stories in this Annual Report reflect that work. They highlight communities that are thriving because donors, partners, and volunteers believed in our mission. They also illustrate how United Way continues to evolve—developing new partnerships, embracing innovative solutions, and ensuring that every dollar entrusted to us drives measurable results.

I am proud to serve alongside an exceptional group of trustees whose expertise spans philanthropy, health, technology, finance, and policy. Their leadership has not only safeguarded United Way's financial integrity, but also fueled the creative ideas and strategic initiatives that make our network stronger than ever.

The momentum we carry into 2025 belongs to all of you. Your trust and generosity enable United Way to remain a global force for community transformation. Together, we will continue to meet challenges head-on—and turn them into opportunities to build a brighter, more resilient future for everyone.

With gratitude,



**Yuri Fulmer**

Chair

United Way Worldwide Board of Trustees





# LAUNCHING OUR TRANSFORMATION

The change we need now for the future we want to create.

Since 1887, United Way has been the connector at the heart of community change. Throughout our history, our ability to adapt to the evolving needs and challenges of the moment has been instrumental to our success.

But today, as systemic and societal changes begin to outpace our current operational model, we are once again at a moment that requires us to adapt – with urgency. We know we must transform to be the agile, future-ready leader our communities need – now and for decades to come.

That's why we're undertaking a transformation journey – to ensure that United Way is impactful, relevant, and sustainable for our next century of service.

## Activating our Transformation Strategy

To achieve our full potential, we have some big work to do – together.

### EXPAND IMPACT

Drive big, measurable outcomes that enhance Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency.



### ELEVATE RELEVANCE

Deliver on our mission as a unified global brand, with responsive, innovative community solutions.

### STRENGTHEN SUSTAINABILITY

Grow and steward the resources needed to accelerate change at scale.





## United Way Through the Years

For more than a century, our ability to transform to meet the needs and opportunities of the times has been woven into the fabric of our network. In 2024, United Way Worldwide engaged the network to take the first critical steps in co-creating a transformation strategy that will guide us for the next 10+ years and ensure that we remain capable of helping our communities navigate the challenges of our rapidly changing world.

### 1887 – United Way is Founded

United Way founded in Denver, CO as the Charity Organizations Society in response to wealth inequities and resulting social issues.

### 1920s – Community Chest Expands

First evolving to support the war effort during WWI, Community Chests proliferate, serving people impacted by the Great Depression.

### 1950s – First United Fund

Under the motto of “Give Once for All”, the first United Fund in Detroit, MI hosts a single campaign that includes Community Chests, local and national charities.

### 1970s – United Way of America and United Way International are Established

United Funds unify under the banner of United Way of America, as they tackle social challenges. United Way International is also born.

### 1980s – United Way of America Increases Fundraising and Impact

UWA accelerates fundraising and impact through corporate partnerships and new community investment models.

### 2000s – 211 Network Created, United Way Worldwide Established

The 211 network takes off; United Way adopts a community impact model to address societal issues at scale; UWA and UWI merge to become United Way Worldwide.

### 2024 – United Way Transformation Begins

United Way embarks on a Transformation journey to ensure we remain impactful, relevant, and sustainable for our next century of service.



# REFRESHING OUR GLOBAL BRAND

**Reintroducing the public to who we are and what we do.**

In 2022, we began to revitalize our brand to diversify United Way's audiences and increase global awareness and understanding. Through interviews and focus groups with nearly 100 key stakeholders and a survey of more than 700 staff and 6,000 prospective donors, we developed a brand strategy centered around a defining insight: United Way mobilizes communities to action so all can thrive.

The aim of our brand refresh is to clarify what we stand for, how we are different from other community-serving organizations, and why audiences should engage with and support us. Our brand research indicated that many people don't understand the critical role we play in improving lives and strengthening communities. Our refreshed brand is intended to strengthen and amplify

our relevance so that more people will believe in – and support – our vision of a vibrant future for all.

On Wednesday, October 23, 2024, United Way Worldwide – in partnership with nearly 400 early brand adopter United Ways from around the world – publicly launched our refreshed global brand. Since then, additional cohorts of local United Ways have joined, bringing the total number of United Ways adopting the refreshed brand to over 700.

United Is The Way™ is the theme of our global brand awareness campaign. By activating our name into a declarative statement of purpose, United is the Way™ invites all people and communities to take action and make a bigger impact, together.

