

# 2022 ANNUAL REPORT

Breaking the cycle of poverty.

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underserved  
communities  
foundation



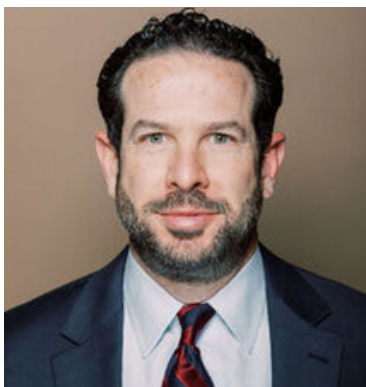


# underserved communities foundation

**The Underserved Communities Foundation is  
committed to reducing poverty by empowering  
the underserved.**

**[UnderservedCommunitiesFoundation.org](http://UnderservedCommunitiesFoundation.org)**

# Chairman's Report



**Max Villaronga**  
**UCF Founder and Board Chair**

As Chairman of the Board and founder of UCF, I am proud to see the organization's growth and impact supporting underserved communities and those that are most in need.

The Underserved Communities Foundation was founded in March 2021 as a non-profit community foundation embracing the vision of community and individual economic development through the people helping people philosophy. UCF supports activities and organizations that address: affordable/accessible credit and savings, diversity, equity, inclusion, accessibility and belonging, education, employment, environment, food insecurity, health, housing, technology, and transportation.

It seems like yesterday we had the vision to have a greater impact in the community; to be able to reach those that were being left behind and help them break the cycle of poverty. In March 2023, we celebrated UCF's Second Anniversary.

Here are some of the most significant accomplishments of 2022:

- In January UCF's website was launched allowing people to connect with UCF, learn about its mission, vision, priority areas, engage in volunteering opportunities, and much more. The launch of the website also allowed individuals to become UCF members joining its mission of reducing poverty and empowering underserved communities.

- In February, UCF opened its very first request for proposals from organizations seeking funding from UCF. The UCF Board of Directors and I were committed to bridging the gaps in services faced by underserved communities. Through an impartial evaluation method, the UCF Board selected 3 local non-profit organizations and awarded the very first round of UCF grants. The funding was disbursed in June.
- In March, The UCF Board of Directors opened 2 additional seats for the Board of Directors. Christopher Montoya was elected in April and in June Lydia Cisneros joined the UCF Board of Directors.
- On May 5, 2022, UCF hosted its first community-wide event. The UCF Cinco de Mayo Gran Fiesta. City, State, and community leaders, along with stakeholders, donors, sponsors, community members, and volunteers attended the event and learned about UCF's mission and work in underserved communities.
- In September 2022 Executive Director, Diana Hastings began working for UCF on a full-time basis. Prior to that Diana had only been working part-time at UCF.
- UCF hosted its second fundraising event on October 29. UCF's Strike-out Poverty Bowling Event was well attended by individuals and groups with a desire to support underserved communities in the region.
- In November, the UCF Board of Directors along with the Executive Director engaged in The Strategic Planning for 2023. The UCF Board approved the 2023 Strategic Plan the same month.
- Lastly, as the year culminated the Board approved the 2023 Budget and designated the Funding Priorities also for 2023.

It is amazing what can be accomplished alongside like-minded and generous individuals who are committed to reducing poverty by empowering the underserved. I want to express my gratitude to the Board, Executive Director, our members, partners and donors for their support and commitment to empowering underserved communities.

Thank you and our best wishes to you all!

# Executive Director's Report



**Diana I. Hastings**  
**Executive Director**

I am very grateful to have the opportunity to dedicate my professional career to helping individuals and families on the journey to self-sufficiency and pursuing a thriving future. I am even more grateful that I get to do it under the direction and leadership of the genuinely-caring group of individuals that make up the UCF Board of Directors. Thank you for your dedication to empowering underserved communities.

One of the major areas of focus in 2022 was developing its story and messaging. We at UCF, believe that the key to a thriving society lies in the development and empowerment of underserved communities. Underserved communities are not areas or zip codes within a city, they are individuals and families facing additional barriers preventing them from breaking the cycle of poverty. At UCF, we partner with these individuals, families, and nonprofit organizations to identify and fill in gaps in services in underserved communities.

The UCF branding and logo which was developed in early 2022 represents the unity and dependability between the foundation and the community. The icon of the logo represents a twill weave, which is a strong and resilient pattern. The colors used are a representation of each of the UCF priority areas -economic development pillars -offering a holistic approach to individual and community economic development creating a thriving society.

