



SAVE THE DATE FOR OUR ANNUAL 5K
HomeWalk 2009
ON SATURDAY, NOVEMBER 7TH

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RICHARD HERRERA'S STORY The Road to Financial Stability



Metro bus driver Richard Herrera

Twelve months ago, 43-year-old Richard Herrera was unemployed and surviving on \$212 a month in general relief plus food stamps. Today, he earns over \$14 an hour with full benefits as a bus driver for the L.A. County Metropolitan Transit Authority.

Richard got the job after graduating from a training program developed by Metro, Community Career Development and L.A. Valley College, and supported by United Way of Greater Los Angeles.

“Metro needed bus drivers and we need jobs that pay well with benefits, offering opportunities for people to move up the career ladder. It’s a win-win,” says United Way’s Director of Economic and Workforce Development, Marguerite Womack.

BRINGING PEOPLE TOGETHER TO FIGHT POVERTY

We are experiencing a period of great change which, if properly harnessed, can precipitate tremendous movement in the fight against poverty in our communities. At United Way of Greater Los Angeles, the success of our poverty work is strongly connected to our ability to mobilize from the grassroots to the treetops. Bringing these groups together greatly increases our ability to succeed. At the treetops level, our focus on local and state public policy enables us to tackle many of the root causes of poverty by changing the systems behind them. At a grassroots level, college prep classes and homelessness are two examples of areas where our ability to bring people together is helping make real progress.

Increasing the high school graduation rate from 50% to 75% is one of our 10-year poverty plan goals. We are partnering with parents, teachers, students and elected officials to successfully advocate for college prep classes (A-G) at two major school districts, benefiting almost 800,000 students. We continue to push for full implementation of these courses.

Stefan Chasnov, Metro’s Human Resources Deputy Executive Officer, agrees. “Thanks to the program, we not only filled all the positions but we recruited a better quality of staff.”

According to Brenda Martinez of Community Career Development, United Way’s nonprofit partner which provides the training, most of the people who enroll in the program are not earning a steady wage. “Ninety percent are unemployed, five percent are earning



United Way’s annual 5K, HomeWalk brought together over 4,000 people to end homelessness.

For the past two years we have also mobilized thousands of people from all over L.A. County to walk together to end homelessness. One thousand of the people who came to HomeWalk 2008 this past November signed letters that United Way sent to California Senators to push for the reauthorization of the McKinney-Vento Homeless Services Act which funds a variety of crucial homeless services.

Yes, times are tough. But we live in a country where even one person’s voice can have an impact when it’s combined with other voices working towards a shared vision. **We owe it to our communities to start working together right now to mobilize around the long-term changes that will end poverty in Los Angeles County.**

around \$7 an hour, and the other five percent are employed, but aren’t in steady jobs,” says Martinez.

Since the program started, over 300 adults have secured jobs as bus drivers, guaranteeing them an income of at least \$14 an hour with full benefits, including retirement. The steady wage has made all the difference to Herrera. “I never thought I could be a part of something like this. Metro is the best company and I want to be the best operator that I can.”

MESSAGE FROM THE PRESIDENT



It's no secret that we are facing the worst recession in 25 years. Foreclosures across the county are up 222% and new data released in January showed that unemployment has reached 10.5%. Los Angeles was at a crossroads before this crisis began. We are now in danger of falling much further behind. In response to these challenges, we at United Way are focused on meeting critical needs and providing

solutions that are essential to keeping our communities healthy over the long-term.

We've given 33 new grants to support over 70,000 people hit hardest by the recession. We're also a major investor in 2-1-1, the emergency referral helpline. In times of uncertainty, this 24/7 service is a gateway to coverage and care for the entire county.

Now more than ever, our work together is critical. Through our combined efforts, we can respond to immediate needs and provide long-term solutions to keep our communities from falling deeper into poverty.

Thank you for your continued support.

Elise Buik
President & CEO
United Way of Greater Los Angeles



UNITED WAY OF GREATER LOS ANGELES

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CREATING PATHWAYS OUT OF POVERTY

is published quarterly by
United Way of Greater Los Angeles.

