

Impact Report

2021-2022



WithinReach™

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2021-2022

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MESSAGE FROM OUR CEO & BOARD PRESIDENT

To Our Friends and Supporters,

This was an important year of learning, growth and new initiatives for WithinReach. We stayed focused on our north star – the belief that every family across Washington state deserves to be healthy. Despite the unsettling realization that the pandemic is going to be a marathon rather than a sprint, our commitment to this work has only strengthened.

We are reaching deeper to serve families experiencing health inequities. In collaboration with birthing hospitals, WithinReach helps parents and babies identified at birth with substance exposure connect to basic needs resources, such as behavioral health support, free or low-cost health insurance, and parenting and breastfeeding resources. We led innovative efforts around food access, which you can read about in this report. We are partnering with rural communities to build out Help Me Grow, so that more families can access the health, food and child development resources they need, when they need them.

As we innovate to meet the needs of Washington families, additional growth on our team was needed. In the 2021-2022 fiscal year, we passed our largest budget ever and hired for 10 new positions. WithinReach employees are our most important resource – our impact couldn't happen without their hard work, collaboration and steadfast dedication to service.

Throughout this development, the board and staff have been committed to the important work laid out in our 10-priority anti-racism action plan, which you can read more about here. By centering Black, Indigenous and other voices of color in our work, and ensuring that our internal practices, policies and programs center equity, we aim to promote the ability of both our staff and the families we serve to thrive.

It is the generosity of supporters, like you, that bring this great work to life. Thank you for being a champion for ALL Washington families!



Kay Knox
Chief Executive
Officer



Hugh Ewart
Board President

BUILDING A ROADMAP FOR ANTI-RACIST ACTION

WithinReach is deeply committed to diversity, equity, inclusion and belonging. We understand that inequities are a direct result of racist systems, policies and biases, which must be eliminated to create true and meaningful change. During the past year, with board and staff co-leadership, we developed an anti-racism matrix as a roadmap of essential priorities for this commitment.

Consistent with our vision to build a Washington where all communities can be resourced, we know that the work to identify and dismantle racist structures starts within our own walls. Not only will this help us better serve our clients, it will help build a workplace where all employees, especially our Black, Indigenous and staff of color, know they are valued and have the power to make decisions about policies and practices that directly impact them.

Here are some important advancements in our anti-racism work:

1

Both our staff and board participated in foundational equity training to create a baseline understanding and shared language across our organization, and to learn how to apply racial equity tools to organizational practices.

2

We examined and improved WithinReach policies and practices in the areas of recruitment, hiring and compensation. From this work, we instituted a minimum livable wage, and now honor Juneteenth as a paid holiday, and provide additional compensation for our DEI team and bilingual staff for the added value they bring to our work through culture and language.

3

We hired our first-ever DEI consultant and, under their leadership, launched monthly affinity groups for BIPOC, LGBTQIA+ and white-bodied staff and a monthly DEI newsletter to provide us with rich learning opportunities and ongoing connection.

Our focus on advancing racial equity and social justice takes place alongside the direct service work we provide each day with competence and compassion. We recognize that moving toward being an anti-racist organization is a long-range, ongoing journey, and are excited about the solid foundation we are building.

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 2021-2022:



332,321

families served across Washington State online or over the phone



85%

of callers WithinReach served were low-income



60%

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)



1,761

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



76%

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

FOOD ACCESS IS COMMUNITY CARE

With your support and the support of our partners, we made great new strides in the realm of food access this year. We are focused on building relationships with deeper connection, as we know better and longer-lasting impact is achieved through collaboration.

WithinReach hosted its first-ever *Food Access is Community Care* webinar series in February, highlighting powerful conversations about food justice and liberation. By uplifting the voices of incredible organizers and educators who do this work every day, we learned about innovative work being done in marginalized communities, and the “bigger work” we can do to challenge barriers and re-write systems that are difficult to navigate.

In partnership with Northwest Harvest and Safeway, WithinReach was able to mail out more than 3,500 grocery gifts cards – equating to nearly \$200,000 worth of groceries, prepared foods, gas and other non-food items such as baby supplies and diapers – to clients needing extra support.

With funding from Coordinated Care, we distributed more than 75,000 free print materials to community-based organizations across the state that serve low-income families. We distributed brochures and rack cards on Basic Food eligibility, incentives and benefits; and flyers reaching seniors, young adults and people experiencing homelessness in both English and Spanish.

Our direct service team continues to support anyone in Washington state who needs help navigating social safety net programs. Our role exists because accessing help is complex, and barriers exacerbate inequities for people from diverse communities. WithinReach helps people understand and apply for the programs and benefits available to them.





