



**UNITED WAY**  
North Central  
Florida

# 2024 IMPACT REPORT





**UNITED WAY**  
North Central  
Florida



# MISSION AND VISION

United Way North Central Florida seeks to improve lives by mobilizing the caring power of communities around North Central Florida to advance the common good.

We envision a North Central Florida where every person in every community is thriving.



# DEAR FRIENDS,

As we reflect on the transformative year that 2024 has been for United Way North Central Florida, we are filled with gratitude for the dedication and trust of our partners, volunteers, and community members. This year marked a pivotal chapter in our story, one defined by reinvention and a renewed commitment to building a stronger, more equitable future for all.

At the heart of this transformation is our refreshed brand identity - a reflection of our unwavering commitment to clarity, inclusivity, and action. This refresh goes far beyond aesthetics; it symbolizes our evolution as an organization and our dedication to ensuring that every individual and family in North Central Florida can thrive. Central to this change has been the refinement of our impact areas which now align more strategically with the challenges and opportunities in our region. These pillars - Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency - represent the foundation of a vibrant and resilient community.

A significant milestone this year was the transition of the FL-508 Continuum of Care lead agency role to TaskForce Fore Ending Homelessness. This shift allowed us to sharpen our focus on ALICE (Asset Limited, Income Constrained, Employed) households. These hardworking families are the backbone of our community, yet they often struggle to meet basic needs despite being employed. With this transition, our team and Board of Directors have been able to dedicate more energy to strategizing for targeted initiatives, advocacy, and strategic investments to begin 2025...all in effort to provide meaningful support to households falling below the ALICE Threshold, ensuring they not only survive but thrive.

This impact report celebrates the collective efforts that drive change in our community. It highlights innovative programs, collaborative partnerships, and inspiring stories of resilience that have shaped our journey this year. None of this would be possible without your generosity and belief in our mission.

As we look ahead, we remain committed to fostering meaningful, sustainable change. Together, we can continue to build a community where everyone has the opportunity to succeed. Thank you for standing with us in this work and for being a part of the United Way North Central Florida family.

With gratitude,

*Amber Miller*

*Gavin Johnson*



**Amber Miller**  
President & CEO



**Gavin Johnson**  
Chairman

# 2024: YEAR IN REVIEW



## Q1 2024

The year took off with our final time leading the annual homeless Point-in-time Count the week of January 22nd, rounding out the month with our participation in the National ALICE Conference in the lively city of New Orleans. The month of February saw us hosting our 5th annual Small Business Summit: The Dark Side of Leadership and making a compelling presentation at the Center for Independent Living's Emergency Preparedness Expo in March.

## Q2 2024

April saw us wrap up another successful season of providing free tax returns through our VITA program, embark on strategic planning for reimagining our community investment process, and carry out our exciting Campaign Finale. The 2nd Annual United for Impact: Tuxedo T-shirt Gala "Prom Night" took place in May, followed by an insightful Grant Writing Workshop we hosted in collaboration with the City of Gainesville for small grassroots nonprofits. June had us hosting Leadership Gainesville for an engaging discussion about ALICE and culminated with the transition of the homeless Continuum of Care.

## Q3 2024

July marked the beginning of a new fiscal year and saw our CEO making a significant journey to Washington D.C. to advocate for Florida's ALICE families and 211 on Capitol Hill alongside United Way Worldwide. August was abuzz with training for Employee Campaign Coordinators, gearing up for the campaign kickoffs in September. We ended the quarter responding to multiple hurricanes alongside our fellow United Ways and community partners.

## Q4 2024

October kept us busy with hurricane recovery efforts while November was a time for celebration as we hosted our annual Women United Holiday luncheon, with the Good Pour helping us raise funds through a fun-filled Sip-n-Shop. December brought joy and cheer as we held a Ribbon Cutting in coordination with the Greater Gainesville Chamber to celebrate our brand refresh. We also collected toys and books for distribution to families in need, participated in LifeSouth's Operation Santa Delivery, the Books-A-Million Holiday Book & Toy Drive, and Tioga Town Center's Light Up Tioga.





