

UNITY CAMPAIGN 2022

Recap Report



United Way
of Frederick County

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The unique Unity Campaign model is made possible only with the generosity of Incentive Match Fund Sponsors. We are grateful for their steadfast support of Frederick County.



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OVERVIEW

The 2022 Unity Campaign raised over **\$549,580 from 1,349 contributors in support of 34 organizations** who support ALICE (Asset-Limited, Income-Constrained, Employed) households in Frederick County. The campaign specifically focused on funding programs directly supporting the health, education, and financial stability of ALICE households that have been adversely impacted by COVID-19.

With over one in three Frederick County households struggling to afford basic human needs, the Unity Campaign is a vital funding source to reduce suffering, provide opportunity, and build a better future for our struggling neighbors.

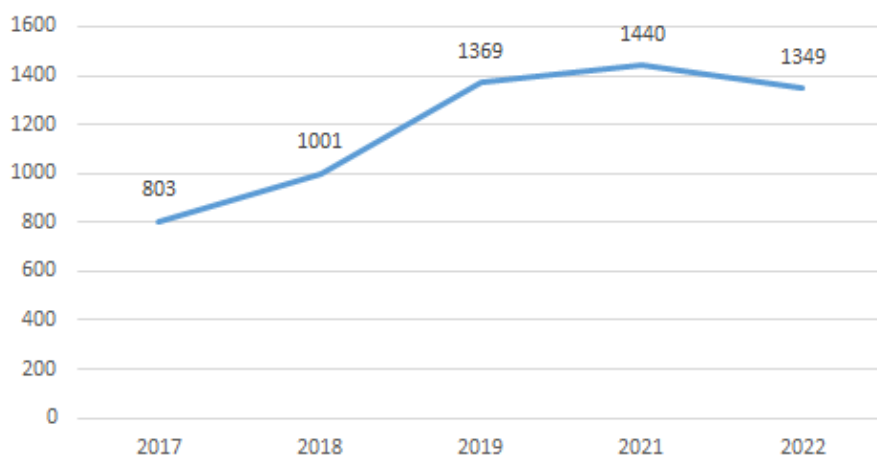
The Unity Campaign continues to gain momentum in our community as a well-respected and well-managed campaign. **Over the past five campaigns, the Unity Campaign has raised over \$2.7 million for the Frederick Community.**





FUNDS RAISED

Unity Campaign Participation



PARTICIPATION GOAL

The 2022 Unity Campaign goal was to reach 1500 donors to support the 34 participating nonprofit organizations. **The campaign had 1,349 individual contributions.**

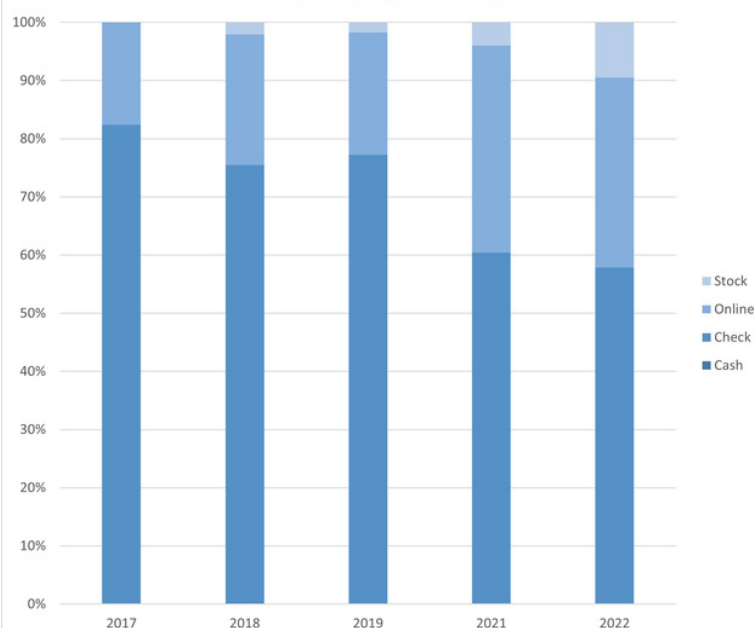
The campaign experience unforeseen challenges in 2022 as the launch date occurred just weeks after Russia invaded Ukraine and the resulting economic uncertainty, inflationary pressures and international fundraising competition caused a slow start for the campaign. However, community response increased significantly as the neared its completion.

