

2020–2021
**RESILIENT
TOGETHER**
Impact Report



A LETTER FROM OUR LEADERS

Dear Partners,

It seems fitting that Trident United Way began as a trusted community organization intended to help our local families rebuild their lives after World War II. Our Greatest Generation had a duty to serve their fellow neighbors and were resilient in the face of great odds. The public trust they established for us in 1944 is the same tradition that fuels our work today.

The past two years have given us a new level of resilience during what has now become a longer-term challenge. In a time of pandemic, we have been reminded that trust and health are the key currencies for community progress. This year has tested our strength and thanks to you, we remain the trusted source to provide hope to many who continue to face uncertainty.

Calls to our 211 Helpline and visits to our two Resource Connection Centers remain steady. Requests for hotel vouchers – essential for temporary housing – shot up more than 700% due to the eviction moratorium that ended during the Summer of 2021. Basic needs and utility assistance requests remain high as our region continues to recover.

You made our shared work possible, impacting more than 252,000 people. That number exceeds the number of seats available in all the major football and basketball facilities combined at South Carolina universities and colleges.

We know the challenges of the pandemic will remain. Therefore, now is the time to keep pushing ahead, just as our Greatest Generation demonstrated.

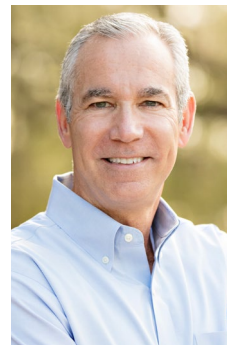
You trust us to work collaboratively to improve our community's education, financial stability, and health, and you trust us as your philanthropic agent of change to place opportunities into the hands of others.

With deepest gratitude for your partnership,



Chloe Knight Tonney

Chloe Knight Tonney
President and
Chief Executive Officer
Trident United Way



Stephen K. Polston

Stephen K. Polston
President, Nonwovens, AstenJohnson
2020–2021 Trident United Way
Board Chair

"Gratitude is not only the greatest of virtues, but the parent of all others."

–Marcus Tullius Cicero 106 BC – 43 BC

OUR MISSION >

Trident United Way is a catalyst for measurable community transformation in education, financial stability and health.

OUR VISION >

To be the leader in uniting our community to improve lives.



Thanks to your generosity, **TOGETHER WE...**
IMPROVED 252,000 LIVES last year.

Achieving this magnitude of impact and change is possible because partners — corporate, community, government and nonprofit — are deeply engaged in the work of Trident United Way.

They GIVE, ADVOCATE and VOLUNTEER.

We thank all those listed in the links below who fuel the mission of Trident United Way.

[BOARD OF DIRECTORS](#)

[DONORS](#)

[LEADERSHIP VOLUNTEERS](#)



EDUCATION

Bringing the community together to deliver results in education

Education is one of three focus areas for Trident United Way. With a strong educational formation, the other focus areas of financial stability and health are far easier to achieve. With more than 115,000 students in the Tri-County public school systems, Trident United Way addresses the many and widespread needs of families, teachers and school districts through support of programs and partnerships. These supports focus on children, aged birth to eight, in the areas of literacy, numeracy, social/emotional skills and equity.



After the incredible success of the Tri-County Reading By Third pilot, local community leaders and philanthropists came together to form **Literacy United: Johns Island** at Mount Zion Elementary. The program utilizes a proven, evidence-based small group intervention model to improve phonemic awareness, phonics, vocabulary, fluency and writing skills.

In first-grade teacher Rachel Parker's class, 72% of students moved out of the "at risk" category. Parker stated, "When a student struggles with something, they now have the tools they can use on their own. **Literacy United** gives the students tools to empower their own reading and writing."

Mount Zion Elementary principal, Anna Mims, shared, "The community is such a resource for us. This has been an amazing opportunity to show care to our students. The teachers have learned a lot, and the students are benefiting from the program—it's a great partnership!"



With more than half of our regional children deemed "not ready" for kindergarten or reading at grade level by third grade, this partnership with Berkeley, Charleston, and Dorchester county libraries offers the challenge for caregivers to set the course for school success by reading 1,000 books with their children before they step into their kindergarten classroom.