For more information,
please call (213) 808-6432 or
email: unitedway@unitedwayla.org

* Photography by Lynn Blodgett from the book,
Finding Grace: The Face of America's Homeless
published by Earth Aware Editions
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FOUNDATIONS PLEDGE \$2.3M TO FIGHT POVERTY

At a time when foundations are limiting their funding because there are fewer dollars to go around, three organizations have committed an extra \$2.3M to United Way of Greater Los Angeles' critical efforts to fight poverty. The money has been provided by the California Community Foundation (\$600K), the Bill and Melinda Gates Foundation (\$1M) and the James Irvine Foundation (\$750K).

FOOD AND HOUSING GRANTS

The California Community Foundation grant will be distributed to 33 nonprofits across the county to address the food and housing needs of over 70,000 people who have been hit hardest by the recession. Those organizations include LA Family Housing, Watts Labor Community Action Committee and Catholic Charities.

EDUCATION REFORM GRANTS

The grants awarded by the Gates and Irvine Foundations will be used to advance education reform in the Los Angeles Unified School District (LAUSD), in collaboration with three United Way partners – Alliance for a Better Community, Community Coalition and Inner City Struggle.

These programs make sure students at participating high schools have access to classes that prepare them for college and careers. The work will also focus on continued engagement of businesses, parents and community leaders in education reform.

United Way's Creating Pathways Out of Poverty plan funds programs that help thousands of homeless families and individuals move off the streets and into permanent housing. At our second annual HomeWalk, we mobilized 4,000 walkers from across Southern California and raised \$500,000 to end homelessness. The Los Angeles Homeless Services Authority (LAHSA) manages Federal, State, County and City funds for programs providing shelter, housing and services to homeless persons. Every two years, LAHSA coordinates the homeless census. This year, on January 26, 27 and 28, more than 2,500 volunteers participated including United Way HomeWalkers and staff.

MY STORY: THE 2009 HOMELESS COUNT *My name is Lisa Davidowitz and I am a marketing manager at United Way. This is my story.*

HIKING THE HIDDEN L.A.

With a map and flashlight, I hike through the dark alleys and empty streets of Los Angeles. I usually hike the beautiful canyons of our county but tonight I am participating in the 2009 Homeless Count. I know that 73,000 people are homeless every night because I work at United Way but I am totally unprepared for what I am about to experience.

The statistics are critical but how do you humanize the numbers?

THE TRAINING

The folks from Los Angeles Homeless Services Authority provide us with a brief training and plenty of coffee – it's going to be a late one. And a cold one, with temperatures already in the forties. The volunteers: college students, men and women in business attire, and retirees, are of every age, income and ethnicity. The energy is amazing; people really care!

The LAHSA trainer asks us to visually count homeless people, encampments and vehicles from a respectful distance and then fill out a form with the tally. How do you know if someone is homeless? Signs to look for are people wearing many layers of clothing, or carrying many belongings, and blankets on the windows of cars. The instructions are clear, only observe and do not approach. We divide into groups of strangers and friends, and hit the streets.

I drive from my garage at home straight to the garage at work. I pass the same homeless woman every evening on the corner of Grand and Fifth. But my windows are rolled up and my stereo is blasting.

HITTING THE STREETS

My team is eager and in a jovial mood. We are enjoying meeting like-minded people and getting to know each other. As I pass pricey craftsman bungalows in this upscale Venice neighborhood, I wish I could afford to live here. We look behind dumpsters and between houses but do not see a homeless person for nearly an hour. But we get quiet as we turn a corner...



Photography by Lynn Blodgett *

The gorgeous homes give way to a street filled with vans in disrepair, cars stuffed with possessions, and RVs parked on both sides. I hold my breath as I slowly approach a car with blankets covering the windows. I hear noises. People are inside. A van parked a few feet ahead has a light on and I can see a

woman working on her laptop in the driver's seat. A man is asleep in the passenger seat. In the two back rows, children are doing homework or sleeping. Next to it, an RV has a direct satellite attached to its roof. I know people live on the street, but like this? This is their life, and their vehicles are their homes. No sooner does this thought enter my head when I nearly trip...

This problem is invisible. You can choose to not see it. Sometimes we close our eyes and shut our ears... and close our hearts.