## United Way Brand History: Our Logo Evolution



1922



1950



1952



1972



2004

2024  
CURRENT



**UNITED  
WAY**



# UNITED IS THE WAY™ CAMPAIGN

## United Is The Way™ PSA

Launched October 23rd



Scan the QR code  
to watch the PSA

## United Way in the News

# 1.4 Billion

Impressions in Q4

VARIETY

Forbes

AP

CBS NEWS

billboard

THE HOLLYWOOD REPORTER

## Local United Ways Bring the Brand to Life



Staff at United Way of Racine County (WI, USA) embraced the **“awkward family photo”** trend to highlight our fun, engaging brand personality.



Staff at United Way of Denton County (TX, USA) showed up as brand champions in this creative **United is the Way™** campaign video post.



Staff at United Way of Mid-Willamette Valley (TX, USA) launched the refresh on their social media with a group photo donning **new branded merchandise**.

## WOMEN UNITING FOR GOOD 2024 CONFERENCE

The Women Uniting for Good Conference held on October 22-23, 2024 in Baltimore, MD brought together women leaders from diverse backgrounds who are dedicated to driving positive community change.



# UNITED IS THE WAY TO YOUTH OPPORTUNITY

Every young person deserves the opportunity to thrive.

We're helping young people realize their potential from cradle to career by improving childcare and early childhood education, strengthening youth literacy skills, supporting learning outside of school, engaging families, and equipping young people for jobs and postsecondary education.

## Creating Opportunities for Kids to Succeed

At United Way, we don't focus on just one issue. We know that helping every child thrive is a complex challenge that involves families, people from across the community, and leaders from every sector working together.

That's what's happening in Lakeland, Florida – home to the **Publix** supermarket chain, one of United Way's valued corporate partners. With strong and long-term support from Publix leaders and employees, **United Way of Central Florida** provides families with comprehensive support to ensure their kids start school ready to succeed.

At the Carol Jenkins Barnett United Way Children's Resource Center, United Way's Great Beginnings program helps infants learn language through play and improves communication in preschoolers. Building Blocks introduces young children to science, technology, education, the arts, and math (STEAM) through hands-on, interactive learning activities. ReadingPals pairs community volunteers with children to work on reading skills, while Born Learning provides tips for parents and caregivers to make everyday moments learning opportunities. The Master Teachers program enhances childcare workers' teaching skills, and **Dolly Parton's Imagination Library** sends free books directly to children's homes each month through age 5. Families are supported with everything from free developmental screenings for children, health fairs, parenting classes, support groups, and free tax prep help.

## Equipping Schools, Parents and Caregivers to Boost Childhood Literacy

In the U.K., almost 1 million children don't have books of their own at home. And 15% of primary schools don't have libraries. With its partners, **United Way UK's** Reading Oasis program donates entire libraries to schools that lack reading resources.

Designed in collaboration with children, teachers, and educational experts, every Reading Oasis includes:

- Specially designed furniture and decor encouraging children to pick up a book, sit down, and read
- Hundreds of new books from United Way's partner, Scholastic Books
- Books for every child to take home and keep
- Resources for parents, childcare providers, and teachers with tips for reading with children

The Reading Oasis program has installed more than 55 school libraries; donated more than 70,000 books; and impacted more than 16,000 children across the U.K. At the Nightingale Primary School's Reading Oasis, the percentage of children reaching expected standard reading in their SAT results in 2023 was 93%, compared with 60% before the opening of the library.



**It has been genuinely heartwarming  
to witness the progress each child  
I've worked with has made.**

**John L. Callaway, III**  
ReadingPals volunteer





Of young people served by United Way in 2023-2024:



graduated  
high school  
on time



56%

of K-3rd graders were  
reading at grade level



1.9M

youth recieved enrichment  
or 1-on-1 help outside  
of the classroom

# UNITED IS THE WAY TO FINANCIAL SECURITY

Everyone deserves the opportunity to earn a living that can sustain a family and build security for future generations.

We help hard-working families make ends meet while connecting them with education, financial tools, and job training opportunities to empower them to create a better, more sustainable future for themselves and their loved ones.

## Building Community Through Free Pantries

In Portland, Australia, hunger became a growing concern during the COVID-19 pandemic. In response, **United Way Glenelg** repurposed its Little Free Libraries – providing food instead of books. Libraries became pantries, so anyone in need could access free food 24/7, discreetly and without judgement. Volunteers build and stock the pantries located around the community.

Even now, community members say the pantries continue to meet an important need. “We are struggling lately,”

said one pantry user. “Some days my husband and I don’t eat so that our kids do. The pantry has helped us get through some hard days.”