Reading time provides essential developmental support, such as promoting brain, language and emotional development; imagination and critical thinking stimulation; and the teaching of concepts such as letters, numbers, shapes, colors and so much more.

After the first two months of the program, we have over 160 children signed up through Trident United Way in this program!



As the convener for the Kindergarten Readiness Network, in partnership with Tri-County Cradle to Career Collaborative (TCCC), Trident United Way hosted informative presentations for the community and early education professionals around recovery, equitable and culturally responsive practices, and essential elements of high-quality early childhood education. The Network aims to impact systemic change in the areas of health, early education, family and community communication and access to resources needed to support Kindergarten readiness for our Tri-County children.

BIRTH TO WORKFORCE CRUCIAL STEPS



PRELIMINARY RESULTS OF HIGH-FIDELITY 1ST CLASSROOM IMPLEMENTATION



EVERY STUDENT
experienced growth

72%

of students moved
out of "at risk"
range in reading



WRAP-AROUND SERVICES



ONE-TO-ONE

AmeriCorps member to assist
families with stabilizing services



30,000

school supplies provided for
2020-2021 school year



MORE THAN 650

reading leveled books for
Mount Zion Elementary

FINANCIAL STABILITY

AmeriCorps provides vital service throughout the Tri-County

Big things can happen when a community comes together. Since 2010, Trident United Way has served as a home to the AmeriCorps program in the Tri-County.

AmeriCorps members serve at our **Resource Connection Centers** in Summerville and Moncks Corner, along with 10 other partner sites across the Tri-County. As Family Navigators, they seek to add capacity to partner organizations by addressing economic hardships and providing financial education by leveraging the unique strengths of Trident United Way and our community partners. During the COVID-19 pandemic, AmeriCorps members have literally been lifesavers to people throughout our region who have been devastated by the health and economic impacts.

"You have to have that love, that compassion; you gotta want to help somebody. When you help somebody, you feel so much better, yeah, you really do," said AmeriCorps member Brenda Williams. Brenda worked at the Moncks Corner **Resource Connection Center** and recalls providing lifelines to many people who needed support financially and beyond. *"I had so many people call me and say thank you so much for listening. You can just lend an ear, and that's helping somebody."*

AmeriCorps members make a significant community impact through multiple service projects. On Veterans Day, they partnered with One80 Place for an essentials supply drive for veterans and their families. That same weekend, they also grabbed hard hats, goggles and gloves to work with Dorchester County Habitat for Humanity to help build a home for a single mother and her children.

Members gain and give back. For Latoya Lewis, this meant moving from serving as an AmeriCorps member to applying her professional skills and military service to become the manager of Trident United Way's **Resource Connection Center** in Moncks Corner.

"AmeriCorps has given me the opportunity to pay it forward, meet and work with wonderful people and change the course of the lives of so many families through conversation and teaching," Lewis said. *"I'm blessed to do this work full-time with the organization that started it all and show the team that help is available and we're in this together."*

AmeriCorps members range in ages from recent college graduates to retirees looking to give back. While the work can be tough at times, the life-changing moments and gratitude are what it's all about.



AmeriCorps
South Carolina



"I never thought in a million years that this would be an opportunity," said Maricela Avonce, recipient homeowner. *"It's an overwhelming but amazing feeling, and I'm grateful to AmeriCorps, Trident United Way and Habitat for Humanity for making this dream become possible."*

(Maricela, pictured in middle front row, pink hard hat)

RESOURCE CONNECTION CENTER



Trident United Way

3,064 clients received 7,430 financial stability services



Resource Connection Center
4 year value to the region:

\$28 MILLION



in benefits/services into
the hands of neighbors with a

507% RETURN ON INVESTMENT

AmeriCorps Program Helps Community Thrive—16 AmeriCorps Members serving:



2,690
families
connect to



6,017

basic needs/
crisis mitigation
services



604

families file
for benefits



186

individuals with
1-on-1 budgeting/
financial
education classes

sc Thrive

Access to Work Supports, Resources & Free Taxes



1,898
FREE

state and federal tax returns
filed in the Tri-County.



