

# Impact Report

2019-2020



WithinReach™



Together we can build  
healthy, equitable, vibrant  
communities where all  
families can thrive.



# MESSAGE FROM OUR CEO & BOARD PRESIDENT

The advent of the COVID-19 pandemic in the second half of our fiscal year disrupted, and now redefines, our lives. WithinReach mobilized quickly to get our staff working from home in March. We are pleased to say we did not miss a single day of support for families.

We are proud to be part of the public health response to the COVID-19 crisis, which you can read more about in this report, along with other highlights. The pandemic provides yet another clear illustration of the social, health and economic disparities experienced by people of color. With your continued support, we stand ready to help families meet their basic needs – by helping them navigate barriers and connect to essential health and nutrition resources.

The ongoing division, racial injustice and othering that persists in our country has prompted important work at WithinReach. We created a statement of commitment and purpose related to diversity, equity and inclusion – both our staff and board carry this intent into all of our efforts. We acknowledge that racial equity is an ongoing movement, and therefore commit to building an anti-racist organization and improving our work to better serve Black, Indigenous and families and children of color.

As we reflect on the year, we understand that the work we have been doing for 30 years is more relevant than ever before. We have not seen anything have such a profound effect on our community as this pandemic, yet it is encouraging us to rethink how we connect with each other and how we can lead in these difficult times.

As we look forward to the year ahead, we are especially grateful for your support. Thank you for doing your part to help our friends, neighbors and communities across Washington!



**Kay Knox**  
Chief Executive Officer



**John Hambacher**  
Board President

## 2019-2020 WithinReach Board of Directors

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## IMPACT HIGHLIGHT

The number of people facing food insecurity in Washington State has doubled amid the COVID-19 pandemic. Our team sees this unfortunate consequence play out daily, as more than 80 percent of our calls are from people who need help finding food.

We believe all families deserve to be healthy. This belief has been a driving force for us for more than 30 years. In this situation, as with other growing public health issues, WithinReach steps up to take action. We work to identify the need, address the barriers, and team up with our community and partners to create impact.

WithinReach secured funding to hire additional staff to connect families with food assistance programs such as Basic Food, WIC, children's meal sites and food banks. Our team provides nutrition program information, eligibility screening, application assistance and follow-up support – and we serve people in their preferred language. In addition, we conducted a public awareness campaign, letting families know we are here to support them with food and health resources.

Finding our way to the other side of the pandemic requires a community-wide response. We are taking action with key partners throughout the state to change the trajectory of hunger in Washington. This work speaks to our core values, and will continue to be a priority for WithinReach in the future.

# BY THE NUMBERS

WithinReach breaks down barriers and builds up healthy families, one connection at a time. See what **impactful connections and milestones** we accomplished in 2019-2020:



278,192

families served across Washington State online, in person or on the phone



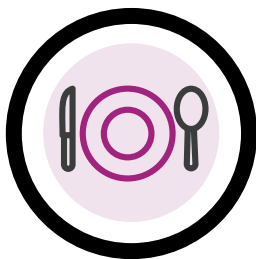
84%

of callers WithinReach served were low-income



4,509

enrollment applications (SNAP, Health Insurance and ORCA LIFT) submitted on a client's behalf



84%

of callers received food resources in the early months of COVID-19



x2

call volume doubled during the early months of COVID-19



3,091

providers reached by our Basic Food, Medicaid outreach, immunization and healthy childhood development trainings

# PROGRAM HIGHLIGHT

WithinReach is committed to improving the health of Washington communities by minimizing the incidence of vaccine preventable diseases. During the COVID-19 crisis, we responded quickly to new challenges in response to the rapidly declining immunization rates among children. Our immunization work expanded through our partnership with the Washington State Department of Health and the Washington Chapter of the American Academy of Pediatrics, our successful Learning Series event focused on vaccine confidence, and our continued commitment to meet and advocate for the community's evolving needs.

**Our work to promote vaccine confidence and collaborate with key immunization stakeholders is growing, in part to the impactful achievements we made this year:**

The *Stay Safe, Stay Healthy, Stay Vaccinated* campaign **promoted the importance of staying up to date on children's vaccinations** and helped to strengthen vaccine rates. Together with our partners, we spread the message, in multiple languages, across provider networks, community organizations, statewide and national media outlets and school districts.



