2020-2021
ANNUAL REPORT
Leading the Way

United Way of Greater Philadelphia and Southern New Jersey
DEAR FRIENDS,

After all we have endured over the past year, there appears a shared determination to seize upon opportunity and make the future bright. The hardships of this past year have only amplified our impatience. At United Way, we believe wholeheartedly that a region rid of poverty and rich with opportunity is possible. Every day, our team works in feverish pursuit of challenges that prevent our neighbors from thriving and barriers that slow our progress toward that vision.

The pandemic was, and still is, a seismic event that has challenged us to uncover and confront long-standing issues impacting our communities. From everyday examples of people working together to organize food drives to the business community prioritizing resources, the strength and compassion of our region shined through.

We saw neighbors, businesses and nonprofit leaders come together, and though times were hard, it emphasized what we always knew—we are Stronger Together.

As we forge ahead, your United Way is focused on building upon this momentum and mobilizing resources across sectors to maximum impact.

We are proud of our efforts to date with the PHL Covid-19 Fund which raised over $18 million for our region’s recovery efforts and our role in bridging the digital divide through PHLConnectED – a program to provide K-12 students in Philadelphia with the resources needed to connect to virtual learning.

In 2021, we convened new partnerships, created new programs, and amped up processes to ensure that individuals and families received support when needed most. We also saw our efforts become reality with the unveiling of several new United Way efforts like The Promise and Built by Philly–initiatives that focus on community-first engagement, capacity building, and being a catalyst for real change.

These forward-thinking initiatives are part of United Way’s vision for the future – a future where no one goes hungry, where everyone can afford basic needs, and where everyone is treated with the dignity they deserve. Through these efforts, we are working to create a sustainable model where we engage the community, deputize community leaders, invest capital where needed most, and create innovative solutions to lift up the lives of all Greater Philadelphians.

For the last 100 years, your United Way has been working to advance the greater good and end the devastating cycle of poverty. We have done some magnificent work to expand opportunity throughout our region, but we know that our neighbors cannot wait another 100 years for change.

We also know that none of the work we do would be possible without the support of our donors and partners. Thank you all for your continued dedication towards our mission. With your help, we will continue to drive important conversations and provide scalable solutions to help our region thrive.

Sincerely,

BILL GOLDERER
PRESIDENT & CEO
Since 1921, United Way of Greater Philadelphia and Southern New Jersey has been at the helm providing life-changing help to people in need. For over 100 years, we have identified gaps, convened partners, and mobilized solutions—all to ensure that our neighbors can thrive.

Families and individuals experiencing poverty face many obstacles—from housing and food insecurity to underperforming schools and limited access to careers and opportunities. In fact, poverty adversely impacts over 400,000 families and children throughout our region.

That is why your support to end poverty and expand opportunity for all is so critical. From North Philly to West, from Wiggins Park in Camden to the tip of Cape May, we’re making progress together as a region.

Poverty doesn’t have to exist—let’s end it together.
Your support fights poverty with opportunity

At United Way, we fuel life-saving, transformative missions across our region by focusing on:

**EARLY LEARNING**
Supporting child development, school readiness, K-3 literacy, tutoring and parent/caregiver programs for families with children, from infancy through age 8.

**CAREER PATHWAYS**
Equipping opportunity youth and adults with the skills and training to further their education, employment and career.

**FINANCIAL EMPOWERMENT**
Expanding access to financial literacy, planning tools, and asset-building to individuals and families.

**COMMUNITY RESILIENCE**
Working side-by-side with nonprofit partners to ensure resources, relief and basic needs get to the people who need it most.

It’s going to take all of us — working together — to create a stronger, more equitable future. Ending poverty requires long-term solutions and most importantly, collaboration. We do this through:

**COMMUNITY GRANTS**
Investing in our local nonprofit community to help them focus on what they do best

**REGIONAL PARTNERSHIPS**
Forming large-scale partnerships and programs across sectors to address urgent needs and barriers negatively impacting our communities

**OFFERINGS BY UNITED WAY**
Establishing new and bold initiatives that align and amplify our mission to tackle poverty at its core

**United Way’s Poverty-fighting Approach**

Our poverty-fighting approach is best-in-class, informed by our team of subject matter experts, community members, nonprofit practitioners, philanthropy, and academia. In concert with our partners, we:

**STEP 1: LISTEN & IDENTIFY**
Engage community and partners to understand the aspirations and challenges that prevent our neighbors from thriving.

