

GREATER PHILADELPHIA
SOUTHERN NEW JERSEY UNITED WAY
2020-2021
ANNUAL REPORT

Leading the Way



United Way
of Greater Philadelphia
and Southern New Jersey



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RIDE UNITED

BUILT-BY-PHILLY

211

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FINANCIALS

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



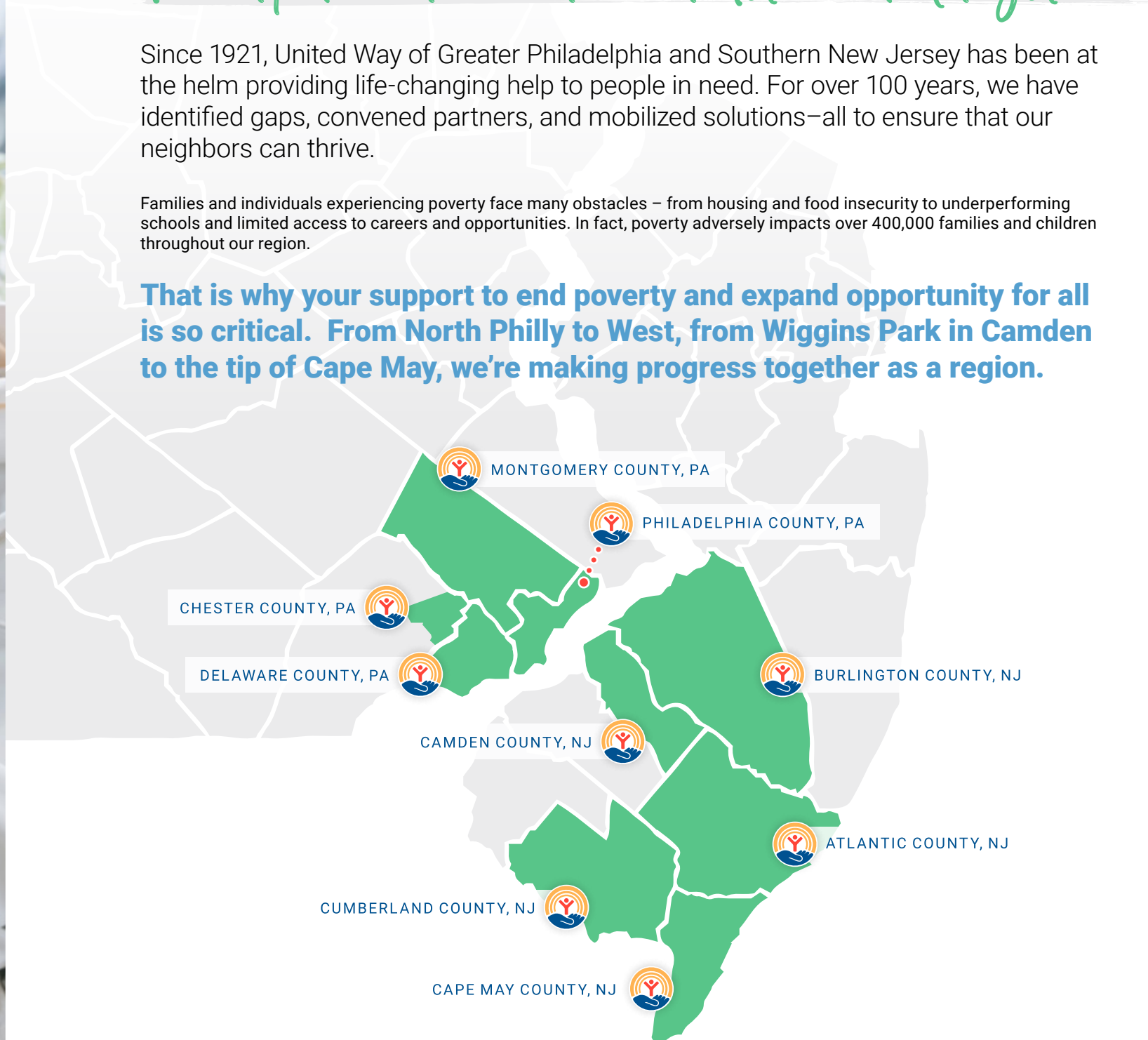
**UNITED WAY
DIFFERENCE**

Poverty doesn't have to exist—let's end it together.

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.



THANK YOU FOR JOINING #PHILLYSJUNITED
to build a more prosperous region for all.

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 RESILIENCY

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



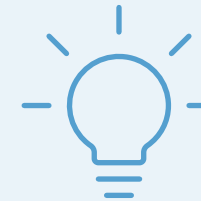
United Way's Poverty-fighting Approach

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.



