

United Way of the
Greater Lehigh Valley

Impact Report

2023

*We fight for the **health, safety
and education** of every person
in the Greater Lehigh Valley*





United Way of the Greater Lehigh Valley

2030 BOLD GOALS



EDUCATION: INCREASE THE PERCENTAGE OF STUDENTS READY TO LEARN AND SUCCESSFUL IN SCHOOL SO THEY GRADUATE READY FOR LIFE, COLLEGE OR CAREER



HEALTHY AGING: INCREASE THE PERCENTAGE OF OLDER ADULTS CONNECTED WITH RESOURCES TO IMPROVE THEIR HEALTH AND QUALITY OF LIFE



COMMUNITY STABILITY: INCREASE COMMUNITY SAFETY AND STABILITY THROUGH FOOD, HOUSING AND MENTAL HEALTH

OUR VALUES

IMPACT. EXCELLENCE. INCLUSIVITY. AGILITY. INTEGRITY.

BUILDING TOMORROW, STARTING TODAY

With a clear vision for the future and proven strategies to realize it, your United Way is taking an important step forward, as we begin investments to achieve three new and bold goals by 2030. These goals ensure that our community is stable and strong with increased access to food, housing, mental health and emergency services for thousands of our neighbors. They connect thousands of vulnerable older adults to the resources they need to be healthy, happy and safe. Most significantly, they focus on education, helping to put thousands of students in our most high-need schools on track to graduate prepared for life, college or career.

These investments are possible thanks to your unwavering and ever-increasing support of your community. With 12 consecutive years of growth, your United Way is solidly positioned as one of the highest-performing organizations of its kind in the nation. Your investments are well-spent, are well-stewarded and are making a direct impact on one in every six people in Lehigh, Northampton and Carbon Counties.

Thank you for partnering with your United Way to create lasting and measurable results in the Greater Lehigh Valley.

UNITED WAY ENVISIONS
**COMMUNITIES
WHERE EVERY PERSON
BELONGS
AND EVERY PERSON
THRIVES.**

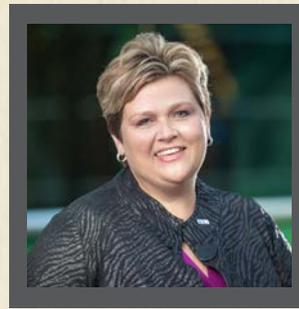
- ▶ **\$21,787,279 INVESTED**
- ▶ **133,767 PEOPLE
DIRECTLY IMPACTED**
- ▶ **1,011 NONPROFITS FUNDED**



Dorota Gasienica-Kozak
Board Chair



David Lewis
President



Marci Lesko
*Executive Vice President
and Chief Impact Officer*

BOARD OF DIRECTORS

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Bill Schaninger, Ph.D.

EDUCATION

\$6,740,382

Supporting success for
45,852 students and families

HEALTHY AGING

\$859,434

Connecting 14,839 older
adults to health and
wellness resources

COMMUNITY STABILITY

\$1,863,237

Providing 73,028 people
food, housing and
emergency services

COMMUNITY CAPACITY BUILDING

\$499,579

Building a strong and
equitable nonprofit sector

DONOR DESIGNATIONS

\$8,183,504

Providing direct support for
1,011 health and human
service nonprofits

COMMUNITY MOBILIZATION AND ORG. SUPPORT

\$3,557,730

Mobilizing the community
around a shared vision for
a strong future

CARBON COUNTY

\$83,413

Serving 3,233 people in
education, housing and
transportation programs



TOTAL COMMUNITY INVESTMENT
\$21,787,279

TOTAL RAISED
\$23,660,333

(July 2021 – June 2022)

CAMPAIGN
\$19,741,940

(April 2021 – March 2022)

GRANTS AND OTHER
\$3,918,393

For full financial details,
please see page 19.



Candid previously
Guidestar



THANK YOU AIR PRODUCTS AND LAURIE GOSTLEY HACKETT

Chaired with remarkable dedication and leadership from Air Products and Laurie Gostley Hackett, the 2021 United Way campaign raised a record-breaking \$19,741,940 to support children, families and older adults throughout the Greater Lehigh Valley.

Through the **Air Products Fresh Food Promise**, the campaign raised awareness of one of the community's most pressing needs: growing rates of food insecurity.

