

United Way's Community Impact Fund – An Investment Like No Other

Health and human service organizations in our region are struggling to maintain quality services with dwindling resources, and our annual United Way campaign is an excellent way to support their effort.

Your investment in United Way's Community Impact Fund is the most effective and efficient way to maximize impact. A dollar invested in United Way's Community Impact Fund is a dollar invested in solutions – solutions that bring real and lasting change.

Getting a Real Return – For You, For the Community

United Way's social investments fund activities with proven impact.

- **Education:** United Way and its Community Partners helped 54 child care centers reach the STAR 3 quality rating in Pennsylvania's Keystone STARS program – this represents **over half** of the total number of the region's STAR 3 centers. Research shows that a dollar invested in early childhood development yields **a return as much as \$17 to taxpayers** in reduced crime and grade retention and higher wages.
- **Income:** United Way and its Community Partners assisted over **1,500 dropout youth get their high school diploma** while sending almost **800 adults back to college**. Over a lifetime, **high school graduates earn nearly a half million dollars more – and college grads a million dollars more**.
- **Health:** United Way and its Community Partners helped over **4,700 older people with information and enrollment services** last year. Seniors can **increase their annual income by \$6,000** through benefit programs that could guarantee the independence they treasure.

Each year, United Way's Board of Directors adopts an investment plan for the financial and human resources of our Community Impact Fund. Each dollar of your investment is tied to specific results.

United Way is pleased to present our first-year results, and we look forward to providing our donors, volunteers and friends with additional information as we move to achieve measurable change and measurable results during our three-year process.

Learn more: www.LIVEUNITEDsepa.org/Investing

GIVE to the United Way Community Impact Fund – Your investment is achieving results.

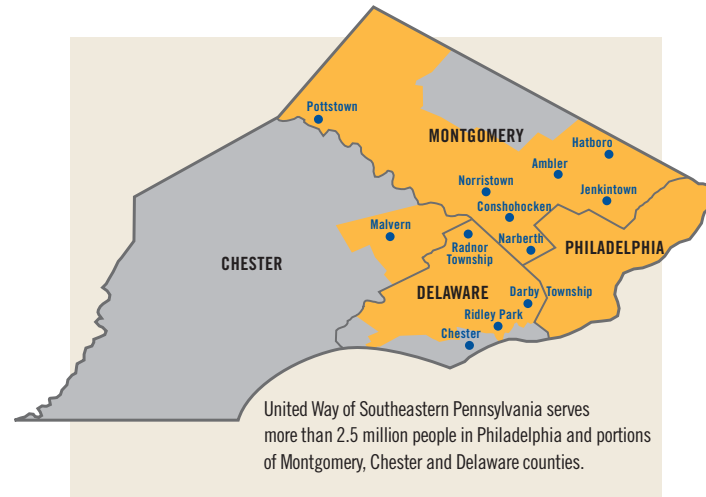
We can solve our region's toughest challenges – together – the United Way.

United Way's three major goals – ensuring that children are prepared to succeed in school and life, helping working families to become financially self-reliant and assuring that seniors are able to age healthy and safe in their own homes – were crafted with the help of **hundreds of community, government, labor, corporate and nonprofit leaders** who came together to define a **realistic and achievable Agenda for Community Solutions**, aimed at directly confronting and overcoming the root causes of problems that prevent children, families and seniors from realizing their full potential.

Over 112,000 people in our region give to United Way.

Because United Way combines your donation with those of tens of thousands of other donors, our Community Impact Fund can dramatically increase the strategic impact of those dollars and leverage the strength of our relationships, maximizing the return on your social investment and influencing the condition of all.

Learn more: www.LIVEUNITEDsepa.org/Investing



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LIVE UNITED™

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09-INVEST-01

If you're only going to open one investment statement this year ... open this one!

LIVE UNITED

Investing in Results



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LIVE UNITED™
United Way of Southeastern Pennsylvania

THE VALUE OF UNITED WAY IN OUR COMMUNITY

United Way's greatest value is our ability to reach and ask hundreds of thousands of people in southeastern Pennsylvania to donate and invest in a social agenda that works to address community challenges.

United Way has the power to convene a wide range of community leaders, agencies and individuals to improve lives through innovative partnerships such as:

- **Job Opportunity Investment Network** - higher-skilled, better-paying jobs
- **Graduate! Philadelphia** - helping over a thousand adults return to college
- **Campaign for Mentors** - recruiting hundreds of new mentors for our region's urban youth
- **Coming of Age** - supporting age 55+ individuals in sharing their experience and expertise with those in need

United Way, as a leader in quality improvement initiatives, brings together a wide range of experts and business leaders to ensure that providers of services meet the highest levels of accountability while improving the stability and efficiency of nonprofit systems.

- **United Way's Success by 6** - helping over half of the region's STAR 3 centers achieve their high-quality rating
- **United Way's Center for Youth Development** - providing high-quality training to hundreds of after school and youth development programs
- **United Way's Senior Center Accreditation Project** - helping the region have the highest concentration of accredited senior centers in Pennsylvania

United Way mobilizes the caring power of people to support community services, conduct education campaigns and advocate for solutions for a stronger region.

- **United Way's 365 Days of Caring** - engaging nearly 7,000 people each year to assist the needs of nonprofit agencies and their clients
- **United Way's Stuff the Bus** - providing backpacks full of school supplies to over 3,100 homeless children in the Delaware Valley
- **United Way's Gifts in Kind** - secures in-kind contributions of over \$2 million annually from area businesses

United Way's Agenda for Community Solutions is creating and investing community dollars and resources through a comprehensive and accountable strategy to build a better region.

