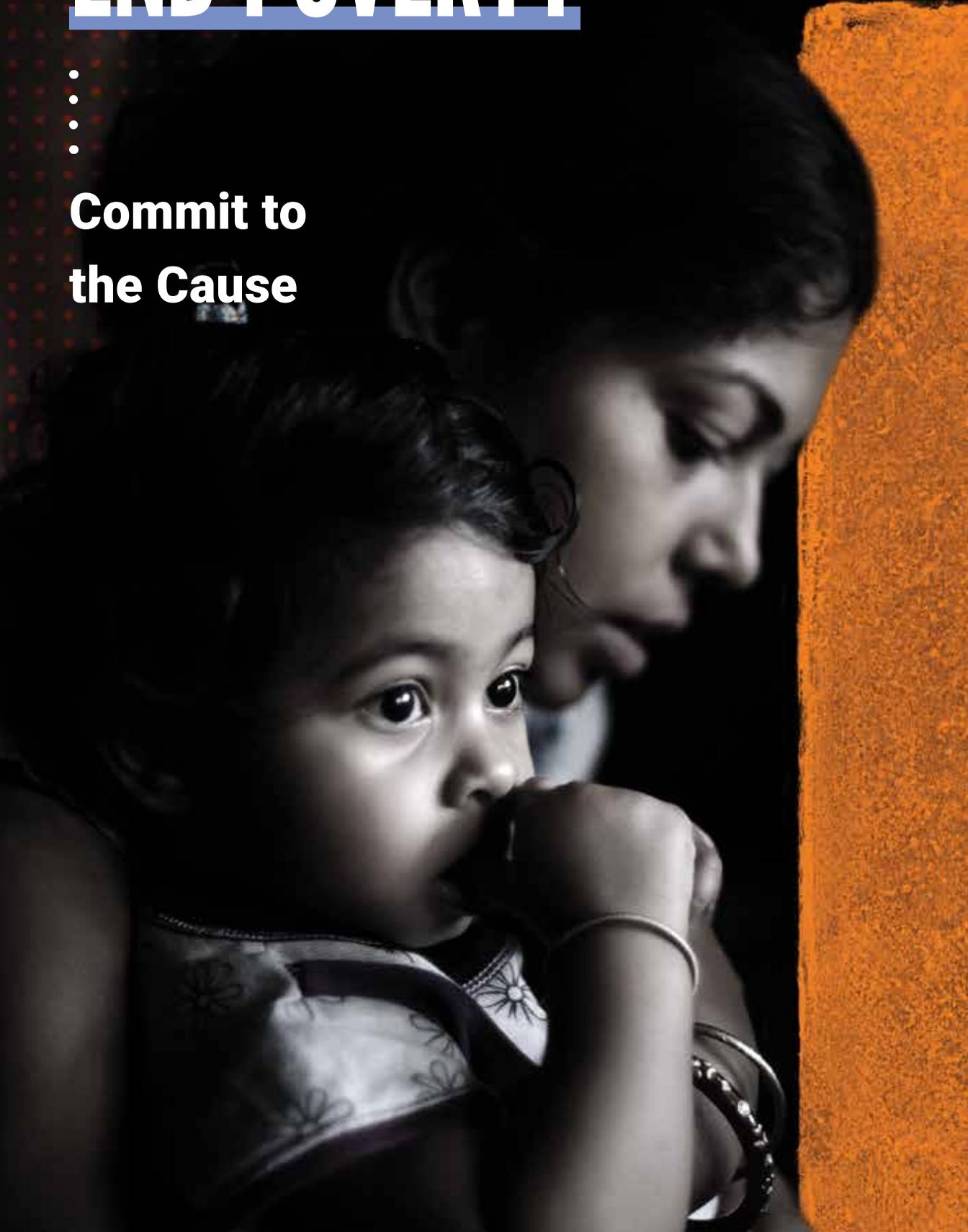


# END POVERTY



**Commit to  
the Cause**



# POVERTY

determines a child's  
access to **quality**  
**educational experiences,**  
**healthcare, nutrition and**  
**even life expectancy.**

**NEARLY 680K INDIVIDUALS—**  
including 216K+ children—live in  
poverty throughout our region.

**1 IN EVERY 2 CHILDREN**  
born into poverty will remain  
poor throughout their lives.

**PHILADELPHIA IS AMERICA'S**  
**POOREST BIG CITY,**  
where 1 in 3 children live in poverty.

**61K+ CHILDREN**  
in our southern New Jersey  
communities struggle to  
overcome lives of poverty.

# NEARLY 680K PEOPLE IN OUR COMMUNITY STRUGGLE TO SURVIVE. BUT WITH YOUR SUPPORT, WE CAN BREAK THE CYCLE OF POVERTY THAT TRAPS FAMILIES FOR GENERATIONS.