The program continues to expand with support from another volunteer group, the **Heywood Men’s Shed**. Despite the name, the group includes 15 men and 13 women, all over 40 and unemployed. Based at a hospital, they typically refurbish furniture, but after United Way Glenelg approved their first pantry design, they began building more. “They are all over our area,” says Sandra, the group’s secretary. “We’ve got little libraries and pantries everywhere.”

**Some days my husband and I  
don’t eat so that our kids do.  
The pantry has helped us get  
through some hard days.**





Of adults served by United Way  
in 2023-2024:

Filing taxes for free through  
United Way generated



**\$541M+**

in returns



**74%**

of people in financial  
coaching reduced spending  
and increased income



**1.2M**

received housing support

## Financial Coaching Lifts Up Families

Nearly 70% of working households in Detroit struggle to afford essentials. In response, **United Way Southeastern Michigan** launched the Detroit Financial Well-Being Innovation Challenge, in partnership with the **University of Michigan's Poverty Solutions**. This initiative brought together over 60 organizations, combining their expertise and ideas to improve financial stability in Detroit.

One result was the Family Mobility Savings Program, which provides financial literacy support, incentives, and matched savings for participants to build long-term financial security. The program aims to connect education with resources, fostering financial independence, and healthy financial habits.

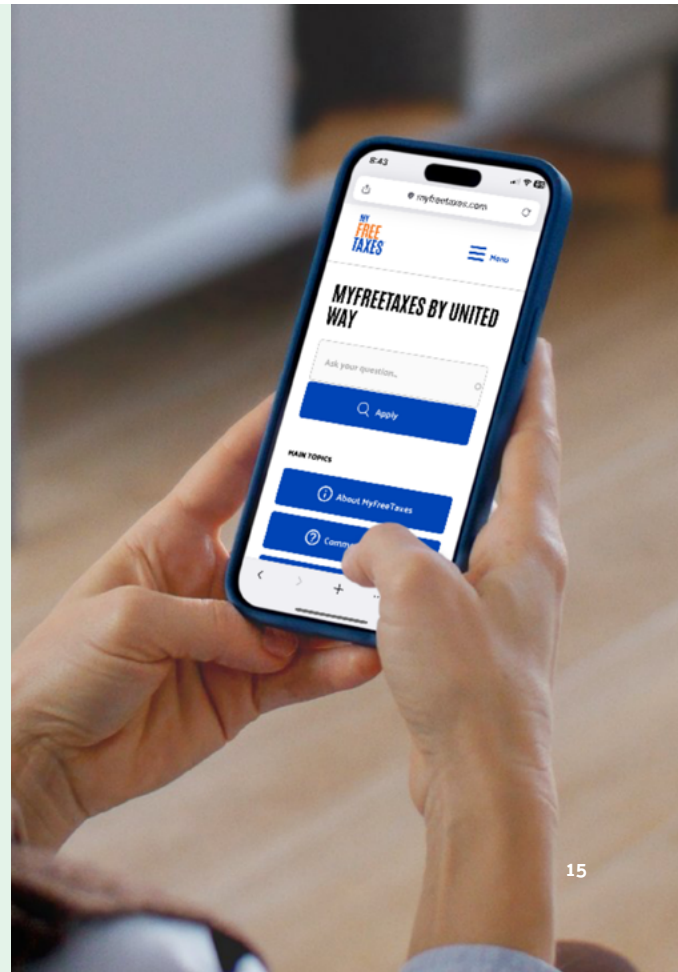
Over six months, participants receive coaching and support to help them achieve their financial goals, stay accountable, and access needed resources. Ashley Strozier provided personalized support to participants as the Family Mobility Coordinator.

"I've been able to accomplish a lot in my time here, and I feel like I am just getting started," she says, "but the thing I love the most about my position is being able to help people move from struggle to success."

## United Way Resources for Financial Security

We think everyone should have the information they need to manage their short and long-term financial needs (without the sales pitches!). We've asked the experts for their best practical advice to help every person achieve greater financial security. Our online **My Smart Money** resources ([www.unitedway.org/my-smart-money](http://www.unitedway.org/my-smart-money)) help people navigate financial challenges. We also work with financial institutions and community partners to make financial education, coaching, and related services more accessible to people who need them.

Across the U.S., United Way partners with the **United States Internal Revenue Service (IRS)** and its **Volunteer Income Tax Assistance (VITA)** program to provide free, easy, online tax filing through United Way's **MyFreeTaxes** program. UWW and hundreds of local United Ways helped more than 53,000 people with free, qualified tax prep in 2024. Find free tax guides for small businesses, entrepreneurs, and more at [myfreetaxes.com](http://myfreetaxes.com).