# BRAND REFRESH



# UNITED WAY

## North Central Florida

For over six decades, United Way North Central Florida has been an unwavering pillar of strength for our community, stepping up to make a difference since 1957. Born out of a heartfelt desire to consolidate charitable efforts and target pressing local issues, we've grown from a single-minded fundraising entity to a dynamic catalyst for lasting change, driven by collaboration, innovation, and service.

Fast forward to the autumn of 2023, when our esteemed Board of Directors identified a growing concern - the increasing number of ALICE households in our region. ALICE, an acronym for Asset Limited, Income Constrained, Employed, is used to describe those households who earn above the Federal Poverty Level, but still struggle to cover basic necessities. Such households, along with those living in poverty, often find themselves making hard decisions - whether to pay for quality childcare or the rent, for instance. These choices can have far-reaching implications, affecting not just individual families, but the wider community as well.

With this shift in mind, we embarked on a journey to re-envision our investment strategy in the community. We now focus on four key impact areas: fostering a healthy community, promoting youth opportunity, enhancing financial security, and strengthening community resilience.

In collaboration and under the guidance of United Way Worldwide, we joined the global brand refresh as an early-adopter bringing forth a revitalized visual identity which invites all people and communities to take action and make a bigger impact, together.



# UNITED IS THE WAY™ TO A HEALTHY COMMUNITY

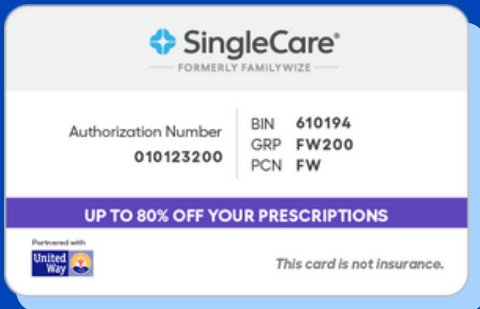


## 2024 ALICE REPORT HIGHLIGHT ON HEALTH

The Federal Reserve Board's SHED survey tells a startling story. Close to a quarter of Florida households under the ALICE Threshold grappled with substantial medical expenses in 2022, expenses that insurance didn't fully cover. Even more concerning, 45% of Black respondents and 44% of Hispanic respondents below the Threshold had to forego essential healthcare - from prescription drugs to doctor visits, mental health care, or dental care - simply because they couldn't afford it.



# SINGLECARE



United Way North Central Florida partners with SingleCare to provide community members with access to affordable prescription medications, ensuring greater health and financial stability. The card is free to use by everyone and can help users save up to 80% on prescription medications. There's no registration or eligibility criteria required.

## SingleCare Service & Savings: January - September 2024



**2,342**

Unique People Helped



**\$345,883.00**

Saved on Prescriptions



Scan to Download the  
FREE SingleCare App



## COMMUNITY INVESTMENT

During fiscal year 2023-2024, United Way North Central Florida **invested \$125,850** into mental health and dental care programs across nine nonprofit organizations. These agencies were carefully selected for their commitment to enhancing community well-being and their proven track record in delivering high-quality care. Each program listed below is designed to address critical gaps in access to services, ensuring that individuals and families receive the support they need to lead healthier, more fulfilling lives.

- ACORN Clinic
- CDS Family & Behavioral Health Services
- Child Advocacy Center
- ElderCare of Alachua County
- Episcopal Children's Services
- Girls Place
- Kids Count in Alachua County
- Pace Center for Girls
- UF College of Dentistry





# UNITED IS THE WAY TO YOUTH OPPORTUNITY



## 2024 ALICE REPORT HIGHLIGHT ON YOUTH

Florida's children face significant financial struggles, with 17% living in poverty according to the Federal Poverty Level (FPL). However, ALICE data indicates that an additional 38% experience financial hardship. A family's financial stability is crucial for a child's health, education, and future success. Financial instability leads to stress and trauma, limiting opportunities for higher education and long-term prosperity.