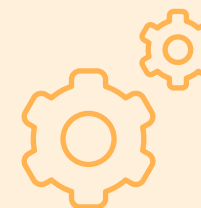
STEP 2: DEVELOP STRATEGIES

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.

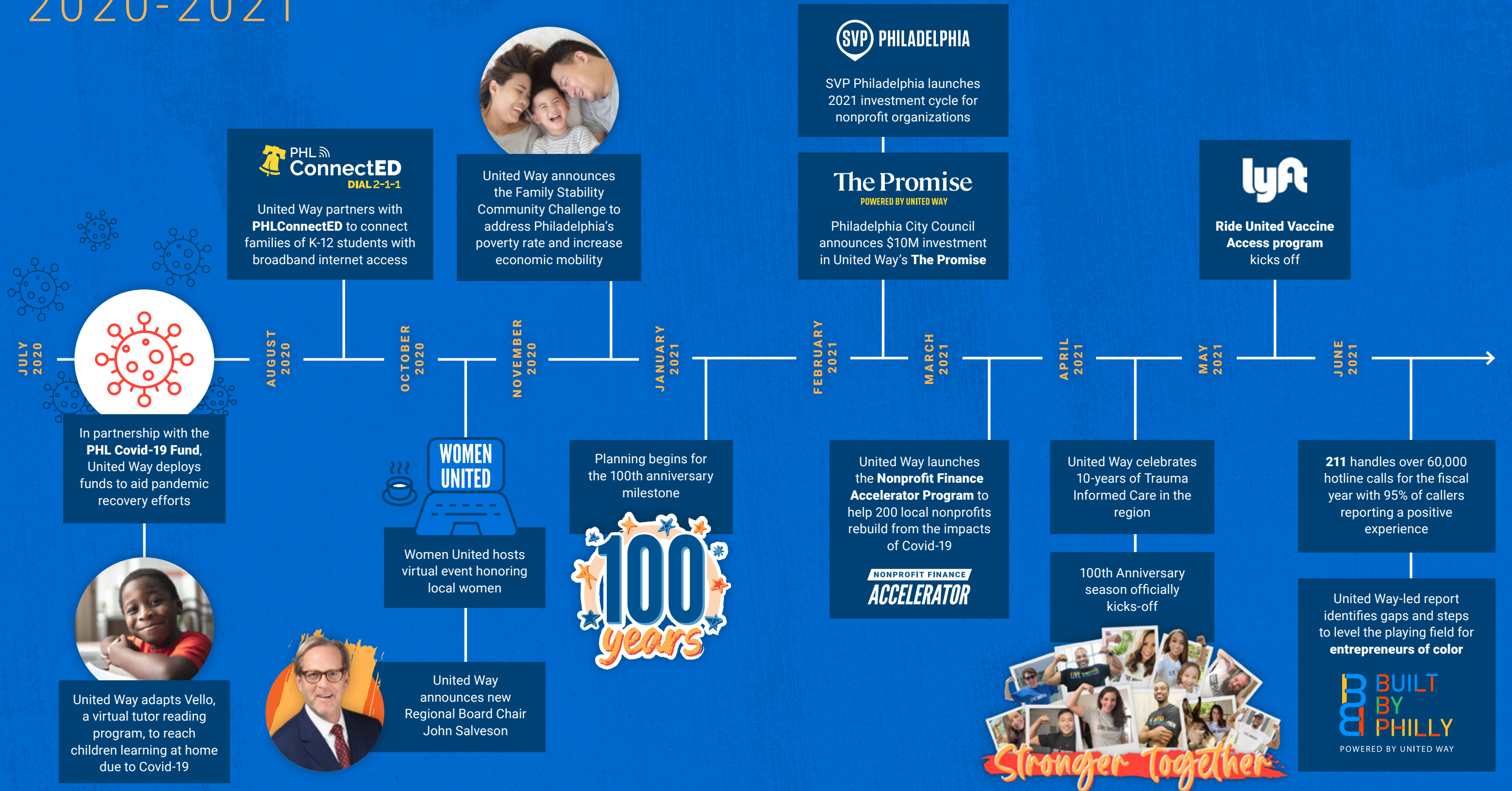


STEP 5: EVALUATE

Monitor progress, evaluate outcomes, and share learnings with partners in order to improve practice and advance the field.

A YEAR IN REVIEW

2020-2021





**IMPACT
IN ACTION**

REGIONAL PARTNERSHIPS

Continuing recovery response to ensure vital community needs are met

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.

