2018 REPORT TO THE COMMUNITY

July 1, 2017–June 30, 2018
THANK YOU

For nearly 100 years, United Way of Greater Philadelphia and Southern New Jersey has maintained an unwavering dedication to stabilizing and strengthening this region. 2018 marks the conclusion of a four-year investment cycle where we deployed more than $110.4 million into Education, Financial Stability, and Health & Basic Needs.

Without you, thousands of individuals and families would not have had the services and supports they needed to live meaningful and productive lives.

United Way has refined our investment strategy to tackle the most pressing issue in our region—intergenerational poverty.

As an Impact Fund donor you have made the choice to invest in the success of your neighbors—and entire neighborhoods—through United Way. It is my pleasure to recognize your incredibly generous support and to show you just what your investment accomplished.

United Way builds the capacity of our region’s most extraordinary service providers and on the pages ahead you will see examples of this incredible work. You’ll also learn more about the tools and strategies we will employ in our fight to end intergenerational poverty.

I hope you feel as proud as I do! These accomplishments are yours.

Sincerely,

Bill Golderer
President & CEO
A UNITED REGION

Our region is home to nearly 4.5 million individuals. More than 705,000 of them—including 222,000 children—live in poverty.

United Way helps our neighbors access the resources they need to thrive. We invest in critical interventions to support both our region as a whole, as well as effect change in each local community we serve.

YOUR INVESTMENT AT A GLANCE

Because of your support for our Impact Fund, we were able to invest $18.4 million in fighting poverty across our region.

During this final year of our four-year investment cycle, our work to lift individuals, families and children out of poverty was focused on Education, Financial Stability, and Health & Basic Needs.
Because of your investment in our impact fund last year:

**Education**
- 17,200 children were better prepared to enter kindergarten after attending a high-quality child care center.
- 12,000 students in grades 2 and 3 improved their reading ability, increasing the number of students reading on grade level by the end of 3rd grade—a key indicator in school success.
- 2,621 youth were served in a mentor or tutoring program, reconnecting them to school and increasing their likelihood of graduation.

**Financial Stability**
- $47.5 million in cash and tax credits were returned—directly into our neighbors’ pockets and savings accounts—through the Volunteer Income Tax Assistance (VITA) Program.
- 16,279 individuals received financial or homeownership counseling to improve financial literacy—a crucial step toward economic empowerment.
- 4,843 individuals completed educational credentials or job training, positioning them to earn family-sustaining wages.

**Health & Basic Needs**
- 4,064 social service professionals received training on best practices in trauma-informed care—for every 1 professional trained 55 children and 30 adults are positively impacted.
- 73,904 individuals struggling with food insecurity received emergency food assistance, eliminating the hard choices many face between putting food on the table or paying the rent.
- 21,258 individuals received emergency shelter, utility, rent or mortgage assistance, creating a safety net in times of need.

The 2017–18 United Way campaign concluded a four-year investment cycle focused on Education, Financial Stability, and Health & Basic Needs. Below is a snapshot of United Way’s cumulative work in our region over the last four years.

- 44,026 at-risk youth were empowered to stay connected to school and on a path toward high school graduation.
- 13,280 individuals received educational credentials or job training.
- 3,314,842 individuals received emergency food, utility, rent or mortgage assistance, stabilizing homes and addressing families’ most basic needs.
UNITED TO BREAK THE CYCLE OF POVERTY

Your investment in the Impact Fund supports a two-generation approach to building self-reliant individuals and families.
CONGRATULATIONS 2017–18 REGIONAL AWARD WINNERS

Meet the true hand-raisers, game-changers and difference-makers in each community we serve.

MIKE DICANDILO
John C. Haas Regional Champion Medal

ZUBEDA RAJPUT, MD
Atlantic–Cape Volunteer of the Year Award

ADRIENE M. IRVING
Delaware County Volunteer of the Year Award

TRACY SWAN-GROVA
John Nichols Volunteer of the Year Award

SCOTT M. ZAUBER, ESQ. (POSTHUMOUSLY)
Scott Zauber Volunteer of the Year Award

UGI/AMERIGAS
Award for Excellence

CHRIS BRUNER
Southeastern Pennsylvania Volunteer of the Year Award

VOLUNTEER MOBILIZATION

From free tax preparation to beautifying public spaces, stuffing backpacks with new school supplies to encouraging early literacy in preschoolers, United Way volunteers have a huge impact on our community.