# READINGPALS



ReadingPals is a statewide early literacy initiative led by The Children's Movement of Florida and administered locally by United Way North Central Florida. We create meaningful experiences for volunteer mentors to support students from Pre-K to 3rd grade who may need extra help. Our model focuses on developing early literacy skills, building relationships and confidence, and reinforcing a love of reading.

## 2024 ReadingPals by the Numbers:



**369**  
Students



**157**  
Volunteers



**5,373**  
Books Donated

Scan to learn  
more about  
ReadingPals



## COMMUNITY INVESTMENT

In fiscal year 2023-2024, United Way North Central Florida **allocated \$96,500** to a variety of youth programs focusing on literacy, mentorship, and after-school care, across ten nonprofit organizations. By concentrating on initiatives that enhance educational growth and out of school time, United Way seeks to cultivate environments where young people can flourish. This investment not only backed vital services but also empowered some organizations to innovate and broaden their reach.

- AMI Kids
- Big Brothers Big Sisters
- Dream on Purpose
- Episcopal Children's Services
- Gainesville Area Tennis Association
- Peak Literacy
- Project YouthBuild
- Kids Count in Alachua County
- MOTIV8U of North Central Florida
- The Education Equalizer





# UNITED IS THE WAY TO FINANCIAL SECURITY

**LIVE UNITED**

## 2024 ALICE REPORT HIGHLIGHT ON FINANCIAL SECURITY

Despite their resilience, many ALICE households still face challenges from the Great Recession, including debt and job losses. They struggle for affordable housing, nutritious food, quality childcare, healthcare, and reliable transportation. While rising wages and pandemic assistance have provided some relief, 46% of Florida households faced hardship in 2022, ranking Florida 44th in financial hardship among states.

# VITA PROGRAM

The Volunteer Income Tax Assistance Program (VITA) is a federally supported initiative by the IRS aimed at offering FREE income tax return preparation services to individuals within low to moderate income brackets. Every year, United Way North Central Florida's VITA program helps residents of Alachua, Bradford, Dixie, Gilchrist, Levy, and Union counties file their taxes for free.

## 2024 VITA Season by the Numbers:

**2,342** Returns Filed

**\$1,978,274** Total Refund to Clients

**\$548,376** Total Earned Income Tax Credits

**\$536,559** Total Child Tax Credits

**\$914,000** Total Filing Fees Saved

Scan to Learn  
More about VITA



**146** Total VITA Volunteers

**11** VITA Sites

## COMMUNITY INVESTMENT

In fiscal year 2023-2024, United Way North Central Florida **invested \$77,650** into financial literacy and emergency assistance programs between four nonprofit organizations. These targeted investments were designed to empower individuals and families by equipping them with the knowledge and resources necessary to improve their financial well-being.

- Catholic Charities Gainesville
- Partnership for Strong Families
- Peaceful Paths
- ReBuilding Together





# UNITED IS THE WAY TO COMMUNITY RESILIENCE



## 2024 ALICE REPORT HIGHLIGHT ON COMMUNITY RESILIENCE

Natural and human-made disasters disproportionately impact ALICE households, which struggle with limited job security and savings. Events like floods and hurricanes hit these families hard, especially since they often live in under-resourced communities. Without a financial safety net, they face challenges in recovery and ongoing expenses. Despite this, ALICE workers are vital in disaster recovery efforts, balancing family support with community contributions.

# 211: Get Connected. Get Help.



211 is a vital service leveraged by millions of people across North America. Every day, clients contact 211 to access free and confidential crisis and emergency counseling, disaster assistance, food, health care and insurance assistance, stable housing and utilities payment assistance, employment services, veterans services and childcare and family services. In North Central Florida, your United Way ensures 211 is available for the community 24/7/365



## 211 ANNUAL REPORT

During fiscal year 2023-2024, a reported **11,521 contacts** were made to 211 across North Central Florida with **11,521 needs** addressed, and **22,707 referrals** provided.

