



ANNUAL REPORT

2020

UDFL Leadership



Dionne Williamson
President and Founder



Alexa Wajed
Secretary/Treasurer



Cheri Alvarez



Teresa Vincent
Chief Volunteer Officer



Nancy Redeye



Melonya Johnson
Board Chair

BOARD OF DIRECTORS

Welcome



Kelly Cultrara



Amy Puca

In December 2020, UDFL welcomed two new board members. Each comes with a unique blend of civic enthusiasm and stellar professional backgrounds.

Kelly Cultrara is Partner/President of AP Professionals and has over 20 years of experience in the recruitment and staffing industry. She is a dynamic sales and marketing professional with an extensive professional network.

Amy Puca is a Senior Evaluation Project Manager at Via Evaluation an applied research and evaluation firm that works with community-based organizations, foundations, and school districts to understand and use data to make informed decisions. Amy Puca has been doing research and evaluation work in education, psychology, and related fields for over 15 years.

New Leadership

3 Years serving WNY

2020 Re-cap

Unprecedented best describes 2020 but despite lockdowns and the Covid-19 virus, we persevered.

- Covid-19 Response
- Households Served
- Board Development, Strategic Plan and Leadership Development

"I feel like so much stress has been lifted off of me." -NH

19 Covid

Our Response to Covid-19

UPward Design for Life continues to serve households in need of essential home furnishings like beds, couches and kitchen tables where families gather together to nourish their bodies and relationships. During a time where the Covid-19 pandemic forced so many to retreat to their homes for the sake of safety; there's no time more crucial than the present to help those in need to have a safe and comforting place to live. Like many companies and organizations UDFL curtailed services until it had a safe path forward. UDFL takes the safety of both its clients and loyal volunteers seriously.

Covid-19 Response- UDFL follows the recommendations of the Centers for Disease Control, New York State Department of Health and the Erie County Department of Health.

- UDFL developed client and volunteer safety protocols for furniture installations and volunteer activities that include safety measures such as:
 - Temperature checks for both clients and volunteers
 - Both volunteers and clients complete a health check questionnaire
 - Installation evaluation to map out social distancing and sanitation protocols
 - Mask requirements for all
 - Social distancing
 - Proper hygiene, PPE and hand sanitation supplied
 - Prior to furniture installation or other volunteer projects, mandatory review of volunteer and safety brochure protocols
 - 2-hour time limit for on-site furniture installations

“We continue to receive requests. People need help.” - Dionne Williamson President, Founder

Households Served 36 in total

In 2020, UDFL served 7 households. Take a moment to think about this. Which room in your home is most meaningful to you? Is it your family room where everyone gathers for fun, good conversation or your favorite TV program? Or is it your kitchen which is often described as the heart of the home. Maybe it is your bedroom where you can enjoy a good night's rest. No matter the room, your home should be a safe and comfortable place that brings you peace and happiness. It should have all the essentials to help you live healthy and productively.

Thankfully, our clients don't have to make that decision because we have provided donated furnishings for every room. We help turn empty spaces into living spaces that finally feel like home and by doing so we help restore hope, dignity and independence. We help to empower.