GIFT TYPE

Unity Campaign accepts cash, checks, online donations via MobileCause platform, and stock gifts. As shown in the graph, check donations are the most received and stock donations have steadily grown.

Cash gift perform consistently at a low level with \$230, \$1,498, \$213, \$997 and \$955 for 2017 through 2022 campaign respectively.

Unity Campaign - Gift Type

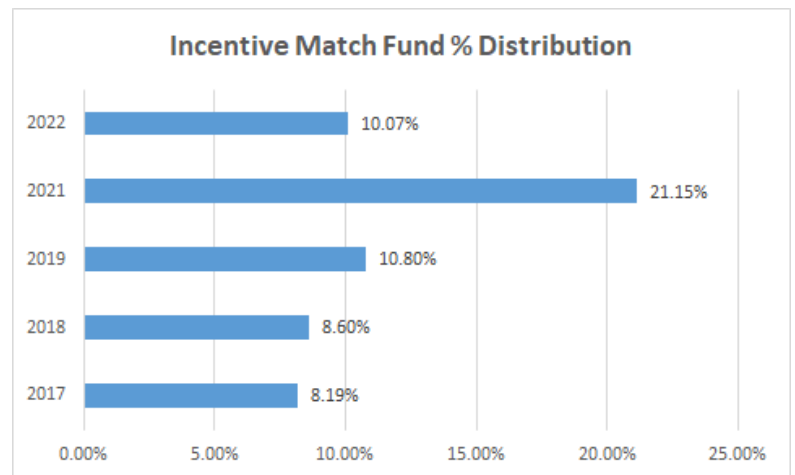


NONPROFIT PARTNERS

Individual donors to the Unity Campaign had the opportunity to select a participating nonprofit to designate their gift. Through the generosity of the Incentive Match Fund Sponsors, 100% of individual's gift go directly to the nonprofit.

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For the 2022 Unity Campaign, each organization received a 10.07% boost from the Incentive Match Fund. Due to the extended time between the 2019 and 2021 campaigns, the incentive match fund sponsors were able to provide additional funds which led to a significantly higher incentive match fund during the COVID-19 Pandemic.



NONPROFIT PARTNERS

2022 Unity Campaign Nonprofit Partners & Funds Received

2022 Unity Campaign Nonprofit Partners	Community Donations Eligible for Match	Incentive Match Amount	Community Donations Late Contributions not Eligible for Match	Total Raised by each Nonprofit Organization
Aavanee	\$ 148.07	\$ 14.91		\$ 162.98
Advocates For Homeless Families	\$ 7,964.09	\$ 802.01		\$ 8,766.10
American Red Cross Western MD	\$ 1,300.00	\$ 130.91		\$ 1,430.91
Asian American Center of Frederick	\$ 34,358.37	\$ 3,460.02		\$ 37,818.39
Blessings in a Backpack	\$ 6,648.17	\$ 669.50		\$ 7,317.67
Boys & Girls Club of Frederick County	\$ 28,003.17	\$ 2,820.02		\$ 30,823.19
Care Net Pregnancy Center	\$ 2,989.06	\$ 301.01		\$ 3,290.07
Central Maryland YFC	\$ 12,299.70	\$ 1,238.63		\$ 13,538.33
Children of Incarcerated Parents	\$ 42,208.59	\$ 4,250.56		\$ 46,459.15
City Youth Matrix	\$ 11,523.59	\$ 1,160.47		\$ 12,684.06
Delaplaine Arts Center	\$ 1,100.00	\$ 110.77		\$ 1,210.77
Federated Charities	\$ 2,407.68	\$ 242.46		\$ 2,650.14
Frederick Rescue Mission	\$ 13,268.40	\$ 1,336.18		\$ 14,604.58
Friends for Neighborhood Progress	\$ 850.00	\$ 85.60		\$ 935.60
Girls on the Run of Mid & West.MD	\$ 150.00	\$ 15.11		\$ 165.11
Golden Care of Frederick	\$ 2,612.82	\$ 263.12		\$ 2,875.94
Housing Frederick	\$ 1,824.92	\$ 183.78		\$ 2,008.70
I Believe in Me, Inc.	\$ 43,472.61	\$ 4,377.85		\$ 47,850.46
Interfaith Housing Alliance	\$ 4,314.68	\$ 434.50		\$ 4,749.18
Justice Jobs of Maryland	\$ 4,127.68	\$ 415.67		\$ 4,543.35
L'Arche Frederick Maryland	\$ 25,665.57	\$ 2,584.62		\$ 28,250.19
Literacy Council of Frederick County	\$ 21,082.30	\$ 2,123.07	\$ 16.00	\$ 23,221.37
Parents Lead Program	\$ 2,132.02	\$ 214.70		\$ 2,346.72
Partners In Care	\$ 15,060.79	\$ 1,516.68		\$ 16,577.47
Platoon 22, Inc.	\$ 506.41	\$ 51.00		\$ 557.41
Second Chances Garage, Inc.	\$ 5,887.09	\$ 592.85		\$ 6,479.94
SOAR, Supporting Older Adults	\$ 62,595.03	\$ 6,303.55		\$ 68,898.58
Society of St. Vincent de Paul	\$ 18,114.40	\$ 1,824.19		\$ 19,938.59
Spanish Speaking Community of MD	\$ 897.43	\$ 90.37		\$ 987.80
The Arc of Frederick County	\$ 13,289.06	\$ 1,338.26		\$ 14,627.32
The Frederick Center, Inc	\$ 1,946.78	\$ 196.05		\$ 2,142.83
Woman to Woman Mentoring, Inc.	\$ 12,945.04	\$ 1,303.61		\$ 14,248.65
YMCA	\$ 5,550.00	\$ 558.91		\$ 6,108.91
United Way of Frederick County	\$ 33,491.87	\$ 3,372.76	\$ 25.00	\$ 36,889.63