FALLING AWAKE

I look down at my feet. There is a homeless person in a sleeping bag sprawled across the sidewalk. Instinctively, I put my arms out to the side to stop the rest of my team from stumbling over him. They stop just in time. What is it, they ask. I point to the ground. Now I see that there are three sleeping bags in a row. Silently, we cross to the other side of the street to keep a respectful distance. As we add three more to the growing tally, it sinks in for all of us. These are human beings, not numbers, sleeping on the street in forty degree weather.

The statistics disappear from my head as I see the faces and the families. Now, with my eyes wide open, I wonder if I will be able to sleep.



Lisa

2009 CORPORATE PHILANTHROPY SUMMIT

SUCCESSFUL COMPANIES CAN FIGHT POVERTY AND STRENGTHEN THEIR BUSINESS, EVEN IN THESE TOUGH ECONOMIC TIMES.

That was the message from speakers at United Way of Greater Los Angeles' second annual Corporate Philanthropy Summit, which brought together 300 of the county's influential business leaders to discuss how and why companies should engage in fighting poverty, especially in the current economic climate.

Henry Cisneros, former Secretary of the Department of Housing and Urban Development, was the keynote speaker at the event, which also included a panel discussion with prominent business and community leaders who are committed to fighting poverty.

“The new iron rule for the 21st century is that low skills equal low wages and high skills equal high wages. We need to help people get retrained.”

Henry Cisneros
Executive Chairman, CityView



Tim Leiweke, President and CEO of Anschutz Entertainment Group, Henry Cisneros, Executive Chairman, CityView, Janet Lamkin, President of Bank of America California

The participants/ attendees included Tim Leiweke, President and CEO of Anschutz Entertainment Group, Janet Lamkin, President of Bank of America California, Maria Elena Durazo, Executive Secretary-Treasurer of the Los Angeles County Federation of Labor, AFL-CIO, and Elise Buik, President and CEO of United Way of Greater Los Angeles.

“This is a time that requires an entrepreneurial spirit. We cannot become so afraid that we climb into our shelters and disappear. That would be a tragedy.”

Tim Leiweke
President and CEO, AEG

Leiweke, whose company committed 20% of their latest business development to affordable housing, said that business and community success are not mutually exclusive. “If the 2,500 people who work at L.A. Live don't have a place to live or health care, then we will fail as a community and our investment will go up in flames.”

Recognizing the challenges presented by the recession, Lamkin urged business leaders to become more thoughtful in their fight against poverty by focusing on sustainability and developing “creative and innovative ways” to engage.

Cisneros encouraged business leaders to see their commitment as “a marathon, not a sprint.” He also encouraged leaders to get behind United Way's ten-year plan to fight poverty. “The three basics of the plan are absolutely the right things. Education, jobs and building the economy, and housing and health care. They are the essence of how we lift people out of poverty,” he added.

“Workers can't do better for themselves and their families if businesses don't do well. We all have a responsibility to make things work, and work for all of us.”

Maria Elena Durazo
Executive Secretary-Treasurer of the Los Angeles County Federation of Labor, AFL-CIO.



Panelists Maria Elena Durazo, Executive Secretary of the Los Angeles County Federation of Labor, AFL-CIO and Elise Buik, President & CEO, United Way of Greater Los Angeles, with Moderator Franklin Gilliam, Jr., Dean, UCLA School of Public Affairs

CORPORATE CAMPAIGN AWARD WINNERS

At the Corporate Philanthropy Summit, United Way honored its top supporters from the 2007-08 campaign.

Below highlights some of the award winners whose campaigns raised over \$1M.
For a full listing of award winners please go to www.unitedwayla.org



SPIRIT OF L.A. CORPORATE PILLAR AWARD

Martha Corbett, Renee Bizer, Vice President and Community Development Manager, Wells Fargo; Byron Reed, Senior Vice President and Director of the Community Development Group, Wells Fargo; Elise Buik and Jeff Johnson.



SPIRIT OF L.A. CORPORATE PILLAR AWARD

Martha Corbett, Janet Lamkin, President, Bank of America California, Elise Buik and Jeff Johnson.



