2022 Annual Impact Report

Building Tomorrow Today

United Today. United Tomorrow.
OUR PURPOSE: WE FIGHT FOR THE HEALTH, SAFETY AND EDUCATION OF EVERY PERSON IN THE GREATER LEHIGH VALLEY.

We invest in solutions in education, healthy aging and community stability.

OUR VISION: WE ENVISION A COMMUNITY WHERE EVERY PERSON BELONGS AND EVERY PERSON THRIVES.

OUR VALUES

IMPACT. EXCELLENCE. INCLUSIVITY. AGILITY. INTEGRITY.
In the time of our community’s greatest need, you not only stayed with us, you increased your support. With your generosity, United Way of the Greater Lehigh Valley invested in solutions in education, healthy aging, food access and emergency services that made life better for well over 100,000 people in Lehigh, Northampton and Carbon counties in 2020-21.

Today, the full and staggering effects of the COVID-19 pandemic are just becoming known: the dramatic learning losses impacting our children, the long-term effects of food instability, increasing risks of eviction or foreclosure and a mental health crisis shaking our families, our children and our older adults.

Addressing these challenges will take bold action and UNITED solutions. With a continued emphasis on stabilizing the community, we have a solid plan and clear, BOLD GOALS to ensure that more students are successful in school; more older adults can access the resources they need to stay healthy, and every person in the Greater Lehigh Valley has a solid foundation of food, housing and mental health services.

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TOGETHER, WE CAN BUILD TOMORROW TODAY

Joanne Raphael
Board Chair

David Lewis
President

Marci Lesko
Executive Vice President
JULY 2020 - JUNE 2021
TOTAL COMMUNITY INVESTMENT: $20,718,042

Food Access
$526,255
Increasing access to healthy food for 29,300+ people

Healthy Aging
$755,952
Helping 3,000+ older adults stay safe and healthy

Education
$6,684,676
Supporting success for 29,400+ students and families

Emergency Services
$1,185,001
Connecting 20,000+ people to housing and crisis resources

Carbon County
$169,968
Investing in education, food, housing and wellness programs

Community Capacity Building and DEI Initiatives
$232,920
Developing an equitable and strong nonprofit sector

Community Mobilization and Org. Support
$3,204,210
Mobilizing a shared vision for a strong future

Donor Designations
$7,959,060
Direct support to 1,286 human service agencies

Montgomery
Northampton
Bucks
Bergen
Lehigh
Carbon
Monroe
Schuylkill

Berks
Carbon
Lehigh
Northampton
Monroe
Schuylkill

29,400+ students
29,300+ people
20,000+ people
1,286 human service agencies
THANK YOU J.B. AND KATHLEEN REILLY

With the dedication and leadership of Campaign Co-Chairs J.B. and Kathleen Reilly, a record-breaking $18,151,988 was raised to support children, families and older adults in the Greater Lehigh Valley during the 2020 Campaign. Because of your support, we were able to provide immediate relief funding while continuing our long-term investments into education, food access, healthy aging and emergency services.

Every gift to United Way of the Greater Lehigh Valley helped local individuals and families recover and rebuild. Thank you to City Center Allentown for matching all new and increased gifts to United Way of the Greater Lehigh Valley's Community Building Fund up to $1 million with the City Center Match for Our Community.
Our partners provide the foundation of our work by contributing more than $100,000 each to the annual campaign.
VOLUNTEERS IN ACTION

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

DAY OF CARING
More than 500 energetic volunteers united to complete community service projects during the 28th United Way Day of Caring, presented by Crayola – the region’s largest, single-day volunteer effort.

- 50 NONPROFITS; 55+ PROJECTS
- $80,000 VALUE

AMERICORPS
AmeriCorps placed members in local school districts to provide mentoring and outreach services to address attendance issues, negate the effects of isolation, provide referrals for food insecurity and unstable housing and bridge the gap between families and schools.

Carbon, Lehigh and Northampton Counties

- 20 MEMBERS; 8 HOST SITES
- 37,500 HOURS

AMERICORPS MEMBER OF THE YEAR AWARD
Devoratt Martinez, serving with AmeriCorps at Weatherly Area School District, Carbon County, was chosen to receive this year’s AmeriCorps Member of the Year Award.

This award recognizes an AmeriCorps member who made significant contributions to Pennsylvania through their service.

1,341 TOTAL VOLUNTEERS
EDUCATION

29,400 STUDENTS AND FAMILIES SERVED THROUGH UNITED WAY-SUPPORTED PROGRAMS

3 IN 5
LEHIGH VALLEY THIRD GRADERS AREN’T READING ON GRADE LEVEL

7 IN 10
CHILDREN IN HIGH-NEED SCHOOLS ARE NOT READY FOR KINDERGARTEN

3 IN 5
CHILDREN EXPERIENCED TRAUMA, CRIME OR ABUSE IN THE PAST YEAR

SCHOOL READINESS

▶ 490 STUDENTS ATTENDED HIGH-QUALITY PRE-K PROGRAMS SUPPORTED BY UNITED WAY

In partnership with Lehigh Valley Reads and PBS39, United Way addressed the lack of access to high-quality early learning with Waterford UPSTART, an in-home, early education program that prepares children for kindergarten.

RESILIENT LEHIGH VALLEY

Resilient Lehigh Valley launched Handle With Care to support students exposed to traumatic events by establishing communication between law enforcement, first responders and our schools.