The Top 3 Basic Needs were, in order of highest request:

- Utilities
- Rent
- Food

Outside Alachua County  
17%



Alachua County  
83%

## DISASTER RECOVERY

In the wake of Hurricane Idalia, United Way North Central Florida and Partnership for Strong Families' Tri-County Community Resource Center banded together, rising to the challenge with the creation of the Tri-County Disaster Recovery Group. This caring team, dedicated to Dixie, Gilchrist, and Levy counties and made up of over a dozen organizations, is striving to fulfill the needs of survivors post storm. United Way, the group's fiscal agent continues to channel storm-restricted funds to support survivors of Idalia, Helene, and Milton.

## ASSISTANCE TO INDIVIDUALS

United Way North Central Florida offers one-time assistance to working households who've experienced an unbudgeted and unexpected expense; unexpected loss of income; or financial hardship due to a catastrophic event or natural disaster. **In calendar year 2024, we assisted 47 households and addressed 130 unmet needs.**





## MAKING AN IMPACT THROUGH BUSINESS UNITED

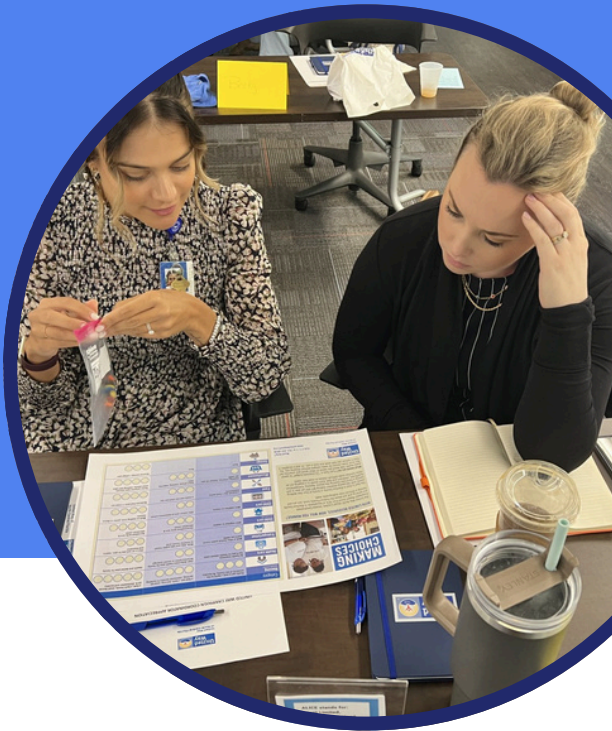
A strong community - one that is healthy, educated, financially stable and has support systems for those in crisis - pays dividends to business. It creates a work environment where employees thrive and find fulfillment, both professionally and personally. This dynamic not only helps businesses to retain their current workforce but also draw top-tier talent. Moreover, when businesses and their employees collaboratively step forward to uplift their communities, it amplifies their corporate image and bolsters employee morale even more.



# BUSINESS UNITED

United Way North Central Florida does what no one organization can do: we connect and mobilize resources, people, and passion in strategic ways to achieve our community goals; to transform our region; and build a future where every person in our community can reach their full potential. We engage businesses and their employees by empowering them to give back through payroll deduction, volunteer experiences, leadership development, community advocacy, and so much more.

**United is the Way we change lives for the better.**



## THANK YOU 2024 BUSINESS UNITED PARTNERS

Alachua County Administration  
Alachua County Clerk of Circuit Court  
Alachua County Library District  
Alachua County Public Schools  
Alachua County Sheriff's Office  
Alachua County Tax Collector  
AT&T, Inc.  
AvMed  
BBI Construction  
Ben E. Keith Co.  
Benevity  
Campus USA Credit Union  
Capital City Bank - WNRO  
CareerSource Citrus, Levy and Marion  
Catholic Charities Bureau  
CDS Family & Behavioral  
Health Services, Inc.  
City of Gainesville  
City of Newberry  
College of Central Florida  
Dillard's #234  
Dollar General Corporation  
Duke Energy Progress  
Enbridge, Inc.  
Enterprise Holdings  
Episcopal Children's Services

