

# IMPACT AREA

# PROGRAM OUTCOMES

## FINANCIAL STABILITY & SUPPORT SERVICES



United Way Suncoast provides pathways to education and financial stability that give everyone in our community the freedom to rise. Our community impact strategy leads us to invest funds and resources into specific communities where our ALICE families live. By identifying zones of focus for our investments, we ensure that our partnerships are best positioned to maximize and multiply impact.

### CURRENT COMMUNITY CONDITIONS

- In the Suncoast region at large, 1 in 10 households utilize SNAP benefits. When we zoom into UWS zones of focus, that number jumps to 1 in 4 households. Of the households utilizing nutrition assistance, just over a quarter of them include children. However, only 84% of people who are eligible for this benefit utilize it.
- 45% of families in the Suncoast Region are **ALICE: Asset Limited, Income Constrained, Employed**. The number of ALICE families in the Suncoast five-county region is increasing, even though the proportion of the population is decreasing.

### WHAT UWS AND PARTNERS ARE DOING TO FILL THE GAPS:

#### United Way Suncoast Investments and Partnerships

- \$4,994,549 invested in all Financial Stability initiatives and programs through the multi-year investment, Eviction Mitigation, and Neighborhood Centers workforce development programs, as well as other partnerships.
- 110 strategic community partner programs served 85,290 people across all five counties in the Suncoast region, with 95% of those individuals identifying as ALICE.

#### Outcomes

Collectively, UWS and our partners created the following outcomes:

- 800 people working towards earning certificates or higher education degrees and over 2,400 were placed in a job or promoted/given a raise.
- 6359 families completed applications for benefit assistance, such as SNAP, FAFSA, rental assistance, or homebuyer credits, with 4300 gaining access to this critical support.

#### Volunteer Income Tax Assistance Program (VITA):

- 8,747 tax returns processed through the five-county region VITA Program, with 45% (3,929) of those in UWS zip codes of focus.
- The Average Gross Income for all VITA Participants is \$32,000. For filers within UWS zip codes of focus, that income drops to \$29,000.
- Through the United Way Suncoast VITA program, over \$4.55 million in tax refunds were issued and over \$1.26 million in tax preparation fees saved, leading to an economic impact of over \$5.8 million to our zip codes of focus.
- Partners in Sarasota and DeSoto processed an additional 1,704 tax returns.

#### Bank On

- 29 financial institutions have Bank On Certified Accounts, which are bank accounts that protect the user through no overdraft fees, no or low minimum balances, and are FDIC or NCUA insured.
- Reporting through Bank On Coalition shows that our region saw more than 11,900 Bank On accounts opened between 2020-2021.
- [Click here](#) to see UWS Bank On resources, including the Bank On mapping tool.

### FINANCIAL COACHING

<b>113</b> COACHES	<b>Outcomes</b>
<b>296</b> PARTICIPANTS	
	<ul style="list-style-type: none"> <li>• 155 people were making progress towards goals.</li> <li>• 94 people improved their long-term financial stability.</li> <li>• 194 improved their credit awareness or credit score.</li> </ul>

### Rent Average as of June 2023

County	Average Rent	Hourly Wage Needed
Pinellas	\$1,699	\$29.41 / hour
Hillsborough	\$1,694	\$29.32 / hour
Manatee	\$1,711	\$29.61 / hour
Sarasota	\$1,853	\$32.07 / hour

*Of the most common occupations in Florida, the majority pay less than \$20/hour. (United for ALICE, 2023 report)*

### UWS operates three Neighborhood Resource Centers in Hillsborough and Pinellas County, which support community members through services such as:

- Volunteer Income Tax Assistance program (VITA)
- Financial coaching
- Employment services (such as job searches and resume building)
- Legal advice
- Family support services
- Computer labs and Wi-Fi
- Homeowner and contractor resources
- Notary services

#### Outcomes from our partners:

\$603,886 invested in our strategic community partners to provide community members with direct access to increased and localized services.

- From July 2022 – June 2023:
  - Through case management services, 442 people demonstrated significant progress toward self-sufficiency.
  - 200 people received direct support with job-seeking skills related to resume building, interviews, and applications, a 68% increase from the year before.

### NEIGHBORHOOD CENTERS

<b>4,474</b> VISITS	<b>Our partners include:</b>	<b>2,966</b> MEALS
<b>3X</b> NEW VISITORS		<b>2,837</b> CONNECTED TO SERVICES
112 community members completed certifications related to employment, including 66 focused on CNA and phlebotomy, with 48 placed in jobs of a relevant field.		