

# 2021



# Impact Report



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# 01 Hello

This year was **big**.

Big goals. Big team. Big solutions. Big impact.

We're proud to share with you this report detailing our 2021 impact. Ultimately, it's our partnership with you that threads the needle from all that big to the one thing that matters most — **one person in need**.

It's for that one person who all the thoughtful and passionate minds on our team strive to solve problems — the single mom facing eviction, the father re-entering his community after serving his prison term, or the veteran stepping back into civilian life. It's that one person and the struggle they are facing today — a struggle some of our team knows from experience and understands could happen to any of us. And we intend to meet that person where they are with what they need, community by community, across the entire country.

We founded Unite Us with a simple mission: **connect health and social care** to wrap services around one person at their exact time of need, or even better, before it occurs. We understand that to meet people's needs, you need a new digital ecosystem that's simple to use and seamlessly connects folks to the services they need. We know this is a game-changer for communities and for the healthcare industry — and it wouldn't be possible without you — our community partners and customers. It has been an incredible, exciting ride for the Unite Us team this past year, and today we are over 1,000 people strong, across 49 states. **We are working hand in hand with community partners to ensure everyone has equitable opportunities to live healthy lives.** We are building solutions that will impact generations and redefine health and social care delivery in our country.

**And that is BIG.**

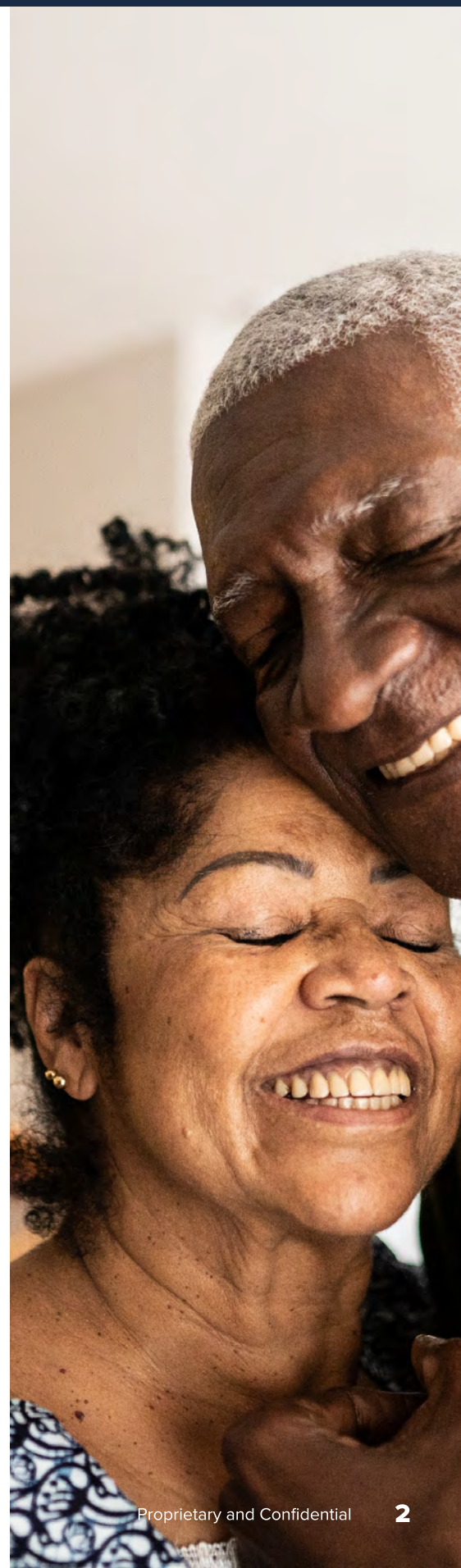
In partnership,



**Dan Brillman**



**Taylor Justice**



**Mission**      **We connect health and social care**

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**Vision**        **Building a world of connected communities to improve people's health and well-being**

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**Values**        **Be a Good Human  
Own It  
Always Collaborate  
Think Big**

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# 02 Big Impact

Over 1.5 Million Lives Impacted

When we think of impact, we know that one person in need is many. At Unite Us, we ask ourselves the hardest questions and work with you, our partners, to turn insights into action and create big impact to solve them.