# UNITED IS THE WAY TO HEALTHY COMMUNITY

Everyone deserves the opportunity  
to live their healthiest life.

We help people overcome barriers to good health by improving access to nutritious food and quality health education and services, including preventative care, maternal and child health, mental health support, and more.

## Supporting Families in Living Healthier Lives

A first-time mom in Guatemala, Gloria Margarita wanted to make sure her young son got a healthy start in life, but she was uncertain about infant care and feeding. Her family took part in **United Way of Guatemala's** A Thousand Days to Change a Life program, dedicated to promoting proper nutrition during a child's first 1,000 days of life.

United Way and its corporate partner, **Bayer**, gave her information and confidence. Her family (including her husband, mother-in-law, and sister-in-law) also took part in United Way's 19 Practices for Better Living project. The family got expert help in vegetable gardening, cooking from the garden, and food distribution. Margarita is eager to share her knowledge with other families, saying that "without a doubt, this experience is strengthening our community."

## Bringing People Together to Feed the Community

In southern Connecticut, **United Way of Greater Waterbury** has mobilized the community around feeding the hungry. All year long, United Way convenes local food pantries and soup kitchens, a coordinated effort that maximizes the use of limited resources. Food insecurity peaks in the summer, because families relying on school-provided lunches to feed their children must find alternative food sources.

Every June, this local United Way holds its annual food drive called "Day of Action to Stock the Pantry." Volunteers and corporate partners come together to donate some 20,000 pounds of healthy food. "We serve over 200 families weekly, and the Stock the Pantry food drive allows us to provide for our clients," says Rev. Manor Tyson of **Waterbury Baptist Ministries**, a local United Way partner. Over 16 years, United Way's initiative has collected 200,000 pounds of food, reinforcing a community safety net that ensures neighbors can feed their families.

## Ride United: Innovating to Help People Stay Healthy

In 2018, United Way Worldwide launched **Ride United**, a transportation access initiative that leverages the strength of local United Ways, the 211 network, and partners to help people in need get to doctor's or Veterans Affairs appointments and more. Through 2024, Ride United has helped 125,000 riders get 500,000 rides to essential appointments.



I am so blessed to get  
my food delivered  
[through Ride United].  
I don't know what I'd do  
without this service.

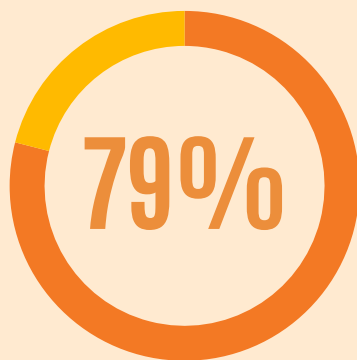
Larry (73)  
Statesville, NC







Of children and adults served by United Ways in 2023-2024:



of babies experienced positive outcomes

(full term birth, healthy birth weight, reached first birthday)



9.2M

people participated in physical activity and/or accessed healthy food



2.5M

people recieved healthcare services and supports

# UNITED IS THE WAY TO COMMUNITY RESILIENCY

Every community deserves the opportunity to prosper.

We work with our neighbors to build resilient communities that are ready for any challenge. Through initiatives in crisis response, environmental stewardship, and disaster preparedness, we are strengthening the foundations of communities for a more sustainable and secure future.

## Mobilizing Communities to Keep Children Safe

Part of what makes a resilient community is safe places – like playgrounds and parks – where children can play. But in many urban areas, children may spend more time on public transportation than playing outdoors. That’s why **United Ways in Guatemala, Colombia, and Chile** joined **Van Leer Foundation** and **FEMSA Foundation** to create public, urban spaces where young children can thrive.

A vibrant mural outside the San Francisco Market in Salayá, Guatemala, designed by local artists and painted by local children, highlights the path to a new park and children’s playground.

A few years ago, the area beyond the market was dangerous; women working as vendors there kept their children close to their stalls for safety’s sake. But a community effort has transformed the area into a joyful space, where moms can keep an eye on their children while running their businesses in the market.

It’s part of a larger, regional effort in Latin America. In recent years, similar collaborations across Guatemala, Colombia, and Chile – partnering with leaders from local communities, schools, and government – impacted over 81,800 individuals and 15,900 families. More families are spending more time in parks and on trails – part of living a healthy life and building a resilient, healthy community.

