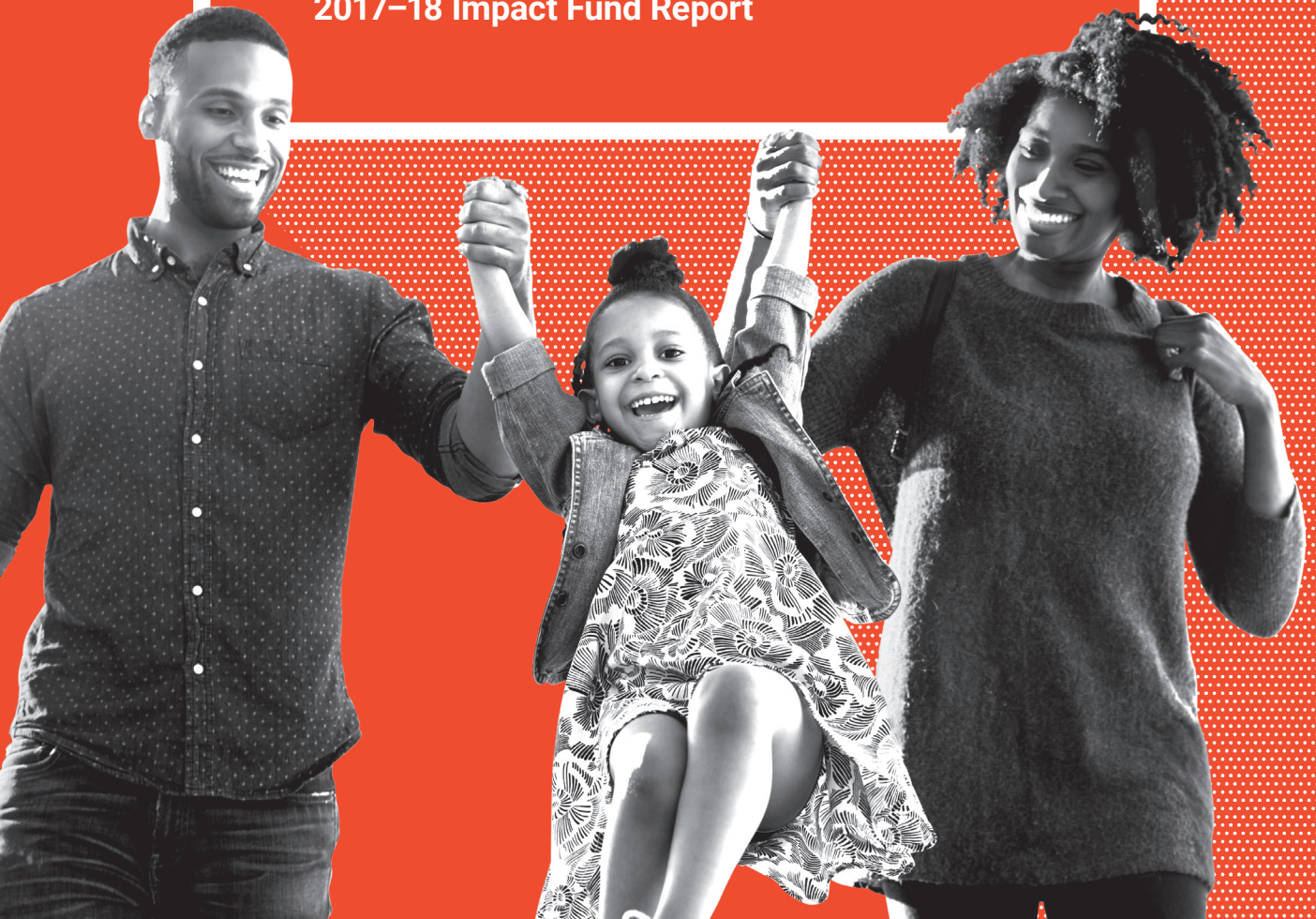


LEADING THE WAY

2017–18 Impact Fund Report



UNITED TO END POVERTY

**AT UNITED WAY, WE ARE FOCUSED ON ONE SINGULAR CAUSE:
ENDING INTERGENERATIONAL POVERTY IN OUR REGION.**

THANK YOU

For nearly 100 years, United Way of Greater Philadelphia and Southern New Jersey has maintained an unwavering dedication to stabilizing and strengthening this region. 2018 marks the conclusion of a four-year investment cycle where we deployed more than \$110.4 million into **Education, Financial Stability, and Health & Basic Needs**.