## In 2021, we asked ourselves:

- How can we get clients to the services they need faster?
- How can we make it easier for our users to provide wrap-around services?
- How can we improve the client's experience when asking for support?

So we got to work and did what we know best. We identified the problem, partnered with the best (you), logged and analyzed the data, and figured out a better way, together.

## Identifying the problem.

Top five service type needs across the country in 2021:



Emergency Food



Rent/Mortgage Payment Assistance



Utility Bill Payment Assistance



Emergency/One-time Financial Assistance



Social Service Case Management




## Identifying who's in need.


We are seeing some of the highest needs across all regions and are tracking trends across age, race, and ethnicity to better understand and address health inequities.

### Increase in clients served by age group from 2020-2021

**300%**  in pediatric (under 17) clients served

**43%**  in adults (18-44) served

**58%**  in older adults (45-64) served

**103%**  in seniors (65+) served

### Increase in race and ethnicity breakdown of clients served by Unite Us and network partners from 2020-2021

**29%**  in American Indian/Alaska Native clients served

**234%**  in Asian clients served

**31%**  in Black/African American clients served

**136%**  in Native Hawaiian/Pacific Islander clients served

**82%**  in White clients served

**130%**  in Hispanic or Latino clients served

**48%**  in Not Hispanic or Latino clients served

## Getting clients to the services they need faster.

“TEAM's ability to respond in real time to referrals and provide holistic case management services across an array of direct and indirect community-based services was only made possible by the Unite Us system ... **this was life-changing for individuals and families from all walks of life** experiencing difficult circumstances in housing stability, food insecurity, transportation needs, child care needs, elder care and elderly supports, employability supports and education/training, and many other basic necessities of life for overall wellbeing.” – **David Morgan**, ED at TEAM, a Unite Connecticut partner.

**In 2021, 75% of accepted referrals were accepted in four days or less across all networks – from hand raised to getting into emergency housing, receiving food assistance, getting transportation to that appointment, and so on.**

## Providing wrap-around services.

This year, our SDoH ecosystem of services grew by 91% with over 150,000 services – **the movement has begun and communities have responded with an astounding YES.** Yes, we want technology. Yes, we want to serve clients in the most efficient way possible. Yes, we want to be connected to our partners to provide the wrap-around care that comes only from a community working together. Yes, we want the client to only have to tell their story once.