Under Laurie and Air Products' leadership, Air Products Foundation committed to make an additional gift in honor of every new United Way supporter and inspired more than 9,000 donors to become part of the solution. Thanks to their combined support, United Way is **funding food access solutions that will reach more than 50,000 people this year.**

"We came together like the true community that we are. You all saw the need, and you responded. For that, we are most grateful."

**Laurie Gostley Hackett, Air Products
2021 United Way Campaign Chair**

AIR PRODUCTS
fresh food
PROMISE



CORNERSTONE SOCIETY

Cornerstone Society members provide the foundation of our work by each contributing more than \$100,000 to the annual campaign.

More than
\$5,000,000



More than
\$1,000,000



\$500,000–\$999,999



\$250,000–\$499,999



\$100,000–\$249,999



GIVING SOCIETIES

TOCQUEVILLE SOCIETY

This powerful alliance of successful business and philanthropic leaders shares a passion for investing in our local community.

For individuals or couples who make an annual gift of \$10,000 or more.

LEGACY CIRCLE

Donors who make a gift to United Way's endowment or a planned gift such as a bequest or other future intention are recognized immediately as members of our Legacy Circle.

LEADERSHIP CIRCLE

A network of local leaders united in addressing our community's greatest challenges and helping to change lives.

For individuals or couples who make an annual gift of \$1,000 or more.

WOMEN UNITED

These dynamic community and business leaders are energized and inspired to improve the lives of Lehigh Valley women and children.

For women and their advocates who make an annual gift of \$1,000 or more to our Women United designated giving and signature projects fund.

EMERGING LEADERS

Next generation leaders connect to their communities and each other through professional development, educational opportunities, volunteerism and networking events.

For individuals who make an annual gift of \$500 or more to the Emerging Leaders fund.

TEENWORKS™

Powered by labor unions, TeenWorks recognizes and supports some of the Lehigh Valley's most motivated teens, as they engage in impressive community service projects and develop leadership skills.

A collaborative effort between organized labor and United Way.



*"United Way's vision of every person in our community having access to health, safety and education is facilitated with an **actionable and sustainable plan** year over year, resulting in **amazing outcomes**. It's why I continue to invest in an inclusionary partnership of time, talent and treasure with so many others. Together, we're making the vision a reality."*

**Lisa Daugherty, Victaulic
Tocqueville Society and Women United**



*"During my 20-year relationship with United Way, I have served as a committee and board member, employee, volunteer and Tocqueville Society member. United Way of the Greater Lehigh Valley **strives to raise the bar of excellence high** and continues to inspect what they expect."*

**Gregg Potter, Capital Blue Cross
Tocqueville Society and TeenWorks**



EDUCATION



2030 BOLD GOAL

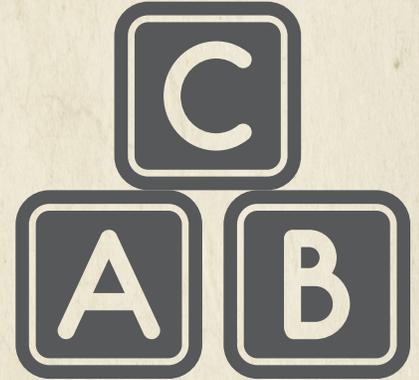
Increase the percentage of students **ready to learn** and **successful in school** so they graduate ready for life, college or career

45,852 STUDENTS AND FAMILIES

served through United Way-
supported solutions

5,000 FAMILIES

reached through Talk, Read, Sing
early literacy campaign



EARLY CHILDHOOD EDUCATION

741 CHILDREN

received early education programming

▶ **91% READY FOR KINDERGARTEN**

Through the online pre-k program **Waterford UPSTART**, United Way prepared Allentown 4-year-olds to start kindergarten on time and ready to learn.

▶ **100% STARTED KINDERGARTEN READING ON GRADE LEVEL**



Received Campaign for Grade-Level Reading
Pacesetter Honors

GRADE- LEVEL READING

Through **Lehigh Valley Reads**, United Way has championed early literacy and earned national honors from the Campaign for Grade-Level Reading:

- Improved instruction for 40,000 students by advocating for the statewide adoption of the **science of reading**
- Inspired **2,400,000 minutes of reading** during the Million Minute Challenge
- **Improved access to reading** by distributing 8,225 books
- Delivered **538 diverse home libraries** to children

Lehigh Valley Reads is powered by United Way of the Greater Lehigh Valley and PBS39.

