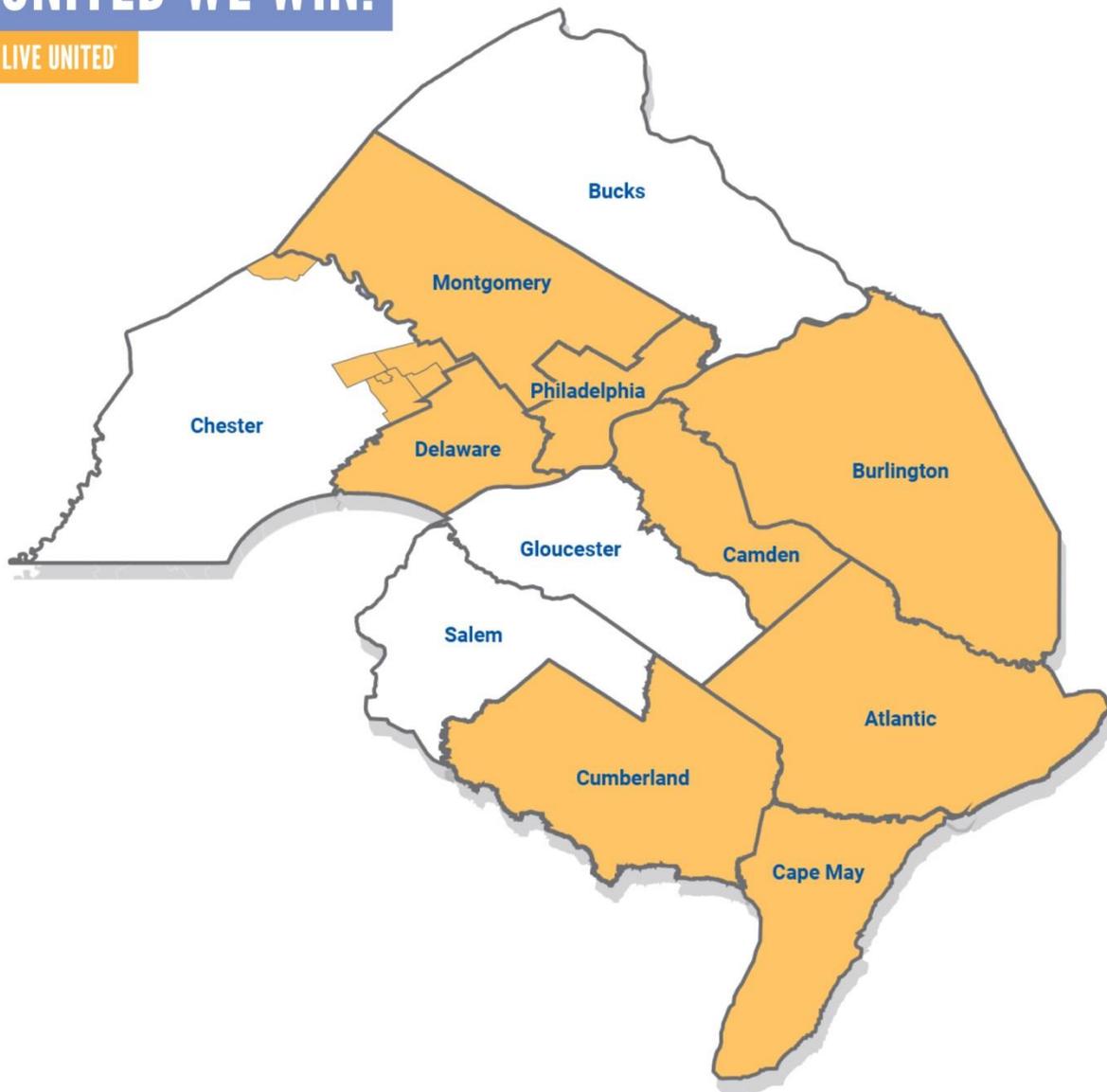


# 2019 Impact Portfolio

United Way of Greater Philadelphia & Southern New Jersey

UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED



■ Indicates, effective July 1, 2017, United Way of Greater Philadelphia & Southern New Jersey

United Way  
of Greater Philadelphia  
and Southern New Jersey



# INTRODUCTION

The Greater Delaware Valley is home to the poorest big city in the country, as well as some of the poorest communities in southern New Jersey and southeastern Pennsylvania. In our region, 15% of the population lives below the poverty line and 32% lives below 200% of the poverty line. In Philadelphia, the poverty rate is 26%. Other high poverty counties include Cumberland County, NJ at 16%, Atlantic County, NJ at 15% and Camden County, NJ at 13%.

