Dear Friends,

As an organization with deep roots and incredible local strength, we have worked tirelessly for 94 years to improve our region. We will never stop refining and transforming our approach to tackle the immediate and long-term needs of this region to achieve lasting, positive change.

2019 was a year marked by innovative, new approaches to United Way of Central Maryland’s work in the community, our fundraising, and our partnerships.

We adopted new ways of listening to what people want for themselves and their neighborhoods. We extended an open invitation for anyone in the community to participate in meaningful conversations, identify challenges, and work together to improve and strengthen neighborhoods throughout the region.

Through this initiative, named One Thousand Voices, we held more than 40 dinner conversations across Baltimore and the surrounding counties to hear directly from residents about their hopes and dreams for their neighborhoods and the challenges they face. And we’re leveraging what we learned to help build community networks to address residents’ most pressing and challenging issues and refine our organizational goals.

We introduced new tools to support and guide our work, including the game-changing online corporate giving platform, Philanthropy Cloud. Powered by Salesforce.org, this giving and volunteering platform harnesses the power of today’s communications with artificial intelligence (AI) to engage today’s socially conscious, tech-savvy employees who want to be more involved than ever with their local communities.

We commissioned an updated report on the state of our region’s hardworking families and individuals. The latest Maryland ALICE® (Asset Limited, Income Constrained, Employed) report showed that a staggering 38 percent of residents can’t afford life’s essentials, including housing, food, healthcare, childcare and transportation. This report powerfully influences our decision-making around new and existing programs and services, and is an invaluable tool that we freely share with others to help them improve life for those who are ALICE and the wider community.

Innovative solutions to neighborhood challenges powered by generous, like-minded partners are a hallmark of our work. In early summer of 2019, we broke ground on a much-needed new playground for children enrolled in our Family Center in South Baltimore as well as neighborhood residents. We are grateful to Corporate Office Properties Trust, Plano-Coudon, Brightview, and Floura Teeter for bringing this new, nature-based play and learning place to life.

These are but a few of the many ways we and our partners set the standard for serving our communities. We invite you to read about more in this report.

Steve Woerner
2019 Board Chair
United Way of Central Maryland
President and Chief Operating Officer
BGE

Franklyn Baker
President and Chief Executive Officer
United Way of Central Maryland
FISCAL YEAR 2019 HIGHLIGHTS

BUILT FOR CRISIS RESPONSE
For 94 years, we’ve been a lifeline for those in need—every day, but especially during crises like wars, recessions, civil unrest, and natural disasters.

During the longest government shutdown in history in January 2019, United Way was there to help people who had to make tough decisions as they felt the strain of missed paychecks.

Maryland is among the top four states with the most federal employees. We worked with furloughed government employees and those employed by federal contractors to give them information on public benefits, food resources, utility payments, eviction prevention, and more through our 211 Helpline.

And thanks to a generous donation from partner CareFirst BlueCross BlueShield, we were able to provide nearly 60 Greater Baltimore families and individuals with rent and mortgage assistance so that they didn’t lose their homes because of the shutdown.

AN INNOVATIVE FUNDRAISING SOLUTION
A new era of giving kicked off in Charm City and its surrounding counties during the fall of 2018, when United Way of Central Maryland began offering Salesforce.org’s Philanthropy Cloud—the first global platform that connects companies, employees, customers, and partners with the charities and causes that are most important to them.

Philanthropy Cloud helps companies streamline philanthropic investments while helping employees make lasting change in the community. The platform allows employees to advocate for causes they care about, host fundraisers, connect with change makers, organize volunteers, and track the impact of their efforts throughout their lifetime.

This increased engagement has led to companies across the United States and Canada to see a boost in corporate social responsibility strategies, and ultimately, to retain talent as more employees are choosing jobs based on how well workplaces align with their values. Across the country, iconic corporations like Kellogg’s, Kaiser, Spring, and others have moved to the platform for their corporate giving solution.

EXPANDING NEIGHBORHOOD SUPPORT TO WEST BALTIMORE
The United Way Neighborhood Center in South Baltimore, based in Benjamin Franklin High School and known in the neighborhood as the “Ben Center,” provides free childcare, parenting support, and social work services for students with infants and toddlers, enabling them to stay in school—instead of staying home to care for their children—and graduate.

