FIGHT POVERTY
United to end poverty

At United Way, we are focused on one singular cause: ending intergenerational poverty in our region.

Why? Because poverty determines a child’s access to quality educational experiences, healthcare, nutrition and even life expectancy. And in our region, it is the single greatest issue that we face.

It also holds back our communities. But if we strengthen our workforce and reduce our poverty rate, we will expand our tax base and make our entire region more investable for businesses that want to grow.

Why poverty?

- 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.
TOGETHER, WE FIGHT


WE WIN BY LIVING UNITED.

Because we’re more than a funder. United Way is the place where we can all make a bigger difference for those in need. With countless ways to give, advocate and volunteer, we combine every gift to drive maximum Impact in our fight against poverty—in every neighborhood that we serve.
RESEARCH SHOWS THAT CHILDREN SUCCEED WHEN THEIR PARENTS OR CAREGIVERS SUCCEED.

It’s why we focus on a two-generation approach to help people break the cycle of poverty with an emphasis on three proven poverty-fighting interventions:

1. EARLY LEARNING
2. CAREER PATHWAYS & PIPELINES
3. ECONOMIC SELF-SUFFICIENCY

90% OF CHILDREN will read on grade level by the end of third grade.

50K YOUTH AGED 15–25 will reconnect to school or work; we will prevent 16K from falling off track.

300K INDIVIDUALS WILL OVERCOME POVERTY and 300K more will be prevented from slipping into its cycle.

INVESTING IN COMMUNITY STABILITY AND ADVOCACY will also support and advance these outcomes.

TOGETHER, WE CAN ACHIEVE OUR GOALS.

Note: projected outcomes anticipated by 2030
TOGETHER, WE’RE FIGHTING TO HELP PEOPLE BREAK THE CYCLE OF POVERTY.

UNITED WAY BRINGS MORE THAN FUNDING INTO EACH COMMUNITY WE SERVE.

By combining our grants with convening power, volunteer mobilization, advocacy support and nearly 100 years of community-building expertise, we work to strengthen the nonprofit sector and tackle complex issues of poverty.

Together, we’re fighting to help people break the cycle of poverty by leading with evidence-based solutions and interventions that will end poverty in our communities.

It’s a monumental task, and one we certainly can’t tackle alone. Through our Impact Fund, we invest in strong partners, leverage innovative approaches and advocate for sound policy that drives systems change.
POVERTY IS EXPENSIVE.

For families struggling to make ends meet, one unpaid bill can quickly become another, which turns into a late fee, which continues to grow. It can even cost families their homes.

Lillian, a single mother, faced eviction after owing thousands in unpaid utility bills that she was desperately trying to pay down. It was the trauma of experiencing homelessness that further sent her into a spiral that affected her work performance, and soon she lost her job.

“Losing my job then having lots of bills, with minimum help from the state, placed me in a state of hopelessness. Like I failed as a parent,” shares Lillian. “I didn’t want my daughter to grow up in that state of constant fear and stress of not having a place to sleep. I knew I needed to look out for her future, but at that point, I just couldn’t manage it alone.”

Out of options, Lillian turned to United Way’s Siemer Institute for Family Stability, a program that focuses on preventing family homelessness and reducing school instability.

United Way’s Siemer Institute is a program initiated by the generosity and dedication of United Way’s Tocqueville Society donors Al and Barbara Siemer. Moved by a desperate need in their Ohio hometown to address student mobility, they created The Siemer Institute to support programs that provide the ongoing case management and material supports that could empower families to achieve stable housing and ensure children stay in school. Today, the program reaches 53 communities nationwide, including the Philadelphia area, through generous support from our United Way’s Impact Fund.

After enrolling in the Siemer program, Lillian was also able to receive help from UESF, a United Way Impact partner focused on keeping families in their homes. UESF was able to help Lillian resolve her utility bills and provide support for her to secure stable housing and regain employment. The stability had almost immediate effects on her daughter, who is now thriving in school and is an active member of the KEYS program for post-secondary education and the Honor Society. She has been on the honor roll for the last two quarters. Furthermore, Lillian developed the skills she needed for long-term financial stability and independence and is building up her savings.