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Krista Zodet
Maria Zuffi
Pamela Zusi

***We strive to be
accurate in our lists.
Please write to
info@uwfrederick.org
with comments and/or
concerns.**

FNP ARTICLES

The Unity Campaign has a long-standing relationship with The Frederick News-Post. In addition to a robust online and printed advertisement campaign, The Frederick News-Post published eight articles about the campaign.



Unity Campaign Articles and Editorials

- **United Way's Unity Campaign kicks off this week** Mar 6
- **United to serve our neighbors in need** March 9
- **Finding Unity in helping others** March 12
- **United Way's Unity Campaign extended through end of March** Mar 16
- **Unity Campaign: FCC Foundation will use funds to help parents go to college** Mar 16
- **Second Chances Garage hopes to raise money through Unity Campaign**, March 17
- **Federated Charities embraces Unity Campaign's collaboration** March 18
- **Together in Unity | Letters to the Editor** March 31

SOCIAL MEDIA

The Unity Campaign expanded its social media presence on Facebook through paid boosts as well as encouraging partners to tag, like, share and update their profile photo frame. This resulted in an increase awareness about the campaign.

Text 2022Unity to 71777

[f](#) [t](#) [e](#)

The Unity Campaign for Frederick County

BEFORE COVID-19, MORE THAN 1 IN 3 HOUSEHOLDS STRUGGLED

TO AFFORD BASIC NEEDS.

\$549,540.31 Total Raised

1349 Donors 149 Fundraisers

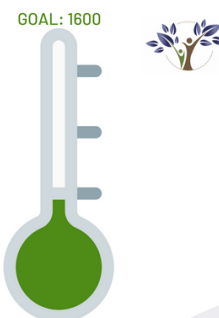
Thank you!



Text to Give!

It's as easy as a text message.

Text 2022Unity to 71777.



GIVING IN UNITY
to support
FREDERICK

34 Organizations
working together
IN UNITY



GIVE IN UNITY

March 9-31, 2022 UnityFrederick.com

Together WE CREATE OPPORTUNITY

March 9-31, 2022 UnityFrederick.com

Together WE MENTOR

March 9-31, 2022 UnityFrederick.com

Together WE INCREASE ACCESS

March 9-31, 2022 UnityFrederick.com



34 Organizations
working together
IN UNITY

DONATE TODAY
UnityFrederick.com

APPENDIX: DETAILED BUDGET

		FY22 UNITY TOTALS	
	<i>Income</i>		
	Unity Camp Designations	440,776.39	With UWFC
	Incentive Funds Payout	44,383.71	With UWFC
		485,160.10	
	<i>Expenses</i>		
	Marketing & Promotions	9,633.05	
	Trainings	2,200.00	
	Credit Card Fees	4,213.53	
	Camp. Expertise & Imp	52,613.22	
	Total Campaign Expenses	68,659.80	
	Less UWFC Gift to Incentive Fund	(4,238.59)	
	Total Campaign	549,581.31	

