



Growing Through It All

THE 2022 ANNUAL REPORT





A letter from our CEO



CHRIS IGLESIAS, CEO
CELEBRATING 10 YEARS
WITH THE UNITY COUNCIL

To our partners and friends; A todos nuestros socios y amigos:

Lo hicimos. We did it. We got through another year. Once again, in the face of incredible odds – from the pandemic to the economy to the cost of living here – The Unity Council managed to keep on growing. In fact, we served over 5,000 children, families, and seniors in 2022, while continuing to build affordable housing, create jobs, and nurture small businesses.

We also deepened our commitment to collaboration, advocacy and systems change. Through Resilient Fruitvale, a coalition of 19 community-based organizations, we strengthened the social safety net for East Oakland's hardest to reach populations. Through our small-but-mighty policy team, we helped pass 5 state bills, signed 33 letters of support, and successfully advocated for Alameda County to adopt community-based coalitions as part of the Health Care Services Agency 2-year strategy. Notably, The Unity Council was instrumental in ensuring that Fruitvale remained together during the redistricting process and ensured the Latino voting power was not diluted.

Take some time to read the success stories featured in this report because we could not have achieved these victories without you. These are the fruits of our labor. And your generosity through the difficult times made all the difference.

When I accepted this job in 2013, I could never have predicted the challenges we would face, nor the incredible things we would accomplish. It's a testament to the dedication of our staff, the resilience of our clients, and the loyalty of our supporters. Thanks to you, The Unity Council continues to grow and flourish.



The Fruits of our Labor



5,183

Unduplicated clients served in 2022



2,000+

Hours of instruction for 169 students at 8 schools through Latino Men and Boys and Latinx Mentoring Programs



785

Children served through Head Start and Early Head Start services



\$485K

Public dollars directed to 6 East Oakland nonprofits as a result of our advocacy



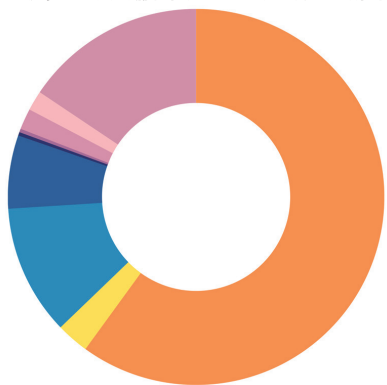
\$1,052,044

Dollars refunded to 566 clients who received help filing income tax returns from our Financial Services team



874

Seniors receiving services and culturally relevant programming



WHO WE SERVE



Young Minds Grow at The Unity Council



1,053 total children and young adults served by The Unity Council programming in 2022.

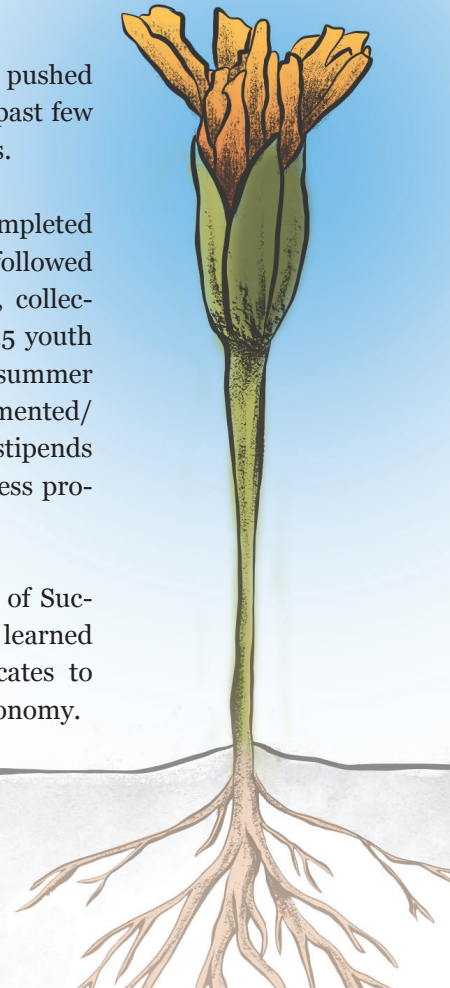
Supervisor Wilma Chan fought for equity and opportunity for all Alameda County residents. We honored the late, great Supervisor by opening the Wilma Chan Child Development Center in East Oakland, bringing the total number of children in our infant and toddler programs to 785.