## Improving the client's experience.



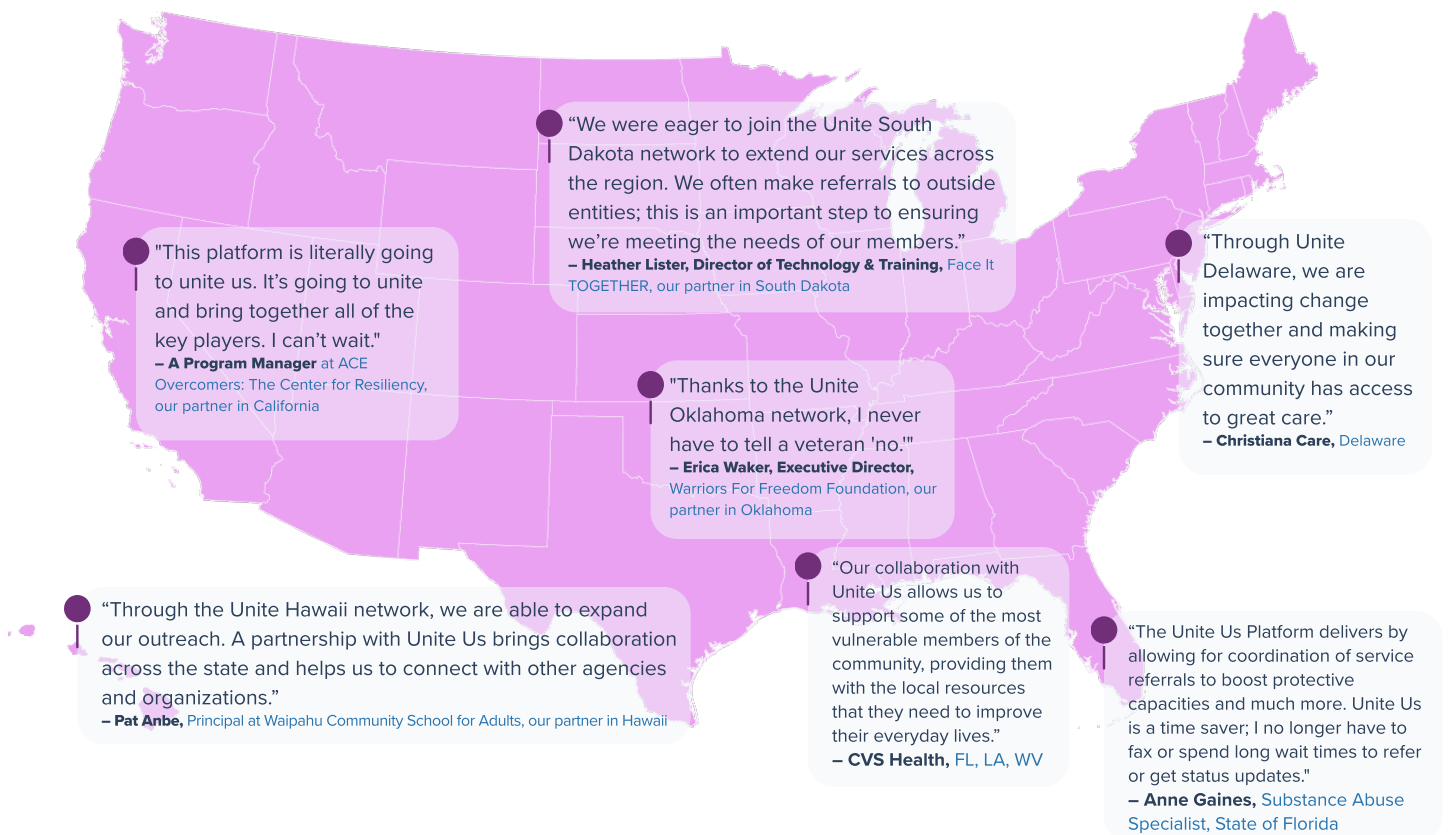
We are dedicated to making our network experiences as seamless and effective as possible, allowing partners to do what they do best to provide the best experience for their clients. This year, our Network Hub Support team facilitated over **6,000 referrals**, strengthening the impact of our networks.

# 03

## Growing Footprint

Big impact comes directly from our partnership with you. As we expand to more counties and parishes with thousands of community-based organizations and customers monthly joining our networks, our collective impact on community health compounds – creating a better future.

In 2021, we made it one of our top priorities to create accessible social care infrastructure in at least half of the country. We are proud to say we achieved that. Next up, the entire country.



# 04 One Big Why



## Our Why

A single mother of two made the difficult decision to move her children out of shelter due to safety concerns and **into their car**. After coming up on a housing list, they were placed in a home, but without any essentials for living in that home. They didn't have beds, linens, cleaning supplies, clothes, furniture, anything. In addition, the mom really wanted to get back to work but couldn't because she didn't have any childcare. She explained that she didn't have any money to get the kids season-appropriate or fitting clothes.

“So normally that would mean **days, even a week** of focusing on this family trying to call these different organizations, emailing them, physically going there and talking to someone, pleading for this family. Essentially, **everything else would have to be put on the back burner** because we needed to focus on the immediate needs of this family.”

