



# *Resilience, Unity, and Equity*

**2021 Impact Report**





# 2021 Impact Report

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*Día de los Muertos*



“

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



# A Message From Our CEO

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



Thank you!



Mission + Vision + Values

= **Impact**



Resilience, Unity, and Equity

Integrity

# 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

Community

Empowerment

Culture

Equity

Joy

Integrity



# Making an Impact in the East Bay

## Our Programs



**1,000+**

boxes of free groceries given weekly for 6 months to East Oaklanders



**159**

small businesses served by TUC's Business Services Team



**100+**

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



**4,480**

total clients served by TUC community programs



**739**

children served through Head Start and Early Head Start services



**181**

affordable housing units built in partnership with BRIDGE housing



**\$596,312**

distributed through the Keep Oakland Housed collaborative



**\$1,378,131**

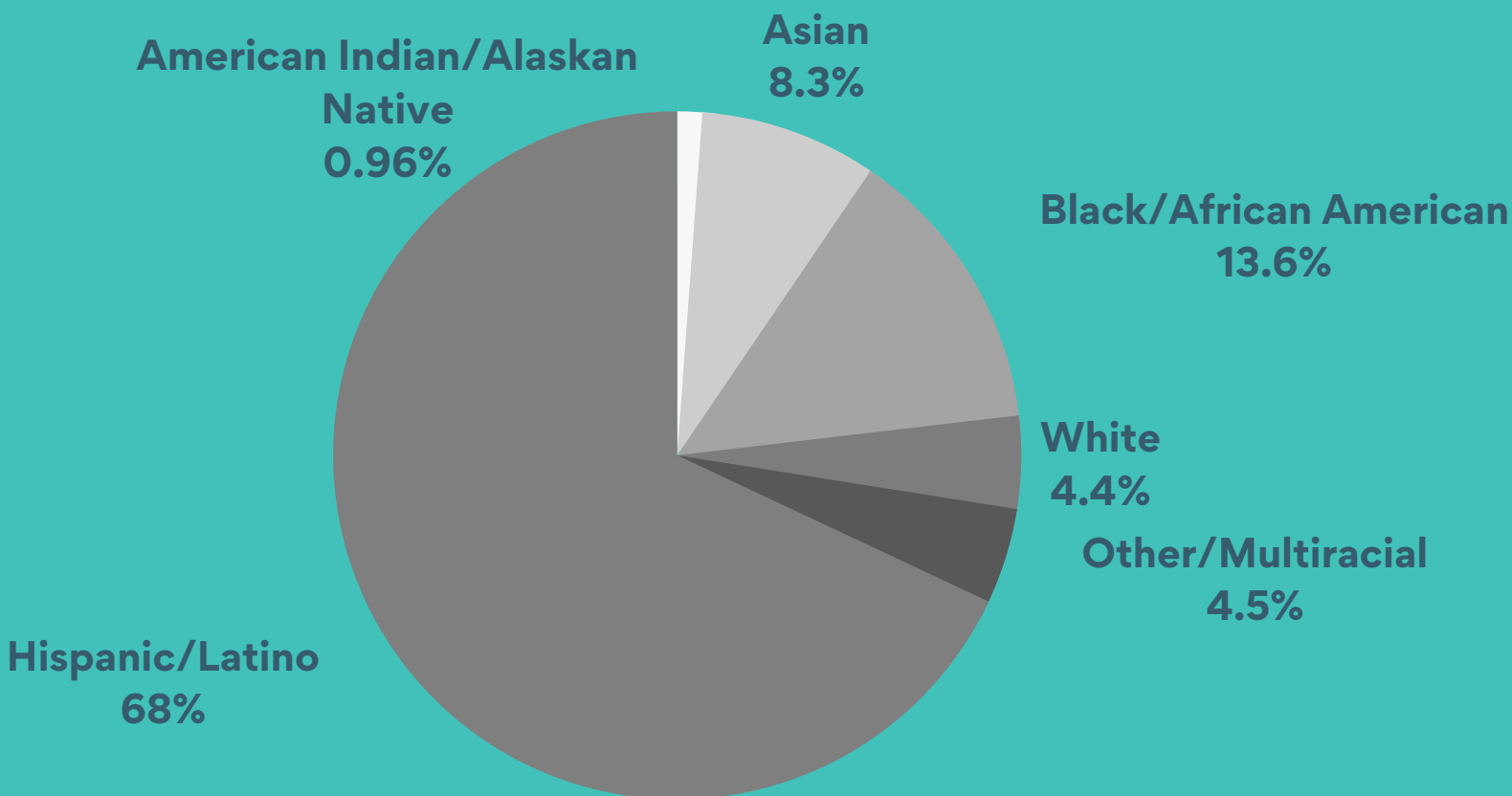
received in tax refunds by VITA clients through free tax services



**70%**

student participants in youth achievement programs report understanding A-G requirements

## Who We Serve



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# COVID-19: The New Reality and Catalyst for Change

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.