As these children blossom into young adults, we will continue to serve them through our Latino Achievement and Youth Employment Programs.

Like flowers in concrete, our teens pushed through all the hardships of the past few years to achieve incredible milestones.

34 opportunity youth ages 16 to 24 completed 150 hours of job readiness training followed by 3,000 hours of paid internships, collectively earning more than \$65,000. 35 youth earned over \$35,000 through our summer job placements, while 25 undocumented/newcomer youth earned \$5,000 in stipends while participating in our job readiness program.

Nine more youth took part in Roots of Success, a 10-week program where they learned skills and earned Cal-OSHA certificates to prepare them for jobs in the green economy.





Small Businesses Blossom



185 small businesses received support from The Unity Council in 2022. 100% of businesses supported were minority owned, and 62% were women owned.

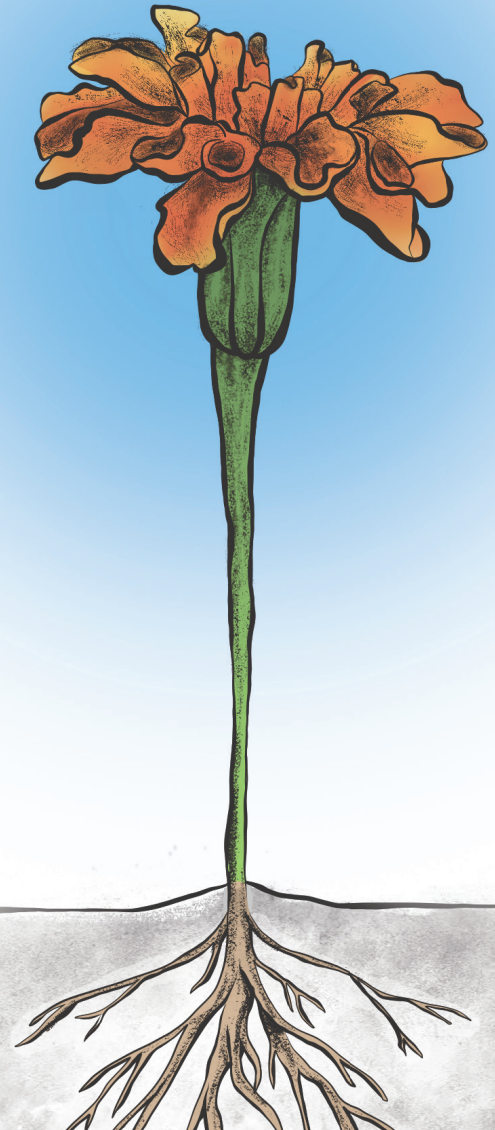
Vicky Castillo, proud owner of Nena's Hair Studio, is known for helping other small business owners in the Fruitvale through tough times. She could never have predicted that a global health crisis would force her to close her salon doors for so long. Thankfully, Vicky had a long-standing relationship with The Unity Council's small business support program, Onward Oakland, where she'd previously received help with grant and permit applications, as well as accounting.

The Unity Council helped Vicky secure a PPP loan, a \$10,000 grant from Comcast, and a \$5,000 CA Relief Grant. Persisting through it all, Vicky came back with a bang, not only reopening, but expanding her salon to include more chairs to rent to other stylists. Nena's Hair Studio will be here to keep the community looking fresh for years to come!



In addition to supporting small businesses, The Unity Council provided 20 jobs to individuals with barriers to employment through our groundbreaking social enterprise, Peralta Services Corporation, securing new maintenance contracts with the ACLU, Downtown Alameda Business Association, Red Bay Coffee, Solano Business

Improvement District, and Oakland Public Works. Now we are working with REDF to chart a growth strategy that will allow more formerly incarcerated individuals to skill up and have opportunities for career and economic mobility.





New Programs Take Root



The Unity Council provide 63 units of affordable commercial space for local nonprofits and businesses.

The COVID-19 pandemic drew new attention to food insecurity, a crisis facing 1 in 4 families in Oakland.* Through the early part of the pandemic, we worked with Alameda County to provide over 500,000 hot meals to residents while supporting 15 local food businesses owned by women and people of color.

In 2022, we officially launched a long-term Food Security Program, thanks to a \$1 million investment from The Stupski Foundation. We formed a community advisory board with 15 resident leaders who meet monthly to provide input on community needs.



