

2020 United Way Campaign: “In This Moment, We Need a Movement”

Appeal:

- We and United Way are aware that our campaign this year takes place in a world that looks and feels very different from where we were last year.
- This moment is unique: we all feel anxiety and uncertainty about our future and that of our children.
- Family and close friends have fallen ill or are vulnerable, lost their job or been furloughed. Whether it's balancing family, school and work; or navigating the ins and outs of parenting during a pandemic; our daily lives have been altered.
- So many of our neighbors were already living *in or on the edge* of poverty and now are even more affected by the economic fallout of COVID-19 – **recovery efforts are crucial** to rebuilding our communities.
- In this moment, we ask you to rise to the challenge, answer the call, and join the movement.

Now, More Than Ever:

- In just a 30-day period – from March to April of this year – the unemployment rate in Philadelphia skyrocketed from 5% to 14.5%. In Montgomery County, it tripled. Most of these job losses came from lower-wage industries like retail and hospitality – jobs that can't be done from your home office or kitchen table.
- Calls to PA 2-1-1, United Way's hotline where people call to get help, have grown exponentially. Since the pandemic, calls about food pantries have gone up 5X, shelter 2.5X, rent assistance 6X, and utility help 7X.
- Hardship has not been distributed equally in the U.S.: 72% of Latino households have reported serious financial problems since the pandemic, compared to 60% of Black households and 36% of White households.
- COVID-19 is expected to cause the first increase in global poverty since 1998.

Why United Way:

- Born out of crisis, United Way was built for this.
- United Way has a foundation of proven, high-impact programs that they can quickly scale up. Every year, they invest nearly \$15M into our region to provide families a path to prosperity and stability. Some of what they accomplished last year included:
 - Nearly 28,000 students in grades K-3 improved their reading and literacy abilities;
 - 34,000 people received free tax prep, which returned more than \$40M to their bank accounts; and
 - Nearly 9,000 adults obtained educational credentials or completed job training.
- Undeterred by the pandemic, United Way has risen to meet the challenge.
 - PHL COVID-19 Fund raised more than \$18M for our region. 30% of grants went to Philadelphia, 17% to Montco, 13% to Delco.
 - PHLConnectED will connect 30,000 families in Philadelphia to the internet so their children can attend online school. Using the power of 2-1-1, United Way has already helped connect more than 7000+ families.
- If you are able, please consider giving to support the work of United Way and all its 160+ community partners to make a difference in our region's recovery efforts.
- In this moment, let's join the movement, together.