**STEP 2: DEVELOP STRATEGIES**
Enlist diverse expertise to formulate strategies that respond to the identified need and assemble partners to address that need.

**STEP 3: DESIGN SOLUTIONS**
Convene across sectors to develop partnerships and solutions, ensuring goals, objectives, and outcomes are clearly defined and communicated.

**STEP 4: IMPLEMENT**
Assemble partners and capital to launch, manage, and improve efforts to achieve maximum impact for communities and demonstrate improved outcomes for stakeholders.

**STEP 5: EVALUATE**
Monitor progress, evaluate outcomes, and share learnings with partners in order to improve practice and advance the field.
A YEAR IN REVIEW
2020-2021

2020

In partnership with the PHL Covid-19 Fund, United Way deploys funds to aid pandemic recovery efforts

United Way adapts Vello, a virtual tutor reading program, to reach children learning at home due to Covid-19

Women United hosts virtual event honoring local women

United Way announces the Family Stability Community Challenge to address Philadelphia’s poverty rate and increase economic mobility

Planning begins for the 100th anniversary milestone

United Way announces new Regional Board Chair John Salveson

2021

SVP Philadelphia launches 2021 investment cycle for nonprofit organizations

Philadelphia City Council announces $10M investment in United Way’s The Promise

United Way launches the Nonprofit Finance Accelerator Program to help 200 local nonprofits rebuild from the impacts of Covid-19

United Way celebrates 10-years of Trauma Informed Care in the region

211 handles over 60,000 hotline calls for the fiscal year with 95% of callers reporting a positive experience

United Way-led report identifies gaps and steps to level the playing field for entrepreneurs of color

United Way launches the Nonprofit Finance Accelerator Program to help 200 local nonprofits rebuild from the impacts of Covid-19

100th Anniversary season officially kicks-off

Women United hosts virtual event honoring local women

United Way announces new Regional Board Chair John Salveson

Planning begins for the 100th anniversary milestone

United Way adapts Vello, a virtual tutor reading program, to reach children learning at home due to Covid-19

In partnership with the PHL Covid-19 Fund, United Way deploys funds to aid pandemic recovery efforts

WOMEN UNITED

UNITED WAY OF GREATER PHILADELPHIA AND SOUTHERN NEW JERSEY

BUILT BY PHILLY
POWERED BY UNITED WAY
From the beginning of the Covid-19 crisis, United Way had one unwavering objective: quickly deploy resources for people most in need.

Through a unique partnership between United Way, the City of Philadelphia and The Philadelphia Foundation, the PHL COVID-19 Fund led the way in raising over $18 million in immediate aid to nonprofits serving on the frontlines of the coronavirus. The PHL COVID-19 Fund brought together a diverse coalition of philanthropy, government and business partners as one united community to create our region’s largest rapid response fund.

Recognizing the profound short-term and long-term effects brought on by the pandemic, we also extended our 3-year grant cycle for nonprofit partners for an additional year – all to ensure that critical resources remained available to our nonprofit community.

When the COVID-19 pandemic forced students to learn remotely, internet access became more important than ever. It was vital that a solution quickly emerged so students didn’t fall behind.

To help bridge the digital equity divide, United Way stepped up to serve as the regional coordinator for PHLConnectED, a multi-year collaborative effort ensuring Philadelphia K-12 students can connect to digital learning opportunities at home.

PHLConnectED leverages efforts of the City of Philadelphia, School District of Philadelphia, Philadelphia School Partnership, Philadelphia Housing Authority, Comcast, and multiple philanthropic partners. People can connect to services using our free 24-7 HelpLine: 211.

Digital equity is critical in the fight against poverty. That’s why we’re continuing our efforts to lessen the digital divide by offering our services to families who need internet access, devices, or other digital support for years to come.
Driving the new initiative, The Promise: Philadelphia Poverty Action Fund

For decades, poverty has loomed as Philadelphia’s most pressing challenge. In recent years, some neighborhoods have seen growth and new investment, but this is not the case city-wide.

In 2020, United Way teamed up with the City of Philadelphia to launch The Promise—a first-of-its-kind poverty-fighting collaboration between government, business, philanthropy, and anchor institutions.

Recognizing that economic security efforts and a strong safety net are effective tools for combating poverty, The Promise launched a Family Stability Challenge - aligned with United Way’s Financial Empowerment pillar - to support collaborations that connect individuals and families to economic security programs and public benefits.