“Instead, I got her permission to input her information into Unite Us and I was able to put in requests for **childcare** and **job assistance**. We were able to get cleaning and hygiene supplies. We were able to get furniture for her, beds for the children, linens for the children, and it really felt like the community was coming together and taking this family under their wings and taking care of them. **The whole situation turned into a loving community experience** as opposed to scrambling around trying to get everything because often that's what it feels like. **So instead of it being a frenzy, it became a collaboration, and that was everything.**”

“Now, this mom has a job and the kids are in school and they have fitting clothing and they have beds to sleep in and they have coats and shoes and food. **I don't know if we would have been as successful if it wasn't for Unite Us, truly.**”

– Jennifer Burroughs, Social Worker  
The Martinsburg Initiative, West Virginia

## Our Takeaway



More often than not, individuals and families are struggling with more than just one need.



CBOs get the job done, no matter what it takes.



A network wraps around this family in a seamless, efficient way that gets this mom back on her feet and her kids in a safe, secure environment.




Unite Us eases the burden on this case worker, helps her coordinate care across a supportive network, and addresses multiple needs of a family of three.





# 05 Game-Changing Partnerships

2021 brought big challenges and opportunities for innovative organizations across the country to adopt our platform to serve their clients. A few of our exemplary partners are highlighted below – these organizations have been able to maximize their capabilities and improve how they help people.

-  **ACES** - We partnered with awardees of four Adverse Childhood Experiences (ACES) Aware grants to securely screen children for ACES. Across California, health and social care providers partnered to pilot a new ACES screening and Toxic Stress Treatment.

**IMPACT:** Our Platform enabled providers to collaboratively provide trauma-informed care while tracking service outcomes, allowing them to identify other trauma-informed providers in the community.

-  **Georgia VECTR** - The Georgia Veterans Education Career Transition Resource (VECTR) Center joined to connect service members with social services during their transition back to civilian life.
- IMPACT:** VECTR decreased the average wait time for service members awaiting resource referrals by 300 percent.

-  **Mental Health Center of Denver** - MHCD houses the **Behavioral Health Solutions Center**, a 24/7 first-responder drop-off location for individuals experiencing behavioral health crises. While clients stay in the center (between 5–30 days), their Behavioral Health Solutions Center team makes referrals for social needs through the Unite Colorado network.

**IMPACT:** The Solutions Center was able to connect 2-5 clients to community resources each month in 2021, easing the transition from the center back to the community.



**Stop the Spread - COVID-19 nonprofit Stop the Spread** developed an innovative program called **Vaccine+**, partnering with Unite Us and St. John's Well Child & Family Center, offering wraparound assistance to individuals during the 15-minute wait time post-COVID-19 vaccination.

**IMPACT:** In three months, Unite Us' Network Hub Support team closed over 2,600 cases with the St. John's team, making over 1,700 connections to needed services, including housing, food, and job training.

# 06

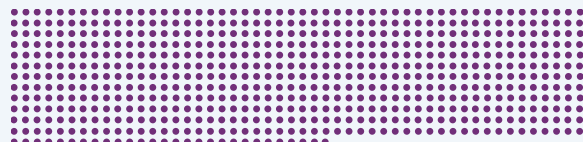
## Big Changes

### Aligning Mission + Values

In 2021, we had the opportunity to acquire **NowPow** and **Carrot Health** to continue to offer best-in-class technology and solutions that improve health in communities. Now, combined with NowPow's provider depth and Carrot Health's powerful analytics, we are driving toward mission impact with shared values and vision.