LEGISLATIVE INVESTMENTS IN CHILDREN AND FAMILIES

The 2022 legislative session yielded important victories for children and families. We worked with our lobby team to track and advocate for legislation that furthers system improvements, and in our priority areas of child development and equity. The bills we supported include:

- Providing stipends to low-income families from underrepresented communities to serve on state boards, commissions, councils, and other similar groups, so that more people with lived experience get incorporated into decision-making.
- Building the infrastructure to provide monthly diaper subsidies to families who are on cash assistance.
- Supporting changes to Washington's Paid Family and Medical Leave to expand eligibility and make it easier for families to apply.
- Strategic planning to identify gaps in behavioral health needs for children and youth.
- Aligning state and school holidays, so that both parents and kids have Juneteenth off for honoring.

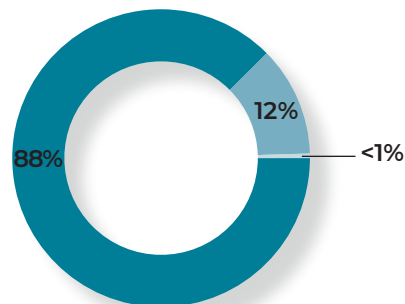
WithinReach supports policy and budget solutions that identify and dismantle racist structures and reduce the social injustice and health disparities experienced by Black, Indigenous and people of color in our state. In January, we will be active in the long legislative session, with more time to pass bills and negotiate the biennial budget.

With your support, we continue our important work to ensure all Washington families have what they need to thrive.

2021-2022 FINANCIALS



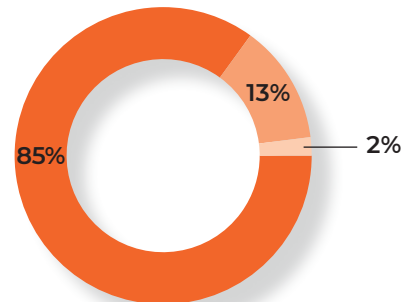
\$8,933,975 Total Support & Revenue



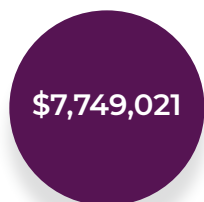
- Government Grants: \$7,832,843
- Private Grants & Contributions: \$1,099,977
- Other Revenue: \$1,155



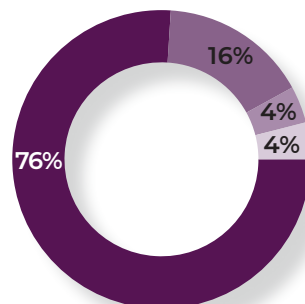
\$9,077,067 Total Functional Expenses



- Program Services: \$7,749,021
- Management & General: \$1,190,356
- Fundraising: \$137,690



\$7,749,021 Total Program Expenses



- Food & Health: \$5,907,491
- Help Me Grow: \$1,202,329
- Immunization: \$336,785
- Workforce Development: \$302,416

Statement of Financial Position

Total Assets:	\$4,967,681
Total Liabilities:	\$1,536,030
Total Net Assets:	\$3,431,651

DONORS & PARTNERS (JULY 2021 - JUNE 2022)

ORGANIZATIONAL PARTNERS

\$200,000+

Premiera Blue Cross

\$100,000 - \$199,999

The Albertsons Companies Foundation

Kaiser Permanente

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\$50,000 - \$99,999

Coordinated Care

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Otto Family Foundation

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\$9,999 or Less

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CYNTHIA CIRCLE

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.

IMPACT INNOVATOR (\$10,000+)

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David & Cynthia Shurtleff

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Julia & Rob Weisenburger &

Family

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Amy Biegelsen

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REMEMBERING CYNTHIA

This year marked the passing of WithinReach's "founding mother," Cynthia F. Shurtleff. Cynthia's dedication to improve the lives of children and families in our state was unparalleled. She was a force for good and kindness and action on behalf of all people. Cynthia was an important and vibrant member of our team from the beginning, and will be dearly missed. We will continue shining her light by carrying it with us in our work!



WHY WITHINREACH?



"Premera Blue Cross is proud to support the expansion of the Help Me Grow model in Washington, and to serve as a partner in WithinReach's mission to help ALL children reach their fullest, healthiest potential."

Paul Hollie

Social Impact Manager, Premera Blue Cross

"WithinReach has been an invaluable asset for those experiencing food insecurity in my community. It is so exciting that WithinReach is able to make a direct connection between an agency and the family in need. This link helps families more readily access available resources in our area. Thank you!"

Thatcher Felt, DO FAAP

Pediatrician, Yakima Valley Farm
Workers Clinic



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Seattle, WA 98125

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have the opportunity to thrive.

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