The Promise is focused on removing barriers to secure, stabilize, and grow Philadelphians’ income. Accessing public benefits like the Child Tax Credit and EITC can be the difference between paying rent or putting food on the table.

With a $10M initial investment from the City of Philadelphia bolstered by matching dollars from the private sector, The Promise will continue to create and support opportunities for an equitable recovery from the pandemic.

The Promise

Powering by United Way

$3.8M

INITIAL INVESTMENT IN THE FAMILY STABILITY GRANTEES

21

COMMUNITY ORGANIZATIONS SELECTED FOR THE FIRST FAMILY STABILITY CALL TO ACTION

CAPACITY BUILDING

Launching a financial management program to strengthen the nonprofit community

For the past year, nonprofit executives have been in overdrive caring for communities and staff. The pandemic changed so much in such a short amount of time that it was a challenge for nonprofit leaders to focus on their organization’s overall health.

Recognizing the need to provide support, United Way implemented The Nonprofit Finance Accelerator Program to help local nonprofits get the resources and financial management needed to adapt and rebuild from the impacts of Covid-19.

The Accelerator program aimed to make it easier for nonprofit leaders to access technical assistance. It also provided a range of resources, including financial management webinars, coaching, peer-to-peer learning opportunities, and online tools and templates, to a racially diverse group of nonprofit leaders representative of communities most impacted by the pandemic.

156

POVERTY-FIGHTING NONPROFITS LEADERS ATTENDED THE PROGRAM

79

LEADERS REPRESENTED ORGANIZATIONS WHOSE EXECUTIVE IDENTIFIED AS A PERSON OF COLOR

9

COUNTIES REPRESENTED
Transportation has proven to be a key barrier for many individuals looking to obtain vaccines. As vaccine distribution expands, it’s more important than ever that low-income individuals and families can access vaccination sites.

That’s why we launched the Ride United Vaccine Access Campaign which provides anyone 65 years or older with access to free and discounted rides to vaccination sites in Philadelphia.

In partnership with Lyft and the City of Philadelphia, the Ride United Vaccine Access Campaign prioritizes vaccination distribution to people and communities hit hardest by the Covid-19 virus.

This year, United Way 211 navigators were especially busy answering calls and referring callers to food pantries, financial assistance, housing, and other critical needs. Available 24 hours a day, 7 days a week, in over 150 languages, 211 is a free, easy-to-remember helpline that connects individuals and families with important services and resources in our local communities.

I’m a vet with PTSD. 211 SEPA helped me find help fast when I was about to be homeless.

Marty, 44, developed crippling PTSD during his last tour of duty. He receives healthcare from the VA and a 100% service-connected disability pension. But his issues have marred his return to civilian life. He had been in a residential treatment program, where he had felt safe, until he was told that he was being discharged. He did not feel ready; he had nowhere else to go. He called 211 SEPA as he was packing his things. The Resource Navigator gave Marty several housing referrals and told him about two local resources for Veterans. A week later, Marty was happy to report that the Veterans Affairs Office had helped him find housing and employment at the VA Medical Center. He could stay at the VA, work in the kitchen, and pay nominal rent until his situation improved and he secured permanent housing. Marty cannot always tell who to trust. But, he can be sure that the folks at 211 SEPA are there to help.
United Way of Greater Philadelphia and Southern New Jersey raises funds for a 12-month span which is then invested into the community during the next 12-month span.

We invest your gift across our portfolio of offerings in four key areas: Early Learning, Career Pathways, Financial Empowerment and Community Resiliency.

By the Numbers

Fiscal Year 2021

Community Investments

United Way of Greater Philadelphia and Southern New Jersey raises funds for a 12-month span which is then invested into the community during the next 12-month span.

We invest your gift across our portfolio of offerings in four key areas: Early Learning, Career Pathways, Financial Empowerment and Community Resiliency.

Because of your support, we invested over $18,000,000 in fighting poverty across our region.