**STUDENTS READING
ON GRADE LEVEL
BY THE END OF THIRD GRADE**



**13X MORE LIKELY TO
GRADUATE HIGH SCHOOL**



EDUCATION

STUDENT MENTAL HEALTH

Exposure to trauma negatively impacts a child's ability to learn, form relationships and succeed in the classroom.

3,000 PROFESSIONALS

including educators, social workers and health care providers trained to recognize and respond to signs of trauma

▶ **ESTIMATED TO IMPACT 90,000 PEOPLE**

574 STUDENTS

supported by Handle With Care communication between law enforcement and schools

▶ **150% INCREASE FROM PREVIOUS YEAR**

STUDENT LEADERSHIP

Leader in Me empowers students, staff and families with the mindset, knowledge and skills to be life-ready leaders.

SERVING 8,866 STUDENTS 25 SCHOOLS IN 4 DISTRICTS

Through Leader in Me, more Lehigh Valley students can:

- Overcome barriers, problem-solve and find solutions
- Support each other and offer help to others
- Build resilience and hope
- Feel a sense of belonging

**as compared to overall Leader in Me schools*

*"We have seen amazing results from implementing Leader in Me. Today, **100% of kindergartners are able to read above grade level** by the end of the year."*

Kathy Bast, Principal, Calypso Elementary School, Bethlehem

UNITED WAY COMMUNITY SCHOOLS

20,341 STUDENTS • 31 SCHOOLS • 4 DISTRICTS

United Way Community Schools advance student success by meeting students' and families' basic needs and building trusting relationships. Over the past year, Community Schools reported:

- **Improved** academic growth
- **More** students' and families' basic needs met
- **Increased** student and family engagement
- **Improved** attendance and behavior
- **Improved** school culture



Student Academic Growth

Most Community Schools improved academic growth over the previous year, compared to statewide standards.

68% of Community Schools **met or exceeded** Pennsylvania growth standards in math

67% of Community Schools **met or exceeded** Pennsylvania growth standards in literacy

2,872 STUDENTS AND FAMILIES

▶ **IMPROVED FOOD SECURITY**

1,049 STUDENTS AND FAMILIES

▶ **IMPROVED HOUSING SECURITY**

***100% of families** in Bethlehem pilot program maintained stable housing

ALLENTOWN SCHOOL DISTRICT

Brigadier General Anna Mae Hays Elementary School
 Central Elementary School
 Francis D. Raub Middle School
 Harrison Morton Middle School
 Hiram W. Dodd Elementary School
 Jackson Early Learning Center
 Jefferson Elementary School
 Mosser Elementary School
 Roosevelt Elementary School
 Sheridan Elementary School
 South Mountain Middle School
 Trexler Middle School
 Union Terrace Elementary School
 Washington Elementary School

BANGOR AREA SCHOOL DISTRICT

Bangor Area High School
 Bangor Area Middle School
 DeFranco Elementary School
 Five Points Elementary School
 Washington Elementary School

BETHLEHEM AREA SCHOOL DISTRICT

Broughal Middle School
 Donegan Elementary School
 Fountain Hill Elementary School
 Freemansburg Elementary School
 Lincoln Elementary School
 Marvine Elementary School
 Northeast Middle School
 Thomas Jefferson Elementary School
 William Penn Elementary School

EASTON AREA SCHOOL DISTRICT

Cheston Elementary School
 Easton Area Middle School
 Paxinosa Elementary School

COMMUNITY SCHOOL PARTNERS

Air Products
 Dan and Susan Barnes
 Capital Blue Cross
 City Center Allentown
 Communities In Schools of Eastern Pennsylvania
 Crayola
 Follett Corporation
 Just Born Quality Confections
 Lehigh University
 Bob and Sandy Lovett
 Moravian University
 Northampton Community College
 PPL Corp.
 Bill and Denise Spence
 St. Luke's University Health Network
 U.S. Department of Education
 UWGLV TeenWorks
 UWGLV Women United
 Victaulic

"This is a model that works. They've invested time and energy into creating a structure where community partners are welcomed into schools."