\$18.4M
RAISED FOR THE
PHL COVID-19 FUND

600
GRANTS AWARDED TO THE
NONPROFIT COMMUNITY

Bridging the digital divide to prevent learning loss

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.

18,700
PEOPLE RECEIVED
INTERNET CONNECTION
DURING THE FIRST YEAR
(AS OF AUGUST 2021)

14,247
CALLS TO 211 HOTLINE
WERE PLACED TO LEARN
MORE ON PHLCONNECTED
(AS OF FEBRUARY 2022)

7,030+
PHILADELPHIA STUDENTS
RECEIVED INTERNET
HOTSPOTS
(AS OF AUGUST 2021)

OFFERINGS BY UNITED WAY

**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
POWERED 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

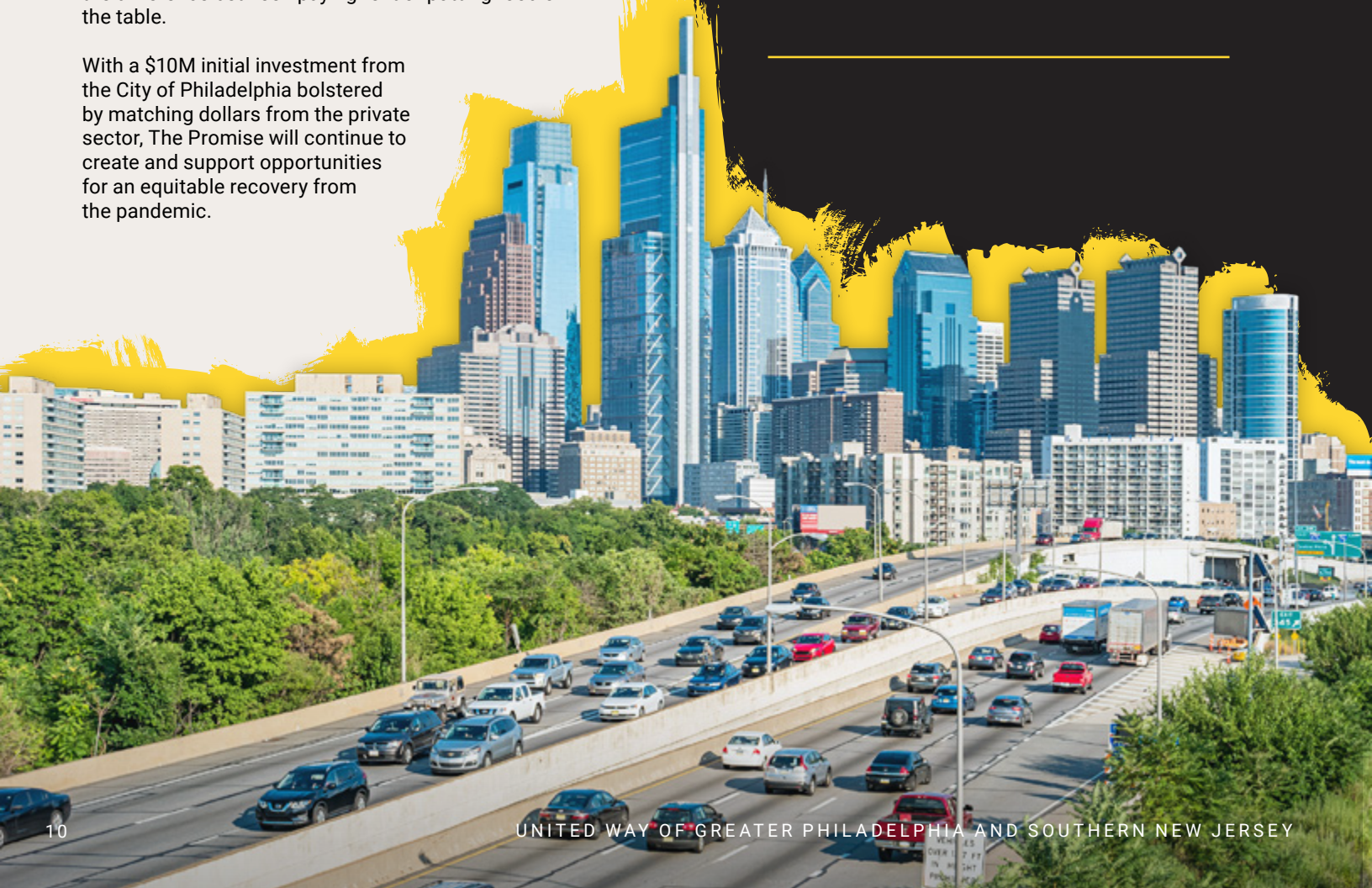
POVERTY-FIGHTING
NONPROFITS LEADERS
ATTENDED THE
PROGRAM

79

LEADERS REPRESENTED
ORGANIZATIONS WHOSE
EXECUTIVE IDENTIFIED
AS A PERSON OF COLOR

9

COUNTIES
REPRESENTED



COMMUNITY RESILIENCY

Helping our most vulnerable neighbors get access to vaccines and employment opportunities

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.