Here’s how United Ways advanced community resiliency in 2023-2024:



**58%**

of the United Way network  
provided short term  
disaster response



**35%**

supported long term  
disaster recovery



United Ways helped

**2.8M**

people get emergency  
assistance



## Rebuilding Lives After the Storm

United Way mobilizes people and resources to provide fast, critical support when disasters strike. And we're here long after the first responders have left, helping our communities rebuild and recover.

In the wake of Hurricane Helene in fall 2024, **United Way of Henderson County** in Western North Carolina leaned into its longstanding relationships to lead relief efforts reaching the most vulnerable communities, despite flooded and collapsed roads. United Way mobilized essentials like water, food, and hygiene products through a centralized distribution hub and six community resource centers across the county. They partnered with local businesses and food pantries to ensure supplies reached those most in need.

"United Way's ability to unite local and state resources is rooted in years of on-the-ground work in the community," said Kat Carlton, Executive Director of United Way of Henderson County. "Our strength lies in the relationships we've fostered. We're connected to nonprofits, schools, government agencies, and businesses. It's those relationships that have allowed us to coordinate such a rapid and effective response, even with the immense challenges we're facing."

United Way's role as a connector, leveraging its long-term relationships to mobilize resources, will continue to be critical. "This isn't just about immediate relief," Carlton said. "It's about the strength of our community and the relationships we've nurtured over decades, which will carry us through this and beyond."



**United Way's ability to unite local and state resources is rooted in years of on-the-ground work in the community. Our strength lies in the relationships we've fostered.**

**Kat Carlton**

Executive Director

United Way of Henderson County







## 211: HELP STARTS HERE

Across 36 countries, United Way is here when our communities need us. One way that happens in 99% of the U.S. and across Canada is through the 211 helpline. Supported by United Way, 211 connects people who are struggling, or in crisis, with locally available resources. It's confidential, free to use, and available in 180+ languages.

In 2024, 211 responded to 16.8 million requests for help in the U.S. And every day, trained Community Resource Specialists make 45,000 referrals to connect people to local resources. Specialists are trained to identify and address the causes of problems. They listen to understand and seek to connect people to local resources that can meet all their needs—from food, housing, and utilities to health care, jobs, and childcare—not just the one that prompted the call, text, or email to 211.



**211 is about providing hope and support at moments when people feel most alone and unable to meet their basic needs like a roof over their head.**

**Angela F. Williams**  
President and CEO  
United Way Worldwide



# ACTIVATING THE 211 NETWORK

## IN RESPONSE TO NATURAL DISASTERS

During times of crisis, 211 services have proven invaluable for connecting people to vital resources and offering hope and guidance.

### Impact of 211 Services

In the wake of the Hurricanes Milton and Helene in October, 211 call centers were activated in the impacted areas as part of the official response to the disasters, resulting in an overwhelming surge in demand. In the first two weeks following Hurricane Helene's landfall, the 211 centers in the southeast collectively handled more than 35,000 urgent calls related to disaster shelters, food and water distributions, and mental health support. This represents a significant increase in call volume compared to typical weeks, highlighting the pressing needs of those affected by the storms.

### How the 211 Network is Stepping Up

- **National Coordination:** United Way Worldwide is mobilizing 211 systems nationwide to provide backup support during disasters. Currently, 211s from Alabama, Connecticut, Louisiana, New Jersey, and Texas are assisting impacted areas, ensuring local 211s can manage surges in call volume.
- **On-the-Ground Support:** North Carolina 211 took on the critical role of handling missing persons reports at the request of the Governor. This significantly increased call and text volume to the system as the staff processed more than 16,000 missing persons reports following the severe floods in western North Carolina.
- **Resource Tracking:** 211s play a critical role in ensuring individuals impacted by disaster have access to current, vetted, and verified resource information. Leveraging existing resource staff and through partnerships with local and state governments, 211s have processes in place to ensure that call specialists provide the public with accurate information – which has proven critical during these recent storms. As we continue our relief efforts, our commitment to 211 services exemplifies the heart of United Way, ensuring that every individual receives the assistance they deserve.



#### Six 211 partners

(Houston, Connecticut, Alabama, New Orleans, Pensacola, Michigan) provided support to handle call volume surge.



**30,000+**

Calls related to the hurricanes

#### Top caller needs during hurricanes:

shelter

evacuation

food sites

clean-up

food & water distribution

RESTORING HOPE AFTER THE HURRICANES:  
**UNITED WE RESPOND**

On October 9, Hurricane Milton made landfall in Florida, causing extensive damage and flooding. This historic storm resulted in the tragic loss of life, submersion of entire towns, and the destruction of countless homes and businesses. This devastation followed closely behind Hurricane Helene, highlighting the growing emotional toll on affected communities. In this harsh reality of escalating climate disasters, the need for resilience and solidarity is urgent. Communities are not just rebuilding homes; they are reconstructing lives and restoring hope amid overwhelming challenges.