Dr. Miguel Cardona, U.S. Secretary of Education



HEALTHY AGING



2030 BOLD GOAL

Increase the percentage of older adults **connected to resources** to improve their health and quality of life

14,839 SENIORS

connected to resources through United Way-supported solutions



▶ **99% ABLE TO STAY IN THEIR HOMES**

▶ **1,596 RECEIVED AT-HOME MEAL DELIVERY**

AGE-FRIENDLY LEHIGH VALLEY

With support from United Way, the Lehigh Valley became the nation's first dual-county community to receive certification in the World Health Organization/AARP Network of Age-Friendly States and Communities.

4,000 RESOURCE KITS

distributed to Lehigh Valley seniors and their families

COMMUNITY HUBS

Older adults who participate in senior programs can delay the onset of chronic illnesses and improve their physical and mental health. In fact, strong social connections can boost a person's life span by 50%.

United Way has established five new **Community Hubs** offering accessible programming, including food and health care services, that can increase seniors' quality of life:

Casa Guadalupe Center
Easton Area Community Center
Greater Valley YMCA

Hispanic Center Lehigh Valley
Lehigh Valley Active Life

DEMENTIA SUPPORT

Project Lifesaver is a search-and-rescue program for older adults with dementia that ensures individuals who are prone to wandering can be located and brought home safely. The program improves older adults' safety, gives caregivers peace of mind and ultimately increases the chances of a positive outcome when someone goes missing. United Way, Age-Friendly Lehigh Valley and the Bethlehem Health Bureau have partnered to more than double the number of local law enforcement agencies now trained to offer this service, thanks to support from The Fleming Foundation.

*"Age-Friendly communities ensure all their residents are **connected, respected and have access to the resources** they need to age successfully."*

Carmen Bell, Director of Healthy Aging, UWGLV



COMMUNITY STABILITY



2030 BOLD GOAL

Increase community safety and stability through **food, housing and mental health services**



73,028 RESIDENTS

accessed food, housing, mental health and emergency services

▶ **27,059 CONNECTED TO RESOURCES** through PA 211

▶ **25,337 IMPROVED FOOD SECURITY** through food pantries

HOUSING ADVOCATES

Homelessness and housing insecurity rank as the top challenge for families in United Way Community Schools, negatively impacting students' mental health and academic achievement.

To stabilize students and families, United Way partnered with New Bethany Ministries to bring a housing advocacy program to three South Bethlehem schools to mitigate evictions, prevent homelessness and improve housing security.

▶ **100% OF PARTICIPATING FAMILIES MAINTAINED STABLE HOUSING**

FULL CART FOOD PANTRY

In partnership with U.S. Hunger and the Lehigh Valley Food Policy Council, **Full Cart Virtual Food Pantry**, an emergency food solution, increased access to nutritious food by delivering directly to families' homes.

32,125 SERVINGS OF FOOD

delivered directly to residents' homes

▶ **1,345 RESIDENTS IMPROVED THEIR FOOD SECURITY**

SUMMER MEALS

Summer meal programming allows children ages 3-18 to receive a free lunch and many times a breakfast, along with academic programming to prevent summer learning loss. Meals were distributed at schools, hospitals, health bureaus, libraries, recreation programs, summer learning sites and more from June to August.

446,695 MEALS SERVED

▶ **8.5% INCREASE OVER PREVIOUS YEAR**

"Our housing advocate didn't quit, and because of her, we're still at home."

Diana, Parent, Bethlehem Area School District

VOLUNTEERS IN ACTION

Thank you to our dedicated volunteers who directly improved the lives of our neighbors in their time of need.



2,665 VOLUNTEERS

▶ \$1.5 MILLION IMPACT

*"In order for our students to thrive in the classroom, we need to **work together as a community** to ensure their basic needs are being met. We have committed to creating a 'sweeter' tomorrow by investing in Community Schools today."*

**Meg Dowd, Just Born Quality Confections
Emerging Leaders**



UNITED WAY COMMUNITY SCHOOLS

1,594 people combined to provide 26,087 hours of service throughout 31 Community Schools.

