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United Way of King County accomplishes impressive results and makes a significant impact in the community by investing donor dollars in focused and innovative ways.

SEATTLE – July 25, 2019 United Way of King County today announced its fundraising totals for the campaign year ending June 30, 2019, raising more than \$36 million to invest in its priority work of building a community where people have homes, students graduate and families are financially stable.

Campaign Co-Chairs for the fundraising effort, Heather Lowenthal and Jonathan Sposato, credit the strong results to the innovative ways United Way is investing donor dollars and the results they are getting. “United Way is shaking things up in ways that nobody else in the non-profit space is and it’s working,” said Jonathan Sposato, co-founder of GeekWire and PicMonkey. “From leveraging creative investments to help students of color graduate to working with outreach workers to scale one-time emergency grants to help people move off the streets, they’re thinking about solutions differently.”

Those flexible dollars are central to United Way’s [Streets to Home Program](#), a key strategy in the organization’s work to fight homelessness. This year alone, Streets to Home lifted more than 2,300 people out of homelessness at an average cost of \$1,000 per person. Streets to Home’s flexible funds are also being used in a new program, [Home Base](#), which works to fight homelessness by preventing evictions.

United Way knows that eviction is a leading cause of homelessness, and with 40% of Americans not able to cover a \$400 emergency expense, the threat of eviction can be just one paycheck away. Made possible thanks to a catalytic \$3 million investment by the **Seattle Mariners**, Home Base provides flexible emergency funds for tenants facing imminent eviction and volunteer-based legal services from the King County’s Bar Association’s Housing Justice Project to help people avoid eviction and stay in their homes. Thanks to the leadership of the Seattle Mariners and additional support from **Challenge Seattle – in honor of Blake Nordstrom, F-5 Networks, D.A. Davidson & Company** and individual donors, United Way Home Base will prevent 4,000 people from falling into homelessness in the next year.

With the close of this fiscal year, United Way is also celebrating the successful completion of a 3 year, \$20 million fundraising campaign for the Reconnecting Youth program—targeted at reengaging young people ages 16-24 who left school without graduating. “Jonathan and Heather provided tremendous leadership and clearly have a passion for this work,” said Jon Fine, President and CEO of United Way of King County. “The completion of this campaign will provide thousands of youth a range of ways to reconnect with their education, earn their high school credentials and go on to post-secondary programs. This is critical both to their successful future and to a healthy Seattle workforce.” To date the program has helped more than 12,000 youth get back on track with their education and nearly 3,000 attain a high school credential. Corporate sponsors of the Reconnecting Youth Program include **Microsoft, The Boeing Company, Nordstrom, Farmer’s Life Insurance Company, Wells Fargo, Lakeside Industries, Costco, Weyerhaeuser** and many others.

In addition to the important programmatic work Jonathan and Heather’s efforts were supporting, they focused on engaging young people. The organization introduced Emerging Leaders 365 – young professionals giving a \$1 a day for a whole year of impact – and nearly 500 people stepped up through direct donation or by fundraising with peers. United Way celebrates the tremendous philanthropic spirit

in Seattle. Donors to the campaign this year range from [Emerging Leaders 365](#), to [Champions](#) who give a gift of at least \$10,000. In addition to the \$36 million donated directly to the organization, gifts made to other area non-profits through United Way bring the overall fundraising tally to \$56 million.