\$273,657
SAVED in filing fees

\$1,344,730

estimated in refunds
through filings at
Trident United Way affiliated sites

3,313



applications for work
supports through the Thrive
Hub application tool. Estimated value
of **\$8.3 Million** in supports made possible
through community partnerships.



HEALTH >

Finding success on the journey to better health

HEALTHY TRI-COUNTY NETWORK OVERVIEW



Healthy Tri-County, is a multi-sector regional initiative to improve health outcomes in Berkeley, Charleston, and Dorchester counties, powered by Trident United Way in collaboration with Core Partners MUSC Health and Roper St. Francis Healthcare. With the assistance and expertise of **nearly 80 community organizations** represented by **1,100 individuals** from health, education, faith, nonprofit, government and business sectors, Trident United Way convenes the health improvement workgroups with a plan the whole community authored and follows.

Spotlight on Clinical Preventive Services Pillar: Diabetes Prevention Projects

Access to
Care

Behavioral
Health

Clinical
Preventive
Services

Obesity,
Nutrition &
Physical
Activity

Maternal,
Child & Infant
Health

Social Determinants

Health Equity

Why Focus on Diabetes Prevention?



\$327 BILLION

The estimated total (direct and indirect) medical costs and lost work and wages in the United States due to diabetes and related complications.
Source: CDC.gov 2017 library infocards



\$5.89 BILLION

The estimated cost of care for South Carolinian adults with diabetes in 2017.
Source: American Diabetes Association



My numbers are all down from last time, and my weight is at 131. My goal! All of this is changing my eating habits, lifestyle choices and physical activities without medication.

Shared by a 2020-2021 Diabetes Prevention Program Participant

RURAL TRI-COUNTY DIABETES PREVENTION PROGRAM

Serving Hollywood & Moncks Corner

South Carolina Center for
**Rural and Primary
Healthcare**

• YEAR 1: July 1, 2019—June 30, 2020



1 OUT OF THE 2 COHORTS

continued the program and shifted to virtual coaching in COVID-19 pandemic



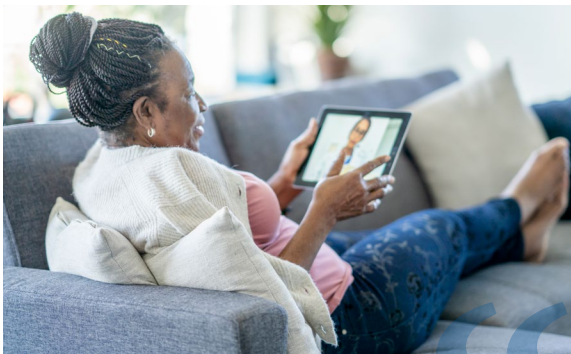
160 POUNDS

weight loss among participants collectively



100%

All participants reported increased physical activity weekly—some up to 630 minutes per week.



• YEAR 2: July 1, 2020—June 30, 2021



6 COHORTS

launched between February and June 2021



55 INDIVIDUALS

enrolled in rural project

The program was great. Even with the virus we continued and made it work. Just great.

Shared by 2020-2021 Rural Tri-County Diabetes Prevention Program participant.



HEALTHY TRI-COUNTY DIABETES PREVENTION PROGRAM (DPP)

Supported by Trident United Way Accelerator Project Funding

Year 2 Milestones:

- Fully staffed with **Program Coordinator** and **DPP Community Health Worker**
- **National recognition status** by CDC Diabetes Prevention Recognition Program obtained
- **3 cohorts** in Year 2 (1 group offered in Spanish)
- Serving as the **backbone for diabetes prevention coordination** activities to include rural expansion

VOLUNTEER UNITED >

An unstoppable force for good happening all across the Tri-County



2,120
volunteers



6,000
hours



\$152,800
community benefit

This includes board and committee work, fundraising campaign efforts, community impact and community building work, direct service volunteers and special events such as Read Across America Day, Day of Action and Days of Caring.



READ ACROSS AMERICA DAY

40 volunteers read to students via webinar in **42 classrooms** at Harleyville Elementary, Matilda Dunston Elementary, Newington Elementary, Pinehurst Elementary and Sanders Clyde Elementary. Reading aloud to students can help them develop their literacy skills and aligns with Trident United Way's priority for early learning and literacy. Volunteers found fun and unique ways to engage with the students while sharing their love of reading.