Another focus area was the development of UCF's fundraising initiatives. In early 2022, UCF launched its UCF Founding Member Campaign which was promoted throughout the year and resulted in a total of 353 Founding Members for the year. The UCF Cinco de Mayo Gran Fiesta was held on May 5, 2022, at the Starlight Event Center. This event was created as an opportunity to introduce UCF to the community, share UCF's history, mission, vision, and priority areas, bring attention to the challenges faced by underserved communities, and raise funds for UCF's future grant awards. More than 220 individuals attended the event including city, state, and community leaders, supporters, donors, members, and volunteers. A second fundraising event, UCF Strike-Out Poverty Bowling Event was held on October 29, 2022, at Oasis Lanes. This event also raised funds for UCF future grant awards and was attended by over 240 individuals. UCF also participated in El Paso Giving Day 2022 organized by the Paso del Norte Community Foundation.

In February of 2022, UCF had its first Request for Proposals in support of food security and housing. The UCF awarded \$30,000 to El Pasoans Fighting Hunger to provide food to children who depend on school meals during school breaks. Moreover, UCF awarded \$15,000 to the El Paso Center for Children to purchase apartment kits for young adults transitioning into independent living. UCF also provided \$15,000 to El Paso Human Services in rental assistance for young adults also transitioning into independent living.

As a young foundation, we wanted to support children and young adults experiencing poverty such as young adults aging out of Foster Care, runaway youth, and victims of sex trafficking. The UCF Board of Directors and I are so pleased with the positive impact we have seen on these individuals' and families' lives.

# Treasurer's Report



**Frank Shindo**  
Board Treasurer

As reflected in the 2022 financial report, UCF's financial position was strong and healthy. In 2022, UCF received revenue through contributions, fundraising events, and membership recruitment efforts with a total revenue of \$251,595.59. Total expenditures for the same year were \$185,562.84, of which \$60,000 funded grants awarded to the El Paso Community during 2022.

The UCF Board of Directors is committed to safeguarding UCF's assets responsibly. For this reason, the Board and Executive Director have instituted fiscal control policies and procedures to ensure the organization's fiscal health and growth. Furthermore, the UCF Board of Directors established a reserve fund of \$59,429.475 during the 2022 fiscal year.

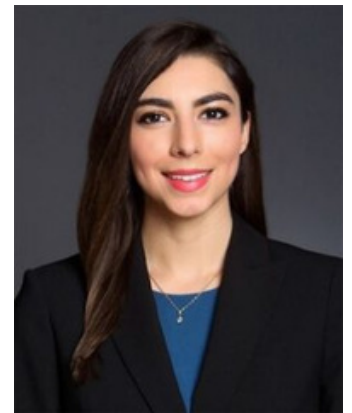
We thank you for your membership and donations, but above all the trust and confidence you have placed in UCF. Thank you.

# Nominating Committee Report

The Nominating Committee meeting was called to order at 4:30 p.m. Mountain Time on March 7, 2023 through a video conference. The following individuals were present: Nominating Committee Chair Paulina Lopez and committee members Christopher Montoya, Helena Ortiz, Kayla Suarez and Desiree Traver.

Based on the information provided and after careful consideration; the Nominating Committee nominated Eliana Avila and Frank Shindo to continue serving on the Board of Directors for a three-year term.

The Nominating Committee voted to accept all nominations by acclamation. The meeting was adjourned at 4:56 p.m. Mountain Time.



