

# END POVERTY

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⋮  
⋮  
**Connect to  
the Cause**

United Way  
of Greater Philadelphia  
and Southern New Jersey



# 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.

# 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!

Impact Story

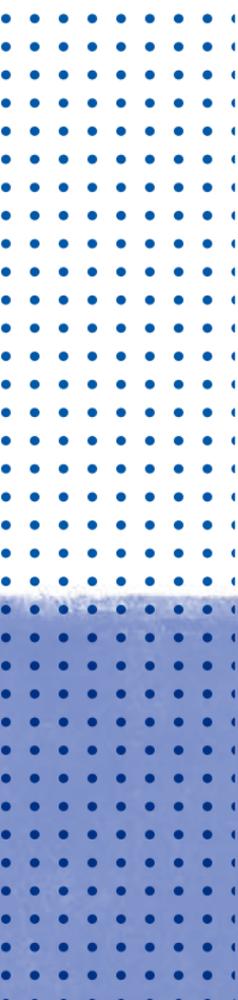
# MEET YANNA.

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 | l | n

#endpoverty

#wefightpoverty

#breakthecycle

# YOUR GUIDE TO DOING GOOD.

As an **Employee Campaign Chair**, you're a key partner in the movement to end poverty. Your leadership, expertise and passion will make a big Impact on success, and we're here to support you every step of the way!



## BUILD YOUR TEAM

It's important to have dedicated **colleagues supporting you**, so be sure to recruit a diverse committee of individuals from various departments, backgrounds and skill sets who each have something different to offer your campaign.



## SET GOALS

Establish desired **outcomes for your campaign**. What does your organization want to achieve in the community? How can your United Way campaign support those goals? Be sure to consider goals for participation, Impact Fund support and leadership giving.



## DEVELOP A PLAN

Choose a theme that connects your organization to a larger goal, such as **United Way's movement to end intergenerational poverty**. Craft an inspiring message and establish a communications strategy that will set you up for success.



## INSPIRE GIVING

**Many people don't give simply because they aren't asked.** Inspire giving through compelling storytelling, a strong appeal and a reminder that contributions support people right here in our community. And be sure to say Thank You!

## TIPS & TRICKS

### **YOU'RE GOING TO NEED EXTRA HELPING HANDS.**

Recruit dedicated "Floor Leaders" to serve as your campaign ambassadors to various departments throughout your organization.

### **DEMONSTRATE THE IMPACT YOUR DOLLARS CAN HAVE.**

Take advantage of our *Power of Your Investment* campaign tool.

### **WHEN PLANNING EVENTS, BE CREATIVE AND INSPIRING.**

Invite a United Way speaker, plan a competition or play games that relate to giving.

### **CHOOSE A THEME THAT SPARKS EXCITEMENT.**

Focus on your own company's brand or corporate social responsibility (CSR) goals or a specific United Way initiative or volunteer project to generate enthusiasm.

### **INCREASE ENGAGEMENT WITH INCENTIVES.**

Offer a prime parking space, an extra personal day or casual days to build excitement around meeting your goals.

### **OVER-COMMUNICATE!**

We offer tons of communications resources for you to leverage, such as digital images, email content, infographics and more! Visit [unitedforimpact.org/toolkit](http://unitedforimpact.org/toolkit) to check out the toolkit.

### **ORGANIZE A DAY OF CARING VOLUNTEER EVENT.**

A volunteering event allows you and your colleagues to escape the office and make a difference, or join United Way in speaking up on issues in your state or community.

### **WHEN YOU'VE REACHED THE FINISH LINE, CELEBRATE YOUR SHARED ACHIEVEMENT.**

Communicate your thanks and success company-wide to ensure people feel appreciated. Throw a party and celebrate!



**“GETTING INVOLVED DOESN'T HAVE TO FEEL LIKE AN EXTRA JOB. NOT ONLY DO YOU FEEL GOOD ABOUT RAISING AWARENESS AND FUNDS, BUT MORE AND MORE COMPANIES ARE USING VOLUNTEERISM TO HELP IDENTIFY THEIR FUTURE LEADERS.”**

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**Lauren Hurtt**  
Supervisor,  
Community Relations,  
South Jersey Industries

# CHILDREN SUCCEED WHEN THEIR PARENTS SUCCEED.

Break the cycle of  
poverty—support  
the Impact Fund.

Give. Advocate.  
Volunteer.

note: projected outcomes  
anticipated by 2030

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.

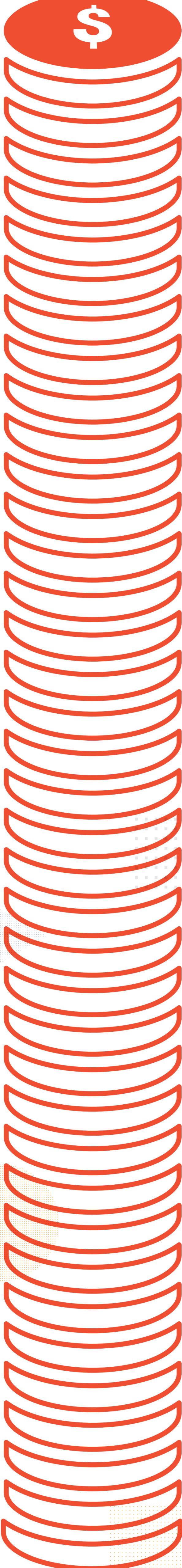
**50K YOUTH AGED 15–24  
WILL RECONNECT TO  
SCHOOL OR WORK;**  
we will prevent 16K  
from falling off track.

**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.

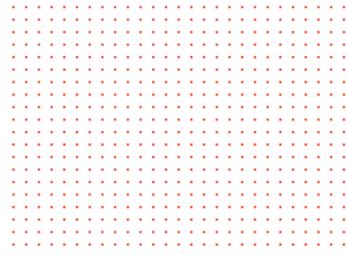
United Way 2017 Campaign

# MANY GIFTS, BIG IMPACT.



## OUR GOAL:

\$ \_\_\_\_\_  
(You did it! We knew you could! Hooray!)



\$ \_\_\_\_\_  
(You're so close! Almost there!)



\$ \_\_\_\_\_  
(You've got this!)



\$ \_\_\_\_\_  
(You're doing an awesome job!)