DAY OF ACTION

Day of Action is a global day of service in partnership with United Way Worldwide. We hosted our third annual event in June. More than **40 volunteers** participated in **6 projects** throughout the Tri-County. Through their service, topping **250 hours**, they **served 259 older adults** with mini-herb pot planting and delivery, Meals on Wheels food prep and delivery, painting, landscaping and hosting a cookout at an area Senior Center.



DAY OF CARING—CELEBRATING 20 YEARS

It was a beautiful day to celebrate **Trident United Way's 20th Annual Day of Caring**. On Friday, November 20, 2020, more than **3,500 individuals** participated in more than **80 projects** offered throughout the Tri-County area. Due to COVID protocols, the day included a variety of projects—outdoor tasks, remote projects and virtual webinar projects. Together, **45 company volunteer teams** served **57 agencies and nonprofits**. Thank you to all of our volunteers, nonprofit agencies and schools who participated—YOU make the difference! A resounding theme for the day: "COVID can't stop the good!"



LEAD UNITED - NEW PROGRAM LAUNCHES

Training Tomorrow's Leaders to Build a United Tri-County

Lead United is a comprehensive community leadership and nonprofit board development program of Trident United Way. The purpose of **Lead United** is to equip participants with the needed skills to serve on a nonprofit board of directors. Additionally, participants increase their understanding of community challenges for deeper engagement. During the program, participants hear from content experts at Trident United Way and a myriad of community partners and current nonprofit board members.

BENEFITS OF LEAD UNITED



Gain skills needed to successfully serve on a nonprofit board



Prepare for understanding of nonprofit accounting and financials



Deepen your knowledge about challenges our community faces



Understand the responsibilities for service on a nonprofit board

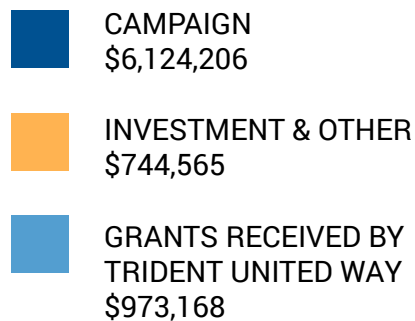
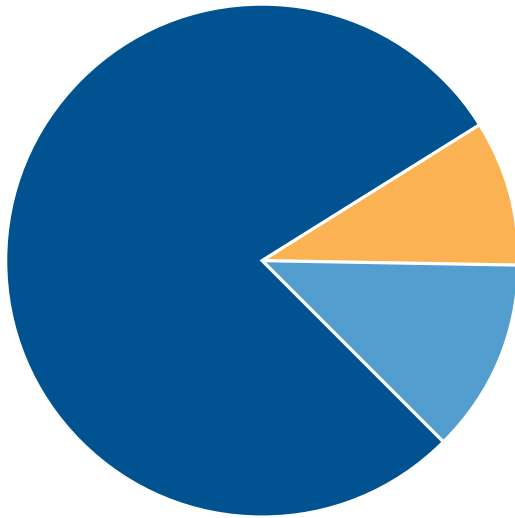


The inaugural class was conducted virtually due to the pandemic.

