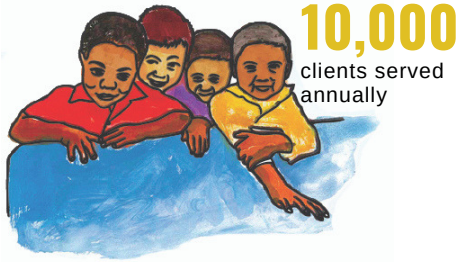




**The Unity Council's Mission** is to promote social equity and improve quality of life by building vibrant communities where everyone can work, learn, and thrive. We envision a joyful, united, and engaged community where people have the power to shape their lives.

## FAST FACTS:



**10,000**  
clients served annually

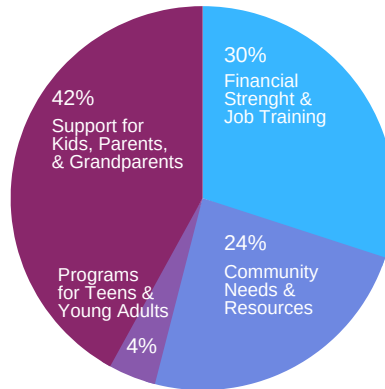
## FOUNDED IN 1964



Established at the height of the Civil Rights Movement, The Unity Council was a physical commitment by local leaders to advance a substantive—and not merely descriptive—representation of Latinos in political and policy decisions.

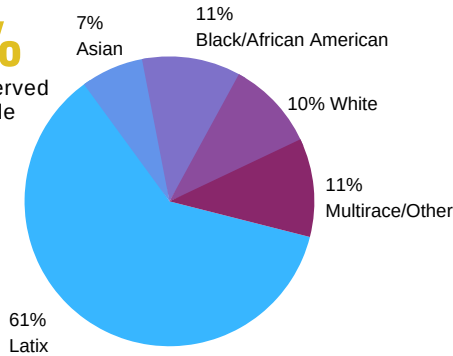
## 12 PROGRAMS

providing “cradle-to-walker” services in over 6 languages.



## 90%

clients served are people of color

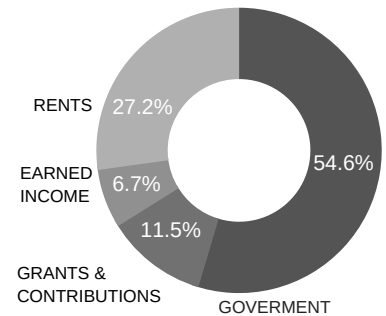


## \$125 Million

in assets including major affordable housing and real estate such as the Fruitvale Transit Village—a nationally recognized transit-oriented development project.

## \$20 Million

ANNUAL BUDGET



# ABOUT US

Our programs aim to provide the community with the tools, knowledge, and resources to transform their lives and ultimately achieve their long-term educational, career, and financial goals. These holistic programs and services reach more than 8,000 individuals and families annually in five languages. Programs include: early childhood education, youth mentorship and leadership development, employment services, career readiness training, housing and financial stability, senior citizen services, affordable housing and neighborhood development, and arts and cultural events.

The Unity Council employs a diverse workforce of more than 250 people who reflect the linguistic, cultural, and ethnic identity of the communities we serve. Our work expands beyond the Fruitvale district and now reaches across Oakland and into Concord.



# OUR IMPACT

## Programs for Multi-Generational Families

Serving whole families from infancy to late adulthood, programs include early childhood education, parent engagement, low-income senior services, and senior housing.

- 750 Families served through Head Start & Early Head Start at 8 program locations in Oakland and Concord
- 3 affordable senior housing properties, with nearly 300 units
- Fruitvale-San Antonio Senior Center provides recreational activities and meals to over 350 seniors every year

## Career & Financial Empowerment

Helping individuals secure quality jobs, improve their understanding of personal budgeting and finance, and increase their personal savings. Our social enterprise, Peralta Service Corporation, provides second-chance employment opportunities.

- 95% Job Placement rate for enrolled clients
- Two WIOA Sector Access Points: Healthcare and Transportation/Logistics
- Fully integrated financial capability coaching, career services, and public benefit screening
- Over 2,000 client services delivered every year from our Career Center in Fruitvale

## Youth Empowerment and Engagement

We work with youth and young adults to gain academic and career goals. Latino Men & Boys (LMB) works in Oakland middle and high schools to provide mentorship. Oakland Youth Engaged (OYE) emphasizes career exploration and community building. And Youth Workforce provides internship opportunities to out-of-school youth and young adults.

- 250 young men in LMB at 9 schools and counting
- LMB students have 97% school attendance rate and 35% increase in GPA
- 80 youth in OYE, ages 14-19
- Youth Workforce connects opportunity youth to paid internships and career services.

## Building Vibrant Neighborhoods

We invest in attractive and vibrant communities filled with amenities that include affordable housing, a thriving commercial district, and a range of social and public services. We believe that cultural pride and identity contribute to thriving neighborhoods and are tools to combat displacement.

- 396 small businesses in our Fruitvale Business Improvement District
- BID provides public art, maintenance, and small business workshops
- Fruitvale Transit Village is a mixed-use Transit Oriented Development with mixed-income housing, social services, and small businesses
- Investment in arts & cultural activities, including annual Dia de los Muertos Festival