UNITED WAY IS SOLELY FOCUSED ON MEANINGFULLY AND MEASURABLY REDUCING POVERTY IN OUR REGION.
THANK YOU

As I reflect on what United Way accomplished in the 2018–19 campaign year, I am filled with gratitude for our supporters, partners and stakeholders. Together, we have helped to improve the lives of thousands of families in our region. Through United Way’s focus on Early Learning, Opportunity, Employment & Entrepreneurship, and Financial Empowerment, we have more children reading on grade level, more job opportunities available to our neighbors, and more families experiencing financial stability.

In this report you will find an update on the impact of your investment in United Way. We’ll review our areas of work, accomplishments by the numbers, and hear from nonprofit partners and neighbors as they share stories and experiences from this past year.

As we look back, I can’t help but also look forward and see the challenges and opportunities we face now and in the future. The effects of the COVID-19 pandemic, while not applicable to this 2018–19 report, will be felt in the near and long term. I want to assure you that United Way was built for this. As we navigate the future together, United Way will be here to support our nonprofit partners and our most vulnerable neighbors in every way we can.

I hope you enjoy reading through this report and feel a sense of pride. Truly, we could not do this without you.

With gratitude,

Bill Golderer
President & CEO
YOUR INVESTMENT AT A GLANCE

Because of your support for our Impact Fund, we were able to invest $14.6 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 Early Learning, Opportunity, Employment & Entrepreneurship, and Financial Empowerment.

$14.6M
Total 2018–19 Impact Fund Investment by Program Area

FINANCIAL EMPOWERMENT (33%)
EARLY LEARNING (28%)
CAPACITY BUILDING (25%)
OPPORTUNITY, EMPLOYMENT & ENTREPRENEURSHIP (10%)
ADVOCACY (4%)
## EARLY LEARNING

<table>
<thead>
<tr>
<th><strong>27,616 STUDENTS</strong></th>
<th><strong>8,690 PARENTS/CAREGIVERS</strong></th>
<th><strong>1,808 EDUCATORS &amp; PROFESSIONALS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>in grades K–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.</td>
<td>with children ages 0–5 participated in parent education programming, empowering families with the tools and skills they need to better engage with their young children, which in turn increases their children’s literacy and high school graduation rates.</td>
<td>trained to teach parenting skills and deliver trauma-informed care, providing support to families and children so they are more likely to succeed in school and in life. These newly trained professionals served 99,440 children.</td>
</tr>
</tbody>
</table>

## OPPORTUNITY, EMPLOYMENT & ENTREPRENEURSHIP

<table>
<thead>
<tr>
<th><strong>25,322 LOW-INCOME MIDDLE SCHOOL YOUTH</strong></th>
<th><strong>8,547 INDIVIDUALS</strong></th>
<th><strong>3,774 ADULTS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>stayed connected to school through academic supports and career exposure.</td>
<td>completed educational credentials or job training. These individuals gain the skills they need to earn a living and sustainable wage in their careers.</td>
<td>improved their job-readiness skills and gained employment, leading to financial self-sufficiency and a stronger regional economy.</td>
</tr>
</tbody>
</table>

## FINANCIAL EMPOWERMENT

<table>
<thead>
<tr>
<th><strong>34,000 INDIVIDUALS</strong></th>
<th><strong>10,298 INDIVIDUALS</strong></th>
<th><strong>8,547 INDIVIDUALS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>received free Volunteer Income Tax Assistance tax preparation services. These individuals received $44 million in cash and tax credits directly into their pockets and savings accounts.</td>
<td>received financial or homeownership counseling to improve financial literacy—a crucial step toward economic empowerment.</td>
<td>completed educational credentials or job training, better positioning them to earn family-sustaining wages.</td>
</tr>
</tbody>
</table>
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.

