

INCOME INITIATIVES

IMPROVING THE FINANCIAL STABILITY OF FAMILIES



THE CHALLENGE:

- Research shows that a family of four, without access to food stamps or other government assistance, in Philadelphia needs \$60,365/year to survive. In the suburbs, the amount is close to \$70,000.
- Four out of every 10 workers in our region make poverty wages, many because they lack basic literacy, math, and writing skills forcing many families to choose between necessities such as food, healthcare and child care. These inadequacies frustrate an already difficult situation because employers say jobs are available that pay family-sustaining wages.

United Way of Southeastern Pennsylvania improves people's lives by mobilizing the caring power of donors, volunteers, and communities. Our focus is on Education, Income, and Health because these are the building blocks for a good quality of life.

INCOME: WORKFORCE DEVELOPMENT

OUR GOAL: United Way of Southeastern Pennsylvania helps individuals obtain or advance to living wage jobs.

OUR STRATEGIES:

- Develop and support comprehensive workforce development partnerships that engage employers in training design.
- Improve the ability of high quality adult literacy programs to meet workforce needs and connect directly to potential employers.
- Build the capacity of employers to implement workforce practices, standards, and partnerships that promote life-long learning and career advancement.
- Through advocacy and public mobilization, support adult literacy, workforce development, and life-long learning initiatives that help individuals earn family sustaining wages.
- Support supplemental services that promote the completion of associate degrees, provide job training and placement of ex-offenders and persons with disabilities, and provide professional grooming and dress services.



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OUR IMPACT:

- Invested in the Job Opportunity Investment Network (JOIN), a public-private workforce partnership that moves low-income individuals into careers that pay family-sustaining wages.

Since 2008, United Way investments have helped:

- 101 individuals receive vocational or post-secondary educational credentials
- 125 individuals obtain or advance to jobs earning more than \$15 per hour
- 2,108 individuals advance one or more educational functional levels
- 206 individuals receive a high school diploma or GED
- 17 adult literacy programs improve their quality by participating in our Adult Baseline Standards Project

OUR WORK

GOALS FOR THE NEXT THREE YEARS:

- Increase the number of students in United Way-supported adult literacy programs that raise their literacy scores by 2.5 grade levels in 10-12 weeks or equivalent industry benchmark.
- Increase in the number of workforce collaboratives created or expanded.
- Increase the number of workers earning family-sustaining wages.
- Transform key stakeholders into an aggressive advocacy group for public policies that advance our workforce development agenda.



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