Volunteers

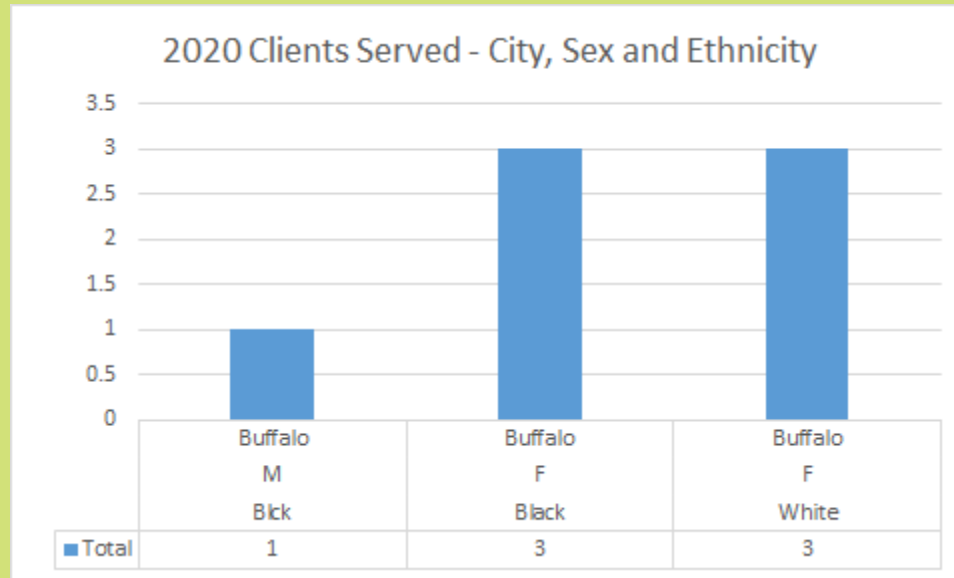
There's no serving clients without the help of our loyal family of volunteers. During the coldest or hottest of days, challenging landscapes and the current pandemic, UDFL's band of volunteers raised their hands to serve in a variety of ways. They picked up donations, repurposed furniture, cleaned, moved furniture, held fundraisers on our behalf and even joined UDFL committees that will help move the organization forward.

In 2020, 45 people were on the volunteer roster to help serve UPward Design for Life's mission and they invested a total of 75.5 hours of service.



36 Households

Who We Served



In 2020, UDFL forged new partnerships with the following organizations:

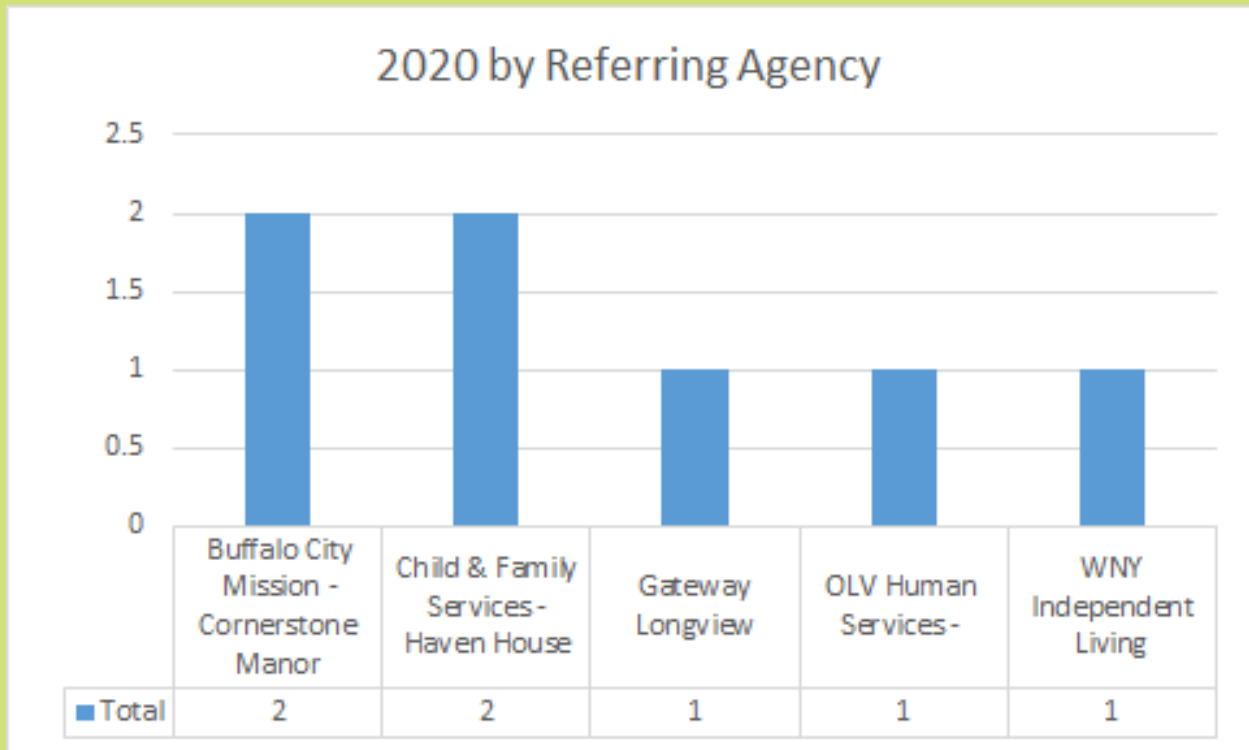
- Family Promise of WNY
- Gateway Longview
- The Greater Buffalo United Accountable Healthcare Network - GBUAHN
- The Service Collaborative - Beds for Buffalo Horizon Health Services
- Horizon Health Services