Non-Profit Partners

Through our United Way offerings, we are proud to support over 180 partner agencies, organizations, programs and efforts throughout our region. We are humbled by the generosity of our donors and grateful to our partners.
Non-Profit Partners

Hopworks ‘n Camden
Indochinese American Council
Jersey Cape Diagnostic Training and Opportunity Center, Inc.
JEVS Human Services
Jewish Family Service of Atlantic and Cape May Counties
JPIC Cooper Norcross, a NJ Nonprofit Organization
KleinLife
Lakeside Youth Service
Latin American Economic Development Association, Inc.
Legacy of Hope, Inc.
Legacy Treatment Services
LUCY Outreach
Manana on Main Street
Maternal and Child Health Consortium of Chester County
Maternity Care Coalition
Media Fellowship House
Multicultural Community Family Services
National Nurse-Led Care Consortium
Nationalities Service Center of Philadelphia
NJ 211 Partnership
Nonprofit Executive Leadership Institute
Nonprofit Philadelphia
Norris Finance Fund
Norris Square Community Alliance
Oaks Integrated Care
OIC of America, Inc.
One Accord, Inc.
Open Hearth, Inc.
Opportunities Industrialization Center, Inc.
ParentChild+
Parkside Business & Community in Partnership, Inc.
PathwaysPA
Peirce College
Penn Asian Senior Services
Pennsylvania Horticultural Society
People’s Emergency Center
Philabundance
Philadelphia Anti-Drug/Anti-Violence Network
Philadelphia Association of Community Development Corporations
Philadelphia Chinatown Development Corporation
Philadelphia Lawyers for Social Equity
Philadelphia Works, Inc.
Philadelphia Youth Network
Philadelphia Network Greater Philadelphia
Philadelphia Black Women’s Health Alliance
Pottstown Cluster of Religious Communities
Project HOME
Providance Center
Public Health Management Corporation
Puertas de Salud
Racial Justice Organizing Committee
Resilient Coders
Rock to the Future
RSVP
Salvation Army
SeaChange Capital Partners
Settlement Music School
Share Food Program, Inc.
Sisters Returning Home
South Jersey Legal Services, Inc.
Southwest Asian Mutual Assistance Associations Coalition
Southwest Community Development Corporation
St. Gabriel’s System
Sunrise of Philadelphia, Inc.
Supportive Older Women’s Network
Tech Impact
The Arc of Cumberland County
The Foundation for Delaware County
The Health Federation of Philadelphia
The Mayor’s Fund for Philadelphia
The Neurosequential Model Network, LLC
The Public Interest Law Center
The Salvation Army
The School District of Philadelphia
The Urban League of Philadelphia
The Work Group
UMHU
United Communities Southeast Philadelphia
United Way of Pennsylvania
United Way of Southwestern Pennsylvania
Unity in the Community
University City District
UpLift Solutions, Inc.
Urban Affairs Coalition
UrbanPromise Ministries, Inc.
Utility Emergency Services Fund
Veterans Multi-Service Center, Inc.
VNA Community Services, Inc.
Why Not Prosper, Inc.
Women Against Abuse, Inc.
Women’s Community Revitalization Project
Women’s Opportunities Resource Center
Youth Service, Inc.
YouthBuild Philadelphia Charter School
YWCA Tri-County Area

BY THE NUMBERS

- Rob Wonderling
- Denean Williams
- Harriet Weiss
- Susan Van Buren
- Paul A. Tufano, Esq.
- Richard J Strittmatter, Ph.D.
- William R. Sasso, Esq.
- Jennifer Rodriquez
- Michael J. Renna
- Trayce Parker
- Edward J. O’Malley
- Charles R. Lille, Esq.
- Kevin Kutcher

Special thanks to those Board Members who ended their tenure of service in 2020-2022:

- Ethelind Baylor
- Dennis Bianchi
- Brian Block
- David L. Cohen
- Nicholas DeBenedictis
- Roger Dennis
- Michael DiCandilo
- Joseph A. Dougherty
- Frank Frabizzio
- David Greed
- Lon Greenberg
- William Hankowsky
- Robert J. Keyes
- Kevin Kutcher
- Charles R. Lille, Esq.
- Edward J. O’Malley
- Trayce Parker
- Michael J. Renna
- Jennifer Rodriguez
- William R. Sasso, Esq.
- Richard J Strittmatter, Ph.D.
- Paul A. Tufano, Esq.
- Susan Van Buren
- Harriet Weiss
- Denean Williams
- Rob Wonderling

Board of Directors

YEAR ENDING JUNE 30, 2021

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Kenneth Robert Garrett Jr.
Darrell Giles
Citrin Cooperman
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TRC Staffing Services
Pamela Sarne-McCormick
SEPTA
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FS Investments
James E. Turner
Chester Water Authority
John L. Walsh
UGI Corporation
Dallia Wilson-Scott
Comcast Corporate & Comcast NBCUniversal Foundation
John Salveson
Board Chair
Salveson Stetson Group, Inc.