Our fall Learning Series event **explored the roots of today's skepticism about vaccines**, how certain communities are being disproportionately affected, and the actions needed to move health forward for all. Our panel of influential leaders in the immunization field explained how good healthcare is all about relationships, community, conversation and access – values at the core of our work.

Our immunization team is collaborating with community-based organizations and public health leaders to keep the public up to date with **important COVID-19, flu and other vaccine resources**, which we promote and house on our [ImmunityCommunityWA.org](https://ImmunityCommunityWA.org) website.

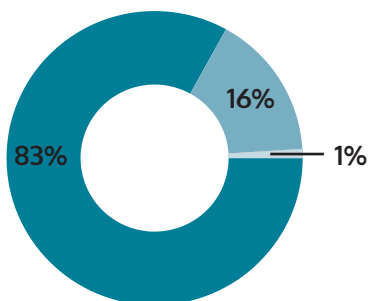


## POLICY HIGHLIGHT

The 2020 Washington State legislative session operated under the growing shadow of the COVID-19 pandemic. As session progressed, the public health emergency continued to escalate and legislators were increasingly focused on COVID-19 response and the anticipated impact on our state economy. While it was a rapidly evolving landscape to navigate, **we did have some strong wins for our WithinReach priorities.**

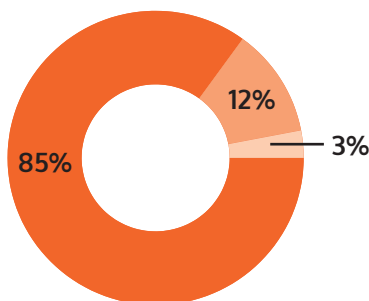
Most notably, we successfully had language included in the final budget that directs coordination of outreach and education about Help Me Grow to recipients of Paid Family and Medical Leave benefits. This success served as an effort to connect families with children prenatal through age 5 to appropriate services and community resources. The Employment Security Department was also directed to look into opportunities to provide more integrated services between the programs. This directive to link these two statewide systems is a significant step forward in building a Help Me Grow system throughout Washington.

# 2019-2020 FINANCIALS\*



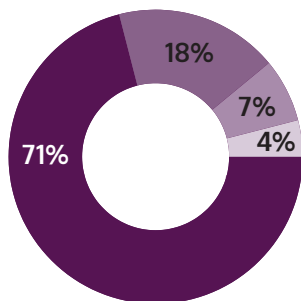
**Total Support & Revenue**

- Government Grants: \$6,495,477
- Private Grants & Contributions: \$1,206,323
- Other Revenue: \$71,744



**Total Functional Expenses**

- Program Services: \$6,087,132
- Management & General: \$845,974
- Fundraising: \$210,152



**Total Program Expenses**

- Food & Health: \$4,344,060
- Workforce Development: \$1,112,141
- Help Me Grow: \$410,876
- Immunization: \$220,055

## Statement of Financial Position

Total Assets:	\$3,978,147
Total Liabilities:	\$1,492,003
Total Net Assets:	\$2,486,144

*\* Numbers reflect pre-audited financials*



# DONORS & PARTNERS

## CYNTHIA CIRCLES

The Cynthia Circles represent our most generous donors and honor our founding mother, Cynthia Shurtleff. We thank them for their strong commitment to the health of all families in Washington State.

### IMPACT INNOVATOR (\$10,000)

John & Nancy Hambacher

### HEALTH INFLUENCER (\$5,000)

Alison Hoffarth & Kelly Coffing  
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Albertsons Company  
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Premera Blue Cross  
United Way of King County

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Safeco Foundation  
The Seattle Foundation

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Healthy Generations  
Seattle Children's

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### **\$1 - \$999**

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North Central WA  
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GMMB  
Virginia Mason

# WHY WITHINREACH?

*"WithinReach Care Coordinators and supervisors have served as the "go-to team" when COVID-19 cases have surged in diverse areas across the state and new regions have needed extra support in getting ready to serve clients themselves.*

*The WithinReach team provides a flexible and responsive support system to the Washington State Department of Health and has been instrumental in providing foundational support services wherever needed."*

**Pama Joyner**

Director, COVID-19 Vaccine and  
Care Coordination Project, DOH







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