This year, the time and skills contributed by United Way volunteers saved our community more than $784,000:

- **8,530 VOLUNTEERS** generously gave 32,234 hours to complete 258 volunteer projects
- **2,264 INDIVIDUALS** were matched to a project on United Way’s volunteer portal
- **279 CORPORATE PARTNERS** found a way to give back while fostering teamwork

MEET WARREN
Volunteer Tax Preparer

In his four years as a Volunteer Income Tax Assistance (VITA) Program volunteer, Warren has filed 400+ tax returns and counseled hundreds of clients toward long-term financial stability.

"VITA is really a win–win–win: it’s a win for me to keep busy for a good cause. It’s a win for the community because VITA brings back millions. It’s a win for the taxpayers because they get good, high-quality help to make the most of what they earn.”
CONVENING POWER

Convening partners to share knowledge, build trust and lay the groundwork for collective action is one of United Way’s most powerful tools for change.

This year, United Way convened teachers, parents and caregivers to create a more trauma-informed region:

- **3,351 PROFESSIONALS COMPLETED** a 2-hour trauma-awareness training, learning best practices in developing and employing skills that promote health and healing from trauma.
- **500 PROFESSIONALS ATTENDED** the 2nd Annual Philadelphia Trauma Training Conference.
- **75 SUPERINTENDENTS, SCHOOL BOARD MEMBERS, SCHOOL ADMINISTRATORS AND LEGISLATORS** in Delaware Country attended the Creating a Trauma-Informed Education Community symposium.

MEET CAROLE
Educator and Philanthropist

In 2009, Tocqueville Society member Carole Haas Gravagno spearheaded United Way’s Healthy Parenting Initiative (HPI). Today, thanks in large part to Carole’s very generous support, HPI has grown into a regional movement, building awareness around trauma-informed care.

“Many years ago, I sought to find a solution to the impact of enduring trauma I saw in our region. By partnering with United Way, our efforts through HPI have grown and we are collaborating with educators, law enforcement, the nonprofit community and others to build trauma-informed communities for every child and every family in our region.”

MEET DR. RAJPUT
Healthcare Professional; Atlantic, Cape May and Cumberland County Local Board Member; and 2-1-1 Advocate

Dr. Rajput was recently featured in a PSA to create awareness about United Way’s 2-1-1 program helping patients struggling with basic health and human needs.

“One of my patients told me she did not have her medications for more than six weeks; she was not eating properly and her electric had been turned off. She did not know where to go or what to do. I asked her to call 2-1-1—they will help her and guide her to the resources where she can get help.”

PUBLIC AWARENESS CAMPAIGNS

In times of need, navigating social service programs shouldn’t be an obstacle. United Way’s 2-1-1 hotlines in PA and NJ are powerful public awareness campaigns that strive to inform everyone in our region of the social services and supports available to them:

- **64,861 CALLS** came from individuals in our community who found hope and a safe place to turn to for answers.
- **3,243 TEXTS AND CHATS** were sent from individuals in need of quick referrals.
- **58% OF CALLS** came from individuals seeking basic needs assistance.
CAPACITY BUILDING

United Way is proud to partner with capacity-building programs like the Nonprofit Executive Leadership Institute (NELI) and the Philadelphia African American Leadership Development Forum (PAALDF) to build strong community leaders committed to strengthening our region.

Now in its third year, PAALDF focuses on the opportunities and challenges African-American nonprofit executives are faced with in our region. The six-week program focuses on:

- **INDIVIDUAL LEADERSHIP DEVELOPMENT**: as well as organizational financial planning and management
- **STRATEGIES FOR BOARD ENGAGEMENT**: and fundraising for sustainability
- **MENTORSHIP AND CROSS-SECTOR COLLABORATION**: from guest speakers providing real-life situations and application on social media

MEET LaMIA

Assistant Director of Family Services, Health Promotion Council; and Graduate, Nonprofit Executive Leadership Institute (NELI)

LaMia represents hundreds of leaders within the nonprofit sector who share the passion and drive to improve, not only themselves, but the sector as a whole.