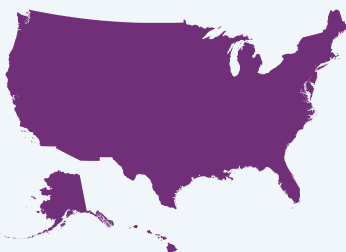


**630+** new company roles

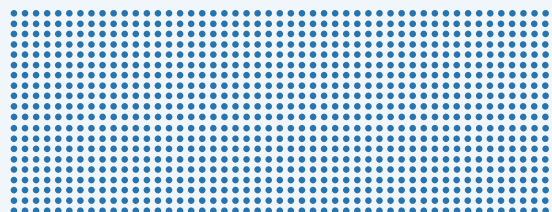


**49**  
states with  
Unite Us presence

**756**  
new counties launched  
community networks



**1000+** Unite Us Team Members



'Forbes Best Startup Employers'

## Doubling Down on DEI

### 1 Our Commitment

At Unite Us, our goal is to remove barriers to equitable care by taking a human-centered approach to connecting health and social care. We know that's not possible without recognizing the systemic issues and historical trauma in which inequity is rooted and building a team that represents and lives in the communities we serve. We have team members in 49 states residing in both urban and rural areas.

“To affect true change, we must embed diversity, equity, and inclusion into all aspects of our work. DEI is more than a buzzword; it is rooted in the belief that all people — regardless of identity— deserve to be seen, heard, and valued. It means intentional engagement in our communities, strategic thinking, and building the infrastructure within our team to create equitable access for underserved communities.” - **Alex Love**, Senior Director, Learning, Development, and Diversity

Our team environment is rooted in learning and growth. We create the space to learn, be heard, and to grow. We work everyday to accomplish our mission and build a workplace our team members take pride in.

### 2 On Our Teams

In 2021, we launched several DEI initiatives designed to educate, empower, and engage both our team members and our partners. A key part in being a successful team member at Unite Us is taking advantage of these learning opportunities and applying what you have learned internally and externally.

#### Retention and Recruitment

- Inclusive Hiring Bootcamp
- Intentional Sourcing Initiative
- Best Practices for Inclusive Hiring and Interviewing
- Inclusive Pipeline Partnership

#### Employee Resource Groups (ERGs)

offer team members the opportunity to establish a connection with individuals who share similar identities. ERGs are a safe space for team members to show up authentically and for allies to expand their cultural competence by listening and learning.



**Our DEI Committee** works cross functionally to support our team as we identify opportunities for growth and build a focused strategy for maintaining diversity and ensuring inclusivity as a company.

#### Education

We take a strategic approach to educating our team through targeted learning opportunities, including:

- **DEI Speaker Series** - An internal event series hosting external DEI leaders focused on critical topics to educate and create space for impactful team dialogue.
- **The Health Equity toolkit** - A compilation of materials that speak to how health equity, as part of DEI, is embedded in all phases of our strategy and how we work to advance it.
- **Guidance for Developing Colorblind-friendly Materials** - A resource to help team members consider colorblindness when developing visual content and materials.

“My role is not only to help my team develop partnerships with tribes but it's also to educate them on the history of Native Americans. Knowing the past gives us the foundation to understand where they are today.”

- Sarah Beccio, Director of Tribal Affairs

### 3 In Our Communities

As a part of our DEI work, we use our dollars to support communities. In 2021, we donated over \$1.3M in financial support to local and national nonprofit organizations that help marginalized and underserved communities. Through donations, we supported:

- Communities impacted by Hurricane Ida
- Members of the AAPI communities
- Displaced Afghans
- The Veteran community
- Transgender and gender-nonconforming BIPOC
- Justice-involved individuals

#### Community Investments



#### Housing in Louisville

Unite Us donated half a million dollars to United Community — matched by the same amount from Metro United Way — to provide longer-term housing and wrap-around support for those struggling with the continued effects of the pandemic in Louisville, Kentucky and surrounding counties. United Community used the funds for housing-related costs to help Greater Louisville residents impacted both by the COVID-19 pandemic and persistent, historical inequities. Our goal is to keep these residents in their homes. To do that, the housing pilot program provided financial support for both rental/mortgage payments, and flexible cash assistance for housing-related costs not typically funded by traditional grants and government programs. The program distributed and tracked funds through community-based organizations (CBOs) in the United Community network using Unite Us Payments. The data from this initiative will help drive and inform future, ongoing investments from the company.