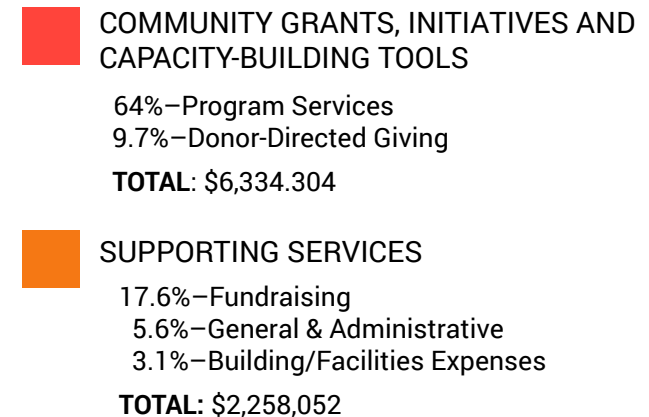
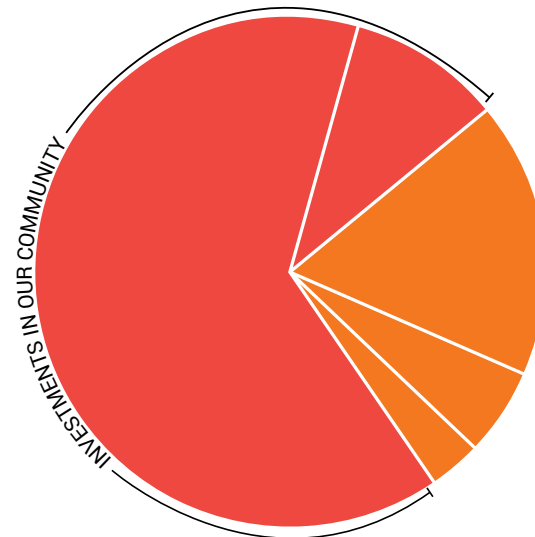
FINANCIAL IMPACT >

Throughout the 2019-2020 fiscal year, Trident United Way mobilized more than \$7.8 million of your investments to make authentic impact through a combination of robust impact networks, partnerships, grants and capacity-building tools available to the entire community. Community investment decisions are made by the Trident United Way Board of Directors at the recommendation of a committee of trained community volunteers and independent subject-matter experts. Fiscal Year 2019-2020 was year one of a three-year grant cycle.

TOTAL REVENUE & INCOME \$7,841,939



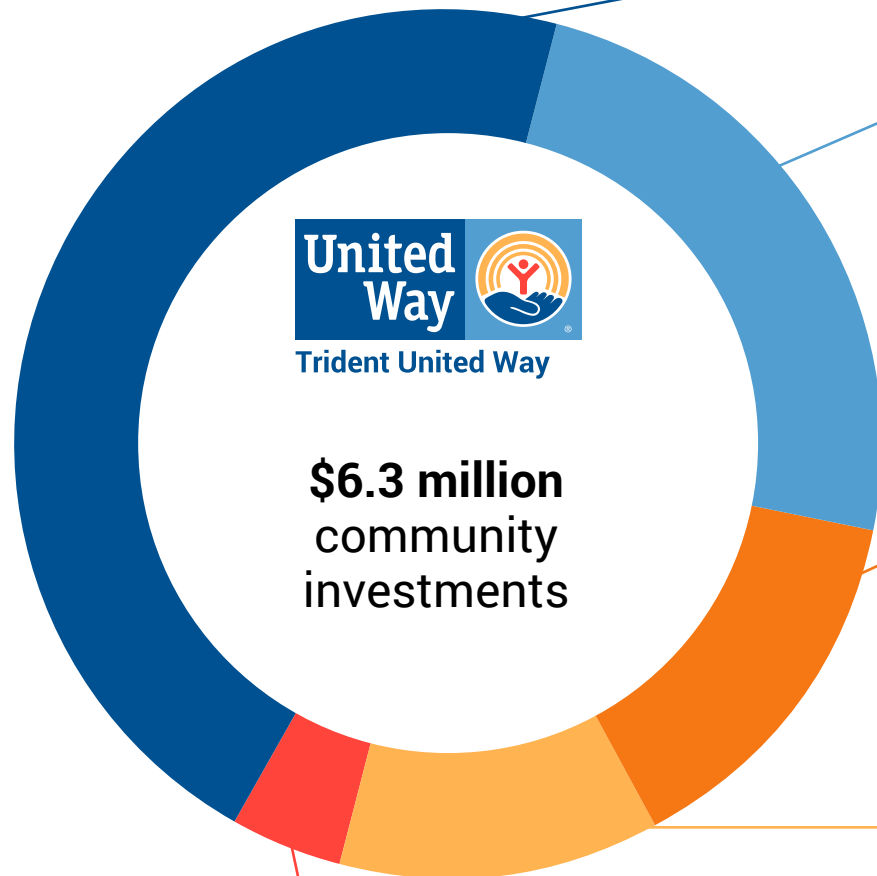
TOTAL EXPENSES \$8,592,356



Trident United Way takes its fiduciary commitment to the community very seriously by maintaining the highest standards of accountability and transparency. Visit <https://www.tuw.org/financial-reports> to review Audited Financial Statements and IRS 990 Forms.