Families living in poverty often face or have faced significant trauma, such as abuse; neglect; losing a family member to violence, drugs, or incarceration. Additionally, they may face a lack of basic life amenities and quality education on a daily basis. These barriers often prevent individuals from obtaining jobs that pay a family-sustaining wage and leaves them without the resources or supports for their children to be successful in school, resulting in the kind of poverty often traps families for generations.

United Way of Greater Philadelphia and Southern New Jersey has adopted the Results Based Accountability Framework and set both community and agency performance level results toward our aspirational cause of ending intergenerational poverty through two broad goals: successful children and youth and self-reliant individuals and families.

Through a comprehensive process, UWGPSNJ identified key strategies and three focus areas in which we would investment our human, social and financial resources. The eight key strategies to drive toward our 2030 targets at both the agency performance and community level include:

- Ensure 90% of children reading on grade level at end of 3rd Grade:
  - Increase the # of children 0-5 who are school ready
  - Increase the # of students in grades k-3 who are reading on grade level
- Ensure an additional 50,000 opportunity youth are connected to school and/or work
  - Increase the # of students grades 4-9 staying connected to school
  - Increase the # of youth ages 15-25 completing education and/or job training that provide pathways to career advancement
- Ensure an additional 300,000 individuals are living at 200% of the poverty level or above
  - Increase the # of adults earning a living wage
  - Increase the # of individuals and families building assets

By starting with the end goal in mind, UWGPSNJ has set measurable targets for 2030 at the community level, around which we'll invest in community partners to help drive results and turn the curve on complex local issues. These investments will be made through a two-pronged approach: general operating support grants and via United Way's Signature Programs.

To achieve those goals, financial resources (allocable dollars from the Impact Fund) will be shared equitably across the UWGPSNJ footprint based on an applied calculation of the number of people living at 100% of the poverty level within a given community.

*A Note on Signature Programs:* United Way has become known in the community for taking a lead role in particular areas of work, including early childhood, workforce development and family stability. UWGPSNJ has several programs and initiatives that have developed over time to support the core tenets of its work in these areas, known as United Way Signature Programs or Investable Products. These Signature Programs will also be supported through Core Impact Investments, restricted to the programs they are supporting. This investment process will also include an application and review process but will be by invite only.

Our Signature Programs often address gaps in the health and human service pipeline and allow us to bring more than grant making to the table, including volunteer mobilization, leveraged funding, advocacy support and capacity-building.

## FY19-21 EARLY LEARNING INVESTMENTS

### FY19-21 EARLY LEARNING GENERAL OPERATING GRANTEES

#### Required Early Learning Program Components:

- Documented outcomes of improved child and/or family literacy
- Expertise in child and/or family literacy with a minimum of two years' experience providing high-quality, research-based literacy programs
- Experience in engaging volunteers who provide literacy supports
- Advocacy efforts that ultimately contribute to reading proficiency by the end of grade 3
- Track record of providing high-quality, research- or evidence-based parenting education to parents and caregivers vulnerable to barriers that impede healthy parenting and developmental milestones
- Expertise and programming that support emergent literacy development in children ages 0–5
- Advocacy efforts that contribute to more children reading by the end of grade 3

Agency
ACLAMO
After School Activities Partnerships (ASAP)
Boys & Girls Club of Philadelphia
Burlington County Community Action Program
Caring for Kids
Center for Family Services
Center for Literacy
Chester Eastside
Children's Literacy Initiative
CORA Services, Inc.
The Foundation for Delaware County
Cumberland Cape Atlantic YMCA of NJ
Diversified Community Services, Inc.
Drexel University
Educating Communities for Parenting
Family Service Association of South Jersey
Family Services of Montgomery County
Foundation for Pottstown Education
Free Library of Philadelphia Foundation
Health Federation of Philadelphia
Indochinese-American Council
KIPP Cooper Norcross Academy
Maternal Child Health Consortium
Maternity Care Coalition
National Nursing Centers Consortium
North Penn Valley Boys & Girls Club
One Accord, Inc. (Kids Alley)
Parent-Child Home Program
Public Health Management Corporation
Puentes de Salud
Robins' Nest, Inc.
RSVP
Settlement Music School

Sunrise of Philadelphia
Supportive Older Women's Network
YMCA Philadelphia Freedom Valley
Youth Service, Inc.