19107 & 19140

ZIP CODES HAD THE HIGHEST PARTICIPATION FOR RIDERSHIP

598

RIDES PROVIDED THROUGH RIDE UNITED IN THE SEPA REGION DURING 2021

CAREER PATHWAYS

Identifying gaps to level the playing field for entrepreneurs of color in Philadelphia

Amid widespread calls for racial justice and the COVID-19 pandemic, a team of local stakeholders—including United Way, the City of Philadelphia's Department of Commerce, and PIDC — released a groundbreaking report assessing the state of BIPOC (Black, Indigenous and People of Color) entrepreneurship in Philadelphia.

Combining in-depth data analysis and community listening, nearly 200 conversations were held with local small business owners and stakeholders, including a 31-member Advisory Council for ongoing input.

The report offers a robust assessment of challenges in Philadelphia's entrepreneurship ecosystem — and proposed solutions to enhance Philadelphia's entrepreneurial landscape and deliver flexible capital to small businesses.

33%

OF THE CITY'S TOTAL EMPLOYMENT ARE SMALL BUSINESSES, PLAYING A CRITICAL ROLE FOR THE LOCAL WORKFORCE

5%

ACCOUNT FOR BLACK-OWNED BUSINESSES IN PHILADELPHIA, DESPITE MAKING UP 44% OF THE CITY'S POPULATION



COMMUNITY RESILIENCY

211 provides a lifeline for those in need

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.





FISCAL YEAR 2021

Community Investments

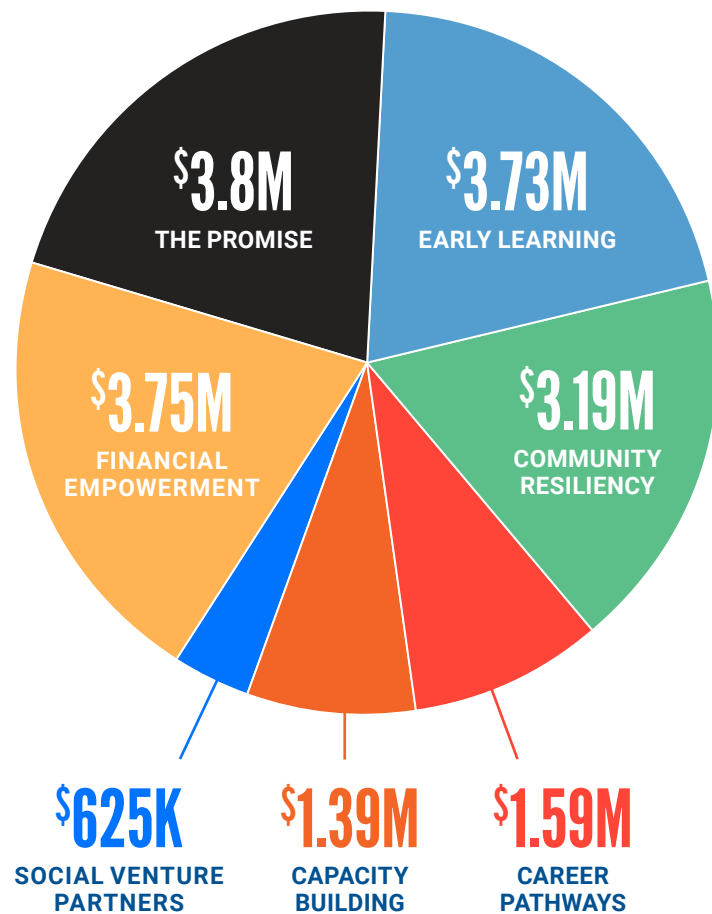
United Way of Greater Philadelphia and Southern New Jersey raises funds for a 12-month span which is then invested into the community during the next 12-month span.

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.