“A leader needs to be able to look at themselves introspectively and their programs intensely, before they can forge ahead to success.”

MEET CHEF CHRISTINE HAZEL

Chef; Food Network Chopped Champion; and United2Feed Cause Champion

For the last four years, Chef Christine has used her platform to speak up and LIVE UNITED by advocating and educating others on the severity of our region’s hunger crisis.

“People in our community go hungry every single day: single fathers who skip meals to pay rent, working moms who go without dinner so their children have three meals a day. It takes more than one day of action to feed our community.”

ADVOCACY

To fight for public policies vital to driving change in our communities, United Way coordinates grassroots letter-writing, phone call and petition-signing campaigns, and every single week we speak with policymakers from Philadelphia and Camden, to Trenton and Harrisburg, and all the way to Washington.

In May, we used United2Feed, one of our signature days of action, as an opportunity to advocate for real change:

- **8,000 EMERGENCY FOOD BOXES ASSEMBLED**: to provide families with 3 nutritious meals for 5 days
- **50% OF EVENT VOLUNTEERS SENT postcards to legislators urging them to protect and preserve the Supplemental Nutrition Assistance Program (SNAP)**
- **26 CALLS TO ACTION SENT** by Chef Christine to her more than 10,000 followers on social media

Learn more at: unitedforimpact.org/advocate
REGIONAL IMPACT PARTNERS (CONTINUED)