In response, United Way has mobilized extensive relief efforts focused on three priorities: coordinating rescue operations, distributing water and food, and ensuring temporary shelter for the displaced.



**Coordinating  
Rescue Efforts**

Our teams collaborate with local authorities and emergency services to facilitate rescues in the hardest-hit areas, deploying volunteers to assist with evacuations and support vulnerable populations.



**Water and Food  
Distribution**

We've established distribution centers to provide immediate access to essential supplies. In Georgia, local United Ways partnered with **Second Harvest of South Georgia** to deliver thousands of meals and bottles of water. We also coordinate essential supplies through community resource centers, including over \$30,000 in food provided by a local golf club for emergency workers.



**Temporary Shelter**

To address urgent housing needs, we're working with organizations like **Airbnb** to secure temporary accommodations for displaced residents. Over 500 households have benefited from this partnership, with Airbnb committing to 10,000 nights of housing valued at \$1 million. We're actively assessing ongoing housing needs and connecting families with safe, short-term living arrangements.

**6 STATES**

Florida, Georgia, South Carolina,  
North Carolina, Tennessee and Virginia

**330+**

Deaths

**3.3M**

Without power

**11M**

At risk of flooding

**10,000+**

Housing units from Airbnb

**\$1M**

Value of housing provided in  
partnership with Airbnb



# UNITED WAY BENEFIT FOR HURRICANE RELIEF

To help communities devastated by Hurricanes Milton and Helene, United Way Worldwide hosted our first prime-time relief benefit, broadcast live on CBS and CMT, through Paramount. Millions of people tuned in to witness the powerful work led by local United Ways to benefit storm-ravaged communities across the Southeast United States. We brought together artists and special guests and spotlighted real-life heroes to create a night of hope and healing and support recovery efforts in the region.

The incredible lineup of talent included performances and special appearances by Backstreet Boys, Billy Bob Thornton, Billy Burke, Blake Shelton, Brittney Spencer, Carly Pearce, Cedric The Entertainer, Chris Janson, Clay Aiken, Cody Alan, Jackson Dean, JB SMOOVE, Jonathan McReynolds, Kelsea Ballerini, Max Thieriot, Nate Burleson, Stephen Colbert, Taye Diggs, Tyler Hubbard, Zac Brown Band and more. The event attracted 23 million viewers

and generated 1.2 billion impressions through earned and paid media across top outlets, including Forbes, Billboard, Variety, US Weekly, and InTouch.

And thanks to the generosity of individual donors and our corporate partners, we raised more than \$11.2 million for the United Way Disaster Relief Fund to support those directly impacted by the hurricanes, including delivering immediate aid to communities in crisis.

Scan the QR code to watch the Benefit recap:





PHILANTHROPY SPOTLIGHT:

# UNITED WE GIVE BACK

United Way Worldwide is fortunate to have an exceptional group of corporate sponsors who contribute to our mission through philanthropic initiatives, social responsibility efforts, impact investments, employee giving, and cause marketing. Our network includes over 60 recognized corporate supporters, and some of the most dedicated and socially minded companies in the world. These partners have a significant impact on our ability to achieve our mission across the network.

3M	DoorDash	Kellanova	Target
Abbott	Duke Energy	Kendall Jackson	Texas Instruments
AbbVie	Eaton Corporation	Kimberly Clark	The Proctor & Gamble
American Express	Elevance Health	Kyndryl	The Toro Company
AAA	Eli Lilly and Company	Lenovo	Traveler’s Insurance
Bank of America	Enterprise	Lyft	Truist
BMO	EY	Meta	UPS
C&S Wholesale Grocers	FedEx	Microsoft	U.S. Bank
Cargill	Fifth Third Bank	Nationwide Mutual Insurance Company	Verizon
Caterpillar Inc.	Fluor	Perdue Farms	Wells Fargo
Caterpillar Foundation	Ford Motor Company	Pitney Bowes	Whirlpool Corporation
Comcast	Geico	Principal Financial Group	Williams
Costco Wholesale	General Motors	Publix Super Markets, Inc.	Xcel Energy
Cummins Inc.	ITW	Publix Super Markets Charities	
Deloitte LLP	International Paper	PricewaterhouseCoopers	
Delta Air Lines	John Deere	Stellantis N.V.	
Dow	JP Morgan Chase		

## Truist: A Trusted Partner in Disaster Response and Recovery

In times of crisis, strong partnerships are essential to delivering timely and effective support to communities in need. **Truist** has proven to be a steadfast ally in disaster preparedness, relief, and recovery, working closely with United Way Worldwide to ensure that critical aid reaches those affected by sudden and devastating events. By leveraging United Way’s deep expertise in crisis response, Truist enables the rapid distribution of emergency grants that provide immediate access to food, shelter, and medical care—offering a lifeline to individuals and families during their most vulnerable moments.