## **FY19-21 EARLY LEARNING SIGNATURE PROGRAMS**

- The Early Grade Literacy (EGL) program helps elementary school students become proficient, independent readers by the end of third grade
- Parents Lead, Children Read will support ten childcare programs in North Philadelphia build early literacy best practices and supply communities with a legacy of neighborhood literacy champions
- Pre-K for PA campaign advocates to ensure that all children enter school ready to succeed by making high-quality Pre-K accessible to every 3- and 4- year old in Pennsylvania
- School Readiness (Success By 6 and Families and Communities Together) programs with a focus on 2-generation approaches to family engagement and early literacy in child care programs.
- School Readiness (Success by 6 Southern New Jersey) provide young children with the tools they need to read on grade level by 3rd grade and provide the building blocks needed for a successful start in school.
- Trauma Informed Care initiative will create capacity in people, organizations, sectors, systems and communities.

## **FY19-21 CAREER PATHWAYS AND PIPELINES INVESTMENTS**

### **FY19-21 CAREER PATHWAYS GENERAL OPERATING GRANTEES**

#### **Required Career Pathways and Pipelines Program Components:**

- Research-based programs focused on career exposure and/or academic supports during or outside of the school day, with youth at risk for disconnection (as listed above), and a demonstrated track record of consistent student participation over time
- Documented outcomes of career exposure and/or academic supports targeting middle schoolers or those who work with them
- Strategies to cultivate positive social emotional competencies, as defined by the Collaborative for Academic and Social Emotional Learning (CASEL), for youth through intentionally designed program components and positive relationships with caring adults
- Varied family engagement opportunities
- Advocacy efforts that contribute to more youth being connected to school or work
- Provide job seekers with job training, job placement, and/or job advancement opportunities
- Form or engage with community partnerships to provide effective programs and services to job seekers
- Provide workforce services to targeted job seekers (e.g., returning citizens, veterans, and individuals living with disAbilities [physical/mental])
- Programs that align with the needs of employers who provide jobs that pay livable wages and benefits
- Programs that demonstrate employer engagement

Agency
ACLAMO
After School Activities Partnership (ASAP)
After School All Stars
Arc of Cumberland County
Bancroft
Be Proud Foundation
Big Brothers Big Sisters Independence Region
Big Brothers Big Sisters of Atlantic & Cape May Counties
Boy Scouts of America, Cradle of Liberty Council
Boys & Girls Club of Chester
Boys & Girls Club of Atlantic City
Boys & Girls Club of Philadelphia
Boys & Girls Club of Vineland
Center for Aquatic Sciences
Chester Eastside
City Year Philadelphia
Congreso de Latinos Unidos
CORA Services, Inc.
Covenant House in New Jersey
Creative Health Services
Cumberland Empowerment Zone
District 1199C Training & Upgrading Fund
Education Works
Episcopal Community Services
Hopeworks 'N Camden
Indochinese-American Council
Jersey Cape Diagnostic Training and Operating Center
JEVS Human Services
KIPP Cooper Norcross Academy
Legacy Treatment Centers
Multicultural Community Family Services
North Penn Valley Boys & Girls Club
OIC of America, Inc.
One Accord, Inc. (Kids Alley)
Philadelphia Wooden Boat Factory
Philadelphia Youth Network
Providence Center
Puentes de Salud
Rock to the Future
Settlement Music School
St. Gabriel's System
Sunrise of Philadelphia
Supportive Older Women's Network
Tech Impact
The Work Group, Inc.
University City District
Urban Promise Ministries, Inc.
YMCA Philadelphia Freedom Valley
YouthBuild Philadelphia Charter School
YMCA Tri-County Area

## FY19-21 CAREER PATHWAYS AND PIPELINES INVESTMENTS

- Girls Today Leaders Tomorrow program focused on promoting girls to become self-directed and self-regulated learners with multiple career exposure opportunities, who graduate from high school on time and ready for college and career
- NFL – UW Character Playbook focuses on youth experiencing the critical transition from middle to high school, tackling bullying and peer relationships via engaging curriculum

## FY19-21 ECONOMIC SELF SUFFICIENCY INVESTMENTS

### FY19-21 ECONOMIC SELF-SUFFICIENCY GENERAL OPERATING GRANTEES

#### Required Economic Self-Sufficiency Program Components:

- Provide job seekers with job training, job placement, and/or job advancement opportunities
- Form or engage with community partnerships to provide effective programs and services to job seekers
- Provide workforce services to targeted job seekers (e.g., returning citizens, veterans, and individuals living with disAbilities [physical/mental])
- Programs that align with the needs of employers who provide jobs that pay livable wages and benefits
- Programs that demonstrate employer engagement
- Evidence of delivering Volunteer Income Tax Assistance (VITA) program services or partnering with an IRS-approved VITA provider
- Evidence of delivering an accredited model for financial literacy counseling and coaching and/or partnering with a financial literacy agency that uses an accredited financial literacy model (e.g., Money Smart)
- Evidence of successful community partnerships to provide effective financial stability programs and services
- Evidence of results in working with hard-to-serve individuals (e.g., returning citizens, veterans, people living with disAbilities) and families