SPIRIT OF LOS ANGELES PINNACLE AWARD

Martha Corbett, United Way Campaign Chair and Managing Partner for Southern California and Phoenix Markets, PricewaterhouseCoopers; Tim Robinson, Vice President, UPS; Elise Buik, President and CEO, United Way of Greater Los Angeles; and Jeff Johnson, United Way Corporate Board Chair and Principal, The Yucaipa Companies.



SPIRIT OF L.A. LEADERSHIP AWARD

Brett Bittel, Vice President and General Manager, Enterprise Rent-A-Car; Elise Buik and Fred Abdelnour, Group Relations Manager, Enterprise Rent-A-Car.



SPIRIT OF L.A. MEDALLION AWARD

Martha Corbett, Glen Banks, Area Director, Social Security Administration for Tri Counties on behalf of combined Federal Campaign, and Elise Buik.

Thank you to the following companies for their support of the second annual Corporate Philanthropy Summit



EARNED INCOME TAX CREDIT CAMPAIGN

FREE TAX SERVICE AND FINANCIAL EDUCATION

Last year, single mother Esther Elizondo received a tax refund of nearly \$6,000 - but it cost her close to \$600 in fees. Like Esther, thousands of working families pay to get their taxes prepared, which means they get their money on the spot, but it comes at a price. "As a single mother, I can do so much with \$600," says Esther, who works full-time as a receptionist.

In January of 2008, United Way of Greater Los Angeles led the campaign to provide free tax services to low-income families at many of its 170 nonprofit partner sites. This resulted in a 24% increase in the number of tax returns filed in L.A. county saving families an overall total of \$4.5M in fees. "Our history with the nonprofit and corporate communities gives us the scope to reach as many hard-working families as we can," says United Way's Vice President of Community Investment, Alicia Lara.

**"At this time of challenge we must ensure that our working families have the resources they need to weather today's economic storm and prepare for a brighter tomorrow."
Mayor Villaraigosa**



Mayor Antonio Villaraigosa

United Way and its partners use the free tax services to open a wider conversation about financial education so families can learn about opening a bank account and get connected to tools that can lift them out of poverty such as job training programs. Esther used the education she received at United Way partner, Pacific Asian Consortium on Employment (PACE), to encourage her daughter to set up a matched savings account for college.

United Way also works with its corporate partners to recruit and train volunteers for the EITC program. Laurie Housman from Deloitte helped Esther to prepare her taxes for this year.

**"In economic times like this, it's critical to make every difference you can in a family's income."
Laurie Housman, Deloitte**



EITC press conference



Supervisor Mark Ridley-Thomas



Supervisor Mark Ridley-Thomas, Esther Elizondo and Deloitte volunteer Laurie Housman



EITC recipient Esther Elizondo interviewed at press conference



Alicia Lara, United Way, Mayor Villaraigosa, Supervisor Mark Ridley-Thomas, EITC recipient Esther Elizondo, State Controller John Chiang



A CONVERSATION WITH JAN R. CLOYDE

JAN R. CLOYDE IS THE CHAIR OF WOMEN LEADERS MISSION IMPACT WORKING GROUP AND MANAGING DIRECTOR OF GRANDPOINT CAPITAL, INC.



Jan R. Cloyde, Chair, Women Leaders Mission Impact Working Group and Managing Director, GrandPoint Capital, Inc.

Q: WHAT INFORMS YOUR PHILANTHROPIC WORK?

When I first came to Los Angeles I met a little girl, through my volunteer work, who had never seen the ocean, been in a library, or baked cookies. These children living just a few miles from us don't have access to things we take for granted. Children caught in the cycle of poverty and not getting the care and education they need, concern me as a business leader. We want these kids to believe that they can do anything.

Q: IS THAT WHY YOU SUPPORT SCHIP, THE STATE CHILDREN'S HEALTH INSURANCE PROGRAM?

The health and well-being of children is my passion. I'm also an aunt to fifteen grand-nieces and nephews and I try very hard to spoil them. I grew up in a small town in western Oklahoma, and would accompany my grandmother to drop off food when there was an illness or death in the community. I learned at an early age that I may not be able to change the world, but I can change a piece of it.

Q: IS GIVING BETTER THAN RECEIVING, AS THE OLD ADAGE GOES?

