

Impact Report

2020-2021



WithinReach™

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MESSAGE FROM OUR CEO & BOARD PRESIDENT

Greetings! We've all been impacted by the ongoing COVID-19 pandemic, and it continues to create challenges and obstacles that keep families from being healthy. As we reflect on the year, we are thankful for the learning and growth that took WithinReach from coping to thriving in this difficult environment. We are proud to share our accomplishments with you.

With fully remote work came an opportunity to help more families by growing our staff in local communities throughout the state. As illustrated in this report, greater local representation has helped us better serve Central Washington and Skagit Counties. We were also able to expand our team to help people exposed to or diagnosed with COVID and their families – a need that arose around basic needs support while people safely quarantined at home.

We continued to mobilize with our partners around essential vaccine promotion, and in a variety of ways around food access. WithinReach hosted a well-attended and inspiring Learning Series event on Early Childhood Development. An illuminating panel discussed how systemic, racial and social barriers prevent too many children from reaching their fullest potential, and how it takes a community-focused approach to make a difference.

Truly, by uniting and innovating together, we create better health outcomes for families. If anything, this pandemic has helped people understand that families need a coordinated system of resources, especially in a crisis. Our work on the statewide expansion of Help Me Grow, co-designed with many dedicated partners, is a key solution that families need to easily access vital support when they need it, such as food, health and resources for new parents and caregivers.

We are grateful to be able to do the work we do, and to have you as our partners in creating healthy, equitable, vibrant communities in Washington. Thank you for your support!



Kay Knox
Chief Executive Officer



Theresa Tamura
Board President



IMPACT HIGHLIGHT

WithinReach continued to mobilize around critical outreach efforts in response to the COVID-19 crisis. We launched COVID Care, a program that started in Yakima County and has since expanded statewide due to the ongoing pandemic surges. This work is centered on helping people exposed to or diagnosed with COVID-19 and their families find the resources and support they need to safely quarantine and isolate at home.

With funding from the Washington State Department of Health, WithinReach mobilized a team of 12 to serve families in this difficult time. Our team of Care Coordinators have expertise in local community resources as well as knowledge about statewide benefit programs such as WIC, SNAP and Washington Apple Health (Medicaid). They are able to help families with immediate needs and also enroll them in long-term safety net programs that address concerns around hunger, health and financial stability.

The follow-up offered by our dedicated team is critical to our service delivery model. They reach out to check in with people and ask if their needs were met, or whether they ran into any gaps or barriers while seeking assistance. Anya, one of our Care Coordinators, shared the following reflection:

“The response from clients has been overwhelmingly positive. Everyone has been really appreciative of the supplies we’re able to get them, the info and resources we provide, and the simple fact that someone is calling to check in on them.”

Anya, Care Coordinator

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 2020-2021:



303,980

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



87%

of callers WithinReach served were low-income



55%

of callers WithinReach served identify as Black, Indigenous or People of Color (BIPOC)



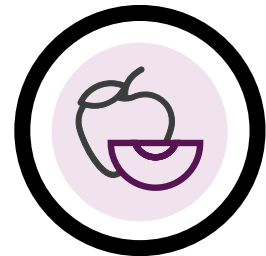
1 in 5

callers preferred a language other than English (we connected with these callers in 32 different languages)



1,032

families quarantined at home received resources and support through our COVID Care work



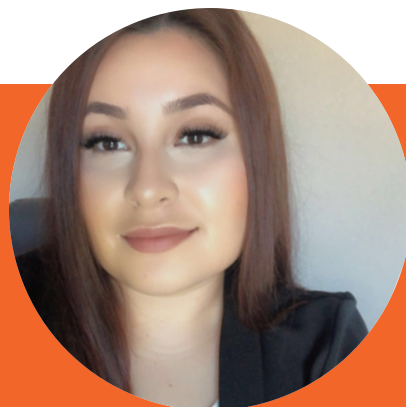
78%

of callers received basic needs resources and support, including food, WIC, financial, housing or utility assistance, clothing, diapers and transportation

PROGRAM HIGHLIGHT

Through all that has happened this year, we shifted and adapted our work to provide the highest level of quality service for Washington families. We found a new way to support families in this remote work world by hiring two Bilingual Family Resource Navigators in local communities, Carina and Gaby. They are the first contact for people in their communities seeking information about local resources and public benefit programs.

