

# ANNUAL REPORT

2020-2021



United Way of  
Southwest New Mexico



# LETTER FROM OUR BOARD CHAIR & CEO

Respond. Recover. Reimagine. Rebuild. That is the focus for the United Way of Southwest New Mexico.

We need to reimagine a new normal that results in more equitable and resilient communities. We need to reimagine collaboration between private, public, and nonprofit sectors to effectively drive real change in communities that equips them to better weather inevitable future crises.

We must drive opportunity at the community level in order to lean into our mission: to improve lives by mobilizing the caring power of our community while fighting for the Basic Needs, Education, and Financial Stability of every person in every community.

United Way is unparalleled in our power to convene partners and resources to address the needs of communities in crisis. We've been responding to local needs for more than 64 years.

The tough work that is needed to help communities recover is the very work that United Way of SWNM does every day:

- We help feed those facing food insecurity
- We prepare children for success in school, work, and life
- We connect those in financial distress with resources to pay bills and stay in their homes
- We connect resources inside communities to help governments, businesses, and non-profit communities build healthy communities and respond to emergent needs.

Now more than ever, United Way of Southwest New Mexico will continue to do what we do best- help communities respond, recover, rebuild, and reimagine for the long term.

What we do today will determine how we LIVE UNITED tomorrow.

Thank you,



Connie Campos  
*Board Chair*



Amanda Morales  
*Chief Executive Officer*

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## BOARD OF DIRECTORS

Connie Campos  
*Board Chair*

Manuel Morales Jr.  
*Treasurer*

Kim Kindle  
*Board Member*

Gabriel Serrano  
*Board Member*

Yvonne Silva  
*Vice-Chair*

Sharon Finarelli  
*Secretary*

Brent Hatley  
*Board Member*

## STAFF

Amanda Morales  
*Chief Executive Officer*

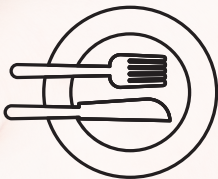
Rey Chavez  
*Office Manager*

Stacey Cox  
*Grant County Representative*

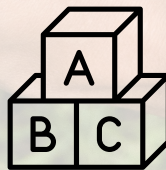
During the 2020-2021 fiscal year, our organization focused on continuing to provide funds to nonprofits in our 6-county region in Southwest New Mexico. In response to the COVID-19 pandemic, we provided funds through the Special Request Funding application, the Emergency Food and Shelter Program, and the Nonprofit Emergency Fund- in partnership with the Community Foundation of Southern New Mexico.

## IMPACT AREAS

### Basic Needs



### Education



### Financial Stability



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**\$664,923**



We granted out \$664,923 during our 2020-2021 fiscal year, including \$384,264 for emergency food and shelter.

**506 DONORS**



Our total number of donors increased by 78% in 2020/2021.

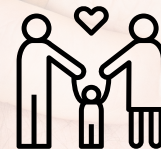
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**47 NONPROFITS**



47 nonprofit organizations received grants from our Community Impact Fund, Emergency Food and Shelter Program, and Special Request Funding applications related to COVID-19.

**29,000+ PEOPLE**



Over 29,000 individuals were served by our nonprofit partners during the 20/21 fiscal year. Some of the services provided were: food, shelter, after-school programs, and transitional housing.

# PROGRAM HIGHLIGHTS

## EMERGENCY FOOD AND SHELTER PROGRAM

\$384,264 was awarded to nonprofit organizations in Dona Ana County who provided food and shelter services.



## SINGLECARE PRESCRIPTION DISCOUNT CARD PROGRAM

Over 2,600 individuals in Southwest New Mexico have used these free discount prescription cards to save over \$155,000 in the last fiscal year.

## DOLLY PARTON'S IMAGINATION LIBRARY

928 children from ages 0-5 years old are currently receiving free books from this program. On average, about 260 new registrations happen each year.



## MY FREE TAXES

89 individuals in Dona Ana County filed their State/Federal taxes for free! Over 50 tax filers qualified for a tax credit and the average return was \$2,246.

## GIVING DAY

\$23,708 was raised during this one-day virtual event. 23 nonprofit organizations who participated in the event received matching funds from UWSWNM and the Community Foundation of Southern New Mexico.



## STAMP OUT HUNGER DONOR DRIVE

\$14,000 was raised during a month long online promotion. 8 local food pantries (6 in Dona Ana County / 2 in Sierra County) received a small grant of \$1,750.

# THANK YOU TO OUR CORPORATE PARTNERS

The following partners support our United Way and continue to showcase their commitment through their employee giving or by a combination of employee and corporate giving.



Raytheon  
 Magellan  
 HB Construction  
 Enterprise Holdings NC  
 WestStar Bank  
 Target  
 Comcast  
 Freese and Nichols, Inc  
 Citizens Bank of Las Cruces  
 IBM and Retirees  
 PNM  
 Dillard's  
 Bank of America  
 O'Reilly Auto Parts  
 FBL Financial Group, Inc.

FedEx  
 FirstLight Federal Credit Union  
 Carl's Jr.  
 New Mexico Gas Company  
 Lockheed Martin  
 BNSF Railway Foundation  
 Wells Fargo  
 US Bank  
 BINNS Family Foundation  
 CSL Plasma Services  
 CenturyLink Foundation  
 BBVA Compass  
 The Cummins Foundation  
 Century Bank  
 American Family Insurance

Farm Bureau Financial Services  
 Laureate International Universities  
 SC Johnson  
 Caterpillar Foundation  
 Fidelity Charitable  
 Town of Silver City  
 AT&T  
 Allstate  
 J.C. Penny  
 Boeing  
 PetSmart, Inc.  
 Turner Industries Group  
 Raymond James  
 Bohannon Huston, Inc.



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Southwest New Mexico**

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**United Way**  
*2020 Membership  
Requirements*  
**Completed**



**United Way**  
*2021 Membership  
Requirements*  
**Completed**