Without you, thousands of individuals and families would not have had the services and supports they needed to live meaningful and productive lives.

United Way has refined our investment strategy to tackle the most pressing issue in our region—intergenerational poverty.

As an **Impact Fund** donor you have made the choice to invest in the success of your neighbors—and entire neighborhoods—through United Way. It is my pleasure to recognize your incredibly generous support and to show you just what your investment accomplished.

United Way builds the capacity of our region's most extraordinary service providers and on the pages ahead you will see examples of this incredible work. You'll also learn more about the tools and strategies we will employ in our fight to end intergenerational poverty.

I hope you feel as proud as I do! These accomplishments are yours.

Sincerely,



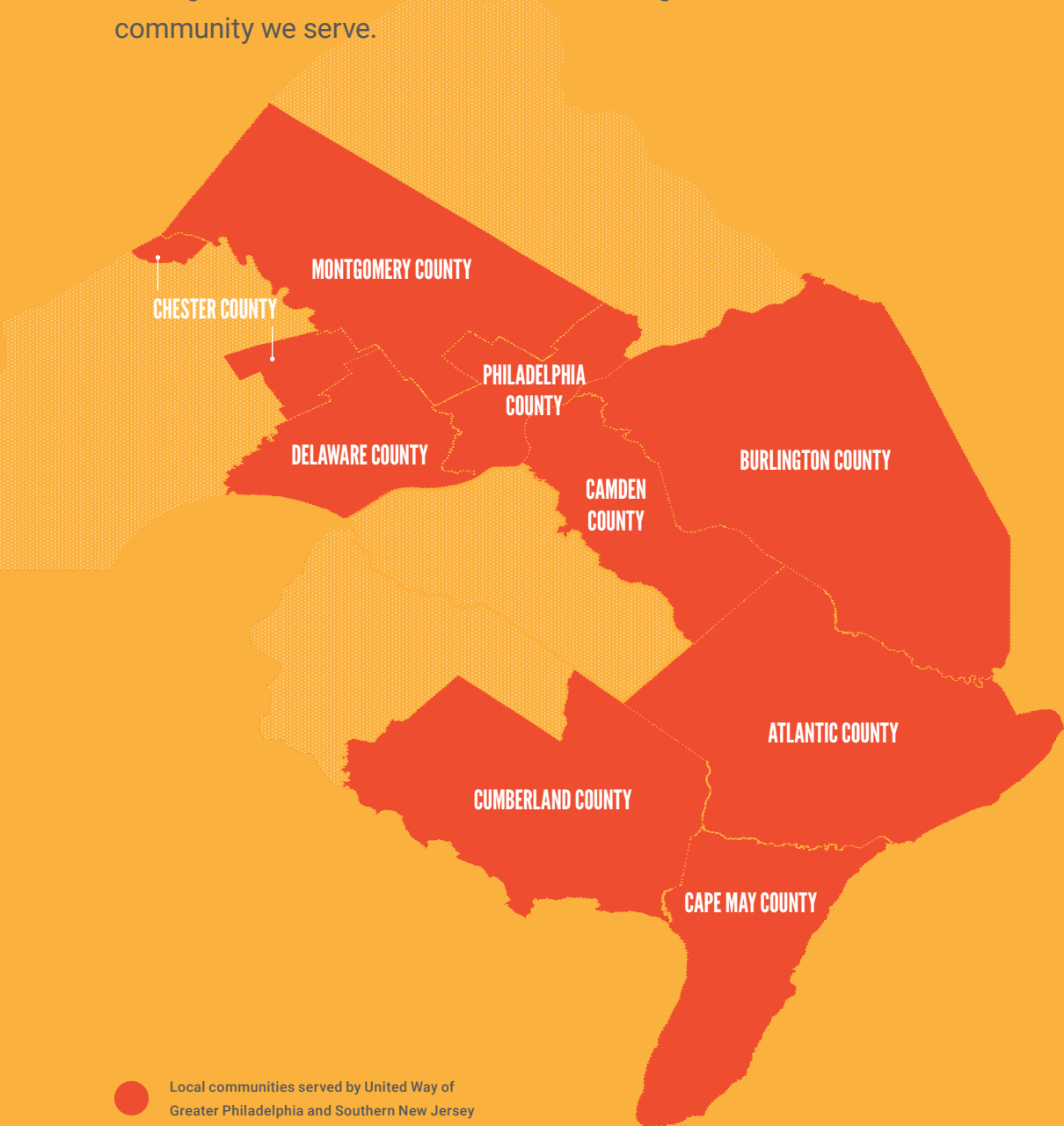
Bill Golderer
President & CEO



A UNITED REGION

Our region is home to nearly 4.5 million individuals. More than 705,000 of them—including 222,000 children—live in poverty.

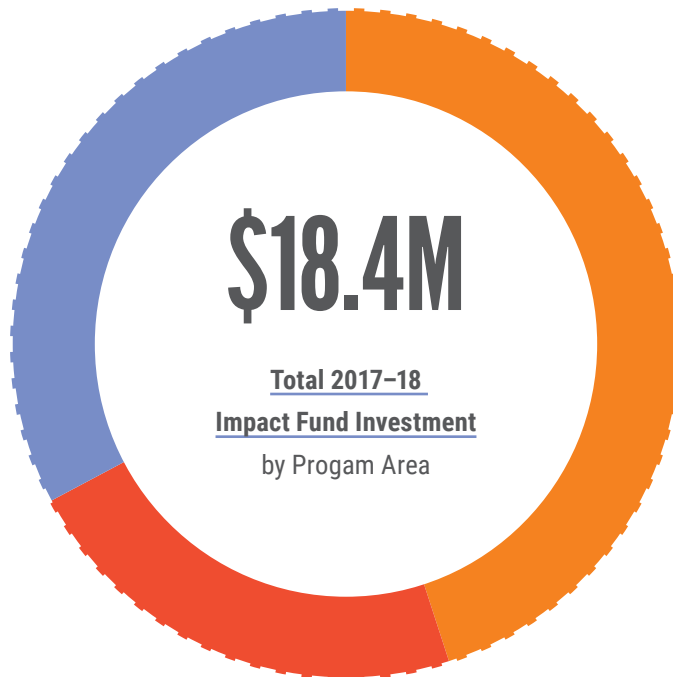
United Way helps our neighbors access the resources they need to thrive. We invest in critical interventions to support both our region as a whole, as well as effect change in each local community we serve.



YOUR INVESTMENT AT A GLANCE

Because of your support for our Impact Fund, we were able to invest **\$18.4 million** in fighting poverty across our region.

During this final year of our four-year investment cycle, our work to lift individuals, families and children out of poverty was focused on **Education, Financial Stability, and Health & Basic Needs**.



EDUCATION (33%)

\$6.1 million invested



FINANCIAL STABILITY (22%)