EldenNet of Lower Merion and Narberth
Episcopal Community Services
Evolu Community Development Corporation
Families Forward Philadelphia
Family and Community Service of Delaware County
Family Circle Academy
Family Promise of Cape May County
Family Support Association
Family Services of Montgomery County
Family Support Line
Family Support Services
Feast of Justice
Federation Early Learning Services
Federation of Neighborhood Centers
Financial Wellness Institute
First Book
First Up
Foundation for Pottstown Education Foundations, Inc.
Free Library of Philadelphia Foundation
Funtastic Day Care LLC
Future Foot Prints Child Care Center, Inc.
Gateway Community Action Partnership
Generations of Indian Valley
Genessis Counseling, Inc.
Girard College
Girl Scouts of Central & Southern NJ, Inc.
Girl Scouts of Eastern Pennsylvania
Girls Incorporated of Greater Philadelphia and Southern New Jersey
Githens Center
Goodwill of Delaware & Delaware County
Grace Kids Academy LLC
Grace Neighborhood Development Corp
Greater Harkesley and North Penn Senior Services
Greater Philadelphia Coalition Against Hunger
Habitat for Humanity Burlington County and Greater Trenton-Princeton
Habitat for Humanity Philadelphia
Hatboro-Horsham School District
Health Promotion Council of Southeastern Pennsylvania
Heavenly Daycare and Learning Center, Inc.
Hendricks House, Inc.
HASTAR
Highway Mission Tabernacle (Spring Garden Academy)
Hispanic Family Center of Southern New Jersey
Holcomb Behavioral Health Systems
Honeyland Child Care Center
Homesworks ‘n Camden
I-LEAD (Institute for Leadership, Education, Advancement and Development)
Indochinese American Council
Intercommunity Action, Inc.
Interfaith Homeless Outreach Council
Interfaith Hospitality Network, Burlington County
Interim House, Inc.
Investing in Ourselves
J. Thompson Child Care Services, Inc.
J.A.M. Christian Daycare
JASTECH Development Service, Inc.
JEVS Human Services
Jewish Family and Children’s Service of Greater Philadelphia
Jewish Family Service of Atlantic and Cape May Counties
Jewish Federation of Greater Philadelphia
Jewish Relief Agency
John Brooks Recovery Center
Joseph J. Peters Institute
Just Kids Learning Center, Inc.
Ka’s Comfy Corner Childcare and Learning Center
Katz Jewish Community Center
KEEP of Manco Community Church
Kendall-Crossland Child Development Center
Keystone Opportunity Center
Kiddle Academy of Collegeville
Kleini Life
LakeSide Youth Service
Laurel House
Leading for Children
Legacy Treatment Services
Li’Tykes Childcare & Learning Center
Literacy Volunteers Association Cape-Atlantic, Inc.
Little Einsteins Early Learning Center
Little Learner’s Childcare Center, LLC
Little Lights of the World, Inc.
Little People’s Village
Lutheran Settlement House
Mania on Main Street
Mary’s Munchkinland Day Care Center
Maryville, Inc.
Maternal and Child Health Consortium of Chester County
Maternity Care Coalition
Mental Health Association in Southwestern New Jersey
Mercy LIFE
Miss Marty’s Preschool
Mission Kids Child Advocacy Center of Montgomery County
Montgomery County Community Action Development Commission (CADCOM)
Montgomery Early Learning Centers (MELC)
Moorestown Ecumenical Neighborhood Development, Inc.
Moorestown Visiting Nurse Association, Inc.
My Bright Beginnings
National Nurse-Led Care Consortium
New Arisens Childcare Solutions
NJ 2-1-1 Partnership
Nonprofit Executive Leadership Institute (NELI)
Norris Square Community Alliance
Norristown Ministries Inc., Hospitality Center
North Penn Valley Boys & Girls Club
North Penn YMCA
Oaks Early Learning Center
Oaks Integrated Care
Octavara YMCA
Old City Day School
Olympia Tots Childcare & Learning Center
One Accord, Inc.
Open Heart
Opportunities Industrialization Center, Inc.
Our Lady of Lourdes Health Foundation, Inc.
Overbrook School for the Blind
Parkside Business & Community In Partnership, Inc.
Past Your Bedtime Childcare Center
PathStone Corp
PathwaysPA
Penn Asian Senior Services (PASSI)
Pennsylvania Association for the Education of Young Children (PennAEYC)
Pennsylvania Partnerships for Children (PPC)
People’s Emergency Center (PEC)
Philadelphia Academics, Inc.
Philadelphia Children’s Alliance (PCA)
Philadelphia Charter Development Corporation (PCDC)
Philadelphia Education Fund (PEF or the Ed Fund)
Philadelphia Freedom Valley YMCA
Philadelphia Interfaith Hospitality Network (PIHN)
Philadelphia Public School Notebook
Philadelphia Senior Center
Philadelphia University
Philadelphia Works, Inc.
Philadelphia Youth Network (PYN)
Planned Parenthood of Northern, Central and Southern New Jersey, Inc.
Play and Learn
POISE Foundation
Pottstown Area Health and Wellness Foundation
Pottstown Area Seniors’ Center
Pottstown Cluster of Religious Communities Programs Employing People
Project HOME
Public Citizens for Children and Youth (PCYC)
Public Health Management Corporation (PHMC)
Race Forward
Richard E. Rudolph Jr. Preschool
Right Steps of Rittenhouse Square
Rothschild’s Nest, Inc.
RSVP
SAMARITAN Healthcare & Hospice
Samost Jewish Family & Children’s Service of Southern New Jersey
Senior Adult Activities Center of Montgomery County
Senior Community Services
SHARE Food Program, Inc.
Smart Beginnings Early Learning Center
South Jersey AIDS Alliance
South Jersey Legal Services, Inc.
Southeast Asian Mutual Assistance Associations Coalition (SEAMAAAC)
SPARK Philadelphia
St. Gabriel’s System
St. Paul’s Reformed Episcopal Church
Stamm Consultancy, Inc.
Stepping Stone Education Center
Sunrise of Philadelphia, Inc.
Support Center for Child Advocates
Supportive Older Women’s Network (SOWN)
Surry Services for Seniors, Inc.
Sweetland Childcare Center, Inc.
Tech Impact
The Alcove Center For Grieving Children and Families
The Acc of Atlantic County
The Acc of Camden County
The Acc of Cumberland County
The Center Foundation
The Chamber of Commerce for Greater Philadelphia
The Children’s Learning Institute
The ChildTrauma Academy
The Discovery Tree
The Foundation for Delaware County
The Goddard School – Malvern
The Goddard School – Sanatoga
The Goddard School – Schwenksville
The Goddard School – W. Nields
The Graduatel Network, Inc.
The Joseph Fund
The Mayor’s Fund for Philadelphia
The National Energy Education Development (NEEDS) Project
The Nicholas School
The Open Link
The Philadelphia Foundation
The Public Interest Law Center
The Salvation Army Kroc Center of Philadelphia
The Salvation Army (NJ)
The Salvation Army of Greater Philadelphia
The School District of Philadelphia
The Tendre, Inc.
The Therapeutic Center at Fox Chase (aka The Bridge)

