

# ADVANCING THE COMMON GOOD... INCOME for Families

United Way works to advance the common good by targeting its strategies at those critical passages in life that can present opportunities for individuals and families to dramatically increase their chances for long term success. This approach maximizes United Way's effectiveness, because it allows us to improve lives and communities not just in the short term, and not just on the surface, but in a lasting and meaningful way.

## Community Level Goal

Building Financial Stability and Independence for Families

## Priority Area

Jobs That Pay for Working Families

Creating Assets Savings and Hope (C.A.S.H.)



## Our Investment:

All Rolonda Chung ever wanted to do was practice law. However, at the age of nineteen she was an abused wife with three children. Law School was not something that seemed attainable. Fast forward to 2008 when Rolonda decided to attend Villanova University. Unfortunately her employer denied her request for tuition reimbursement. But Rolonda wasn't about to quit. While applying for a small business loan, she informed the loan officer that she was starting a landscaping business so she could continue her education; no one was going to stop her from learning. At that moment, Rolonda's life was about to change. The loan officer told her about the Ira M. Lubert Scholarship Fund.

As background, the Creating Assets Savings and Hope (CASH) Initiative is a federally funded program designed to empower low-income workers to save towards a goal--the purchase of a home or towards higher education. To qualify to implement this grant, the federal government requires grantees to match dollar for dollar the grant award. For UWSEPA, that meant coming up with \$500,000. Thanks in great part to Ira M. Lubert, who generously provided us with \$250,000 the program came to life.

Today, the Ira M. Lubert Scholarship Fund for higher education offers an incentive to those who need extra assistance. This Individual Development Account (IDA) matches the savings of those enrolled 3 to 1. Three dollars for every one dollar saved.

IDAs also help people learn critical skills in saving, budgeting, and money management. The funds saved through the IDAs can be used for books, as well as tuition and fees. Through the creative philanthropy of Ira Lubert, hundreds of young people and adults are able to work toward self-sufficiency and prosperity.

## Results for Our Community:

Rolonda applied and began the IDA program, which required her to deposit funds into a savings account monthly for six months and attend classes to learn how to save and manage money. Rolonda also enrolled in the Wachovia "Way to Save" program. She received her scholarship and began classes to complete her undergraduate degree. Like I said, there was no stopping Rolonda now.

Rolonda recently completed the Jurist Academy at Widener University School of Law and is preparing for the LSAT.

"Although my funds were used toward my education, I learned a great deal about saving for something you believe in and being patient enough to accept the assistance of others who care about people who have dreams and aspirations. Because of United Way of Southeastern Pennsylvania, I am closer to fulfilling my dream of practicing law." -- Rolonda Chung

Next time someone asks – Why United Way? –  
Tell them about Rolonda – Attorney at Law.

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED**™ 

United Way  
of Southeastern Pennsylvania