\$4.1 million invested



HEALTH & BASIC NEEDS (45%)

\$8.2 million invested

BECAUSE OF YOUR INVESTMENT IN OUR IMPACT FUND LAST YEAR:

EDUCATION

17,200 CHILDREN

were better prepared to enter kindergarten after attending a high-quality child care center

12,000 STUDENTS

in grades 2 and 3 improved their reading ability, increasing the number of students reading on grade level by the end of 3rd grade—a key indicator in school success

2,621 YOUTH

were served in a mentor or tutoring program, reconnecting them to school and increasing their likelihood of graduation

FINANCIAL STABILITY

\$47.5 MILLION

in cash and tax credits were returned—directly into our neighbors' pockets and savings accounts—through the Volunteer Income Tax Assistance (VITA) Program

16,279 INDIVIDUALS

received financial or homeownership counseling to improve financial literacy—a crucial step toward economic empowerment

4,843 INDIVIDUALS

completed educational credentials or job training, positioning them to earn family-sustaining wages

HEALTH & BASIC NEEDS

4,064 SOCIAL SERVICE PROFESSIONALS

received training on best practices in trauma-informed care—for every 1 professional trained 55 children and 30 adults are positively impacted

73,904 INDIVIDUALS

struggling with food insecurity received emergency food assistance, eliminating the hard choices many face between putting food on the table or paying the rent

21,258 INDIVIDUALS

received emergency shelter, utility, rent or mortgage assistance, creating a safety net in times of need

 GRANT MAKING

The 2017–18 United Way campaign concluded a **four-year investment cycle** focused on **Education, Financial Stability, and Health & Basic Needs**. Below is a snapshot of United Way’s cumulative work in our region over the last four years.