**United Way is the one place where everyone can make a bigger difference for those in need.** With countless ways to give, advocate and volunteer, every gift combines to drive maximum Impact in our community.

When you support United Way, you advance a two-generation approach to

ending poverty that builds the **success of our youth** and the **stability of our families.**

You also raise the bar for philanthropy in our region and send a strong message to your employees, customers and neighbors that you care about the future of our community and everyone who lives here.



# YOUR SUPPORT is CRITICAL.

Impact Story

# MEET YANNA.

When Yanna was 5, her life changed in an instant. Her father was killed before her eyes, and she was kidnapped. Yanna was eventually rescued by her mother, who never spoke about what had happened, hoping her daughter wouldn't remember. But she did remember, and after being expelled from various schools, Yanna landed at UrbanPromise Academy, a program of United Way Impact Partner UrbanPromise.

There, the trauma-informed staff recognized the need for specialized intervention and counseling and helped Yanna confront and heal from her trauma in a safe environment. Now, she's back on track academically, with improved attendance and behavior.

**GIVE CHILDREN A CHANCE TO REACH THEIR POTENTIAL. INVEST IN THE IMPACT FUND TO SUPPORT THE SUCCESS OF OUR YOUTH IN SCHOOL AND IN THE COMMUNITY.**



“

CHILDREN LIKE YANNA RELIVE THEIR EXPERIENCE *EVERY DAY*. BUT WE CAN HELP THEM MOVE BEYOND THOSE EXPERIENCES. BY OPENING DIALOGUE AND CREATING SAFE SPACES TO CONFRONT TRAUMA, WE HAVE A DEEPER ABILITY TO MOVE YOUTH BEYOND TRAUMA AND INTO HOPE.

”

*Jodina Hicks*

*Executive director, UrbanPromise*

Follow us @PhillySJUnited f | t | i | in

#endpoverty

#wefightpoverty

#breakthecycle

Impact Story

# MEET RICKNEL.

Providing a stable, secure upbringing is a priority for all parents. With a baby on the way, Ricknel, who was living paycheck to paycheck, knew he had to make a change. He signed up for United Way's Lubert IDA Program, which offers matching funds toward a first home. Through the program, Ricknel and his family developed a

budget, saved for a down payment and completed financial education and homeownership courses.

One year later, he and his girlfriend closed on the purchase of their new home—just in time to welcome their second daughter, who was born a few weeks later.

HELP CREATE STABLE, SELF-RELIANT FAMILIES FOR THIS GENERATION AND THE NEXT. INVEST IN THE IMPACT FUND TO BUILD THE FOUNDATIONS OF STABILITY.

Follow us @PhillySJUnited f | t | i | in

#endpoverty  
#wefightpoverty  
#breakthecycle



“ BEING AN IDA GRADUATE MEANS MY CHILDREN WILL GROW UP IN A PLACE WHERE THEY CAN THRIVE. IT WASN'T ALWAYS EASY, BUT THANKS TO UNITED WAY AND THE IDA PROGRAM, MY FAMILY HAS A SAFE PLACE TO CALL HOME. ”

**Ricknel Rivera**  
First-time homeowner and graduate,  
United Way's Lubert Individual  
Development Account (IDA) Program

# CHILDREN SUCCEED WHEN THEIR PARENTS SUCCEED.

Break the cycle of poverty—  
support the Impact Fund.

Your investment supports  
a 2-generation approach  
**TO BUILD YOUTH SUCCESS AND  
STABILITY FOR THEIR FAMILIES.**

With your support:

**90% OF CHILDREN WILL  
READ ON GRADE LEVEL**  
by the end of third grade.

**50K YOUTH AGED 15-24 WILL  
RECONNECT TO SCHOOL OR WORK;**  
we will prevent 16K  
from falling off track.

**WE WILL HELP 300K INDIVIDUALS  
OVERCOME POVERTY**  
and prevent 300K more  
from slipping into its cycle.

Investments in health and basic needs  
will also be made to support and advance  
these outcomes.