United Way – advancing the common good and bringing lasting positive change to our region. That's what it means to LIVE UNITED.

Impact on Education

Preparing Children to Succeed in School and in Life

Your Community Impact Funds support our regional campaign to:

- Enhance the quality of early education child care centers serving 20,000 children each year.
- Equip parents and caregivers to successfully meet the challenges of childrearing.
- Expand the availability of high-quality youth development, mentoring and career exploration programs to keep at-risk children on track to high school graduation – and beyond.

A sample of your investment's performance, YEAR ONE:		
Goal		Actual
53	Childcare centers quality ratings improved	80
169	Childcare provider educational training increased	181
8,337	ABC's of Youth improved (Attendance, Behavior and/or Course grades)	6,945*
1,380	Out-of-school youth completed HS diploma or GED	1,549

* This shortfall is due primarily to the loss of government funding for a number of the agencies funded in this area, resulting in fewer children being served in the related programs.

Daniel's Story: Daniel has been in foster care since birth. That's definitely one strike against you. Then because of some bad personal decisions, his family and friends pushed him away, and his road to a decent life seemed longer than ever. But there are good endings with hard work and a little help from people who care. Today, Daniel is applying for scholarships and looking forward to his freshman year in college, thanks to United Way's investments in Education that enabled Daniel to get his high school diploma and put him on the path to success. Learn more about Daniel at www.LIVEUNITEDsepa.org/Daniel

Impact on Income

Building Financial Stability and Independence for Families

Your Community Impact Funds sustain United Way's effort to assure a path to success:

- For out-of-school, out-of-work youth, helping them develop 21st century skills to reengage in their education or begin a career.
- For the region's under- and unemployed, providing industry-specific workforce literacy and job training in high-demand fields.
- For low-income working people, helping them attain economic stability with financial education and asset development programs.

A sample of your investment's performance, YEAR ONE:		
Goal		Actual
1,288	Individuals who obtained an academic or vocational credential	1,302
100	Individuals who obtained or advanced to jobs earning at least \$15/hour	107
509	Out-of-school youth who obtained employment	449*
4,140	Individuals who advanced toward financial self-reliance through financial education, bank accounts, savings, assets	3,598**
11,092	Individuals/families receiving free tax prep and obtaining refunds	12,589

* This shortfall is due primarily to the reduction in employment opportunities as a result of the economic downturn.

** This shortfall is due primarily to funding cutbacks from government agencies and unanticipated difficulties in tracking clients after program completion.

Ken's Story: Ken faced a double crisis – he needed a full-time job & health insurance. Trying to escape the despair of homelessness when you know you can do better is no easy task. But with United Way's help and investments in income, Ken moved off the streets to a job that enables him to be productive and self-sufficient. Nice work Ken! Learn more about Ken at www.LIVEUNITEDsepa.org/Ken

Impact on Health

Keeping Seniors Healthy and Safe at Home

Your Community Impact Funds promote independence for older adults by:

- Providing access to quality health aides, housekeeping and other in-home services.
- Boosting the quality of senior centers to meet the highest national standards.
- Mobilizing neighborhood networks to connect isolated seniors to support for independent living.
- Linking seniors to home modification programs that improve their homes' safety, efficiency and physical integrity.

A sample of your investment's performance, YEAR ONE:		
Goal		Actual
9,269	Seniors who received in-home physical & mental health services	11,534
880	Seniors' homes modified	603*
3,998	Seniors reporting improved health & well-being as a result of senior center participation	5,938
3,835	Seniors received information and referral services	4,713
880	Senior victims of crimes assisted	1,103
2,943	Seniors receiving meals & other in-home assistance	3,344

* This shortfall is due to higher costs associated with modifications than originally anticipated, resulting in a lower number of repairs and modifications overall.

Estelle's Story: Last year Estelle's roof collapsed, and with it went her hopes and dreams of golden years in the comfort of her own home. Estelle feared that more than just her roof but her future as a live-at-home senior had come tumbling down. Seniors often fear the worst, but through programs supported by United Way, neighborhood volunteers raised her roof and, along with it, Estelle's spirit, knowing she could remain safe while aging with dignity in her own home. Learn more about Estelle at www.LIVEUNITEDsepa.org/Estelle

Impact on the Region's Safety Net

Providing Support for Basic Needs

Your Community Impact Funds provide critical support to our regional safety net for those in crisis by:

- Supporting emergency housing services including shelter, transitional housing and housing counseling.
- Meeting urgent needs for food, clothing and shelter.
- Preventing homelessness through foreclosure prevention, housing counseling and utility, mortgage and rental assistance.
- Providing specialized support for victims of disaster, child abuse, crime and domestic violence and people with physical or behavioral disabilities.

A sample of your investment's performance, YEAR ONE:		
Goal		Actual
3,210	Individuals who received emergency housing services	4,553
28,115	Individuals who received food, clothing or cash assistance	30,062
19,037	Individuals receiving domestic violence, crime victim or child abuse services	24,115
4,372	Individuals receiving behavioral health services	5,532

Mary's Story: At the age of 58, Mary found herself in a shelter, without work and suffering from depression. But Mary had not given up. She knew she could escape her plight but there was one slight problem. Mary suffered from poor vision and was without the means to secure prescription eyewear. United Way investments in safety net programs helped Mary find an agency that gave her eye care, glasses and hope. Her future is now clearly in sight. Learn more about Mary at www.LIVEUNITEDsepa.org/Mary