**OUR FOCUS AREAS**

- **EARLY LEARNING**
- **OPPORTUNITY, EMPLOYMENT & ENTREPRENEURSHIP**
- **FINANCIAL EMPOWERMENT**

**OUR STRATEGIES**

- **SUCCESSFUL CHILDREN & YOUTH**
- **SELF-RELIANT INDIVIDUALS & FAMILIES**
ADVOCACY

VOLUNTEER MOBILIZATION

CONVENING POWER

PUBLIC AWARENESS CAMPAIGNS

LEVERAGING FUNDING OPPORTUNITIES

CAPACITY BUILDING

GRANT MAKING

OUR TOOLS

OUR VALUE-ADD

INVEST FINANCIAL, SOCIAL & HUMAN CAPITAL

STRENGTHEN THE CAPACITY OF SERVICE PROVIDERS

DRIVE SYSTEMS CHANGE

ENSURE SERVICES ARE STABLE & AVAILABLE WHEN NEEDED

INCREASE SCALE & EFFICIENCY OF COLLABORATIVE INITIATIVES

BREAK THE CYCLE OF POVERTY THAT TRAPS FAMILIES FOR GENERATIONS

OUR IMPACT

OUR OUTCOMES

2018–19 Impact Fund Report
VOLUNTEER MOBILIZATION

**WOMEN UNITED** is a diverse, vibrant community within United Way, bound together by a powerful sense of belonging—to each other, to the organization’s mission, and to the communities they call home. The powerful, global network of women leaders, over 70,000 strong, boasts nearly 100 members in our region who support a portfolio that builds the success of our youth and the stability of our families. UWGPSNJ’s Women United network supports specific initiatives in our Early Learning, Opportunity, Employment & Entrepreneurship, and Financial Empowerment work areas.

**MORE THAN $350K RAISED**
by nearly 100 members in support of United Way’s signature program, Girls Today, Leaders Tomorrow, and other Women United grant-making and programming.

**MEET SANDY**

Chair, Women United, Greater Philadelphia and Managing Director, Accounting & Reporting Transformation, Deloitte & Touche LLP

“Time is a precious thing. When I give of my time, I want to make an impact in my community. The best way for me to do so is through alignment of my passions and skills, which is empowering women and girls to achieve their best potential. Together, as Women United, we can mobilize to transform our community, by giving of our time, talent and treasure.”
MEET DANA

Community Member

Dana, who juggles a part-time job, appointments for a recurring health issue and therapy for her daughter Marley’s speech and developmental delays, relies on SNAP to keep her fridge and cupboards full.

“Without SNAP, my options would be limited. I love being able to give Marley the kind of food that not only nourishes her body, but her mind, too.”

ADVOCACY

SNAP is our nation’s greatest anti-hunger program, providing 42.2 million Americans with an average of $124 a month for groceries. SNAP benefits were set to expire in September 2018, and early proposals for the 2018 Farm Bill would have put benefits in jeopardy for the thousands of families in our region who rely on SNAP to bridge the hunger gap and keep food on their tables. As a result, our United Way embarked on a months-long integrated communications plan, with the goal of educating our stakeholders on the need for SNAP and asking for their help in calling for its protection and preservation. In the end, the 2018 Farm Bill preserved SNAP benefits for eligible community members, a huge win in our work to ensure community members have the resources they need to break the cycle of poverty. This success was twofold, in addition the passage of the Farm Bill, we saw outstanding results and engagement from our local efforts.

200 SNAP ADVOCACY CARDS COMPLETED at our 2018 United2Feed volunteer event.

OVER 33,000 SOCIAL MEDIA IMPRESSIONS as a result of our education campaign promoting information about SNAP and the benefits of the program.
CONVENING POWER

THE 2020 CENSUS PRESENTS A NUMBER OF CHALLENGES AND OPPORTUNITIES. The Census count determines how $800 billion in federal funding is distributed, but just in Philadelphia, there are ~400,000 people who are a part of hard-to-count communities—including people of color, immigrants and low-income families. In an effort to ensure an accurate count of the Philadelphia area’s population in the 2020 Census, United Way of Greater Philadelphia and Southern New Jersey announced a fundraising challenge that could mean up to an additional $1 million for local organizations’ census awareness, outreach and recruitment campaigns.

MEET STEPHANIE
Executive Director, Philly Counts 2020

“United Way’s commitment to reducing poverty in the city creates a natural opportunity to partner on work related to the 2020 Census. This generous contribution by United Way will support a complete and accurate count, which will be felt throughout the city for the next 10 years.”
MEET GARY
Community Member

Gary, 58, was given a 70% disability rating for PTSD after his military service. He couldn’t control his emotions or hold down a job; eventually, he dropped out of therapy and retreated into alcohol abuse. He called 2-1-1 SEPA one morning when he woke up in a doorway hungry, hungover, and homeless. The Resource Navigator told Gary about several programs for homeless and disabled veterans. She also told him how to get to the Veteran’s Multi-Service Center, which connected him to a transitional-housing and supportive-services program offered in collaboration with the VA Medical Center. Gary can live there for up to two years while he gets treatment and other stabilizing services.

“People talk about dodging a bullet without understanding what that means, but I sure do. I don’t know where I’d be now if I hadn’t called 2-1-1.”

Gary’s story was shared in the 2-1-1 SEPA Annual Report.

