

2020–2021

**IN THIS MOMENT,
WE NEED A MOVEMENT.**

THE UNITED WAY.



United Way
of Greater Philadelphia
and Southern New Jersey

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**EACH OF OUR LIVES HAVE
BEEN PAUSED, CHANGED.
BUT TOGETHER, WE'RE
RESILIENT, STILL STRONG.
WE ARE NEIGHBORS HELPING
NEIGHBORS. READY TO MOVE
OUR REGION FORWARD.**

THE MOMENT TO ACT IS NOW.

UNITED TO FIGHT POVERTY.

Opportunity certainly looked a lot different in February than it does now. For our region, the COVID-19 pandemic could lead to an unmitigated health and economic fallout. With so many of our neighbors already living in or on the edge of poverty, we need a collective movement to propel us forward. Our strength is in our numbers and together, we can use this moment to fuel a movement to create a stronger future—for all of us.

JOIN THE MOVEMENT TODAY.

THIS MOMENT MATTERS

In our nearly 100 years of serving the community, we've built our mission on finding solutions to tackle poverty and the barriers communities face during challenging times.

Your gift to [The Impact Fund](#) allows our team to drive resources to proven poverty-fighting organizations and programs that help break the cycle of poverty that traps families for generations. For our region to thrive, families have to succeed. That's why we take a 'whole family' approach by investing in three key areas: [Early Learning, Opportunity, Employment & Entrepreneurship](#), and [Financial Empowerment](#).

We know that **people**—our neighbors, our children, our friends—are our region's most valuable resource. When people reach their fullest potential, our whole community grows stronger and more vibrant. But to get there, it takes all of us working together.

OUR REGION IS HOME TO PHILADELPHIA, AMERICA'S POOREST BIG CITY

where the poverty rate is 26%, as well as some of the most impoverished communities in Southern New Jersey and Southeastern Pennsylvania.



Between March and April,

THE UNEMPLOYMENT RATE IN PHILADELPHIA SKYROCKETED FROM 5% TO 14.5% AND IN NEW JERSEY, 3.8% TO 15%.



1 IN 5 CHILDREN LIVES IN POVERTY IN OUR REGION.

and 55K+ children are facing poverty every day in our Southern New Jersey communities.



THE PANDEMIC IS EXPECTED TO CAUSE THE FIRST INCREASE IN GLOBAL POVERTY IN MORE THAN TWO DECADES

and for our region, that means more families will struggle to meet basic needs.



UNITED TO RESPOND

As our communities face the challenging aftermath of the COVID-19 pandemic, United Way is here to respond. Simply put, we're built for this.

We are game changers and movement makers, a team of visionaries and doers who work closely with business, government, funders and nonprofits to deliver meaningful change and remove the barriers holding communities back—all because of your support.

When help is needed, we answer the call. We proudly partnered with the City of Philadelphia and Philadelphia Foundation to develop the PHL COVID-19 Fund raising \$17.5 million to support over 500 nonprofits providing immediate community relief.

And as our region shifts from response to ongoing recovery, our efforts must shift as well. Your gift to [The Impact Fund](#) is vital in putting our community and our neighbors on a path toward recovery.



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Your gift supports programs like:

2-1-1 HELPLINE

211 in Southeastern PA and Southern NJ plays a crucial role in helping people access resources and help get answers. Since COVID struck, calls for support have increased by 200%.

EARLY LEARNING

Education initiatives that focus on rebuilding efforts to ensure families have access to safe, affordable and high-quality childcare so children can learn and parents can work.

WORKFORCE TRAINING

Training and credentialing programs so people can gain opportunities that fuel our economy and keep jobs that support their families *and* our region.

BENEFITS ENROLLMENT

Access to benefits enrollment so our neighbors can easily find resources available and enroll in benefits to help sustain them through crises and financial hardships.

UNITED TO STOP INJUSTICE

We believe in equity, in equality and that every single person, regardless of zip code, skin color or background should have the opportunity to thrive and create a better life. Systemic racism and social injustice hurt communities of color and limit the opportunities they have. That's simply unacceptable and has to change.

Being a part of dismantling systemic racism is critical to our mission. As we continue to fight poverty, create more equitable economic opportunities and reflect on the ways that institutional racism hurts us all, we must demand equal opportunity for everyone. Together, we can fuel the movement.



Your gift supports programs like:

ENTREPRENEURS OF COLOR, WOMEN AND IMMIGRANTS FUND

A newly-created fund that provides technical assistance, grants and loans to small, minority-owned businesses

THE EQUITABLE ENTREPRENEURSHIP ASSESSMENT

A partnership between United Way, the City of Philadelphia and PIDC to assess the local entrepreneurial landscape with a focus on people of color, immigrants and women

JOB OPPORTUNITY INVESTMENT NETWORK (JOIN)

Increased efforts on supporting workforce partnerships with a commitment to racial equity, retention and mentorship

**Together, we can fuel the movement.
It starts with You. Me. Us.**

THIS MOVEMENT

STARTS WITH YOU.

Poverty is complicated. No single intervention alone can disrupt it. Measurably and meaningfully reducing it in our communities will be a challenge. But it's not beyond us—by working together, we can equip our communities and neighbors to build a stronger, more equitable future.

Your impact matters. When you give to [The Impact Fund](#), you drive real change that maximizes people's potential and propels our region forward.

**YOU CAN MAKE A DIFFERENCE.
JOIN THE MOVEMENT.**

[GIVE TO THE IMPACT FUND.](#)

FOR THE COST OF...

A DAILY CUP OF COFFEE (\$25)



Your donation connects students with resources and supplies to improve their reading and fuel a love for learning.

A MONTHLY GYM MEMBERSHIP (\$150)



Your donation connects six families with access to free tax preparation and financial counseling to grow long-term financial stability.

CONCERT TICKETS (\$500)



Your donation connects one individual to a job training program to find employment or pursue a new career.

A VACATION RENTAL (\$2500)



Your donation connects four individuals with the resources and support to buy their first homes.

JOIN THE MOVEMENT

UNITED TOGETHER.

GIVE TO THE IMPACT FUND TODAY.

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