SPECIAL THANKS TO THOSE BOARD MEMBERS WHO ENDDED THEIR TENURE OF SERVICE IN 2020-2022:
Condensed Statement of Financial Position

YEAR ENDING JUNE 30, 2021

ASSETS

Cash and cash equivalents $36,335,342
Short-term pledges receivable, net $7,828,006
Grants receivable $1,490,417
Prepaid expenses and other assets $347,372
Investments $82,334,277
Property and equipment, net $563,196
Long-term pledges receivable, net $238,466
Funds held for others $10,220,000
Cash surrender value of life insurance policies $53,542
Total Assets $139,410,618

LIABILITIES & NET ASSETS

Liabilities:
Distributions payable to agencies $9,066,442
Payroll Protection Program Loan $1,090,272
Accounts payable and accrued expenses $3,020,143
Long-term distributions payable to agencies $2,945
Funds held for others $10,222,000
Total Liabilities $23,399,802

Net Assets:
Unrestricted $81,218,711
Undesignated $23,648,662
Board-designated $57,569,449
Temporarily restricted $23,041,812
Permanently restricted $11,750,893
Total Net Assets $116,010,816

Total Liabilities and Net Assets $139,410,618

PUBLIC SUPPORT AND REVENUE

Public Support:
Gross annual campaign $24,572,609
Amounts designated to other organizations by donors $(10,054,390)
Provision for uncollectable pledges $(553,986)
Net Annual Campaign $13,964,233

Other Public Support:
Grants and other contributions $20,765,366
Legacies and bequests $298,401
Donated materials and services $510,232
Amounts received from other United Ways $116,168
Total Other Public Support $21,690,167

Other Revenue:
Administrative fees on donor designations $708,494
Contributions $2,496,519
Rental and miscellaneous income $1,621
Investment income and realized and unrealized gains used for operations $3,411,800
Total Other Revenue $6,618,434

Total Public Support and Other Revenue $42,272,834

DISTRIBUTIONS TO AGENCIES AND EXPENSES—OPERATING ACTIVITIES

Program Services:
Net Distributions to Agencies $15,412,077
Distribution to agencies for program services, targeted investments and grant-funded initiatives $6,320,047
Less amounts designated to other organizations by donors $(9,383,999)
Total Distributions $12,348,525
United Way programs and services $4,880,699
Donated programs and services $447,836
Total Program Services $17,677,060
### Distributions to Agencies and Expenses

**Support Services:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising and marketing expenses</td>
<td>$2,640,913</td>
</tr>
<tr>
<td>Donated fundraising and marketing materials and services</td>
<td>$62,396</td>
</tr>
<tr>
<td>General and administrative expenses</td>
<td>$4,567,107</td>
</tr>
<tr>
<td><strong>Total Support Services</strong></td>
<td><strong>$7,270,416</strong></td>
</tr>
</tbody>
</table>

**Total Distributions and Expenses** $24,947,476

**Change in Net Assets from Operating Activities** $17,325,358

### Non-Operating Activities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment income, net of spending policy</td>
<td>$14,649,660</td>
</tr>
<tr>
<td>Other income/expense</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Non-Operating Activities</strong></td>
<td><strong>$14,649,660</strong></td>
</tr>
</tbody>
</table>

**Net Assets, Beginning of Year** $84,035,798

**Net Assets, End of Year** $116,010,816

**Total Change in Net Assets** $31,975,018

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**UNITED WAY OF GREATER PHILADELPHIA AND SOUTHERN NEW JERSEY**

**YOUR IMPACT MATTERS.**

It’s critical to expanding opportunities to reduce poverty in our region. There are many ways you can make a significant impact and help our region thrive.

**LEARN**

About our programs and services

**DONATE**

To support our work

**GET INVOLVED**

Volunteer, network or run a workplace campaign

**CONNECT WITH US**

@PHILLYSJUNITED

Learn more at UNITEDFORIMPACT.ORG
Thank You

For joining us to end poverty and expand opportunity for all.

UNITED WAY OF GREATER PHILADELPHIA
AND SOUTHERN NEW JERSEY