Over the years, the services expanded to meet additional needs of the school and the greater South Baltimore community. Today, in addition to the family support services, resources include mental and behavioral health services for all students enrolled at the school, homelessness prevention services for local families, community school services, and a workforce development program for SNAP beneficiaries.

In partnership with University of Maryland, Baltimore, we are adapting the United Way Ben Center strategy for the Poppleton and Hollins Market neighborhoods of West Baltimore. This powerful partnership and project will be a catalyst for transforming this neighborhood in need.
backpacks distributed as part of our annual back-to-school event

2,500+

transformational philanthropists in attendance at the annual Tocqueville Society event

220+

families that have had a place to call home thanks to our Homelessness Prevention and Shelter Diversion/Rapid Rehousing programs since their inception

2,130

motivational and inspirational speakers at Emerging Leaders United (ELU) Young Professionals Conference, including featured speaker Chris Wilson, author of *My Journey from Life in Prison to a Life of Purpose*
community conversations held to inform our One Thousand Voices initiative

people served at Project Homeless Connect in Harford County

volunteers
dental procedures
pair of eyeglasses provided
vision screenings
United Way of Central Maryland, as a federation, honors designations made to each member organization by distributing receipts based on donor designations to each member, and as fiscal agent, to certain other nonprofit organizations. United Way does not charge membership or application fees to any agency in order to receive such designations.

Full financial statements are available by contacting United Way of Central Maryland at 410-547-8000.

### FUNDS RAISED

<table>
<thead>
<tr>
<th></th>
<th>FY 2019 ('000)</th>
<th>FY 2018 ('000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pledges and contributions</td>
<td>$18,770</td>
<td>$23,663</td>
</tr>
<tr>
<td>Grant income</td>
<td>3,470</td>
<td>3,134</td>
</tr>
<tr>
<td>Other revenue</td>
<td>3,722</td>
<td>3,003</td>
</tr>
<tr>
<td>Community initiatives</td>
<td>842</td>
<td>1,178</td>
</tr>
<tr>
<td><strong>TOTAL FUNDS RAISED</strong></td>
<td><strong>$26,804</strong></td>
<td><strong>$30,978</strong></td>
</tr>
</tbody>
</table>

### FUNDS SUPPORTED

#### Program Support

<table>
<thead>
<tr>
<th></th>
<th>FY 2019 ('000)</th>
<th>FY 2018 ('000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allocations and other distributions</td>
<td>$2,757</td>
<td>$3,299</td>
</tr>
<tr>
<td>Donor designations</td>
<td>7,868</td>
<td>10,245</td>
</tr>
<tr>
<td>Grant expense</td>
<td>2,495</td>
<td>2,792</td>
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<tr>
<td>Program services</td>
<td>6,104</td>
<td>4,877</td>
</tr>
<tr>
<td>The Ben Center</td>
<td>914</td>
<td>595</td>
</tr>
<tr>
<td>211 Maryland United Way Helpline</td>
<td>1,536</td>
<td>1,489</td>
</tr>
<tr>
<td>United Way Worldwide membership investment</td>
<td>179</td>
<td>155</td>
</tr>
<tr>
<td><strong>TOTAL PROGRAM SUPPORT</strong></td>
<td><strong>$21,853</strong></td>
<td><strong>$23,452</strong></td>
</tr>
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</table>

#### Support Services

<table>
<thead>
<tr>
<th></th>
<th>FY 2019 ('000)</th>
<th>FY 2018 ('000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration support</td>
<td>$1,931</td>
<td>$2,321</td>
</tr>
<tr>
<td>Development support</td>
<td>3,654</td>
<td>3,825</td>
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<tr>
<td>United Way Worldwide membership investment</td>
<td>105</td>
<td>139</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT SERVICES</strong></td>
<td><strong>$5,690</strong></td>
<td><strong>$6,285</strong></td>
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</table>
# Statement of Financial Position

## Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>As of June 30, 2019 ('000)</th>
<th>As of June 30, 2018 ('000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$793</td>
<td>$1,090</td>
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<tr>
<td>Pledges receivable (net of provision for uncollectible)</td>
<td>7,754</td>
<td>10,444</td>
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<tr>
<td>Prepaid expenses</td>
<td>1,683</td>
<td>1,561</td>
</tr>
<tr>
<td>Investments - at market</td>
<td>19,083</td>
<td>18,634</td>
</tr>
<tr>
<td>Equipment (net of accumulated depreciation)</td>
<td>1,688</td>
<td>2,036</td>
</tr>
<tr>
<td>Charitable trust</td>
<td>3,543</td>
<td>2,200</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$34,544</strong></td>
<td><strong>$35,965</strong></td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allocations and other distributions payable</td>
<td>$1,750</td>
<td>$2,352</td>
</tr>
<tr>
<td>Designations payable</td>
<td>3,748</td>
<td>5,141</td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>2,593</td>
<td>2,562</td>
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<tr>
<td>Capital lease payable</td>
<td>104</td>
<td>239</td>
</tr>
<tr>
<td>Line of credit</td>
<td>1,368</td>
<td>-</td>
</tr>
<tr>
<td>Retirement benefits - related payable</td>
<td>238</td>
<td>189</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$9,801</strong></td>
<td><strong>$10,483</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without donor restrictions</td>
<td>$15,666</td>
<td>$17,502</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>9,077</td>
<td>7,980</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$24,743</strong></td>
<td><strong>$25,482</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$34,544</strong></td>
<td><strong>$35,965</strong></td>
</tr>
</tbody>
</table>
Our Mission:

Unite and engage our communities to improve people's lives.

United Way of Central Maryland

Main Office
1800 Washington Boulevard, Suite 340
Baltimore, MD 21230
410-547-8000
www.uwcm.org

Community Partnership Board
of Anne Arundel County
P.O. Box 1576
Baltimore, MD 21203-1576
410-547-8000
www.uwcm.org/annearundel

Community Partnership Board
of Baltimore City
P.O. Box 1576
Baltimore, MD 21203-1576
410-547-8000
www.uwcm.org/baltimorecity

Community Partnership Board
of Baltimore County
P.O. Box 1576
Baltimore, MD 21203-1576
410-547-8000
www.uwcm.org/baltimore

Community Partnership Board
of Carroll County
255 Clifton Boulevard
Westminster, MD 21157
410-547-8000
www.uwcm.org/carroll

Community Partnership Board
of Harford County
108 S. Bond Street, 2nd floor
Bel Air, MD 21014
443-819-3153
www.uwcm.org/harford

Community Partnership Board
of Howard County
9770 Patuxent Woods Drive, Suite 310
Columbia, Maryland 21046
410-895-1473
www.uwcm.org/howard

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Howard County General Hospital

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Corporate Office Properties Trust

Ashley Conley
Archdiocese of Baltimore

Ryan Coudon
Plano-Coudon, LLC

Donald C. Fry
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Leadenhall Baptist Church

Marie Hartman
Hartman Executive Advisors

Charlene Moore Hayes
CM Hayes, LLC

Jermaine Jones
Metropolitan Baltimore Council AFL-CIO Unions

Ben Jordan
Wilmington Trust, N.A.

Donald G. Kohlhafer
Bank of America

Julie McGovern
Anne Arundel Medical Hospital

Patricia McHugh Lambert
Pessin Katz Law, P.A.

Brian M. McKeon
Booz Allen Hamilton

Terry F. Neimeyer
KCI Technologies, Inc.

Christopher Oven
M&T Bank

Elizabeth Paal
Heritage Financial Consultants, LLC

Leonard R. Parrish
Harford County Government

Beth S. Perlman
Community Volunteer

Charles B. Reuland
The Johns Hopkins Hospital

Lori A. Robinson
McCormick & Company

Peter B. Rosenwald, II
Gordon Feinblatt LLC

Sonja Santelises
Baltimore City Public Schools

Michael Smith
Constellation

Lori Villegas
Morgan Stanley Wealth Management

Hugo “Hugh” J. Warns, III
Stifel

Antoinette Williams
Williams Consulting

Caryn York
Job Opportunities Task Force

EMERITUS:

Ernest R. Grecco
Metropolitan Baltimore Council, AFL-CIO Unions (Retired)

EXECUTIVE MANAGEMENT TEAM FY 2019

Franklyn Baker
President and Chief Executive Officer

Holly Joyce Hoey
Senior Vice President and Chief Principal Gifts Officer

Elise Lee
Senior Vice President and Chief Innovation Officer

Martina Martin
Senior Vice President and Chief Operating Officer

James McIntyre
Senior Vice President and Chief Financial Officer

Sandy Monck
Senior Vice President and Chief Impact Officer

Jarnell Swecker
Senior Vice President and Chief Marketing Officer