PUBLIC AWARENESS CAMPAIGNS

PAYING RENT OR UTILITIES. PUTTING FOOD ON THE TABLE. OBTAINING ADVICE WHEN FILING YOUR TAXES. All of us need help sometimes, but when problems seem insurmountable, sometimes those in need just don’t know where to turn for answers. 2-1-1 provides expert, caring help by connecting community members in need with resources to navigate life’s everyday challenges and most critical needs. Leveraged by millions of Americans every year, 2-1-1 connects people with help to meet virtually any need. Powered by real people, 2-1-1 is a free, easy-to-remember non-emergency helpline available 24/7. Trained 2-1-1 call specialists help callers find information and referrals to local health and human services.

MORE THAN 205,000 PEOPLE in Pennsylvania and 178,000 people in New Jersey turned to 2-1-1 for help in 2018–19.

2-1-1 SEPA WAS CONTACTED OVER 30,000 TIMES by neighbors in need of help in 2018–19. Over 28,000 of these contacts were for assistance meeting basic needs (rent, utilities, food, etc.).

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2-1-1 SEPA WAS CONTACTED OVER 30,000 TIMES by neighbors in need of help in 2018–19. Over 28,000 of these contacts were for assistance meeting basic needs (rent, utilities, food, etc.).
LEVERAGING FUNDING OPPORTUNITIES

TACKLING POVERTY LOCALLY REQUIRES INDIVIDUALS IN OUR REGION TO STEP UP AND BECOME PHILANTHROPIC LEADERS. Chris Long, retired Philadelphia Eagles Defensive End, and his wife Megan partnered with United Way by investing a full quarter of his 2018 NFL salary to support literacy initiatives in our region. The CHRIS LONG FOUNDATION championed United Way’s First Quarter for Literacy, a nine-week initiative with local and national components, and Second Quarter for Literacy, a grassroots fundraising campaign that encouraged fans to make donations to support these literacy initiatives. Other Eagles and players from other teams were invited to get involved in their own cities, and the Longs matched their local investments to bring needed literacy resources into communities around the country.

MEET CHRIS
Retired Philadelphia Eagles Defensive End; 2018 NFL Walter Payton Man of the Year

“We are excited about our commitment to education through the First Quarter for Literacy drive. We chose to partner with United Way and Read by 4th, not only to support their incredible efforts to get kids reading on grade level but also to amplify the message about the importance of early childhood literacy while encouraging others to join the effort. The more books we can get in kids’ hands, the more kids have a greater chance of finishing high school, which means greater long-term success.”

CHRI AND MEGAN DISTRIBUTED MORE THAN 25,000 BOOKS to children in underserved neighborhoods to build at-home libraries.

SIX CHRIS LONG BOOK NOOKS CREATED to serve as neighborhood-based reading areas for families.

OVER 50,000 BOOKS DISTRIBUTED by NFL players in 6 cities across the United States.
CAPACITY BUILDING

In 2019, in collaboration with other funding partners, United Way announced the RISE Partnership, which stands for Readiness, Implementation, Sustainability for Effectiveness. The goal of the RISE Partnership is to build on the Building Evaluation Capacity Initiative (BECI), which has been working with organizations in the region for the past eight years. The RISE Partnership is a three-year, $3 million program that combines resources, expertise and tools to strengthen the effectiveness of up to 100 nonprofits in the Greater Philadelphia and Southern New Jersey region working to improve the lives of people in the area.

15 ORGANIZATIONS PARTICIPATING
in the initial “Implementation” phase of the RISE Partnership. Organizations participating in the Implementation component will improve their capacity to collect, use and apply data for ongoing improvement in learning in order to deliver even stronger results.

MEET JUSTIN
Executive Director, After School Activities Partnerships

“It’s encouraging that foundations are putting their money where their mouths are and being true partners when it comes to program evaluation,’ said Justin Ennis, executive director of After School Activities Partnerships, which organizes chess, debate, drama, and Scrabble clubs for Philadelphia youths. For example, it’s easy to describe a debate club and make it seem that it’s a good thing, said Ennis, of After School Activities Partnerships, but it’s another to offer evidence. The organization had been conducting before and after surveys, but they were not scientifically validated. A consultant working with Ennis’ group recommended survey software that measures four kinds of student competencies, including sense of belonging and grit, to assess the programs before and after impact.”

Quoted in an interview with the Philadelphia Inquirer
MILLION DOLLAR ORGANIZATIONS

As of June 30, 2019

We gratefully acknowledge these Corporate Partners that contributed $1 million or more to and through United Way.
**CORPORATE AND FOUNDATION GIFTS**  
As of June 30, 2019

Thank you to all our partners whose generous corporate and foundation contributions totaled $10,000 or more (not including employee giving contributions).