First Federal Bank  
Florida Farm Bureau Federation  
FPL Group, Inc.  
Gas South  
Girls Place, Inc.  
Give Lively Foundation, Inc.  
Greater Gainesville Chamber of Commerce  
GSE Engineering & Consulting, Inc.  
HCA Florida North Florida Hospital  
Heart of Florida United Way  
Indian Industries Inc. dba Escalade Sports  
James Moore & Co., P.L.  
JCPenney  
Koss Olinger  
Lockheed Martin Corporation  
MetaBank, N.A.  
Miller Electric Company  
Nationwide  
North Central Florida Regional Planning Council  
O2B Kids!  
O'Reilly Auto Parts  
The Orthopaedic Institute  
PACE Center for Girls of Alachua  
Partnership for Strong Families  
Pathward  
PNC Bank

Project YouthBuild Florida  
Publix  
Raymond James & Associates, Inc.  
Regions Bank  
Renasant Bank  
Ring Power  
RTI Surgical, Inc.  
Saliwanchik, Lloyd & Eisenschenk  
Santa Fe College  
SantaFe Senior Living  
Seacoast Bank  
Service Management Solutions for Children  
South State Bank, N.A.  
Target Stores, #0687  
TD Bank Charitable Foundation  
Three Rivers Legal Services, Inc.  
Truist - North Central Florida  
UF Health  
United Way North Central Florida  
The Village at Gainesville  
Walgreens  
Zachry Group

**Thank you to all of the employees  
who give so generously!**



# SMALL BUSINESS UNITED



Small Business United, an initiative by United Way North Central Florida, fuels local small businesses with opportunities for networking, learning, and philanthropy. It's all about empowering business owners to make a positive impact in their community, while also raising their own profile and engagement levels in North Central Florida. **United is the Way small business makes a BIG impact.**

## THANK YOU 2024 SMALL BUSINESS UNITED PARTNERS

### COLLABORATOR

Campbell Spellicy Engineering, LLC  
David's BBQ & Catering  
Earthwise Pet Supply  
Next Level Orthodontics  
Schneider & Associates  
The Best Restoration

### INVESTOR

Charles Berg Enterprises  
Celebrate Primary Care  
Gainesville Medical Obesity Specialty Clinic  
Gainesville Turnover Specialists  
Gatorwellness  
Gift Certificates & More  
Golden Rule Real Estate & Property Management  
Granny Nannies  
Insight Insurance Group  
KB Hardware  
Kennard Ace Hardware  
Keough Electric  
Law Office of Thomas McDermott

Law Offices of Monica McMillen  
Liquid Creative Studio  
Lowry Financial Advisors  
Marraffino Law Firm  
Martin Orthodontics  
Mini Maid  
My IT Master  
PHOS Creative  
Sexton & Schnoll  
The JAG Agency  
The Master's Lawn Care  
The Shigo Law Firm PA  
Tower Publications  
Twinkle Nights Holiday Lights



### ALLY

Brightway Insurance, The Moffat Agency  
Express Employment  
Impact Health 360  
New Scooters 4 Less  
Your Financial Legacy

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# 2024 RESIDENTIAL LEADERS

We are deeply grateful to our residential leadership donors who choose to give of their own accord outside of Business United. Your generosity speaks volumes about your compassion and commitment to making a difference. It is because of your kindness and willingness to share your financial resources of \$1,000 or more that we can continue to impact lives and bring positive change. Thank you for being a vital part of our mission! **United is the Way to make a meaningful difference in our community.**



Fred Brenneman  
William Bryson  
Frances Carroll  
Ramona M. Chance  
Janet L. Christie  
Edward B. Eastwood  
Sam H. Goforth  
Lamar Hatcher, Jr., D.D.S.

Carol V. Hayes-Christiansen  
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Dr. John H. Schmertmann  
Honorable Frederick D. Smith  
Dr. Stanley K. Smith  
Thomas K. Young, M.D.

# 2024 ACADEMY SPONSORS

We extend our heartfelt gratitude to our Academy Sponsors for selecting our premier sponsorship opportunity designed for businesses aiming to create a sustainable marketing strategy, participate in corporate social responsibility, and collaborate with United Way North Central Florida. Your support is truly appreciated!