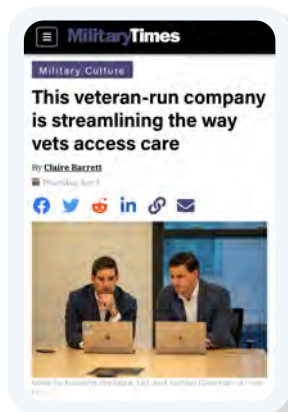
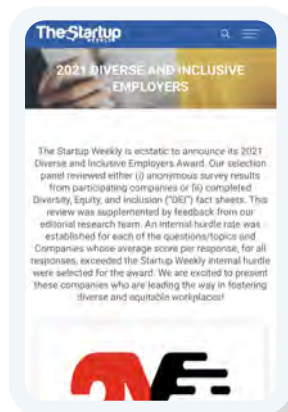
#### Capacity-building for CBOs

In memory of our first North Carolina Director, leader, and friend, Jimmy Fisher, the Unite Us-founded Jimmy Fisher Fund invested \$832K in funds to community-based organizations. With a focus on rural communities across the country, this fund supports organizational and network capacity-building. The program empowers CBOs to act as community conveners or champions in building out and growing coordinated care networks.

“Any service organization or entity who is truly serious about providing the best care to its clients desires to be effective. The partnership between Umoja Village and Unite Us enables our organization to expeditiously connect those we serve with the resources they need. Umoja means unity. In unity, we are making positive differences in the lives of others. What better way to demonstrate that love is an action word.” — **Donna Moore Wesby**, CEO/Co-Founder, Umoja Village, Unite South Carolina Champion Organization



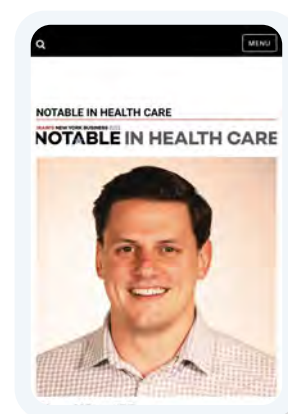
# 07 Big Buzz

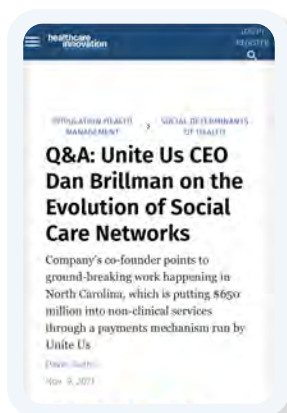

**Forbes**

**Military Times**

**The Startup Weekly**

**FierceHealthcare**

**The Healthcare Technology Report**

**MedCity News**

**NASDAQ**

**Crain's New York Business**

**Business Insider**

**Healthcare Innovation**

**Deloitte**

# 08

## Join the Movement

2021 was big. But there is no stopping our collective momentum in 2022 and beyond. Driven by our shared mission with our partners and communities, we have created the only end-to-end social care solution that **predicts** needs, **enrolls** clients in services, **measures** impact, and **invests** in community-based services through our nationwide network — creating a truly holistic experience for people receiving and providing care.

**The time is now for collective impact. We can affect even greater change in 2022, but we need your help.**

For **government partners**, continue to prioritize SDoH investment and requirements in state innovation funding. Reach out to learn [more](#) about national trends and innovations.

For our **healthcare partners**, we look forward to seeing you expand how you connect with community-based organizations by investing in end-to-end technology [solutions](#) in 2022.

For our **community partners**, accelerate the adoption of social care infrastructure in the community by promoting this type of work and through increasing your usage of the platform to showcase impact. Learn more about our [networks](#) and share your stories with us.

For those of you who are new to Unite Us, keep the [conversation](#) going and join the movement today. It takes all of us to build healthy communities.

And for those in need, who had a difficult 2021, you are the reason that we go to work every day. We see you, we hear you, and we will work hard in 2022 to make sure that you get the resources that you need.





Learn more at  
[www.UniteUs.com](http://www.UniteUs.com)



**UNITE US**

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