2019-2020 INVESTMENTS IN OUR COMMUNITY

During the 2019-2020 fiscal year, Trident United Way mobilized investments to make authentic impact through a combination of initiatives, capacity-building tools and grants. Additionally, these investments support community engagement through volunteer and advocacy opportunities. As part of the COVID-19 response, we raised, managed and guided an additional \$1.1 million. Our hope is that the combination of steady and accelerated philanthropic support helped stabilize the nonprofit sector and our community.



\$2,900,000

COMMUNITY IMPACT

Grants: Program Investments, Basic Needs and Community Engagement
Community Impact Inforum Sessions
Kindergarten Readiness Network
Reading by Third Grade Program/Literacy United
Healthy Tri-County Network
Tri-County Health Symposium
Community Conversations on Health
Community Health Needs Assessment
Accelerator Project: Diabetes Prevention Project with AccessHealth
Healthy People Healthy Carolinas
SC Center for Rural and Primary Healthcare - Diabetes Prevention Project

\$1,500,000

INTEGRATED SYSTEM DELIVERY TOOLS & RESOURCES

211 Service
AmeriCorps Program
CharityTracker Program
Community Tax Filing Assistance: SC Thrive
Emergency Relief & Response
Emergency Food & Shelter Program
Philanthropy Advising Partnerships
Resource Connection Centers - 2 locations
SafetyNet Assistance Network

\$836,000

DONOR CHOICE DESIGNATIONS MADE TO SPECIFIC NONPROFITS

\$796,000

VOLUNTEER ENGAGEMENT & COMMUNITY STEWARDSHIP

Day of Action
Day of Caring
Community Volunteer Matching
Leader 2 Leader Convening
Lead United Leadership Development Program
Read Across America Day
Supply Drives Benefiting the Community
Trident United Way Leadership Volunteers

\$261,000

PUBLIC POLICY & RESEARCH

Advocacy Activities - National/State/Local
Research on Community Conditions
Public Policy Council

WITH GRATITUDE to our 2020–2021 Corporate Partners

It is a tremendous privilege to partner with these caring institutions. In this time of pandemic uncertainties, many companies continued their generosity and expressed their deep care for the people of our community. Each group demonstrated outstanding generosity through employee contributions, corporate gifts and volunteer engagement during the 2020-2021 Trident United Way Campaign. *[List based on campaign reports totaling \$2,500 or more as of June 30, 2021.]*

TOTAL GIVING OF \$1,000,000+



TOTAL GIVING OF \$500,000 - \$999,999



TOTAL GIVING OF \$200,000 - \$300,000



Johnson & Johnson
The Experience of the Past with a Vision for the Future



santee cooper®

TOTAL GIVING OF \$100,000 - \$199,999



The Bank of South Carolina



TOTAL GIVING OF \$50,000 - \$99,999

AstenJohnson
Charleston Water System
Fluor Corporation
Medical University of South Carolina
Nucor Company
Roper St. Francis Healthcare
SouthState Bank

TOTAL GIVING OF \$25,000 - \$49,999

Berkeley County School District
Berkeley Electric Cooperative
Charleston County Government
Elliott Davis LLC
Harris Teeter
Johnson Controls Foundation
Life Cycle Engineering, Inc.
LS3P Associates, LTD.
Robert Bosch LLC
Richardson, Patrick, Westbrook & Brickman
Select Health of South Carolina
Showa Denko Carbon, Inc.
South Carolina Ports Authority
The GEL Group, Inc.
Trident United Way Staff
Truist Bank
United Parcel Service
Wells Fargo

TOTAL GIVING OF \$10,000 - \$24,999

ADC Engineering Specialists
Bank of America
Banks Construction Company
Blue Cross Blue Shield of South Carolina
C&S Retail Services
Charleston Area Convention and Visitors Bureau
City of Charleston
City of Goose Creek
College of Charleston
Croghan's Jewel Box