We gained sponsorship support from:

- Visit Buffalo Niagara
- Christian Women Connection
- Hertel Home Consignment
- Architectural Resources, PC
- Nickel City Alchemy
- Eat Off Art – Step Out Buffalo
- Buffalo Museum of Science
- Ingram Micro
- Buffalo Women's Consortium

Referral

UDFL receives referrals from a number of human services organizations in Western New York. It is through these referrals that we identify our client base.



5 Strategic Plan

UPward Design for Life benefits from a dedicated group of five board members that are hands-on and strategically focused. The board meets monthly.

In 2020, the board approved its strategic plan which is updated often and reviewed quarterly to assure UDFL remains on target.

Board Highlights

- Completed 2020-2021 strategic plan
- Held its first annual board retreat
- Created a logic model to guide its efforts
- Assembled a Fund Raising Committee
- Created a Governance Committee that has established standards for board participation, recruitment, and onboarding
- Personally created individual fund raising activities
- Held its first board recruitment campaign which added 2 new board members

BOARD OF DIRECTORS

22K Fundraising

President and founder, Dionne Williamson has worked tirelessly to diversify the streams of revenue generated during this unprecedented year where many are fiscally challenged.

UDFL's President has worked diligently to expand her network. Her marketing expertise have helped raise money during the 2020 economic downturn.

2020 Fundraising Efforts

Income

Direct Public Support

Corporate Contributions 2,463

Individual Contributions 6,650

Fundraising Initiatives 8,105

Jeans Day Collection Donations 733

Grants 11,115

Total Direct Public Support 29,067

Indirect Public Support

AmazonSmile 39

Network for Good Individual Contribution 580

United Way Donor Choice Program 118

Fall In 2 Giving Fundraiser 2,675

Step Out Buffalo 613

Total 44800 Indirect Public Support 4,026

Other Types of Income

Gifts in Kind 4,539.00

Sales of Donated Items 60.00

Total Other Types of Income 4,599.00

Total Income 37,692

*"Serving our mission fills me pride." Melonya
Johnson Board Chair*

Looking Forward 2021

UDFL President's Closing Message for 2020 Year End Report

First and foremost I want to thank our small but mighty Board of Directors, for their time and dedication to our organization, and for reacting quickly to the COVID pandemic. With their efforts we temporarily suspended operations, in order to effectively create and put into place our Health & Safety protocol to ensure our organization is operating safely based on CDC guidelines. Keeping our clients and volunteers safe is our number one priority.

This has been a year of so much uncertainty and yet we proved that we are resilient and flexible. Resilient because even through the challenging times we persevered and continued to serve families in need and give them hope, a sense of independence, and restored dignity. We were even able to exceed our fundraising goal for the year. Flexible because we had to operate in ways that we didn't before, like having less volunteers on a given project, in order to adhere to our new safety measures, all while still completing our work in the allotted time.

I am grateful to our ever-growing list of referring partner agencies, for their trust in the work we do, and our in-kind non-profit partners who assist us in serving our community. I am even more appreciative of our volunteers who stepped up to answer the call to serve families in need during a pandemic. We most certainly cannot do our work without their efforts.

We received our first-ever grants this year from Fifty Fabulous Women Giving Circle and then another from the Josephine Goodyear Foundation! I am so honored and pleased about the growing awareness that is building around UDFL and to those recognizing the value in the work we are doing in the community.

Continued

Continued

UDFL President's Closing Message for 2020 Year End Report

This has been an absolute wonderful journey thus far. I am so very excited about what the future holds for UPward Design for Life and the growing impact our services will continue to have on our wonderful community. We are looking forward to furnishing more homes and transforming lives, for those in need in 2021 and beyond.

In Service,

Dionne Williamson

President and Founder



**BEFORE AND
AFTER**