### $1,000,000 AND ABOVE
- Independence Blue Cross
- ARAMARK
- Arkema Inc.
- AtlantiCare
- CIGNA
- Dow
- FMC Corporation
- Illinois Tool Works
- Morgan, Lewis & Bockius LLP
- National Fund for Workforce Solutions
- Nationwide Funds Group
- Penn Mutual Life Insurance Company
- Pennsylvania Lumbermens Mutual Insurance Company
- Philadelphia Eagles
- SAP Americas
- Single Stop
- The Vanguard Group Foundation
- The William Penn Foundation

### $500,000–$999,999
- Comcast NBCUniversal
- The Edna McConnell Clark Foundation
- PECO
- TD Bank
- Annie E. Casey Foundation
- Chubb
- PNC
- Thomas Scattergood Behavioral Health Foundation
- Wyncote Foundation

### $250,000–$499,999
- AMETEK, Inc.
- The Barra Foundation
- Campbell Soup Company
- The Chris Long Foundation
- CSL Behring
- Enterprise Holdings
- Holman Enterprises
- The Horner Foundation
- Kimberly-Clark Corporation
- Lincoln Financial Group
- PJM Interconnection
- Siemer Institute
- UGI Corporation/AmeriGas
- UPS Chesapeake District
- Wells Fargo Company

### $100,000–$249,999
- Aetna
- American Water Works Company, Inc.
- AmeriHealth Caritas
- AmerisourceBergen Corporation
- Accenture
- Bimbo Bakeries USA
- Blank Rome LLP
- BNY Mellon
- Braskem America
- Brown Brothers Harriman & Co.
- Colonial Penn Life Insurance Company
- DC Fabricators, Inc.
- Diamond Credit Union
- Erie Insurance Group
- Esschem/EssTech
- Evonik Oil Additives USA, Inc.
- Express Scripts
- FM Global
- GEICO
- Giant Food Stores LLP
- Houghton International, Inc.
- John Templeton Foundation
- Liberty Property Trust
- Margaret G. Jacobs Charitable Trust
- Paccar Financial Corporation
- Pfizer
- Philadelphia Gear
- Philadelphia Phillies
- Points of Light Foundation
- Premier Dental Products Company
- Ricoh Americas Corporation
- RMA, The Risk Management Association
- Rothman Institute
- Santander Bank
- Spencer Spirit Holdings, Inc.
- Stradley, Ronon, Stevens & Young, LLP
- Subaru of America
- Sun East Federal Credit Union
- Tierney
- Triumph Group, Inc.
- Univest Bank
- Verizon Communications Inc.
## INDIVIDUAL GIFTS

As of June 30, 2019

### $250,000 AND ABOVE

<table>
<thead>
<tr>
<th>Name(s)</th>
<th>Recipient(s)</th>
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<tbody>
<tr>
<td>John and Chara Haas</td>
<td>CHG Charitable Trust as recommended by Carole Haas Gravagno</td>
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<tr>
<td>Mindy Holman and Frank Beideman</td>
<td>Mr. Ira M. Lubert</td>
</tr>
<tr>
<td>A. Morris Williams, Jr.</td>
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### $100,000–$249,999

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<thead>
<tr>
<th>Name(s)</th>
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<tr>
<td>David and Rhonda Cohen</td>
<td>Mr. and Mrs. Norman U. Cohn</td>
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<tr>
<td>Lon and Bonnie Greenberg</td>
<td>Mr. Michael Rhodes</td>
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<tr>
<td>Aileen K. Roberts and Brian L. Roberts</td>
<td>Mr. Michael Rhodes</td>
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<tr>
<td>John and Patricia Walsh</td>
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### $75,000–$99,999

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<tr>
<td>Mr. and Mrs. John C. Bogle</td>
<td>Mr. Greg B. Braca</td>
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<tr>
<td>Mrs. J. Mahlon Buck, Jr.</td>
<td>Charles Carrington</td>
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### $50,000–$74,999

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<th>Name(s)</th>
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<tr>
<td>Mr. and Mrs. William C. Buck</td>
<td>Mr. and Mrs. Stephen and Gretchen Burke</td>
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<tr>
<td>Mike and Emily Cavanagh</td>
<td>Mr. and Mrs. Robert E. Cawthorn</td>
</tr>
<tr>
<td>John Chou and Teresa Wallace</td>
<td>Mr. Joseph S. Holman</td>
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<tr>
<td>Bob and Phyllis Keyes</td>
<td>Jami McKeon and John Hollway</td>
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<tr>
<td>James and Rhonda Mordy</td>
<td>Estate of Aaron Morton</td>
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<tr>
<td>Steven Wall and Julie Uebler</td>
<td>Harriet and Larry Weiss</td>
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<td>Anonymous (1)</td>
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### $25,000–$49,999