Community Outcomes

When children experience stability at home, it provides a pathway to success that the entire community benefits from, such as higher graduation rates, homes that are occupied and cared for, as well as less violence and crime. Over the past year, our Siemer Institute program has helped more than 340 families avoid homelessness, saving an estimated $7 million in public funds for sheltering and short-term housing supports. In addition, 952 children have remained in school, saving additional costs in special services needs and lost learning due to homelessness.

“I'M GRATEFUL FOR THE SUPPORT, NOT JUST IN THE HERE-AND-NOW, BUT FOR THE LONG RUN. I KNOW THAT I CAN STAND ON MY OWN AND HELP MY DAUGHTER BUILD A BRIGHT FUTURE.”

—Lillian
Brittany and Atif both know how trauma can define your choices in life. Brittany spent years battling addiction and spent time in prison as a result. She knew something had to change and that she needed to make different choices for herself, but more importantly, for her son. Upon release, she was accepted into Uplift’s Workforce Solutions reentry job training program. Generously supported in part by United Way’s Impact Fund, the six-week program teaches life skills and offers job training and placement for individuals returning to their communities after incarceration.

Atif Bostic, executive director of Uplift, also knows all too well how trauma can affect a life. He grew up in the city of Philadelphia and has lived through some of the experiences that his clients share with him in the program. Yet it wasn’t until he was educated on the subject of ACEs, which stands for Adverse Childhood Experiences, and its prevalence among youth who are incarcerated, that he put it all together.

“At the root of the options and opportunities that we see for ourselves in life is trauma,” shared Atif. “Our adverse experiences in childhood have a significant way of affecting how we see ourselves as adults, the choices we make, even the options that we perceive we have for our future. It’s a powerful shift, but turning the question from "what’s wrong with you" to "what happened to you" is a pivotal part of how we help others face their trauma and ultimately becomes life-changing.”

Through the program, Brittany has turned her life around. After graduating, she secured employment at Brown’s Super Stores, has been promoted and continues to build her skills for advancement. She has plans to complete her GED and is working to build a brighter future for her son. Community Outcomes

Addressing trauma and supporting those reentering the workforce have significant benefits to the community, not only in cost—more than $75 billion is spent on incarceration in the U.S. each year—but in stability for their children. Research shows that children of those incarcerated are 50 percent more likely to struggle in school and ultimately, three times more likely to become offenders themselves. With a 96 percent success rate of graduates remaining free from reincarceration, programs like Uplift are creating a brighter future for both parent and child and a stronger more prosperous region for us all.
CHOOSING TO LEAD

Our Tocqueville Society is philanthropy at its most powerful—individuals coming together to make an exceptional annual commitment of $10,000 or more and drive measurable, lasting impact that none of us can achieve alone.

Created in 1984 in Philadelphia by two of our own local leaders, Walter Annenberg and John Haas, the philanthropists who join our Tocqueville Society recognize the importance of giving to United Way at the highest level to tackle our communities’ most pressing issues.

"United Way has the commitment, compassion and expertise to lead the fight against our region’s most pressing issue: intergenerational poverty. Through United Way, we can scale the impact of our individual philanthropic investments and galvanize support from across sectors and the region to advance our mission to break the cycle of poverty that traps our families for generations."

—JOHN WALSH
President & CEO
UGI Corporation
2018 Campaign Chair

FOR MORE INFORMATION ABOUT BECOMING A PART OF OUR TOCQUEVILLE SOCIETY OR ENDOWING YOUR GIFT, please contact TocquevilleSociety@uwgpsnj.org or call 215-665-2598

STEP-UP PROGRAMS

A PATHWAY TO PHILANTHROPY

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.

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.

FOR MORE INFORMATION, VISIT UNITEDFORIMPACT.ORG/LEADERSHIPSTEPUP please contact stepupprogram@uwgpsnj.org or call 215-665-2598

FOR MORE INFORMATION ABOUT BECOMING A PART OF OUR TOCQUEVILLE SOCIETY OR ENDOWING YOUR GIFT, please contact TocquevilleSociety@uwgpsnj.org or call 215-665-2598

FOR MORE INFORMATION, VISIT UNITEDFORIMPACT.ORG/LEADERSHIPSTEPUP please contact stepupprogram@uwgpsnj.org or call 215-665-2598
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