**\$812k**

Emergency cash assistance distributed to 1,293 immigrants and families

**96k**

Residents received hot meals and groceries

**\$240k**

Distributed to restaurants and essential workers

**\$576k**

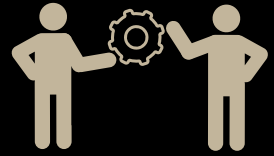
Distributed in housing service support with Keep Oakland Housed



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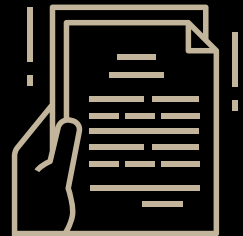


# Opportunities for Impact: Adapting TUC Programs & Services



## 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**.



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# Resilience

“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



## Fundraising Activities

**\$107,335**

Net Profits Raised

## Arts & Culture Activities

- **40+** participants in Healing Virtual Panel
- **25** ofrendas created by local artists and community members
- **1** poster commissioned to local artist, Daniel Camacho

## Economic Development Activities

- **30k+** estimated festival visitors
- Muertos Mercadito: **15** virtual vendors, open for 30 days
- Fruitvale Restaurant Week: 16 restaurant and 5 bakery participants



## Health & Wellness Activities

- COVID-19 vaccines and flu shots distributed to East Oakland residents with Kaiser
- Free COVID-19 testing provided with City of Oakland
- **100+** drumming healing circle participants with La Clínica de la Raza

Unity

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.



# Equity

## Supporting Small Businesses Through the Pandemic

159

Small  
Businesses  
Served

286

Technical  
Assistance  
Hours

5

Language  
Support  
Services



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.



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# 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.



**Casa Sueños Groundbreaking**  
181 affordable housing units



Equity





# *Nuestra Comunidad:* A Year in Review



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# 2021 In Review



## 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



## 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



## 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



## 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

## 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



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# 2021 In Review



## June

Hosted Congresswoman Barbara Lee a second time to announce the distribution of Child Tax Credit.

## August

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



## 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

## 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

## 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



## September

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



## November

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







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# **Financials & Leadership**