The Tot Spot Learning Center
The Urban League of Philadelphia
The Willow School
The Work Group
The Workforce Institute
Thomas Scattergood Behavioral Health Foundation
Tiny Miracles Learning Center
Turning Points for Children (TPFC)
United Communities Southeast Philadelphia
United Way of Pennsylvania
United Way of Southwestern Pennsylvania
University City District
UpLift Solutions, Inc.
Urban Affairs Coalition (UAC)
UrbanPromise Ministries, Inc.
Utility Emergency Services Fund
Variety, The Children’s Charity
Veterans Multi-Services Center, Inc.
Victim Services Center of Montgomery County, Inc.
VNA-Community Services, Inc.
Voice Community Economic Development Corp (Champion Volunteers)
Volunteers in Medicine of Cape May County, Inc.
Volunteers of America Delaware Valley, Inc.
Wee Care Development Center
Westtown Children’s Academy
Widener University
Women Against Abuse, Inc.
Women In Transition, Inc.
Women’s Center of Montgomery County
Women’s Opportunities Resource Center (WORC)
WonderKey Learning Center
Woodland Community Development Corporation
YMCAs of Greater Philadelphia and Vicinity
YPA-Community Services, Inc.
York Child’s Learning Center
Youth Service, Inc.
Youth United for Change
YouthBuild Philadelphia Charter School
YWCA Tri-County Area

18 2018 Report to the Community
19
WHEN YOU SUPPORT UNITED WAY’S IMPACT FUND, YOU HELP CHANGE LIVES AND BUILD A STRONGER REGION.

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**2018 Report to the Community**

**When you support United Way’s Impact Fund, you help change lives and build a stronger region.**

### CONDENSED STATEMENT OF FINANCIAL POSITION

**Year Ended June 30, 2018**

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$16,996,806</td>
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<tr>
<td>Short-term pledges receivable, net</td>
<td>$17,129,815</td>
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<tr>
<td>Grants receivable</td>
<td>$119,723</td>
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<tr>
<td>Short-term legacies and bequests receivable</td>
<td>$750,000</td>
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<tr>
<td>Prepaid expenses and other assets</td>
<td>$686,277</td>
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<tr>
<td>Investments</td>
<td>$65,610,494</td>
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<tr>
<td>Property and equipment, net</td>
<td>$276,387</td>
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<tr>
<td>Long-term pledges receivable, net</td>
<td>$3,969,378</td>
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<tr>
<td>Long-term legacies and bequests receivable, net</td>
<td>$493,983</td>
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<tr>
<td>Cash surrender value of life insurance policies</td>
<td>$52,087</td>
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<tr>
<td>Total Assets</td>
<td>$106,085,350</td>
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<table>
<thead>
<tr>
<th>Liabilities &amp; Net Assets</th>
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</thead>
<tbody>
<tr>
<td>Liabilities:</td>
<td></td>
</tr>
<tr>
<td>Distributions payable to agencies</td>
<td>$18,413,061</td>
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<tr>
<td>Deferred revenue</td>
<td>$8,561</td>
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<tr>
<td>Accounts payable and accrued expenses</td>
<td>$2,508,563</td>
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<tr>
<td>Long-term distributions payable to agencies</td>
<td>$2,508,563</td>
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<tr>
<td>Total Liabilities</td>
<td>$21,437,491</td>
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<table>
<thead>
<tr>
<th>Net Assets:</th>
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<tbody>
<tr>
<td>Unrestricted</td>
<td>$54,435,219</td>
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<tr>
<td>Undesignated</td>
<td>$5,072,491</td>
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<tr>
<td>Board-designated</td>
<td>$49,422,788</td>
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<tr>
<td>Temporarily Restricted</td>
<td>$18,468,163</td>
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<tr>
<td>Permanently Restricted</td>
<td>$11,744,477</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$84,647,859</td>
</tr>
</tbody>
</table>