Carina is our Family Resource Navigator in Yakima and Kittitas Counties – communities in the statewide Help Me Grow network. Her experience in **resource navigation, case management and relationship-building** helps us better serve families in Central Washington.



Gaby is the Family Resource Navigator serving Skagit County, the newest region to Help Me Grow Washington. She is a long-term resident of Skagit County with a **wealth of lived experience and a passion for helping local families**, especially the Spanish-speaking community.



The Family Resource Navigators help pregnant families and families with young children connect to child development programs, parent support resources, food assistance and other local community resources.

Having staff who are embedded in community brings **new energy and local expertise into our organization**, and is an amazing resource to the families they serve.



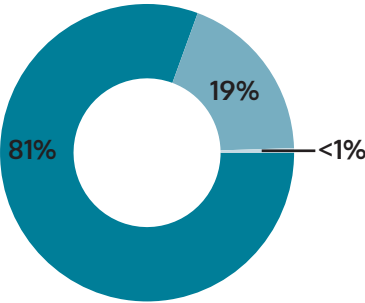
POLICY HIGHLIGHT

During this year's legislative session, WithinReach advocated for many important priorities related to equity, food access, physical and behavioral health, and early learning. We are excited to share about two key successes for children and families that tie into our chief legislative priority of expanding Help Me Grow throughout the state.

Leading efforts alongside advocacy champion Sen. Claire Wilson, WithinReach secured \$530,000 to hire and train more Resource Navigators to connect Washington families with essential nutrition, health and child development resources. This will bring many more families vital support and is the first time Washington has funded the statewide Help Me Grow system.

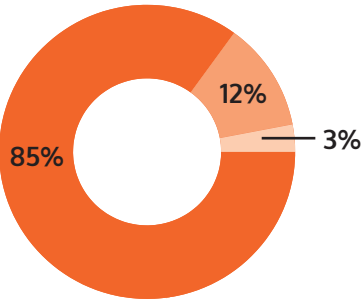
We also worked closely with early learning advocates and legislative champions to pass the Fair Start for Kids Act, a significant investment in equitable, affordable, high-quality child care and early learning. The need for quality, culturally and linguistically relevant early learning is essential to protect communities and dismantle barriers to opportunity. This bill will provide the largest investment in state history to help this achievement.

2020-2021 FINANCIALS



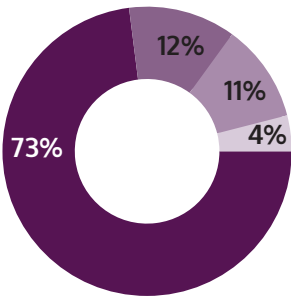
Total Support & Revenue

- Government Grants: \$7,165,952
- Private Grants & Contributions: \$1,700,846
- Other Revenue: \$3,170



Total Functional Expenses

- Program Services: \$6,624,318
- Management & General: \$961,292
- Fundraising: \$196,484



Total Program Expenses

- Food & Health: \$4,827,225
- Help Me Grow: \$822,683
- Workforce Development: \$726,595
- Immunization: \$247,815

Statement of Financial Position

Total Assets:	\$4,673,754
Total Liabilities:	\$1,099,011
Total Net Assets:	\$3,574,743

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\$200,000+

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\$100,000 - \$199,999

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

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Estate of Anne VonRosenstiel

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*"I give to WithinReach
 because they're doing
 important work in
 my community, and
 because of their
 commitment to
 balance immediate
 support with working
 towards longer-term
 systems change.
 I was particularly
 impressed with how
 WithinReach quickly
 recognized the need
 to adjust some of
 their processes
 during the pandemic,
 and seized the
 opportunity to have
 an even greater
 impact."*

Kathleen Lendvay
 Co-Founder and President,
 MicrobiomX

WHY WITHINREACH?

"WithinReach continues to provide invaluable services to those who need it most, across our entire state. It's a wonderfully run organization that just keeps quietly doing the right thing, year after year after year."

Jay Fathi

CEO and President, Molina Healthcare of Washington

"WithinReach has always been a critical resource for families and individuals. During this pandemic, the work of WithinReach has become even more essential and life-saving. Every effort by the staff helps address urgent issues but also provides services that are preventative in nature."

Patty Hayes

Former King County Public Health Director





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in Washington where all families
have the opportunity to thrive.

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