44,026

44,026 at-risk youth were empowered to stay connected to school and on a path toward high school graduation



13,280

13,280 individuals received educational credentials or job training

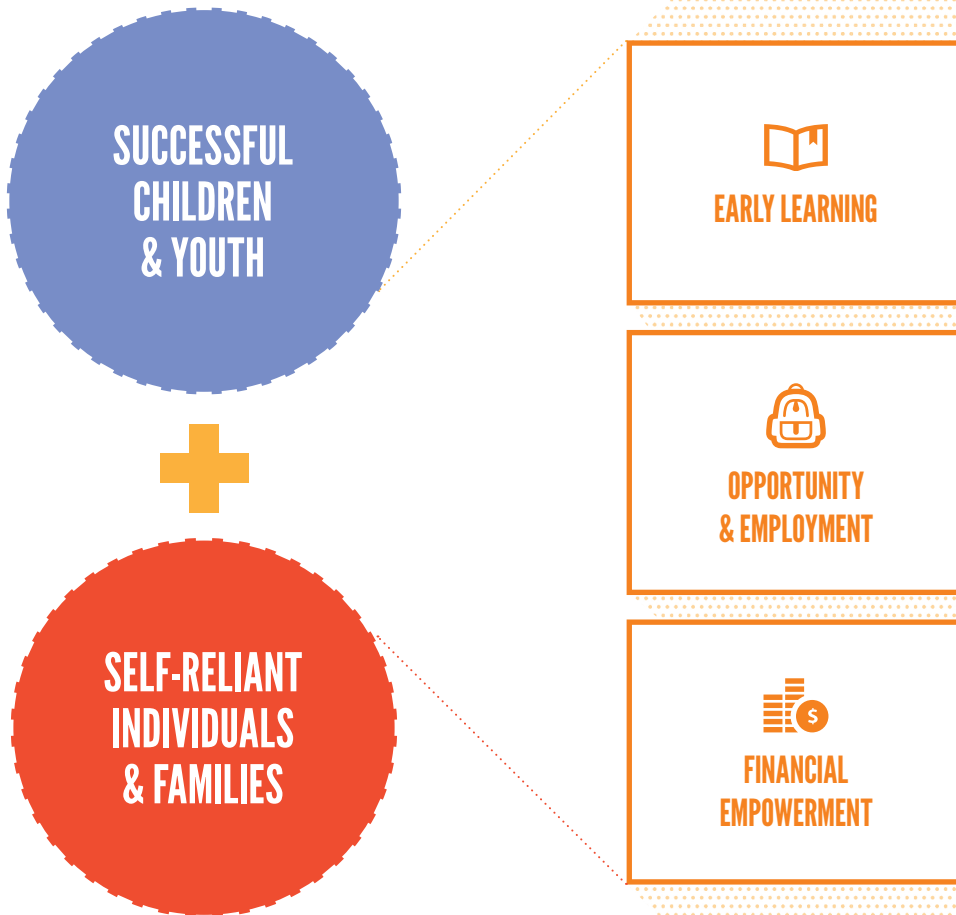


3,314,842

3.3M individuals received emergency food, utility, rent or mortgage assistance, stabilizing homes and addressing families’ most basic needs

UNITED TO BREAK THE CYCLE OF POVERTY

Your investment in the **Impact Fund** supports a two-generation approach to building self-reliant individuals and families.



