

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

Pathways PA

Our Investment:

Geneva Campbell comes from a single parent home in one of the most impoverished and disillusioned neighborhoods in Philadelphia. Yet, she has defied the odds by becoming a first-generation college graduate.

After graduating Magna Cum Laude from the University of Pennsylvania where she studied English and French, Geneva's plan was to go to law school and attain the six figure salary she had always dreamed of. However, as Geneva started applying to law school, she knew something in her life was missing. Geneva made the decision to defer law school and become a **Philly Fellow**. Through her experience at the non-profit, Geneva seized the opportunity to give back to her community.

"Philly Fellows helped show me that pro bono, volunteer work and community service was the missing link in my idealized perception of law school and my legal career. However as a Philly Fellow, I had to live at the poverty line to be able to relate to the poor people I was serving. This job, while spiritually and emotionally viable, was not fiscally helpful."

Geneva turned to the United Way of Southeastern Pennsylvania's Individual Development Account (IDA) Program. Through this program, in conjunction with **Pathways PA**, Geneva was able to put her dream of attending law school back to reality by attaining financial assistance.

Results for Our Community:

Geneva Campbell will graduate from the University of Pennsylvania Law School in Spring 2013. She currently works as the Development and Communications Associate at Philadelphia VIP. Geneva sits on the Board of Apt. 3E, a nonprofit youth performing arts organization. As the Vice President of her sorority chapter, Delta Psi Epsilon Christian Sorority, Inc., Geneva coordinates service activities at women's shelters and nursing homes.

The IDA Program gave Geneva the means to succeed financially by allowing her to enter University of Pennsylvania's Law School.

"The IDA Program promised to teach me financial skills and also help me to save for school. And the IDA Program did just that- it helped me to learn how to put my money aside for my education even on a limited budget; it explained important aspects of the American financial system; and moreover, the IDA Program allowed me to be comfortable with the nonprofit job that did not pay much by supplementing my income through offering me a way to pay some of my impending education expenses." – Geneva Campbell

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United Way
of Southeastern Pennsylvania