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<tr>
<td>Ms. Ann Marie Aerts</td>
<td>Andrea Anania</td>
</tr>
<tr>
<td>Joe and Laura Atkinson</td>
<td>Brian and Ellen Bates</td>
</tr>
<tr>
<td>William and Debbie Becker</td>
<td>Mr. and Mrs. John K. Binswanger</td>
</tr>
<tr>
<td>Jill and Sheldon Bonovitz Foundation</td>
<td>Mr. and Mrs. James M. Buck, III</td>
</tr>
<tr>
<td>Richard W. Burke, Jr.</td>
<td>Michael C. Carbone</td>
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<tr>
<td>Susan and Cummins Catherwood, Jr.</td>
<td>Gordon and Gretchen Cooney</td>
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<tr>
<td>Nicholas and Eileen DeBenedictis</td>
<td>Michael D. DiCandilo</td>
</tr>
<tr>
<td>Gloria and John Drosdick</td>
<td>Mr. and Mrs. Jack Farber—Farber Family Foundation</td>
</tr>
<tr>
<td>Malinda R. Farrow Fund of the Philadelphia Foundation</td>
<td>Glenn A. Foster</td>
</tr>
<tr>
<td>Penny and Bob Fox</td>
<td>Phil and Ellen Glaessner</td>
</tr>
<tr>
<td>Megan and Stephen Haindl</td>
<td>William and Rosemary Hankowsky</td>
</tr>
<tr>
<td>Mrs. Robert P. Hauptfuhrer</td>
<td>Richard and Dale Levy</td>
</tr>
<tr>
<td>Jack and Deb Lynch</td>
<td>Karen Mazer</td>
</tr>
<tr>
<td>Eileen C. McDonnell</td>
<td>Paul and Sarah McGovern</td>
</tr>
<tr>
<td>Laura and Marc McKenna</td>
<td>Mimi and Jim McKenzie</td>
</tr>
<tr>
<td>Mr. and Mrs. Robert J. McNeill, Jr.</td>
<td>Kathy and Tom Morrison</td>
</tr>
<tr>
<td>Kathy and James Mullin</td>
<td>The Grace S. and W. Linton Nelson Foundation</td>
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### $15,000–$24,999

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<tr>
<td>Susanna Lachs and Dean Adler</td>
<td>Nate and Allyson Andrisani</td>
</tr>
<tr>
<td>Marcia and Larry Arem</td>
<td>Avery Foundation</td>
</tr>
<tr>
<td>Christy and Michael Baccala</td>
<td>Mr. and Mrs. Thomas L. Bennett</td>
</tr>
<tr>
<td>Mr. Peter A. Benoliel and Ms. Willo Carey</td>
<td>Frank and Kim Best</td>
</tr>
<tr>
<td>Karen L. Buck</td>
<td>Chris and Marie Bruner</td>
</tr>
<tr>
<td>Dave and Deanna Wood</td>
<td>Karen L. Buck</td>
</tr>
<tr>
<td>Mr. Peter H. Cappelli</td>
<td>Frank and Linda Cardile</td>
</tr>
<tr>
<td>Bill and Karen Cariss</td>
<td>Mark and Iris Coblitiz</td>
</tr>
<tr>
<td>Chris and Kelley Conroy</td>
<td>Linda and Tony Conti</td>
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<tr>
<td>James and Barbara Creighton</td>
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</tbody>
</table>

*Italics indicate posthumous recognition; bold indicates Kind Society Member.*
LEVERAGING FUNDING OPPORTUNITIES

Julia Cumberbatch
Ms. Kristine Dankenbrink
Jonathan and Gloria Detwiler
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Dalila Wilson-Scott
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The Zant Family
Anonymous (3)

$10,000–$14,999

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Joseph A. Dougherty
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Errol and Maria D’Souza
Estate of Mary Clayton Earle
Walter and Heidi Einhorn
Holly and Orlando Esposito
Betsy and Bruce Fadem
Joseph and Mary Fenkel
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Mrs. Marie H. Field
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Nancy and Alan Hirsch  
Mark and Pony Hopkins  
Mr. Kazi Islam  
Macgill James and Family  
Ted Jastrzebski and Laura Barta  
Elizabeth Johnston  
David and Karen Jones  
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