**Paulina Lopez**  
Nominating Committee Chair



**Eliana Avila**  
Board Secretary



**Frank Shindo**  
Board Treasurer

## UCF Nominating Committee

**Chair Paulina Lopez**  
**Christopher Montoya**  
**Helena Ortiz**  
**Kayla Suarez**  
**Desiree Traver**

# 2022 Financial Statement

## The Underserved Communities Foundation, Inc.

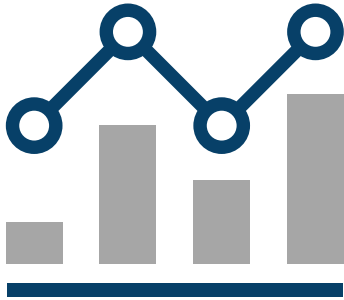
### Statement of Activity

January - December 2022

	TOTAL
<b>Revenue</b>	
Donations	251,511.08
Dividends Received	84.51
<b>Total Revenue</b>	<b>\$251,595.59</b>
GROSS PROFIT	\$251,595.59
<b>Expenditures</b>	
Advertising & Marketing	19,582.28
Bank charges & fees	1,508.69
Compensation & Benefits	75,767.25
Contractors	-
Grants Awarded	60,000.00
Legal & Professional Services	2,318.00
Meals & Entertainment	3,789.68
Office Supplies & Software	9,692.90
Other Business Expenses	6,936.54
Other Miscellaneous Expenses	54.13
Payroll Tax Expenses	5,548.54
Postage	193.75
Rent & Lease	1.00
Travel	-
Taxes and Licenses	5.00
Utilities	165.08
<b>Total Expenditures</b>	<b>\$85,562.84</b>
NET OPERATING REVENUE	<b>\$66,032.75</b>
Reserve	<b>\$59,429.48</b>
<b>SURPLUS</b>	<b>\$6,603.28</b>

*\*Not final audited statement*

# 2022 Impact Report



**353**

Founding  
Members

**3**

Grants  
Awarded

**\$65,000**

Funded local projects and programs designated to empower underserved communities in El Paso.



**833**

Food-insecure households with children received nutritious food through funding provided to El Pasoans Fighting Hunger.

**12**

Young adults received gap rental assistance with funding awarded to El Paso Human Services.



**30**

Young adults received household essentials necessary to transform an apartment into a home - in partnership with El Paso Center for Children.

# Mission Partners & Sponsors

UCF relies on generous support from Mission Partners, Sponsors, Donors, Community Partners, Sustaining Donors and Lifetime Members to carry out its mission and work. Thank you for partnering with us to empower underserved communities!

## Mission Partner



## Sponsors

**\$10,000**



**\$2,500-\$4,499**



**\$1,500-\$2,499**

CDA Architects  
Cullers Homes  
HAW Constuction

House of Kings Card Club  
Texas Gas Service  
UTEP College of Education

**\$1,000-\$1,499**

Charlie Clark Nissa El Paso  
Aurora Anaya-Dyer  
HUB International  
Diana I. Hastings

Jorge Lopez M. Esq.  
El Paso Chamber  
BMW of El Paso  
Taco Tote

**\$750-\$999**

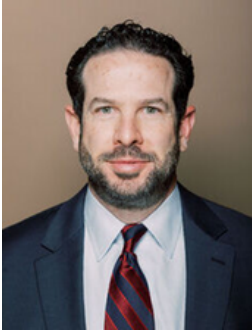
El Paso Five Points Lions Club  
Technimark  
Education Service Center Region 19

**\$375-\$749**

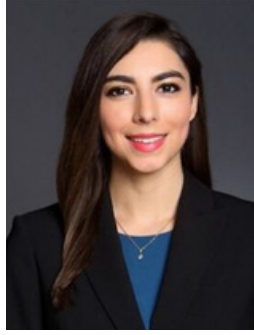
Elwood Staffing  
EPISD  
Mountain Star FCU  
YWCA El Paso del Norte Region



# UCF Board of Directors



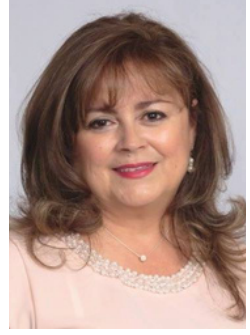
**Max Villaronga**  
Founder & Chairperson



**Paulina Lopez**  
Vice Chairperson



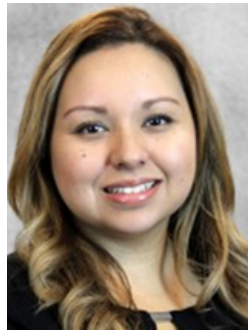
**Frank Shindo**  
Treasurer



**Aurora Anaya-Dyer**  
Secretary



**Eliana Avila**  
Vice Secretary



**Lydia Cisneros**  
Director



**Christopher Montoya**  
Director

## UCF Sustaining Donors

Sustaining Donors are a key part of UCF's ability to run daily operations and provide programming necessary to empower underserved communities to break the cycle of poverty.

***Become a Sustaining Donor  
today!***

**Eliana Avila**  
**Diana Hastings**  
**Max Villaronga**  
**Alejandro Yu**





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