OUR STRATEGIES

OUR FOCUS AREAS



ADVOCACY



VOLUNTEER
MOBILIZATION



CONVENING
POWER



PUBLIC
AWARENESS
CAMPAIGNS



LEVERAGE
FUNDING
OPPORTUNITIES



CAPACITY
BUILDING



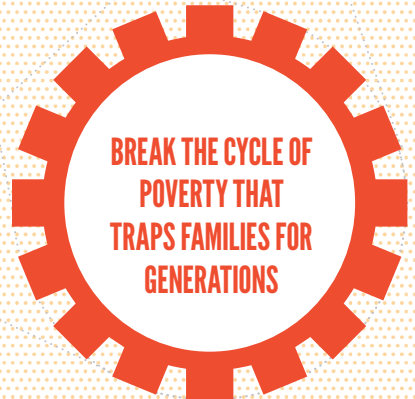
GRANT MAKING



OUR VALUE-ADD



OUR IMPACT



OUR TOOLS

OUR OUTCOMES

 VOLUNTEER MOBILIZATION

CONGRATULATIONS 2017-18 REGIONAL AWARD WINNERS

Meet the true hand-raisers, game-changers and difference-makers in each community we serve.

MIKE DICANDILO



John C. Haas Regional
Champion Medal

UGI/AMERIGAS



Award for Excellence

ZUBEDA RAJPUT, MD

Atlantic-Cape
Volunteer of the Year Award

ADRIENE M. IRVING

Delaware County
Volunteer of the Year Award

TRACY SWAN-GROVA

John Nichols
Volunteer of the Year Award

SCOTT M. ZAUBER, ESQ. (POSTHUMOUSLY)

Scott Zauber
Volunteer of the Year Award

CHRIS BRUNER

Southeastern Pennsylvania
Volunteer of the Year Award



VOLUNTEER MOBILIZATION

From free tax preparation to beautifying public spaces, stuffing backpacks with new school supplies to encouraging early literacy in preschoolers, United Way volunteers have a huge impact on our community.

This year, the time and skills contributed by United Way volunteers saved our community more than \$784,000:

8,530 VOLUNTEERS

generously gave
32,234 hours to complete
258 volunteer projects

2,264 INDIVIDUALS

were matched to a
project on United Way's
volunteer portal

279 CORPORATE PARTNERS

found a way to give back
while fostering teamwork

MEET WARREN

Volunteer Tax Preparer

In his four years as a Volunteer Income Tax Assistance (VITA) Program volunteer, Warren has filed **400+ tax returns and counseled hundreds of clients** toward long-term financial stability.

“VITA is really a win-win-win: it’s a win for me to keep busy for a good cause. It’s a win for the community because VITA brings back millions. It’s a win for the taxpayers because they get good, high-quality help to make the most of what they earn.”





CONVENING POWER

Convening partners to share knowledge, build trust and lay the groundwork for collective action is one of United Way's most powerful tools for change.

This year, United Way convened teachers, parents and caregivers to create a more trauma-informed region:

3,351 PROFESSIONALS COMPLETED

a 2-hour trauma-awareness training, learning best practices in developing and employing skills that promote health and healing from trauma

500 PROFESSIONALS ATTENDED

the 2nd Annual Philadelphia Trauma Training Conference

75 SUPERINTENDENTS, SCHOOL BOARD MEMBERS, SCHOOL ADMINISTRATORS AND LEGISLATORS

in Delaware County attended the *Creating a Trauma-Informed Education Community* symposium

MEET CAROLE

Educator and Philanthropist

In 2009, Tocqueville Society member Carole Haas Gravagno **spearheaded United Way's Healthy Parenting Initiative (HPI)**. Today, thanks in large part to Carole's very generous support, HPI has grown into a regional movement, building awareness around trauma-informed care.

"Many years ago, I sought to find a solution to the impact of enduring trauma I saw in our region. By partnering with United Way, our efforts through HPI have grown and we are collaborating with educators, law enforcement, the nonprofit community and others to build trauma-informed communities for every child and every family in our region."





PUBLIC AWARENESS CAMPAIGNS

In times of need, navigating social service programs shouldn't be an obstacle. United Way's 2-1-1 hotlines in PA and NJ are powerful public awareness campaigns that strive to inform everyone in our region of the social services and supports available to them:

64,861 CALLS

came from individuals in our community who found hope and a safe place to turn to for answers

3,243 TEXTS AND CHATS

were sent from individuals in need of quick referrals

59% OF CALLS

came from individuals seeking basic needs assistance

MEET DR. RAJPUT

Healthcare Professional; Atlantic, Cape May and Cumberland County Local Board Member; and 2-1-1 Advocate

Dr. Rajput was recently **featured in a PSA to create awareness** about United Way's 2-1-1 program helping patients struggling with basic health and human needs.