197,463

Pounds of groceries distributed



12,422+

Boxes of free groceries and hot meals given



3,780

Hot lunches served



96

Households received \$200 food and wellness grants



8,642

Individuals received groceries

*According to the Alameda County Community Food Bank



Partnerships Grow Strong

In 2022, The Unity Council joined forces with residents and community partners to create equitable access to safe play spaces by building a new playground in East Oakland. Children living in and around The Unity Council's affordable housing development on 36th Avenue were asked to draw pictures of their dream playground. We collaborated with the Eat. Learn. Play. Foundation, Ripple, KABOOM!, and more than 260 volunteers to turn these dreams into reality. The playground provides over 100 children and families a safe place to play, socialize, and gather for years to come.



We also provided housing access services to 292 clients working to stay housed despite the challenging Bay Area housing crisis. And our dedicated coaches rolled up their sleeves, disbursing \$42,281 in first month's rent and deposit assistance and \$50,000 of rental assistance to clients who were behind on their rent payments. Additionally, we partnered with the East Bay Permanent Real Estate Cooperative to provide housing counseling during their "Here to Stay" event in December to help our clients stay rooted in the community.

The Unity Council currently provides 411 affordable homes to 608 low-income residents and we have 366 more in the pipeline!





Honoring Essential Workers at Día de los Muertos



We celebrated and honored essential workers at the 27th annual Día de los Muertos Festival in the Fruitvale in October. Altars created to remember the dead were especially meaningful at our first in-person festival since the start of the pandemic. Artists, musicians and dancers used art to promote healing and celebrate the diverse cultures of the Fruitvale.

The Día de los Muertos Festival broke records! Sacred altars, live performances, a generous children's play area, and the low-riders' eye-popping cars were all vital elements of the celebration. We were joined by over 100,000 festival goers. 269 volunteers and staff put on a beautiful event. Our local economy benefited as we were able to boost sales for local merchants and small business owners in the Fruitvale Community.

Our dedicated laborers and essential workers took care of us during arguably one of the most challenging times in U.S. history. We are honored to recognize Fruitvale as the land of The Essential Worker and remember the lives of those who served our community in restaurants, as custodians, nurses, farmers, cashiers and the many essential positions that made our lives possible. It is critical we don't forget these heroes and all the ways they sacrificed for our community.





30th 2022 DIA LOS MUERTOS Festival
POWERED BY: [Logo]



ESSENTIAL WORKERS



Funders, Sponsors & Donors

FOUNDATIONS, CORPORATIONS, AND NONPROFIT PARTNERS

A. Ruiz Construction
AC Transit
Alameda County
Community Food Bank
Alameda Health System
Alaska Airlines
Amalgamated Charitable
Foundation
Amazon
AT&T
Athletics Investment Group LLC
Bakery El Sol
Bank of America
Bank of America
Charitable Gift Fund
Bay Area Air Quality Management
Cahill Contractors
California Hispanic
Chamber of Commerce
California Housing
Partnership Corporation
California School-age Consortium
Catalyst
Cerus Corporation
Citrix
Comcast Foundation
Construction & General
Laborers Local Union 304
Contra Costa Building &
Construction Trades Council
Convey, Inc.
County of Alameda
Crankstart Foundation
CRC
Cricket
CTBC Bank Corp. (USA)
Dodge and Cox
Donor Network West
Douglas Parking
Dreisbach Enterprises

Dubose Family Foundation
Duke Realty
East Bay Asian Local
Development Corporation
East Bay Golf Center
East Bay Municipal Utility District
Electrical Industry
Advancement Program
Enterprise Holdings Foundation
Fidelity Charitable
Fulcrum BioEnergy
Gannett Fleming Companies
Garaventa Foundation
Generational Recovery Fund
Gilead Sciences, Inc.
Golden 1 Credit Union
Great American
Insurance Companies
Harris & Associates
Hollins Consulting, INC
HUB International
Humanity United
IBEW Local 302
Impact Assets
International Association of Heat
International Brotherhood
of Boilmakers
International Union Of
Elevators Constructors
J H Fitzmaurice Inc.
John Muir Health
Kaiser Permanente
Kelson Foundation
Kitchell
La Clinica de La Raza
La Familia
Laborers' PSWROC
Latino Community Foundation
IBEW Local 302
Construction and General Laborers
Local 304
LiUNA Local 324
Ua Local 342 Plumbers
and Pipe Fitters