A corporate partner of United Way



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# VOLUNTEERS





# STORIES UNITED: LYNN WRIGHT

My name is Lynn Wright. It is a pleasure, a privilege, and an honor to share with you, my United Way Reading Pals volunteer experience.

I was initially introduced to the Reading Pals program about 8 years ago. I knew immediately that this was where I wanted to serve but I had major time constraints. However, when I learned that the minimum expectation was 60 minutes per week, I was all in! I then requested placement where I could meet the greatest need and I was assigned to Sharing & Caring Learning School. When I walked into a classroom of warm and welcoming big bright-eyed smiles and super shy fist guarded toothless grins, I wanted to wrap them all into an hour of story time but the purpose of this program is to provide a more intimate reading experience.

I had no idea that blessing would be twice the expectation. One little girl, a first grader who was sunshine in a dress, with a contagious smile and energy to match, and one gentle and reserved second grader who was a bright and curious little boy. These babies gave me so much more than I felt I had to give. We met each Wednesday, and I don't know who loved it more. At the onset, I read to them, but the little girl quickly took the lead, chose her books, and read to us with a battery of follow up questions. Eventually, the little boy followed suit and the number of books he read each week increased exponentially. Over spring break, the little girl accepted my challenge to complete a creative writing assignment. When we met again, she could hardly wait to read it to us. I recorded her presentation and with her mother's consent, I posted it on the Reading Pals Facebook page.

At the year's end, I attended their graduation and saying goodbye was truly sweet sorrow. Today, that young lady is a high school freshman, honor society member, actress with the Star Center Theater, cheerleader, active church youth group and choir member, and so much more. I couldn't be prouder if she were my own. There really are no words to adequately express the feeling that comes from knowing I made a small difference in the bright futures of two young children. You too can help a child turn a positive page. Your Reading Pals are waiting.