- Abilities Center of Southern New Jersey, Inc.
- Acenda, Inc.
- ACHIEVEability
- ACLAMO
- Action Wellness
- African Cultural Alliance of North America, Inc.
- After School Activities Partnerships
- After-School All-Stars Philadelphia and Camden
- Asociación Puertorriqueños en Marcha
- AVANZAR
- Baker Industries
- Bancroft NeuroHealth
- Be Proud Foundation
- Beech Community Services
- Benefits Data Trust
- Better Tomorrows
- Big Brothers Big Sisters Independence Region
- Big Brothers Big Sisters of Atlantic & Cape May Counties
- Boys & Girls Club of Chester
- Boys & Girls Club of Vineland
- Boys & Girls Clubs of Philadelphia
- Boys and Girls Club of Atlantic City, Inc.
- Bridges to Wealth
- Bucks-Mont Collaborative
- Burlington County Community Action Program
- Campaign for Working Families, Inc.
- Cape Assist
- Caring for Kids
- Court Appointed Special Advocates for Children of Atlantic and Cape May Counties
- Court Appointed Special Advocate Youth Advocates, Inc.
- Cathedral Soup Kitchen, Inc.
- Catholic Charities of the Diocese of Camden
- Catholic Social Services
- Ceiba
- Center for Aquatic Sciences
- Center for Black Educator Development
- Center for Family Services
- Center for Independent Documentary
- Center for Literacy/Beyond Literacy
- Center in the Park
- Chester Eastside, Inc.
- Chester Education Foundation
- Children First!
- Children's Literacy Initiative
- Christian Caring Center
- City of Philadelphia
- City Year, Inc.
- Clarifi
- Community Action Agency of Delaware County, Inc.
- Community FoodBank of New Jersey
- Community Legal Services, Inc.
- Congreso De Latinos Unidos
- CORA Services, Inc.
- Corporation for a Skilled Workforce
- Covenant House New Jersey
- Cradle of Liberty Council, Boy Scouts of America
- Creative Health Services, Inc.
- Cumberland Cape Atlantic YMCA
- Cumberland County Habitat for Humanity
- Cumberland Empowerment Zone Corporation
- Delaware County Literacy Council
- District 1199C Training and Upgrading Fund
- Diversified Community Services, Inc.
- Drexel University
- Educating Communities for Parenting
- EducationWorks, Inc.
- Episcopal Community Services
- Esperanza
- Family Services of Montgomery County
- Family Support Services
- First Up
- Foundation for Pottstown Education
- Free Library of Philadelphia Foundation, Read by 4th
- Gateway Community Action Partnership
- Girls Incorporated of Greater Philadelphia and Southern New Jersey
- Girls Justice League
- Goodwill of Delaware & Delaware County
- Greater Philadelphia Coalition Against Hunger
- Greater Philadelphia YMCA
- Habitat for Humanity Philadelphia
- HACE
- Hendricks House, Inc.
- HIAS and Council Migration Service of Philadelphia DBA HIAS PA
- Hispanic Family Center of Southern New Jersey



Non-Profit Partners CONTINUED

- Hopeworks '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
- KIPP 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
- Manna 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 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
- Philanthropy Network Greater Philadelphia
- Philadelphia Black Women's Health Alliance
- Pottstown Cluster of Religious Communities
- Project HOME
- Providence Center
- Public Health Management Corporation
- Puentes de Salud
- Racial Justice Organizing Committee
- Resilient Coders
- Rock to the Future
- RSVP
- Samost Jewish Family & Children's Service of Southern New Jersey
- SeaChange Capital Partners
- Settlement Music School
- Share Food Program, Inc.
- Sisters Returning Home
- South Jersey Legal Services, Inc.
- Southeast 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
- UliftU
- 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



Board of Directors

YEAR ENDING JUNE 30, 2021

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Big Brothers Big Sisters Independence Region

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Tierney

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Morgan Lewis & Bockius LLP

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SPECIAL THANKS TO THOSE BOARD MEMBERS WHO ENDED THEIR TENURE OF SERVICE IN 2020-2022:

- | | |
|-----------------------|--------------------------------|
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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	\$81,218,111
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 uncollectible 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	\$6,320,447
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**

Condensed Statement of Financial Position

CONTINUED

DISTRIBUTIONS TO AGENCIES AND EXPENSES

Support Services:	
Fundraising and marketing expenses	\$2,640,913
Donated fundraising and marketing materials and services	\$62,396
General and administrative expenses	\$4,567,107
Total Support Services	\$7,270,416

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

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

NON-OPERATING ACTIVITIES

Investment income, net of spending policy	\$14,649,660
Other income/expense	\$0
Total Non-Operating Activities	\$14,649,660

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

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

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



Join Us.
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](https://www.unitedforimpact.org)

Thank You

FOR JOINING US TO END POVERTY
AND EXPAND OPPORTUNITY FOR ALL.



UNITED WAY OF GREATER PHILADELPHIA
AND SOUTHERN NEW JERSEY