Agency
Abilities Solutions
ACHIEVEability
Atlantic County Women's Center
Baker Industries
Campaign for Working Families
Cathedral Kitchen
Ceiba
Center in the Park
Clarifi
Congreso de Latinos Unidos
Creative Health Services
Cumberland Cape Atlantic YMCA of NJ
Cumberland County Habitat for Humanity
Delaware County Literacy Council
Gateway Community Action Partnership
Hendricks House
Hispanic Family Center of Southern NJ
Hopeworks 'N Camden
Jersey Cape Diagnostic Training and Opportunity Center
Manna on Main Street

Nationalities Services Center
Parkside Business and Community in Partnership
Penn Asian Senior Services
PathWaysPA
Peirce College
Philadelphia Chinatown Community Development Corporation
Southeast Asian Mutual Assistance Associations Coalition
Sisters Returning Home
University City District
UpLift Solutions
Women's Opportunity Resource Center

## **FY19-21 ECONOMIC SELF-SUFFICIENCY SIGNATURE PRORGRAMS**

- Children's Savings Accounts program focuses on helping youth gain financial awareness, incorporate good financial behaviors early and access postsecondary education by building a savings to support their postsecondary goals
- JOIN – Job Opportunity Investment Network pilots innovative programs in order to understand how to replicate, scale and broaden impact in the larger United Way workforce development efforts. JOIN will make a strategic investment by bringing the region the first Workforce Development Benchmark Data Network, which integrates racial and social equity into its design.
- Lubert Individual Development Account program helps low-to moderate income individuals increase their financial stability by acquiring an economic asset and increasing their net worth.
- Siemer Family Stability Initiative is a two-generational approach to stability with the goal to reduce school mobility for children and families in order to increase their academic success, by improving the family's long term housing stability through an integrated service model.
- Volunteer Income Tax Assistance (VITA) offers free quality, credible tax preparation services to low-to-moderate income taxpayers. VITA sites are housed in community agencies/organizations, and all volunteers who provide tax preparation services have been trained and IRS-certified.
- Workforce Solutions: RE-entry provides returning citizens job readiness skills, technical skills within the retail industry (as well as expanding to other industries) designed to achieve long-term permanent/increased employment with a goal of reducing reoffending and ultimately impacting generational and long-term poverty.

# FY19-21 COMMUNITY STABILITY INVESTMENTS

## FY 19-21 COMMUNITY STABILITY GENERAL OPERATING GRANTS

### Required Community Stability Program Components:

- Comprehensive reach in at least one of these areas: benefits access; rent, mortgage, and utility assistance; and healthy food access
- Service provider in at least two of the eight UWGPSNJ counties that span Pennsylvania and New Jersey

<b>Agency</b>
Action Wellness
American Red Cross Southern Shore Chapter
Benefits Data Trust
CASA Youth Advocates
Catholic Charities of the Diocese of Camden
Community Food Bank of New Jersey
Community Legal Services, Inc.
Delaware Valley Association for the Education of Young Children (DVAEYC)
Episcopal Community Services
Family Service Association of Southern New Jersey
Greater Philadelphia Coalition Against Hunger
Health Federation of Philadelphia
HIAS of Pennsylvania
Jewish Family Service of Atlantic & Cape May Counties
KleinLife
Maternity Care Coalition
Oaks Integrated Care
Penn Asian Senior Services
PathWaysPA
People's Emergency Center
Philabundance
Project HOME
Public Citizens for Children and Youth
Public Interest Law Center
Salvation Army Camden Citadel Corps
Samost Jewish Family and Children's Services
SHARE Food Program, Inc.
South Jersey Legal Services
Urban Affairs Coalition
Veterans Multi-Service Center

## FY 19-21 COMMUNITY STABILITY SIGNATURE PROGRAMS

- 2-1-1 is a universally respected and growing national model. The program connects individuals in need through a nationally designated “n”-1-1 number to call and access information and referrals for local health and human services systems is to leverage data to look at gaps and unmet needs in our footprint and work in tandem with partners to address them
- Capacity Building Initiatives support the health and sustainability of agency partners so that, together, we can deliver impact and enrich our region.