▶ \$517,000 VALUE

*"Serving as a Community School partner in Allentown really fits into the DNA of who we are at City Center. It's really about **giving back to the community** that we've been lucky enough to be developing and become a part of."*

**Jill Wheeler, City Center Allentown
Tocqueville Society**



*"United Way Day of Caring reinforced our understanding of collective impact: **the difference made when organizations work together** within our communities."*

Ed Harakel, PPL Corp., Tocqueville Society and Emerging Leaders

DAY OF CARING

Together, volunteers completed 3,500 hours of community service as part of the region's largest single-day community service initiative. United Way's Day of Caring is presented by Crayola in partnership with Volunteer Center of the Lehigh Valley.

700 VOLUNTEERS; 40 NONPROFITS

▶ **\$98,000 VALUE**



*"Our company culture is focused on **fostering a giving spirit** and helping others. Crayolians volunteer each year knowing they will learn more about our community, work together as a team and make a difference. When United Way, local companies and nonprofit agencies work together, the effect is a win-win-win that **improves the lives** of all involved."*

Rich Wuerthele, Crayola



AMERICORPS

Through the AmeriCorps state, national and Volunteers in Service to America (VISTA) initiatives, members created measurable impact by providing service and resources to local nonprofits:

- \$842,400 in volunteer services
- \$24,308 in donations and in-kind services
- 18,888 youth and students served
- 495 people served through housing resources
- 407 students improved food security
- 1,678 summer meals served

20 MEMBERS; 10 NONPROFITS

▶ **28,800 HOURS**



COLLECTIVE IMPACT

Thank you to our partners united in creating long-term solutions to our community's greatest challenges.

AGE-FRIENDLY LEHIGH VALLEY

Building an inclusive community for people of all ages

AMERICORPS

Expanding Collective Impact to address critical concerns

BANK ON ALLENTOWN

Ensuring access to safe and affordable financial services

CHALLENGE 5 ATTENDANCE COALITION

Keeping students engaged in learning

FUND FOR RACIAL JUSTICE AND EQUITY

Investing in solutions to end systemic racism

LEADER IN ME

Empowering students to be life-ready learners

LEHIGH VALLEY EARLY CHILDHOOD COALITION

Increasing school readiness

LEHIGH VALLEY FREEDOM SCHOOLS PARTNERSHIP

Empowering youth through summer literacy and cultural enrichment

LEHIGH VALLEY READS

Ensuring all students can read on grade level

LEHIGH VALLEY REGIONAL HOMELESS ADVISORY BOARD

Preventing homelessness

LEHIGH VALLEY SUMMER LEARNING COALITION

Increasing access to high-quality summer learning

PUBLIC POLICY AND ADVOCACY COMMITTEE

Advocating for healthy communities through legislative change

RESILIENT LEHIGH VALLEY

Building resilient youth through trauma-informed communities

UNITED WAY COMMUNITY SCHOOLS NETWORK

Supporting students' needs and academic success

*"We give because our organization believes and says, 'it's your world, it's your community, tell us what should be done, and we will follow your lead.' Anywhere they go, we will go and continue to **serve the community.**"*

**Tyrone Russell, Faces International
Tocqueville Society and
Fund for Racial Justice and Equity**



FINANCIALS

as of June 30, 2022

Revenue	
Net Campaign	\$17,355,197
Grants	\$2,395,828
Investment Activity	(\$336,255)
Other Revenue	\$394,437
In-Kind	\$514,556
Total Revenue	\$20,323,763

Expenses	
Community Investments	
Donor Designations	\$8,183,504
Education	\$6,740,382
Healthy Aging	\$859,434
Food Access	\$526,879
Emergency Services	\$1,336,358
Carbon County	\$83,413
Collective Impact	\$499,579
Total Community Investments	\$18,229,548

Fundraising	\$2,140,699
Administration	\$1,417,032
Total Expenses	\$21,787,279

Assets	
Cash	\$3,245,597
Receivables and Prepaids	\$4,437,424
Life Insurance Cash Values	\$92,448
Investments	\$7,407,707
Fixed Assets	\$209,961
Total Assets	\$15,393,137

Liabilities and Net Assets	
Liabilities	
Accounts Payable and Accrued Expense	\$523,043
Designations to Other UW's	\$2,769,786
Liability to Donors, Split-Interest Trusts	\$82,824
Total Liabilities	\$3,375,653

Net Assets	
Without Donor Restriction	(\$2,946,401)
Restricted for Time or Purpose	\$11,059,170
Restricted in Perpetuity	\$3,904,715
Total Net Assets	\$12,017,484
Total Liabilities and Net Assets	\$15,393,137