## BOARD OF DIRECTORS

Gavin Johnson, Chair - BHGRE Commercial Realty Thomas Group

Barbara Boyd, Vice Chair - Purvis Gray CPA

Paula Zahn, Vice Chair-Elect - TD Bank

Chris Floyd, Past Chair - Insight Insurance Group

Monica Perez-McMillen, Ex-Officio - Law Offices of Monica McMillen

Jason Dolder - Gas South

Laura Gunter - BHGRE Thomas Group Realty

Jen Homard - Santa Fe College

Joe Lowry Jr. - Lowry Financial Advisors

John MacDonald - Citizen, Levy County

Matt Mohler - Florida Power & Light

Kristen Rabell - Rabell Realty

Kristy Redd-Hachey - HCA Florida North Florida Hospital

Scott Schroeder - Liquid Creative

Abbie Van Wagner - Publix

Nick Zissimopoulos - Glassman & Zissimopoulos Law

## 2024 Volunteer Stats



**5,850**

Total Hours



**737**

Volunteers



# FINANCIALS





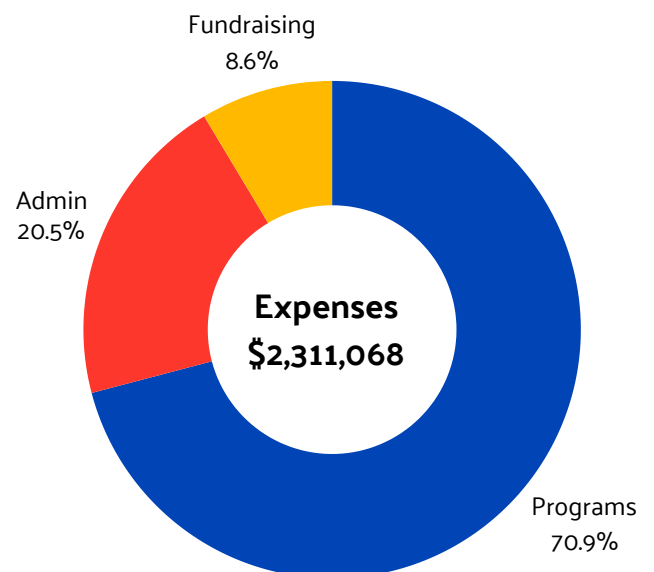
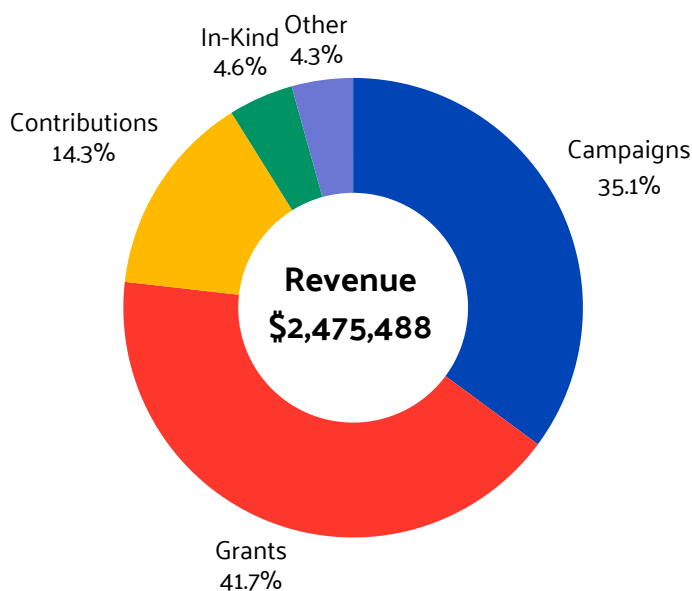
# FINANCIAL SUMMARY

At the heart of United Way North Central Florida, **we champion transparency and accountability**, while driving change. Our overhead ratio, a perfect blend of administrative and fundraising activities, ensures we are fulfilling our role in the community effectively. With an impressive 70.8% dedicated to program expenses, we ensure the lion's share of funds fuel impactful initiatives. Meanwhile, the vital 20.5% slice devoted to administrative expenses is the powerhouse behind our extensive operations - processing and distributing funds, managing donor designations, and acting as the fiscal agent for the University of Florida's Campaign for Charities. Add to that, the 8.6% towards fundraising expenses, which fuels campaigns that sustain our ability to drive meaningful change. These costs are our investment in maintaining transparency, accountability, and our capacity to deliver on our mission effectively.