Detyens Shipyards, Inc.
Dixon Hughes Goodman LLP
Eli Lilly and Company
Enterprise Holdings
FineMark National Bank & Trust
Home Telecom
Jones Ford
Lanxess
Pinnacle Financial Partners
The Beach Company
The Post and Courier
Trident Technical College
United Bank
WCSC-TV 5

TOTAL GIVING OF \$5,000 - \$9,999

Advanced Technology International
AT&T
Clement Rivers, LLP
COSTCO Wholesale
doxy.me, LLC.
First National Bank
FedEx
Housing Authority of the City of Charleston
iHeartMedia
MUSC Physicians
Nelson Mullins Riley & Scarborough, LLP
PNC Foundation
Trident Health System
United Community Bank
Wal-Mart

TOTAL GIVING OF \$2,500 - \$4,000

Boeing South Carolina
BRPH Architects Engineers
Charleston Southern University
Colliers International
Comcast Cablevision
First Citizens Bank
Floyd Brace Company, Inc.
JW Aluminum
PM Logistics Services, LLC
Raymond James & Associates, Inc.
RTI International
South Carolina Federal Credit Union
Synovus
TD Bank
Target
Trident Construction
UPS Foundation

***Plus 120 additional companies/institutions
contributing \$1- \$2,000***



Eaton Aerospace assembling STEM and hygiene kits for local agencies.

LEADERSHIP GIVING SOCIETIES >



The **Trident United Way Tocqueville Society** is part of a worldwide network of extraordinary community leaders and philanthropists who invest \$10,000 or more annually. Our local members demonstrate a deep commitment to making a tangible difference in the lives of children, young people and families in the Tri-County area.



The **Trident United Way Palmetto Society** recognizes donors who give \$1,000 - \$9,999 annually. Palmetto Society members set a standard of charitable giving in our community and motivate others to contribute at a leadership level to Trident United Way.



Premier
networking and
social events



Opportunities to engage
with other influential
philanthropists in our
community



Special communications
about Trident United Way's
work and the impact of
your contribution



Qualification for
membership in all
applicable donor
networks

DONOR NETWORKS >



AFRICAN AMERICAN LEADERSHIP COUNCIL is a network of Black and minority leaders in the community working to create bold community change in education, financial stability and health throughout the Tri-County region.



WOMEN UNITED is an engaged network of philanthropic leaders in our community committed to improving education, financial stability and health in our region through their giving, advocacy and volunteerism.



YOUNG LEADERS UNITED is an active group of leaders age 40 and younger who are committed to improving education, financial stability and health in our community through giving, volunteerism and advocacy.

Visit these links to learn how to become part of Trident United Way's [Leadership Giving Societies](#) and [Donor Networks](#).

→ **WE INVITE YOU TO JOIN**



**Trident United Way's premier
corporate recognition program**

Expand your reach and allow us to celebrate you for your good work in our Tri-County community.

As a member of *The Trident United Way Alliance*, you will join a league of community businesses and individuals who are committed to improving the lives of our neighbors. With a gift at one of the three Alliance levels of support, you will help Trident United Way offer special convenings that shine a light on the impact made through Trident United Way initiatives.

THANK YOU TO OUR 2020-2021 ALLIANCE MEMBERS

CHAMPION

Adams Outdoor Advertising
Anita Zucker and The InterTech Group Inc.
Chernoff Newman
Clement Rivers, LLP
Dominion Energy
INEOS
Ingevity
Life Cycle Engineering Inc.
MUSC Health
Nucor
The Post and Courier
Publix Super Markets, Inc.
Santee Cooper
SouthState Bank

ADVOCATE

First Citizens Bank
Select Health of South Carolina
South Carolina Federal Credit Union
Trident Health/HCA South Atlantic Division

FRIEND

The Bank of South Carolina
Charleston Regional Business Journal



Young Leaders United Backpack Bash - Socialize & Serve



*Tocqueville Society and Young Leaders event
with roundtable networking*



Virtual Palmetto Society Breakfast for Impact event with special deliveries for online attendees.



Visit this link to learn more about the [Trident United Way Alliance Program](#).



We are stronger together. In a challenging time, you found opportunities to connect and serve your community through it all.

Thank you for choosing to LIVE UNITED®

TUW.org
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North Charleston, SC 29406
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