Getting involved with philanthropy offers women different perspectives on themselves besides home life and work. It helps one get outside oneself. United Way's Women Leaders is a great networking and mentoring opportunity. Through our volunteer and advocacy work, we are building friendships and relationships that will last the length of our careers. Women Leaders is making great progress, focusing on issues and expanding membership.

Q: AND WHAT WORDS OF WISDOM WOULD YOU OFFER TODAY?

In these financially challenging times, let's focus on what we can do: doing the jobs we have, the best we can and making a difference, the best we can. I'm starting a bank but whatever I'm working on I'm a manager first. Growing people is the very best thing you can do. If I have the ability to help someone get where they're trying to go, I love to do it.

JOIN WOMEN LEADERS

Women Leaders seeks to energize and inspire women to make a difference as philanthropic leaders, community advocates and financial investors, by *Creating Pathways Out of Poverty* for our community.

Please contact: Sarah Oesterle at (213) 808-6260 or email womenleaders@unitedwayla.org



Women Leaders: Diane Dixon, April Spencer and Jana Waring Greer

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Janet W. Lamkin
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UCLA School of Public Affairs

SAVE THE DATE

United Way of Greater Los Angeles'
Women Leaders Spring Event

**Taking Ownership of Your Future:
Pathways to Success for You and
Your Community**

Cocktail Reception

City Club on Bunker Hill
Wednesday, May 13, 2009,
5:00 pm - 7:00 pm, *by invitation only*

For more information on this event
and to learn more about Women
Leaders, please contact
Sarah Oesterle, 213-808-6260
or soesterle@unitedwayla.org

IS IT ANOTHER GREAT DEPRESSION, REALLY?

“The news from the economy is bad,” said Ed Leamer, Director of the UCLA Anderson Economic Forecast. And Tocqueville Society members heard it first as Leamer shared the 2008 fourth quarter results that were released the very same day at a special MullinTBG sponsored cocktail reception. Elise Buik, President and CEO of United Way of Greater Los Angeles, addressed the implications for our community.

The present downturn is not a normal V-shaped recession, Leamer explained, which is short and sharp and, at the end, the economy bounces back and continues to grow. The current downturn is probably L-shaped which stays down longer, and takes longer to come back up. “This is a longer cycle and we need longer term answers. We don’t want today’s recession to become tomorrow’s depression we need to focus on long term solutions and not short term fixes,” Leamer said.

Buik agreed, “United Way of Greater Los Angeles is committed to leading this long-term effort as part of our ten-year action plan to fight poverty.” Caroline Nahas, Chair of the Tocqueville Society Cabinet, reminded the group that “there are people we work with whose lives are being affected dramatically by this recession. It’s easy for us to get caught up in the fear, but people need help.”



*Tocqueville Society Cabinet members
Laura Survant and Nancy McGinnis*



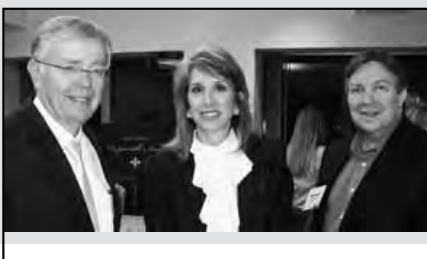
*Tocqueville Society Cabinet Chair Caroline Nahas with
Ed Leamer, Director, UCLA Anderson Forecast*



*Tocqueville Society Cabinet members
Pat Kinsella, Dana Goldinger, Mitch Kitayama*

“This is a longer cycle and we need longer term answers.
If we don’t want today’s recession to become tomorrow’s depression
we need to focus on long term solutions.”

Ed Leamer



*Tocqueville Society members Kent Kresa,
Dana Goldinger, Michael Spindler*



*Tocqueville Society and Board member
Tony Buzzelli with Tocqueville Society
member Merle Mullin*



*Tony Buzzelli with Tocqueville Society member
and United Way President and CEO Elise Buik*

A CONVERSATION WITH BRUCE G. WILLISON

Bruce G. Willison, a Tocqueville Society member and former Dean of the UCLA Anderson School of Management, is currently the President of GrandPoint Capital, Inc.



