YOU
HAVE THE
POWER TO
CREATE
CHANGE
MORE THAN 705K INDIVIDUALS—INCLUDING 222K+ CHILDREN—live in poverty in our region.

1 IN EVERY 2 CHILDREN born into poverty will remain poor for a lifetime.

PHILADELPHIA IS AMERICA’S POOREST BIG CITY, where the poverty rate is 26%.

1 IN 5 CHILDREN LIVES IN POVERTY IN THE REGION; 55K+ children are facing poverty every day in our Southern New Jersey communities.

UNITED TO END POVERTY

AT UNITED WAY, WE ARE FOCUSED ON ONE SINGULAR CAUSE: ENDING INTERGENERATIONAL POVERTY IN OUR REGION.
TRAUMA HAS A WAY OF COLORING YOUR DECISIONS WITHOUT YOU EVEN KNOWING. UNTIL YOU HAVE THE SUPPORT TO FACE THE TRAUMAS THAT YOU HAVE EXPERIENCED, IT CAN BECOME AN UNRELENTING CYCLE.

— Atif

GET INVOLVED IN ANY OF UNITED WAY’S PROGRAMS AND EVENTS. YOU CAN TAKE AN HOUR AND MAKE A DIFFERENCE. YOUR TIME CAN HAVE SUCH AN IMPACT ON SOMEONE.” — Charmaine

IMPACT STORY

THIS IS CHARMAINE

Passionate Volunteer

A few years ago, Charmaine was in a good place professionally. Yet she felt she had more to offer her community and longed to connect with like-minded professionals who felt the same.

Enter United Way’s Women United and its signature program Girls Today, Leaders Tomorrow (GTLT). As a member, she enjoys the community and mentorship of her peers, but most importantly, she is able to help young girls who are facing challenging backgrounds unlock their own potential.

With your support of our United Way’s Impact Fund, you can be the hero of your own story and also be a hero for someone in need.

IMPACT STORY

MEET BRITTANY + ATIF

Proud Program Graduate + Committed Impact Partner

At Uplift, Executive Director Atif Bostic doesn’t ask “what’s wrong with you?” He asks “what’s happened to you?” That important distinction makes all the difference for clients like Brittany, who have spent time incarcerated but are learning to reenter the workforce and the community. With a combination of job-skills training and life-skills support, Brittany has secured stable employment, is advancing in her job and is setting a positive example for her son.

When you support United Way’s Impact Fund, you give more people the second chance they need to build a brighter future for themselves and their families.
We are deeply grateful to those who choose United Way as their philanthropic partner.

Donors giving at a Leadership level of $1,000 or more inspire others to join them in providing hope and opportunities to our neighbors in need. Stepping up to Leadership is easier with one of the step-up programs listed below. You can increase your commitment over three years but enjoy Leadership recognition from year one. The Cawthorn Visionary Circle and Haas Tocqueville Step-Up Programs have been generously endowed by Robert E. Cawthorn and John C. Haas, respectively. All gifts from Cawthorn and Haas are directed to United Way’s Impact Fund.

**LEADERSHIP STEP-UP**
- **Cawthorn Visionary Circle Step-Up**
- **Haas Tocqueville Step-Up**

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**KIND SOCIETY**

The Kind Society is a Leadership recognition society that celebrates donors who have made a significant investment of $1,000 or more in our Impact Fund. When you give, you are helping us drive real, measurable change in this region and in the neighborhoods where we live, work and play. The Society honors the remarkable generosity of the late Patricia and Philip Kind, who supported our efforts to change lives and strengthen communities across the region for more than 60 years.

Note: projected outcomes anticipated by 2030

For more information, visit unitedforimpact.org/leadershipstepup.

Contact us at 215-665-2598 or email stepupprogram@uwgpsnj.org.
BE EXTRAORDINARY

Join us in the fight to end poverty. Invest in the Impact Fund today!

unitedforimpact.org
@PhillySJUnited /facebook/twitter/instagram/linkedin/youtube
#TheMovementStartsWithMe

United Way
of Greater Philadelphia
and Southern New Jersey

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