Iron Workers Local 378
Marathon Petroleum Corporation
McGuire & Hester
Mithun
MUFG Union Bank
NeighborWorks
Network for Good
Northern California Carpenters
Regional Council
Northern California District Council
of Laborers
Oakland Athletics Baseball
Oakland Neighborhood Voices
Oakland Promise
Oakland Roots
Oakland Thrives
Oakland Unified School District
Oportun
PG&E
Plumbing Industry
Consumer Protection Fund
Port of Oakland
Public Health Institute
Pyatok Architecture + Urban Design
Pzena Investment Charitable Fund
Sage
Salesforce
Samuel Merritt University
San Francisco Foundation
Seeno - Discovery Homes
SF Bay Ferry
Sheet Metal Workers Int. Associ.
Shryne Group
Silvio & Mary Garaventa Family
Foundation
Square
Sunlight Giving
Sutter Health
SVA Architects, Inc.
Target
The Hellman Foundation
U.S. Bank
UCSF Benioff
USI Insurance

Vanguard Charitable
Visit Oakland
Warriors Community Foundation
Waste Management Services CNTR
Wells Fargo

INDIVIDUALS

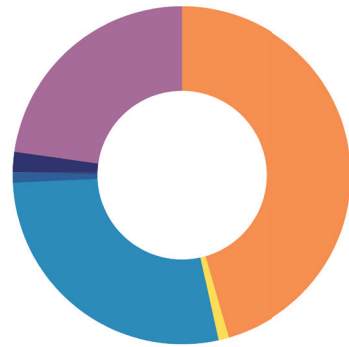
Alice Fishman
Alice Nhu
Alison Brokke
Aliza Gallo
André Pinter
Angela & Marquisa Hawkins
Annie Kuo
Antonio Martinez
Audre & Roger Newman
Brian Jackson
Carlos Castellanos
Carol Regalbuto
Casey Williams
Cecile Scandone
Charlotte Saxon
Chris Iglesias
Christina Morales
Claudius Reich
Councilmember Noel Gallo
Craig Shields
Cristina Butterfield
Dalia & Lawrence Frank
Dana Kleinhesselink
Daniel Zamani
Darolyn Davis
Dave Richards
David A Harris
David Li-Bland
David Reinertson
David Wilkins
Deborah Bayer
Deborah Koski
Debra Bowles
Denise Flynn
Derek Nutley
Edward Samayoa
Elena Anaya

Elena de la Garza
Erin Moore
Felipe Bernal
Francesca Vega
Frank Montes
Freesia Blizard
George F. Gund, IV
Gilda Gonzales
Gordon Leung
Gregory Linden
Hector Lopez Vasquez
Henry A J Ramos
Henry Levy
Hilarie Coate
Iris and Joe Brooks
Jacqueline Downing
Janeen Goedde-Taplin
Janice Cantu
Janis Medina
Jason Hopkins
Jeanne & Robert Nixon
Jennifer Easton
Jennifer Foster Fausett
Jennifer Willis
Joe Geldhof
Joe Ivankovich
Judy Weiss
Justin Sims
Karely Ordaz
Karen Breslau
Katy & Kevin Morsony
Kelly Ciotti
Kimberly Munoz
Larry & Veronica Womack
Laura Luster
Lawrence Simon
Lewis Canyon
Lina Torio
Louise Bay Waters
Lovon Fausett
Lucila A. Cahuasqui
Madelaine Bolton
Madelyn J Murphy
Marc Boroditsky

Maria Belen Maigua Picuasi
 Maria Gladys Maigua
 Mariah Lafleur
 Marisela Cristina
 Gonzáles Ginestra
 Mark Backman
 Marsha Murrington
 Maura Rojas
 Maureen Sullivan
 Michael Tully-Cintron
 Michelle Chin
 Mirella Almaraz
 Neil Gilfedder
 Niels Povlsen
 Nkeiruka Bakke
 Noemy Mena-Miles
 Olivia Flores
 Pamela Dernham
 Paul Bailey
 Rebecca Smyth
 Robert & Patricia Raburn
 Roderick Roche
 Ryan Warden
 Samuel Sharkland
 Sara Zamani
 Sheila Campos
 Silvia Topete
 Stephanie Rivers
 Susan Strom
 Teresa Estrada
 Tom Courry
 Tom McCoy
 Tyron Jordan
 Vicky Iglesias
 Wladimir Wlassowsky
 Zaby Bongiovanni