"One of my patients told me she did not have her medications for more than six weeks; she was not eating properly and her electric had been turned off. She did not know where to go or what to do. I asked her to call 2-1-1—they will help her and guide her to the resources where she can get help."

Need Help? Dial 2-1-1





CAPACITY BUILDING

United Way is proud to partner with capacity-building programs like the Nonprofit Executive Leadership Institute (NELI) and the Philadelphia African American Leadership Development Forum (PAALDF) to build strong community leaders committed to strengthening our region.

Now in its third year, PAALDF focuses on the opportunities and challenges African-American nonprofit executives are faced with in our region. The six-week program focuses on:

INDIVIDUAL LEADERSHIP DEVELOPMENT

as well as organizational financial planning and management

STRATEGIES FOR BOARD ENGAGEMENT

and fundraising for sustainability

MENTORSHIP AND CROSS-SECTOR COLLABORATION

from guest speakers providing real-life situations and application on social media

MEET LAMIA

Assistant Director of Family Services, Health Promotion Council; and Graduate, Nonprofit Executive Leadership Institute (NELI)

LaMia represents hundreds of leaders within the nonprofit sector who share the passion and drive to improve, not only themselves, but the sector as a whole.

“A leader needs to be able to look at themselves introspectively and their programs intensely, before they can forge ahead to success.”





ADVOCACY

To fight for public policies vital to driving change in our communities, United Way coordinates grassroots letter-writing, phone call and petition-signing campaigns, and every single week we speak with policymakers from Philadelphia and Camden, to Trenton and Harrisburg, and all the way to Washington.

In May, we used **United2Feed**, one of our signature days of action, as an opportunity to advocate for real change:

8,000 EMERGENCY FOOD BOXES ASSEMBLED

to provide families with 3 nutritious meals for 5 days

50% OF EVENT VOLUNTEERS SENT

postcards to legislators urging them to protect and preserve the Supplemental Nutrition Assistance Program (SNAP)

26 CALLS TO ACTION SENT

by Chef Christine to her more than 10,000 followers on social media

MEET CHEF CHRISTINE HAZEL

Chef; Food Network *Chopped* Champion; and United2Feed Cause Champion

For the last **four years**, Chef Christine has used her platform to speak up and LIVE UNITED by advocating and educating others on the severity of our region's hunger crisis.

"People in our community go hungry every single day: single fathers who skip meals to pay rent, working moms who go without dinner so their children have three meals a day. It takes more than one day of action to feed our community."

Learn more at: unitedforimpact.org/advocate



 LEVERAGE FUNDING OPPORTUNITIES

THANK YOU FOR MAKING OUR WORK TO END INTERGENERATIONAL POVERTY POSSIBLE.

The following pages highlight the outstanding corporations, foundations and individuals who, through their generous gifts to the **Impact Fund**, make our work to end intergenerational poverty possible.

MILLION DOLLAR ORGANIZATIONS

As of June 30, 2018

Employee and Corporate contributions to our **Impact Fund** totaling \$1 million or more.



LEVERAGE FUNDING OPPORTUNITIES

CORPORATE AND FOUNDATION GIFTS As of June 30, 2018

Thank you to all our partners whose generous corporate and foundation contributions to our **Impact Fund** totaled \$10,000 or more.

(not including employee giving contributions)

\$1,000,000 AND ABOVE

Independence Blue Cross

\$500,000-\$999,999

Comcast NBCUniversal

PECO

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2017–18

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WHAT WILL YOUR LEGACY BE?

Imagine a future where all children have access to a high-quality education, where all working individuals are able to support their families and all community members can connect with the resources they need to succeed and thrive.

IN 2021, UNITED WAY WILL CELEBRATE 100 YEARS OF SERVING OUR NEIGHBORS IN GREATER PHILADELPHIA AND SOUTHERN NEW JERSEY.

Together, your planned gift will make an Impact for the next 100 years.

For more information on the myriad endowment and planned giving options available through United Way, please contact leadership@uwgpsnj.org or 215-665-2554.

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for helping us in the fight to end
intergenerational poverty.

unitedforimpact.org

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#TheMovementStartsWithMe