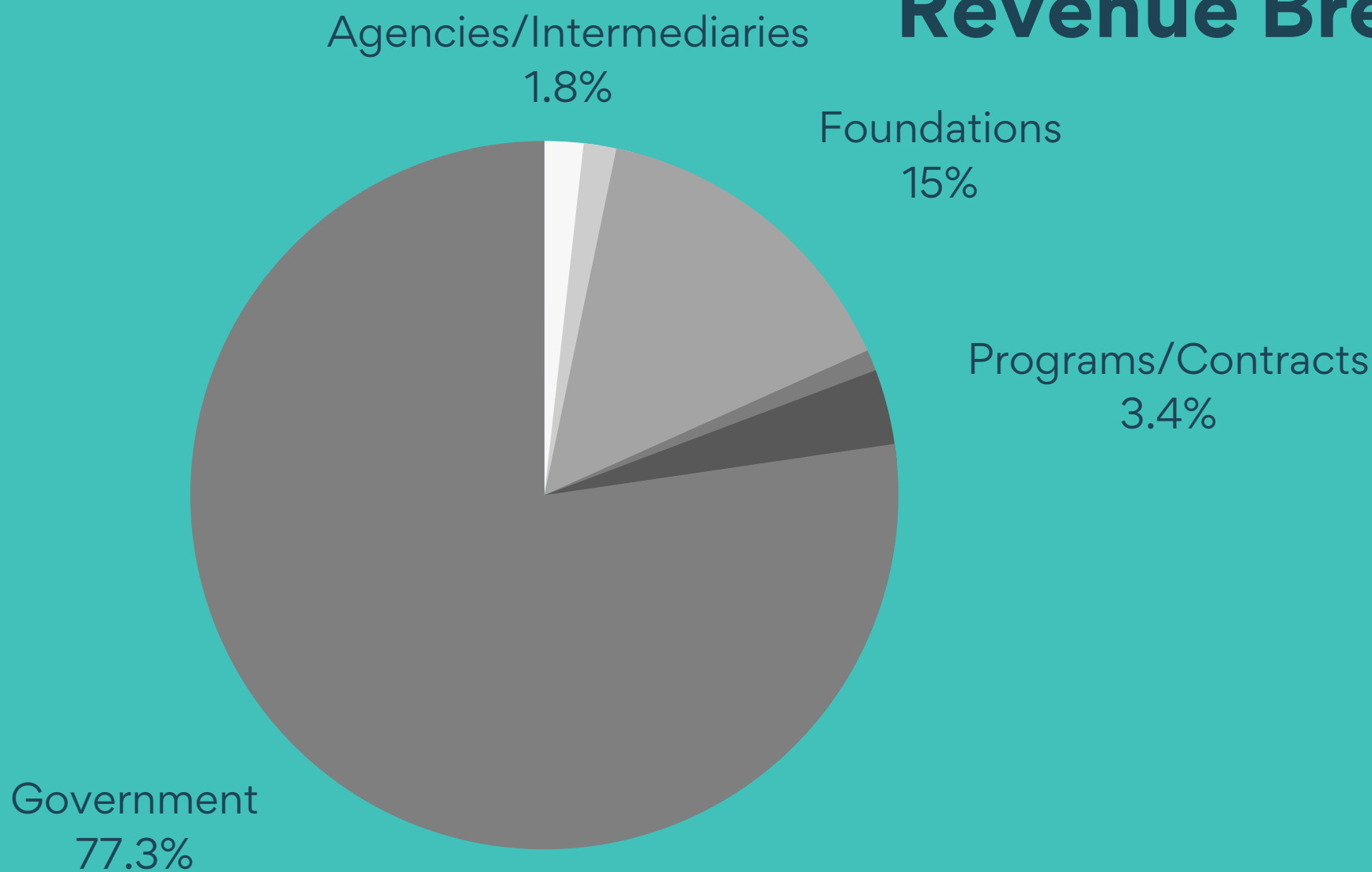




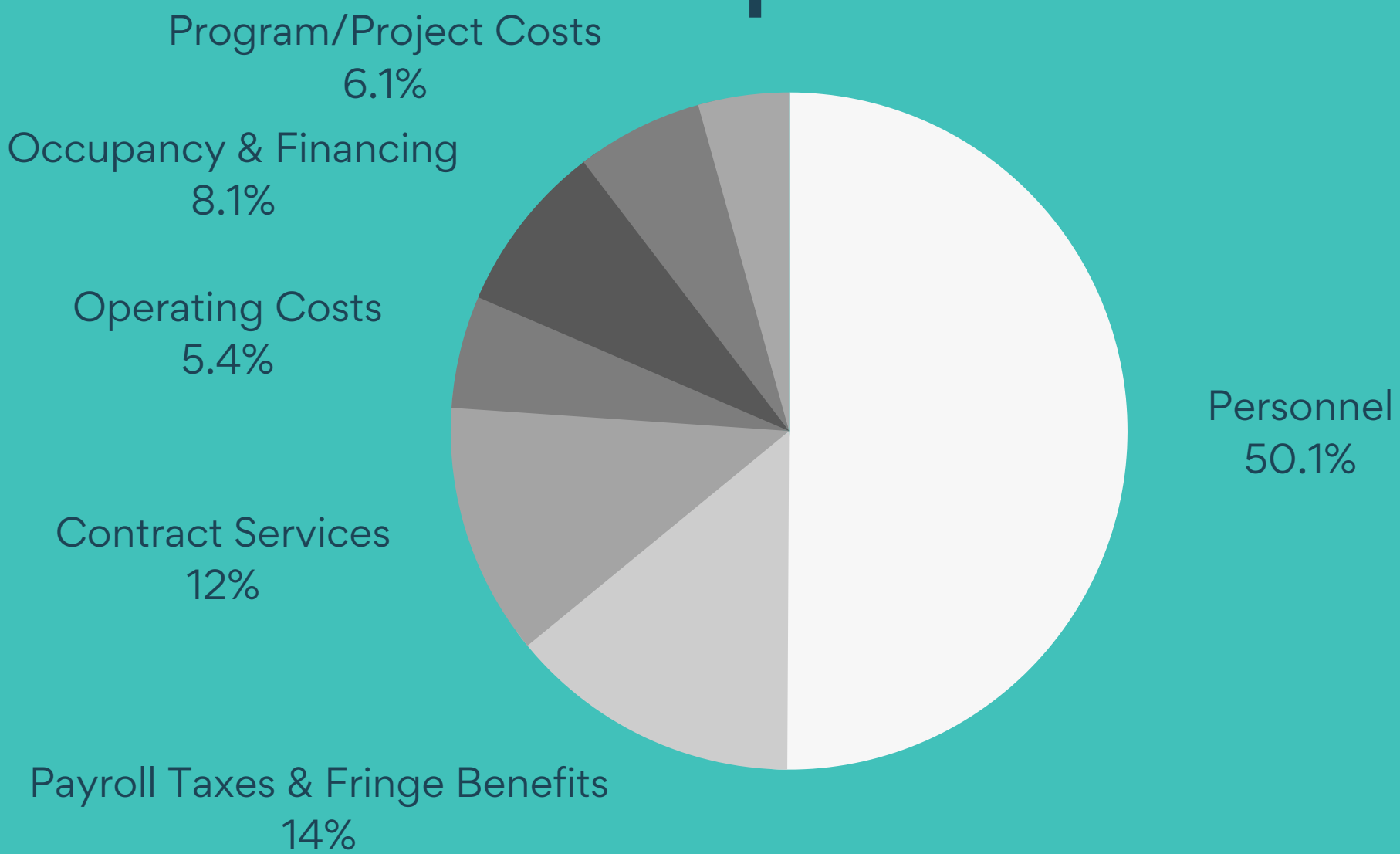
# Making an Impact in the East Bay

## FY 21 Financials

### Revenue Breakdown



### Expense Breakdown



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# BOARD OF DIRECTORS

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**Erin Patch**  
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**Arturo Rodriguez**  
Director of Operations

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

# LEADERSHIP



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