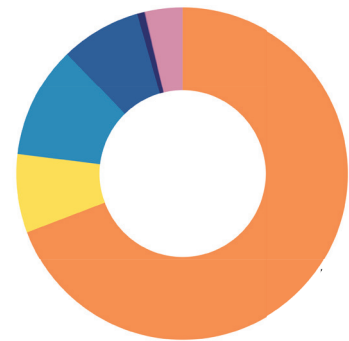
Nutrients for Growth



REVENUE \$41.4 MILLION



EXPENSES: \$41.1 MILLION



NO. OF EMPLOYEES: 309



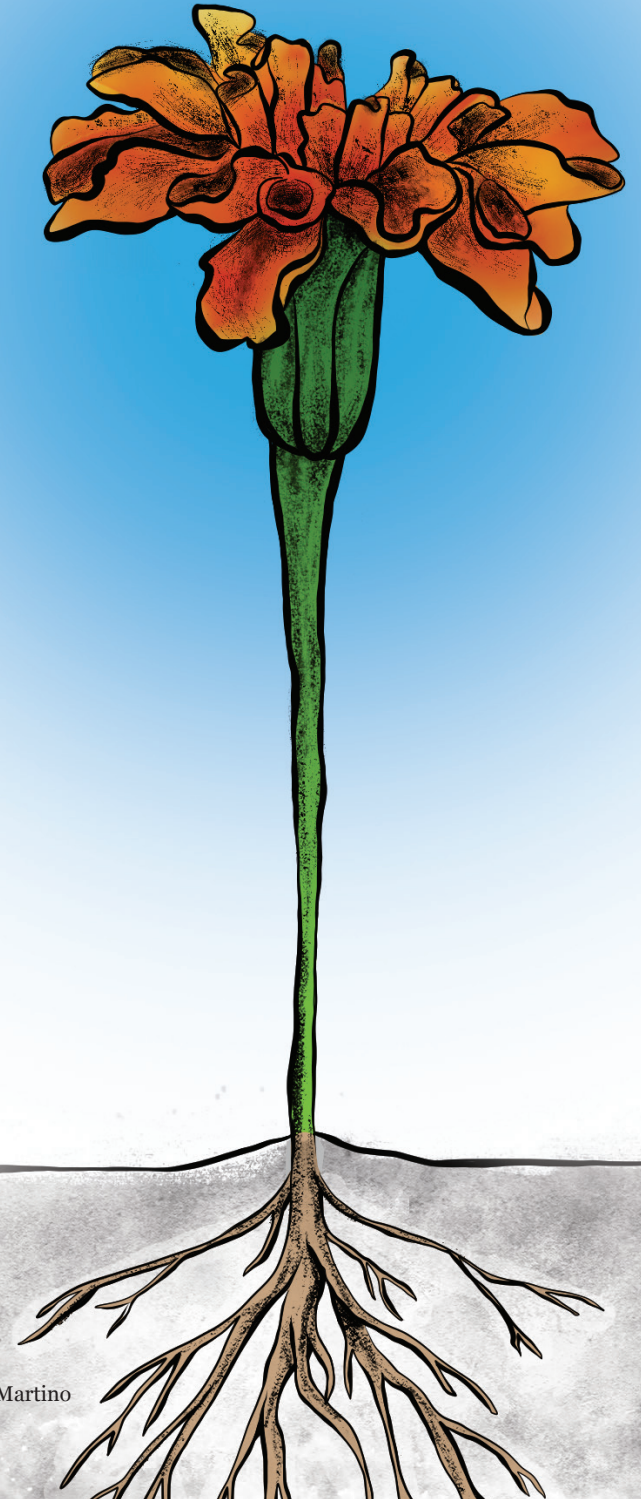
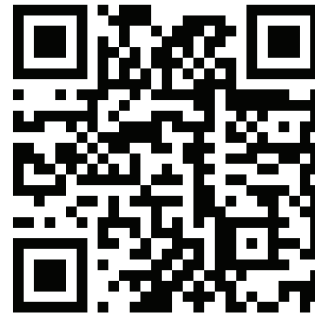


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The Unity Council is a nonprofit Social Equity Development Corporation with nearly 60 years of history in the Fruitvale neighborhood of Oakland. Our mission is to promote social equity and improve quality of life by building vibrant communities where everyone can work, learn, and thrive.

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Artwork by: Chiara DiMartino