Over the past three years, Truist has invested over \$6M across the US, including \$1.38M in disaster relief efforts, supporting communities impacted by hurricanes, tornadoes, and the tragic bridge collapse in Maryland. Their commitment extends beyond immediate response, helping to fund long-term recovery initiatives that restore stability and rebuild lives. United Way is proud to partner with Truist in this vital mission. Their dedication to strengthening communities in the face of adversity exemplifies the power of collaboration and compassion. Together, we are creating lasting impact—helping people recover, rebuild, and find hope after disaster strikes.





United Way is also grateful for the support of our foundation partners that advance our mission through strategic grantmaking, program investments, and thought partnership. Their support enables us to scale our impact, strengthen our programs, and respond to community needs with greater reach and effectiveness.

Annie E. Casey Foundation  
Bezos Family Foundation  
EcoShift Collective  
Prevent Cancer Foundation  
Robert Wood Johnson Foundation  
W.K. Kellogg Foundation

AARP  
FINRA  
Blue Meridian Partners  
Casey Family Programs  
Lilly Endowment, Inc.

| Photo: © United Way TCI

## Building Resilience Through Innovation: EcoShift Collective and United Way Partnership

In partnership with **EcoShift Collective**, through an anonymous \$1 million gift, United Way Worldwide proudly launched a competitive network grant opportunity to strengthen community resilience in the face of unpredictable natural disasters, environmental concerns, and constant economic instability. Out of 81 compelling applications, ten local United Ways, spanning seven U.S. states and one international site, were selected for their bold, community-rooted strategies that empower individuals, build local capacity, and create models for replication across the network.

Awardees received between \$25,000 and \$100,000 across four funding categories: Transformation, Game Changer, Workforce Development, and Community Resiliency Innovators. From the Florida Keys to Trinidad and Tobago, projects include training community volunteers in disaster recovery, empowering ALICE (Asset Limited, Income Constrained, Employed) households with weatherization apprenticeships, engaging students in climate resilience, and co-creating equitable long-term recovery frameworks with grassroots partners. In Delaware, technology is being leveraged to remove language and access barriers, while other awardees are developing climate education curricula and disaster relief funds that can be activated in times of crisis.

This collaboration demonstrates the power of local innovation and cross-sector partnerships to catalyze long-term impact. While ten proposals received funding, all applicants reflected a growing movement within the United Way network to lead climate resilience and community preparedness. Together with EcoShift, United Way is proud to champion local ingenuity and invest in scalable, community-led solutions to build stronger, more climate-ready communities.





DONOR SPOTLIGHT:

# DAN AND SUSAN BARNES

United Way's donors contribute to creating lasting solutions that uplift entire communities. From gifts of \$1 to contributions reaching \$10 million, every donation plays a vital role in transforming lives. Among the organization's esteemed supporters are individuals including **Dan and Susan Barnes**, and **Brian and Patricia Hulseman-Abrams**, whose generosity exemplifies the profound impact of collective giving.

Dan Barnes, Executive Chair of the **Barnes Family Foundation**, began his career in international banking with JP Morgan Chase, going on to spend the next 30 years building innovative enterprises that developed products and services improving the quality of life for tens of millions of people. After Susan retired from nursing, Dan and Susan partnered with United Ways across the country to help more than 3 million people per year access essential prescription medicines—reducing costs by half and saving families over \$1 billion.

Dan and Susan continue to bring this same entrepreneurial spirit, multi-sector approach, and dedication to helping others to their current philanthropic initiatives, which are focused on strengthening social connection. These include Sunny®, a platform and app that empowers meaningful connection for individuals and organizations, and Social Weather®, a data-driven initiative advancing community and societal health. They are also launching Social Connection in America™, an inaugural annual report to better measure and understand the state of connection across the country.

Dan and Susan are longtime supporters of United Way, and the entire United Way family is deeply grateful for their enthusiastic and collaborative support of our shared mission: mobilizing communities so everyone can thrive.



