Resilience, Unity, and Equity

2021 Impact Report
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Table of Contents

A Message From Our CEO 4
Mission + Vision + Values = Impact 5
Our COVID-19 Program Impact 8
Nuestra Comunidad: A Year in Review 14
Financials & Leadership 17
Once social change begins, it cannot be reversed. You cannot un-educate the person who has learned to read. You cannot humiliate the person who feels pride. You cannot oppress the people who are not afraid anymore.

Cesar Chavez
Dear Social Equity Partners,

There’s no doubt that the essential workforce is the engine that powers the Bay Area economy. I am proud that The Unity Council played a critical role in ensuring low income workers and residents had access to free COVID-19 testing and vaccines, healthy food, affordable housing, quality education for their children, and safe jobs.

The pandemic shed light on the stark inequalities we already knew existed. Essential workers have been disproportionately impacted by the pandemic and have also fallen further behind. With the support of our funders and partners, we closed racial equity gaps. However, our work is far from over. Our dedicated essential workers continue to take care of us, and now more than ever, we must show up for them boldly.

While we seem to be returning to some normalcy, the impact of the pandemic lingers for the immigrants, families, children, youth, and seniors who depend on our services. Getting back to “normal” would be a missed opportunity for Oakland and Concord. We intend to get better. In the spirit of resilience, unity, and equity, we invite you to join us.

In partnership,

Chris Iglesias
Chief Executive Officer
Mission + Vision + Values

= Impact
Making an Impact in the East Bay

Mission, Vision & Values

Our Mission
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.

Our Vision
We envision a joyful, united, and engaged community where people have the power to shape their lives.

Our Impact Goals for FY 21-22

- Support families through the COVID-19 pandemic
- Create spaces that cultivate safety, preserve culture, and provide stability
- Advocate and provide resources for our essential workers
Making an Impact in the East Bay

Our Programs

1,000+ boxes of free groceries given weekly for 6 months to East Oaklanders

4,480 total clients served by TUC community programs

181 affordable housing units built in partnership with BRIDGE housing

$1,378,131 received in tax refunds by VITA clients through free tax services

159 small businesses served by TUC's Business Services Team

739 children served through Head Start and Early Head Start services

$596,312 distributed through the Keep Oakland Housed collaborative

100+ participants in drumming healing circle hosted in partnership with La Clínica de la Raza

Who We Serve

- Hispanic/Latino: 68%
- African American: 13.6%
- White: 4.4%
- Other/Multiracial: 4.5%
- Asian: 8.3%
- American Indian/Alaskan Native: 0.96%

Resilience, Unity, and Equity
At the onset of the COVID-19 pandemic, The Unity Council quickly adapted our services and programs to meet the urgent needs of our community. Throughout the year, our programs met the needs of 4,480 individuals. Our most requested services were employment and career services, emergency housing financial assistance, and financial capability services.

With the awareness that the pandemic continues to disproportionately burden local immigrants, families, children, seniors, and businesses, and with critical support from our generous donors and partners, our efforts and impact are ongoing.

- **Emergency cash assistance**: $812k distributed to 1,293 immigrants and families
- **Residents received hot meals and groceries**: 96k
- **Distributed to restaurants and essential workers**: $240k
- **Distributed in housing service support with Keep Oakland Housed**: $576k
Opportunities for Impact: Adapting TUC Programs & Services

Administration and Staff
Due to the COVID-19 pandemic, TUC had to shut down our in-person services through our career & resource center. While we still serviced clients through phone and remote services, we saw a smaller number of overall clients served. Throughout the COVID-19 outbreak, TUC continues to maintain and pay its 300-person workforce.

Career & Resource Center
An unprecedented 4,352 community members requested services by submitting intake forms. Staff from the Oakland Workforce Development Board trained our Career Services staff so that we could meet the surge in requests for public benefits enrollment assistance.

Head Start and Families
While continuing to navigate the challenges of new pandemic surges, TUC served 739 children in our Early Head Start and Head Start programs. Additionally, we offered grab-and-go meals for our enrolled families and provided much needed diapers and wipes. TUC partnered with other community organizations to provide housing and rental financial assistance.

Latino Men & Boys (LMB) and Latinx Mentorship and Achievement (LMA)
As a result of the decline in OUSD student enrollment throughout the pandemic, we experienced a drop in clients within our LMB/LMA programs. Youth Achievement staff continued to serve their students remotely, and offered laptop distribution assistance and technology support. They conducted bi-weekly wellness check-in phone calls with students and their families, and connected them to Community Programs’ financial assistance and other external resources.

Senior Center & Services
The COVID-19 pandemic posed the highest risk to seniors, who were also unable to access our in-person services. Because our senior center was closed at this time, only a fraction of our previous clients continued to receive services. TUC partnered with the Alameda County Community Foodbank and World Central Kitchen to provide emergency food distribution for youth, families, and 800 seniors.
"I was able to get food and groceries right on time as I had lost work due to COVID-19. Everyone I spoke with at Unity was so helpful and supportive. I am forever grateful they do everything to make the line go fast and the boxes always have fresh food my family likes."

- Bianca, Food Distribution Client
Community-Building Through Social & Cultural Connection

Part of fulfilling our mission at The Unity Council means creating spaces where our community can thrive, heal, and celebrate. For 26 years, our annual Oakland Dia de los Muertos Festival has welcomed tens of thousands of visitors to the Fruitvale neighborhood to enjoy music, art, and activities while paying respect to los Muertos.

Fruitvale, a predominantly Latinx area, is one of three neighborhoods in Alameda County that were hardest hit by the COVID-19 pandemic. This year, more than ever before, it was critical to create a space for grieving Latinx communities to heal together.
Supporting Small Businesses Through the Pandemic

Our Small Business Assistance team serves over 350 local businesses per year with a range of technical assistance services including business planning, accounting and financial management, access to capital, and marketing & communications.