Bruce G. Willison, Tocqueville Society member, President, GrandPoint Capital, Inc.

Q: WHAT DOES POVERTY LOOK LIKE TO YOU?

Homelessness is the most visible form of poverty. Working downtown and living on the Westside, I see my share of people living on the street and in cardboard boxes. Anybody can be struck by poverty. It has nothing to do with character. Sometimes fate goes against you. And when the gap between the haves and have nots gets too large, the ramifications are significant for everyone who lives in this community.

Q: AS THE PRESIDENT OF A BANK, WHY SHOULD POVERTY CONCERN YOU?

Banks are community-oriented. They only do as well as the communities they serve. This career taught me how rewarding it is to help families and businesses take care of their financial needs. With the poverty crisis in Los Angeles, we put at risk the very lives and livelihoods we enjoy. And poverty and education are directly related. Without education, the employee base diminishes, and if the customer base isn't healthy, the economy can't succeed.

Q: YOU ARE CLEARLY A SUPPORTER OF EDUCATION. FOR YOURSELF AS WELL AS OTHERS?

After 26 years in the banking industry, I wanted to influence the next generation of business leaders. I was excited to see that young people at UCLA were showing strong tendencies to become community leaders. Tocqueville Society members are educated on issues such as poverty. We then drive discussion to create solutions. Finally, we are ambassadors to others in the community. I educate myself by being a Tocqueville Society member.

Q: YOU'RE NOT ONE TO SHIRK RESPONSIBILITY, ARE YOU?

I've been active with United Way since 1980, serving on boards and as campaign chairs both here and in Portland, Oregon. It's a nice coincidence that banks benefit from good philanthropy. My wife and I would be givers in the same way. We all live in this community together. We need to ensure that good health, education and opportunities are accessible to children of all families not just of the fortunate.

DONATE. ADVOCATE. VOLUNTEER.

NOW MORE THAN EVER WE NEED TO WORK TOGETHER TO MAKE CHANGE HAPPEN. TOGETHER WE'LL FIGHT POVERTY. UNITED WE'LL WIN.

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www.unitedwayla.org

DONATE BY PHONE

Call Donor Services at (866) 366-7335

DONATE BY CHECK

Please make checks payable to United Way, Inc. and send to:
Attn: Finance Department
United Way of Greater Los Angeles
523 West Sixth Street
Los Angeles, CA 90014

GET INVOLVED

For information about volunteer opportunities, please contact Lisa Davidowitz at (213) 808-6228 or ldavidowitz@unitedwayla.org

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Join the Tocqueville Society

Tocqueville Society is a national organization created to celebrate individuals who demonstrate exceptional philanthropic leadership with an annual contribution of \$10,000 or more.

Please call Jeffrey Janis at (213) 808-6246 or email jjanis@unitedwayla.org

SAVE THE DATE

Tocqueville Society Gala, Saturday June 13, 2009 at the Pasadena home of Carolyn and Chuck Miller, **by invitation only**

For more information on this event please contact Mark Farber at (213) 808-6243 or mfarber@unitedwayla.org

DID YOU KNOW?

- More people live in extreme poverty in Los Angeles County than the total population of Seattle, Miami or Las Vegas.
- In 2007, over 583,000 people in L.A. County lived in extreme poverty. For a family of four, that means earning less than \$10,600 a year.
- The unemployment rate in L.A. County is 10.5%, the highest it's been in 16 years.
- Fair Market Rate rental costs increased at 80 times the rate of median wages from 2000 to 2005.
- Over half of renters in the county live in unaffordable housing, defined by HUD as anyone who pays more than 30% of their income on rent. However, many more are experiencing extreme rent burden — spending 50% or more of their income on rent.
- It is estimated that 1 in every 169 homes in L.A. County is affected by foreclosure.
- Nearly 61% of homeless coalitions nationwide have seen an increase in the numbers of homeless persons since the start of the foreclosure crisis in 2007.

United Way of Greater Los Angeles would like to thank our corporate sponsors.

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Premier Event Sponsors



Together we'll fight poverty.
United we'll win.



**United Way
of Greater Los Angeles**

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Photography by Lynn Blodgett *



For more information on how
you can fight poverty
visit us at www.unitedwayla.org