Scan to View: The way  
we think about  
charity is dead wrong

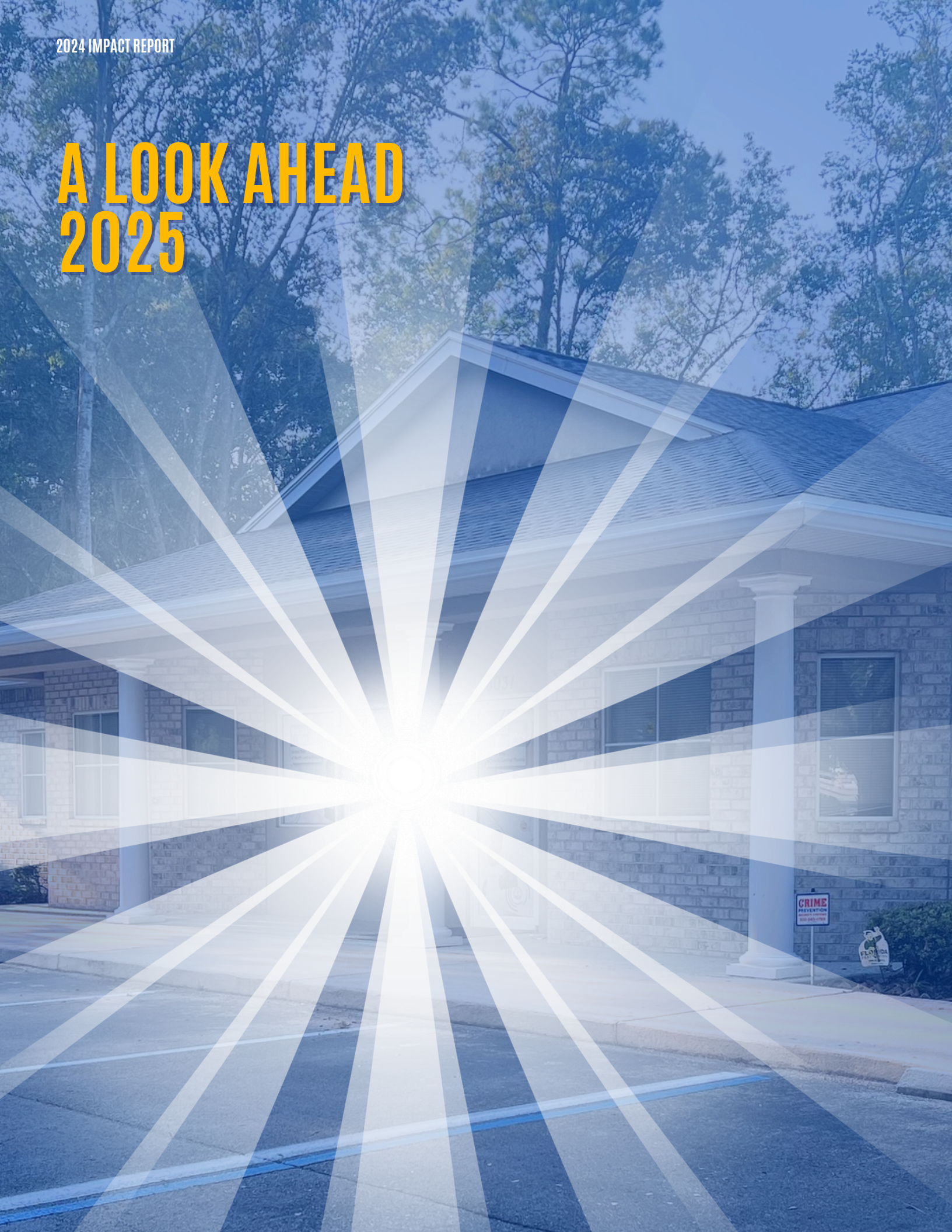


## FY 23-24 REVENUE AND EXPENSES

















# A LOOK AHEAD 2025





# 2025 INITIATIVES

We're implementing new strategies for Community Impact in 2025. Each quarter we will focus on a specific impact area, raising awareness for ALICE, spotlighting a service, coordinating supply drives, and investing in programs that move the needle forward.

	IMPACT AREA FOCUS	PROGRAM SPOTLIGHT	SUPPLY DRIVE	INVESTMENT GOALS
QUARTER 1	 <b>Financial Security</b> Creating a stronger future for every generation	 <b>VITA Program</b> Volunteer Income Tax Assistance	<b>Healthy Food</b> 	<b>Grant Opportunity:</b> Help ALICE households build financial stability and independence
QUARTER 2	 <b>Healthy Community</b> Improving health and wellbeing for all	 <b>SingleCare</b>	<b>Hygiene Products</b> 	<b>Grant Opportunity:</b> Improve access to health care services and nutrition for ALICE households
QUARTER 3	 <b>Youth Opportunity</b> Helping young people reach their full potential	 <b>ReadingPals</b>	<b>School Supplies</b> 	<b>Grant Opportunity:</b> Support Pre-K and after-school programs focusing on STEM, literacy, and leadership skills
QUARTER 4	 <b>Community Resiliency</b> Addressing urgent needs today for a better tomorrow	 <b>211</b> Get Connected. Get Help.™	<b>Toys &amp; Books</b> 	<b>Grant Opportunity:</b> Strengthen community preparedness and bridge the gap between disaster relief and recovery

## #UNITEDISTHEWAY

**To participate:** Contact Maddye Fleming at [mfleming@unitedwayncfl.org](mailto:mfleming@unitedwayncfl.org) or call 352-331-2800





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North Central  
Florida

# UNITED IS THE WAY™

Taking action together  
so all can thrive.



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