



The Unity Council's Mission is to help families and individuals build wealth and assets through comprehensive programs of sustainable economic, social, and neighborhood development.

Organization Overview- Located in the Fruitvale district of Oakland, The Unity Council employs a comprehensive strategy to assist individuals and families build assets by focusing on economic, social and neighborhood needs. We serve up to 9,000 primarily low to moderate income clients each year by providing them with tools needed to transform their lives and ultimately achieve educational, financial, or employment goals.

Founded in 1964 as a means to raise awareness of the needs and concerns of Latinos in Oakland, the geographically based community development strategy now focuses on building an economically vibrant, physically attractive, and a livable neighborhood regardless of ethnic affiliation or national origin.

Fast Facts:

- Serves 8,000 – 10,000 clients annually, plus the surrounding neighborhood businesses, streets, and community groups.
- 11 program lines providing "cradle-to-grave" services in over 6 languages.
- Annual budget of \$15 Million; Owners of 7 properties exceeding \$125 Million in assets.
- 60% of budget from Government sources; 20% Rents; 20% Foundations, individuals, corporations, other.
- Key funders include: The San Francisco Foundation, , The California Endowment, Kaiser Permanente, LISC, NeighborWorks America, Wells Fargo.

Programs & Services

The Unity Council manages over a dozen impactful community-based programs, all of which fall into the key strategy areas of economic, social, and neighborhood development. Over time, this integrated approach has proven successful to helping low-income individuals improve their self-sufficiency, economic stability and overall quality of life.

Economic development programs help individuals secure quality jobs, improve their understanding of personal budgeting and finance, and increase their personal savings. The programs also teach individuals and families how to save and plan for the future, and assist small business owners in the Fruitvale neighborhood with business development and marketing services. Our social enterprise, Peralta Service Corporation, provides Oakland residents with on-the-job training at a living wage, putting them on the path to sustainable employment.

The Unity Council

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Economic Development Programs include:

- a. *Workforce Development*
 - a. Sector Specific Job Training in healthcare and transportation & logistics
 - b. One-Stop Career Center for drop-in, a la carte services
 - c. Individual employment & financial coaching and placement for up to one year post-job placement
- b. *Peralta Service Corporation*: Social enterprise for second-chance employment. PSC workers receive job training and experience in public area maintenance
- c. *Volunteer Income Tax Assistance*: Free tax prep for low-income filers. Returns up to \$1 Million in tax-refunds back to the community

Social Development programs focus on equipping our community with the social skills and connections to build safer, healthier, and more prosperous neighborhoods. These programs serve clients from all ages and backgrounds.

- a. *Head Start and Early Head Start* (our largest program): Serves preschoolers, infants, toddlers, and pregnant women through prenatal, home based, and center based services to more than 900 families.
- b. *Latino Men and Boys*: LMB provides support for young Latinos and their families including educational engagement and attainment, employment opportunities, access to health care and healthy activities, as well as reducing violence through positive connectivity.
- c. *Oakland Youth Engaged*: A youth employment training program with a community building focus, OYE youth are taught employment skills and placed in supervised internships to gain valuable first job experiences.
- d. *Senior Services*: The Unity Council manages three senior housing facilities, providing affordable independent living to more than 180 low-income and immigrant elders, and operates the Fruitvale-San Antonio Senior Center which offers recreation, exercise, lunch, and supportive services.

Neighborhood development programs work to create a safe, vibrant and aesthetically appealing environment that supports and stimulates commerce, while enhancing the quality of life for residents, merchants and visitors.

- a. *Fruitvale Transit Village*: The Unity Council has helped transform Fruitvale Village into a beautiful, vibrant, and secure environment in which to shop, work, and live. It is considered one of the most visited and studied transit-oriented developments in America.
- b. *Fruitvale Business Improvement District*: The Fruitvale Business Improvement District program provides street beautification and business development and marketing services to over 300 local minority-owned Oakland businesses.
- c. *Special Events*: The Unity Council organizes and executes events throughout the year to promote local businesses and safe streets. Our signature event is Día de los Muertos, a community festival that attracts more than 70,000 festival goers.

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