# GIFT PLANNING AND LEGACY DONORS

Generous and visionary supporters of United Way and our mission make planned or legacy gifts to support families and individuals build healthier, more resilient communities. Their generosity helps communities thrive for generations to come. Here are a few examples of the generous supporters whose estates fulfilled their legacy gifts in 2024:



Avid bikers, **Kenneth and Gretchen Cook** were retired and living mainly in Tucson, Arizona. At their untimely accidental deaths, they owned properties in Tucson, Colorado and at Lake Tahoe and after these properties were sold, nearly 10% of their estate was generously bequeathed to United Way.



Throughout his life, **Professor Richard Oliver** was known both as one of the world's foremost experts on consumer psychology and an avid Harley-Davidson motorcycle aficionado. When he passed away, he added another title to his legacy: philanthropist. Annual workplace campaigns were a mainstay at three of the five universities where he taught. His generous bequest immediately after his passing and then his continuing gifts of royalty income from his published books and recorded online lectures continue to generate positive impact and help communities thrive.



**Dr. Carroll Hamill** earned his medical degree from Baylor University and then served in the U.S. Army. He practiced medicine in Texas, New York, and New Jersey, and served as chief medical examiner and in other senior medical positions with life insurance, pharmaceutical and corporate organizations while becoming a successful investor and stock trader for 30 years, ultimately settling in Virginia where he retired. Dr. Hamill made United Way one of the primary beneficiaries of his philanthropy.



One of United Way Worldwide's legacy gifts this year was generously gifted by both a father, **Ross Cox**, and his son, Randy. During his lifetime **Randy Cox** was a pharmacist and when he made his estate plans, he generously decided to leave one-fifth of his estate to United Way Worldwide. We appreciate the generosity of spirit of both Ross and Randy Cox.



**Marilyn Riehl** was a generous philanthropist and successful real estate investor who chose to make a legacy gift. Mrs. Riehl gifted a charitable share of her revocable trust to United Way Worldwide. Her gifts were made both in cash and in securities to support our mission as she was a passionate advocate for caring for people.

# UNITED WAY WORLDWIDE

## 2024 FINANCIAL INFORMATION

### Revenues and Expenses for the year ending December 31, 2024 (Dollars in Millions):

<b>United Way Worldwide Revenues:</b>	<b>\$75.0</b>
Membership Dues and Services	\$28.8
Donor Contributions	
Contributions without donor restriction	20.1
Contributions with donor designation or restriction	23.5
<b>Total Donor Contributions</b>	<b>\$43.6</b>
<b>Other Revenues</b>	<b>\$2.6</b>
<b>United Way Expenses:</b>	<b>\$77.4</b>
Programmatic Services	
Global Network Advancement	\$32.2
Donor Advised Giving	11.1
Brand Strategy and Marketing	12.0
Other Program Services	4.9
<b>Total Program Services Expenses</b>	<b>\$60.2</b>
Support Services	
General and Administrative	\$10.4
Fundraising	6.8
<b>Total Support Services Expenses</b>	<b>\$17.2</b>
<b>Non-operating income</b>	<b>\$1.1</b>
<b>Total Change in Net Assets for the year ending December 31, 2024</b>	<b>\$(1.3)</b>
<b>United Way Worldwide Net Assets at December 31, 2024</b>	<b>\$47.9</b>



# UNITED WAY WORLDWIDE BOARD OF TRUSTEES



**Yuri Fulmer**

**Chair**

Chairman of Fulmer and Company



**Johnny C. Taylor, Jr.**

**Chair, Executive  
Compensation Committee**

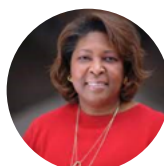
President and Chief Executive Officer  
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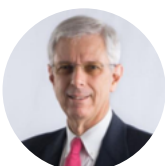
**Chair, Development & Marketing Committee**

Member, United Way Worldwide Leadership  
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**Dr. Darienne Driver Hudson**

President and Chief Executive Officer of  
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# UNITED WAY WORLDWIDE BOARD OF TRUSTEES (CONTINUED)



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**John Farden**

EVP, Global Network Advancement  
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**Bruce Friedman**

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EVP, Chief Revenue Officer



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EVP, General Counsel, Chief Ethics  
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SVP, Chief Technology Officer



**Omoiye O. Kinney**

EVP, Chief Marketing Officer



**LaDawn Naegle**

Chief of Staff and Administration



**Donna Stewart**

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# GET INVOLVED

Get Involved. Give Back. Take Action.

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