**note:**  
projected outcomes  
anticipated by 2030

# TOGETHER, WE ARE A FORCE FOR GOOD.

United Way makes doing good for our community easy, effective and impactful. From group volunteer projects to unique partnerships and networking events, your team will have countless opportunities to get involved, get active and become passionate about helping others!



## FOSTER TEAMWORK

**Great teams thrive on doing good work together.**

Whether driving campaign success or running a volunteer project, there are many ways to foster teamwork and cultivate employee engagement that deliver big returns on employee satisfaction—a win-win for everyone!



## RETAIN TALENT

**More and more, talented employees want to demonstrate their commitment to community at home and through their workplace.** United Way partners with companies large and small to make a difference in a way that also aligns with your corporate social responsibility goals.



## INSPIRE LEADERSHIP

**Do your executives want to network with like-minded professionals who are passionate about making a difference in our region?** United Way can make the connection. Ask about our affinity networks, community partnerships and leadership events for seasoned and next-generation professionals.



## DRIVE IMPACT

**United Way is committed to breaking the cycle of poverty—it is the most important issue of our region.** When you join the movement—100,000 strong—you drive measurable, lasting Impact that none of us can achieve alone.

## DID YOU KNOW?

### TRUST MATTERS.

90% of American consumers are more likely to trust and be more loyal to companies that back causes. —Cone Communications

### WE'RE BEST IN CLASS.

United Way ranks among the top charitable partners in the nation. Our United Way has been awarded the coveted 4-star rating from Charity Navigator, America's largest and most-utilized independent evaluator of charities.

### PHILANTHROPY PAYS.

Companies with integrated corporate-citizenship programs saw a 2.2x increase in access to new markets and a 2.3x jump in employee retention. —The Center for Corporate Citizenship

### ENGAGED EMPLOYEES ARE HAPPY EMPLOYEES.

Millennials who frequently participate in workplace volunteer activities are nearly twice as likely to be very satisfied with the progression of their career. —2011 Deloitte Volunteer IMPACT Survey

### WE MAKE GETTING INVOLVED EASY.

United Way is a one-stop-shop for all of your employee engagement needs. With options to **give, advocate and volunteer**, you can trust United Way to be your partner in corporate citizenship every step of the way.

### WE'LL DO THE PLANNING FOR YOU.

Looking for a great team-building activity? United Way can create customized volunteer opportunities throughout the year through our 365 Days of Caring initiative.

### DOING GOOD CAN BE FUN!

United Way offers large-scale corporate volunteer events that are high energy and high Impact! Consider a sponsorship to join the fun and be recognized for your support.



**“IN TODAY’S MARKET, GOOD CORPORATE CITIZENSHIP IS ESSENTIAL FOR A STRONG BRAND AS WELL AS EMPLOYEE RECRUITMENT AND RETENTION. PARTNERING WITH UNITED WAY ADDS VALUE TO YOUR COMPANY AND IMPROVES THE COMMUNITY. IT’S A WIN-WIN!”**



**David L. Cohen**  
Senior Executive Vice President,  
Comcast Corporation

**POVERTY TRAPS FAMILIES FOR GENERATIONS  
AND LIMITS OUR CHILDREN BEFORE  
THEY EVEN HAVE A CHANCE TO SUCCEED—  
BUT YOU CAN MAKE A DIFFERENCE.**



When you help a child read on grade level by the end of third grade, **you give her a better chance to graduate high school.**



When you help a 16-year-old complete his GED or a 22-year-old hold a steady job, **you give him tools for success and help him stay out of trouble.**



When you help a family overcome poverty, **you give their children a brighter future and strengthen our community for the long term.**



When you invest in United Way's Impact Fund, **you break the cycle of poverty.**

**WE INVITE YOU TO JOIN THE MOVEMENT.**

**GIVE. ADVOCATE.**

**VOLUNTEER.**

**Thank you!**



# CONNECT WITH US



We offer many helpful Campaign resources online at [unitedforimpact.org/toolkit](http://unitedforimpact.org/toolkit)



Follow us @PhillySJUnited



Don't forget to follow along with the Impact Fund progress at [unitedforimpact.org](http://unitedforimpact.org)

United Way  
of Greater Philadelphia  
and Southern New Jersey