**Total Liabilities and Net Assets**

| Total Liabilities and Net Assets | $106,085,350 |
## CONDENSED STATEMENT OF ACTIVITIES

**Year Ended June 30, 2018**

### PUBLIC SUPPORT AND REVENUE—ASSETS

**Public Support:**
- Gross annual campaign: $39,741,951
- Amounts designated to other organizations by donors: $(14,536,135)
- Provision for uncollectible pledges: $(106,173)
- **Net Annual Campaign:** $25,099,643

**Other Public Support:**
- Grants and other contributions: $156,490
- Legacies and bequests: $183,362
- Donated materials and services: $1,731,382
- Amounts received from other United Ways: $139,621
- **Total Other Public Support:** $2,210,855

**Other Revenue:**
- Administrative fees on donor designations: $1,810,560
- Contributions: $1,283,549
- Rental and miscellaneous income: $372,807
- Investment income and realized and unrealized gains used for operations: $3,573,906
- **Total Other Revenue:** $7,040,822

**Total Public Support and Other Revenue:** $34,351,320

### DISTRIBUTIONS TO AGENCIES AND EXPENSES—OPERATING ACTIVITIES

**Program Services:**
- Net Distributions to Agencies: $15,420,467
- Distribution to agencies for program services, targeted investments and grant-funded initiatives: $28,368,827
- Less amounts designated to other organizations by donors: $(12,948,360)
- United Way programs and services: $6,244,679
- Donated programs and services: $376,950
- **Total Program Services:** $22,041,736

**Support Services:**
- Fundraising and marketing expenses: $6,755,870
- Donated fundraising and marketing materials and services: $949,473
- General and administrative expenses: $3,302,362
- Donated general and administrative materials and services: $405,319
- **Total Support Services:** $11,413,024

**Total Distributions and Expenses:** $33,454,760

**Change in Net Assets from Operating Activities:** $896,560

### NON-OPERATING ACTIVITIES

- Investment income, net of spending policy: $1,098,280
- Gain on sale of fixed assets, net: $7,717,934
- Other income/expense: $(742,062)

**Total Non-Operating Activities:** $8,074,152

**Net Assets, Beginning of Year:** $75,677,147

**Net Assets, End of Year:** $84,647,859

**Total Change in Net Assets:** $8,970,712

**Total Program Services, Including Donor Designations:** $34,990,096

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*This pie chart provides a breakdown of total operating expenses, excluding donated materials and services. This breakdown aligns with our overhead rate as calculated on the IRS Form 990. United Way charges a cost recovery fee of 12.5% on donated gifts in order to raise, collect, administer and distribute gifts from campaign revenue. This rate covers our labor costs to administer the United Way campaign, including our staff salaries, miscellaneous costs and fees associated with the processing of donated gifts. The cost recovery fee is intended to recover overhead expenses, net of offsetting revenue, such as investment income and rental income, from campaign revenue. This fee is applied to raise the campaign overhead rate to align with the rate reported on Form 990. The table below excludes donated services.*

<table>
<thead>
<tr>
<th>TOTAL DISTRIBUTIONS &amp; EXPENSES</th>
<th>$34,600,000</th>
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</thead>
<tbody>
<tr>
<td>TOTAL FUNDRAISING &amp; MARKETING</td>
<td>$6,800,000</td>
</tr>
<tr>
<td>TOTAL GENERAL &amp; ADMINISTRATIVE</td>
<td>$3,300,000</td>
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**Numbers below exclude donated services**

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THANK YOU

for helping us in the fight to end intergenerational poverty.

unitedforimpact.org
@PhillySJUnited
#TheMovementStartsWithMe