During the pandemic, local businesses faced an inordinate number of challenges, from operational to financial hardships. In response, TUC hosted open-air clinics to help business owners apply for Paycheck Protection Program (PPP) loans and other grant opportunities. In October 2021, Onward Oakland: Adelante Oakland was launched to help small businesses develop an innovative business model, establish a digital presence, and cultivate capabilities for future sustainability and growth.
Building Equity Through Affordable Housing

In response to the urgent housing needs of local seniors, TUC partnered with BRIDGE Housing to develop Casa Sueños ("House of Dreams"). This mixed-use housing development will provide **181 units of affordable housing** in the Fruitvale Transit Village. TUC and BRIDGE celebrated the development’s groundbreaking in October 2021 and expect completion in Fall 2023.
Nuestra Comunidad: A Year in Review
Resilience, Unity, and Equity
2021 In Review

January
- Developed a guide to serve as a tool for workforce agencies working with immigrant construction workers, in partnership with Construction Trades Workforce Initiative and Social Policy Research Associates

February
- Partnered with SF Mission's Food Hub and Dreisbach to deliver 1,000+ boxes of free groceries weekly for 6 months to East Oakland
- Hosted press conference with Congresswoman Barbara Lee to help East Bay families apply for new Child Tax Credit

March
- Hosted 3 mobile vaccine clinics with La Clínica de la Raza for seniors and essential workers
- Launched Business Assistance Clinics in Fruitvale
- Distributed 225 sneeze guards to 90 Fruitvale businesses for COVID-safety
- Hosted CA Secretary Lourdes Castro Ramirez to showcase Fruitvale Transit Village developments

April
- Serviced 757 clients through Volunteer Income Tax Assistance (VITA), TUC’s free tax services program
- $1,357,279 received in tax refunds by VITA clients
- Launched Not One More Girl campaign against gendered violence on public transit

May
- Hosted CA Governor Gavin Newsom to announce California Comeback Plan
- Forged partnership with City of Oakland for Small Business Week
- Joined SF Foundation as thought leader in discussing equitable economic recovery

Resilience, Unity, and Equity
**June**
Hosted Congresswoman Barbara Lee a second time to announce the distribution of Child Tax Credit.

**July**
- Led outreach campaign to increase vaccination rates in hardest hit Fruitvale communities
- **Won Head Start grant of more than $6M per year** from Office of Head Start

**August**
- 94-unit Casa Arabella selected as **ULI Award Winner for Equitable Development**
- Broke ground on Casa Sueños, a 181-unit affordable housing development

**September**
- **Secured $4.5M grant** to strengthen East Oakland security net and expand capacity of Resilient Fruitvale Collaborative

**October**
- Launched Onward/Adelante Oakland to provide tech assistance to local businesses
- Hosted CA Secretary Marcia Fudge and CA Secretary Xavier Becerra to discuss affordable housing and pandemic response
- Held Día de los Muertos Health Fair

**November**
Kicked off Juntos Fruitvale capital campaign committee to raise $6M for a 16,000-square-foot co-working, community, and cultural arts space

**December**
- **Received Skupski $1M award** for food access in East Oakland
- **Awarded $850k from Wells Fargo’s Open for Business Fund**
- Hosted East Oakland holiday party in partnership with Eat.Learn.Play., Ripple, and KABOOM!
- Concord Monumental Corridor toy giveaway
- Peralta Service Corporation (PSC) joins REDF Growth Portfolio
Making an Impact in the East Bay
FY 21 Financials

Revenue Breakdown
- Government: 77.3%
- Foundations: 15%
- Programs/Contracts: 3.4%
- Agencies/Intermediaries: 1.8%

Expense Breakdown
- Personnel: 50.1%
- Payroll Taxes & Fringe Benefits: 14%
- Contract Services: 12%
- Occupancy & Financing: 8.1%
- Operating Costs: 5.4%
- Program/Project Costs: 6.1%
LEADERSHIP

BOARD OF DIRECTORS

Jose E. Corona, Board Chair
Eat. Learn. Play. Foundation
Vice President of Programs & Partnerships

Casey Williams, Secretary
LCW Liebert Cassidy Whitmore, Associate

Mirella Almarez
Senior Research Associate, WestEd

Claudia Burgos
AC Transit, Director of External Affairs

Emilio Cruz
Carollo Engineers, Senior Vice President

Miguel Duarte
Chief of Staff, Office of the President, Oakland Athletics

Lili Gangas
Kapor Center, Chief Technology Community Officer

Silvia Guzman
Head Start Policy Council/Committee

Ralph Holmes
Piper Sandler, Managing Director

Mariah LaFleur
Kaiser Permanente, Thriving Schools Manager

Adhi Nagraj
McCormack Baron Salazar, Senior Vice President

Daniel Zamani
Salesforce, Sr. Manager, Product Management

SENIOR EXECUTIVE TEAM

Chris Iglesias
Chief Executive Officer

Luis Arenas
Vice President of Children & Family Services

Joyce Boyd
Chief Financial Officer

Heather Brown
Director of Property Management

Teresa Estrada
Vice President of Human Resources

Armando Hernandez
Interim Chief Operating Officer
Vice President of Community Programs

Tiffany Rose Naputi Lacsado
Director of Economic Development

Erica Lara
Director of Peralta Service Corporation (Social Enterprise)

Aubra Levine
Vice President of Real Estate Development

Karely Ordaz
Chief of Staff

Erin Patch
President and Chief Operating Officer

Arturo Rodriguez
Director of Operations

Rafael Velazquez
Interim Director of Community Programs, Associate Director of Health and Social Services

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