▶ 600 STUDENTS REFERRED REPLICAED IN 16 COMMUNITIES

LEADER IN ME

Leader in Me is a whole-school transformational model that empowers students, staff and families with the mindset, knowledge and skills to be life-ready leaders.

11,927 STUDENTS
30 SCHOOLS IN 5 SCHOOL DISTRICTS

2030 BOLD GOAL

INCREASE THE PERCENTAGE OF STUDENTS READY TO LEARN AND SUCCESSFUL IN SCHOOL SO THEY GRADUATE READY FOR LIFE, COLLEGE OR CAREER
Community Schools continued to support student success in the region’s highest need schools by focusing on students’ basic needs and building trusting relationships with children and their families.

When the pandemic extended into the 2020-21 school year, Community School Coordinators and educators kept kids safe, connected and learning by caring for their basic needs, providing enrichment opportunities, and supporting students’ academic needs in remote, hybrid and in-person environments.

Having an established and strong Community Schools Network was critical to helping thousands of families access food, transportation, rental and utility assistance as well as health care to meet their physical and mental health needs.

<table>
<thead>
<tr>
<th>Lehigh Valley</th>
<th>18,888 STUDENTS</th>
<th>2,587 FAMILIES</th>
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<tbody>
<tr>
<td>31 SCHOOLS IN 4 SCHOOL DISTRICTS</td>
<td>CONNECTED WITH FOOD ASSISTANCE</td>
<td>PROVIDED WITH HOUSING REFERRALS</td>
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<td>220% INCREASE SINCE THE PANDEMIC</td>
<td>150% INCREASE SINCE THE PANDEMIC</td>
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**COMMUNITY SCHOOLS 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

**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
- Paxinos Elementary School

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SUMMER LEARNING

In-person summer learning returned in 2021 offering students opportunities to learn, play, grow and heal.

Summer learning initiatives combine fun and learning so our children continue to thrive even when school’s out. Throughout the summer, United Way of the Greater Lehigh Valley, in partnership with Crayola, proudly supported 15 exciting summer learning programs that promoted social-emotional learning, reading, science, physical activity and more.

JAMES LAWSON FREEDOM SCHOOLS

Established and led by Resurrected Community Development Corporation, the James Lawson Freedom School empowers school-age children to excel and believe in their ability to make a difference in themselves, their families, communities, country and world with hope, education and action.

“Making an investment in our children is making an investment in the totality of the community.”

- Rev. Dr. Greg Edwards, Resurrected Community Development Corp. and James Lawson Freedom School

HIGHEST SUMMER LEARNING ENROLLMENT IN THREE YEARS

1,107 STUDENTS

100% IMPROVED OR MAINTAINED MATH

80% IMPROVED OR MAINTAINED LITERACY
2,622 OLDER ADULTS
REACHED THROUGH UNITED WAY-SUPPORTED PROGRAMS

- 98% stayed in their homes
- 99% avoided a fall
- 99% improved their health outcomes

HEALTHY AGING

2030
BOLD GOAL

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

The Lehigh Valley has 116,498 seniors ages 65 or older living in the community and that number is expected to more than double in the next 40 years.

1 IN 3
LEHIGH VALLEY SENIORS LACK COMPANIONSHIP;
1 IN 4 REPORT LONELINESS

60% INCREASE
IN FOOD INSECURITY AMONG OLDER ADULTS SINCE THE PANDEMIC STARTED

57% OF SENIORS
EXPERIENCE FINANCIAL INSTABILITY

1,898 RECEIVED HOME MEAL DELIVERY
6,000 SENIOR RESOURCE GUIDES AND CONNECTION BAGS DISTRIBUTED

25,000 PEOPLE
IN THE LEHIGH VALLEY ARE LIVING WITH ALZHEIMER’S AND DEMENTIA
Expected to triple by 2050

Age-Friendly Lehigh Valley supports those living with dementia and their caregivers by decreasing stigma, increasing opportunities for social interaction and increasing early diagnosis.

Strong social connections can boost a person’s life span by 50% Older adults report good or excellent quality of life when they feel respected, are connected to each other and have access to the resources they need.

We will advocate for and invest in accessible community hubs to connect older adults with resources, access to resources and mental health supports for caregivers and day services for older adults.
Food insecurity is on the rise for Greater Lehigh Valley residents and children. Maintaining access to healthy, affordable food is critical to community stabilization. Although recovery is underway, the need for improved food access will continue.

**FULL CART VIRTUAL FOOD PANTRY**

**Full Cart Virtual Food Pantry** is an emergency food solution that increases access to healthy food and addresses the root causes of hunger by delivering groceries directly to families’ homes in partnership with the Lehigh Valley Food Policy Council and U.S. Hunger.

- **342 INDIVIDUALS SERVED**
- **11,625 SERVINGS DISTRIBUTED**
- **75% OF CLIENTS IMPROVED THEIR FOOD SECURITY ON A REGULAR BASIS**

“**In the past year, I have lost my job, got evicted and struggled to get by. I am beyond thankful for Full Cart.**”

- Lindsey, Full Cart client and single mother of two
In partnership with the Lehigh Valley Regional Homeless Advisory Board, United Way established a landlord engagement program to expand the number of safe, affordable housing units available in the Lehigh Valley for those who are homeless or at risk of homelessness. The goal is to house an additional 125 families.

In partnership with Promise Neighborhoods of the Lehigh Valley and Resilient Lehigh Valley, United Way developed and led T.R.E.E. (Trauma-Informed, Restorative Practices, Emotional Intelligence and Equity), a free, virtual program to support families and caregivers impacted by trauma and equip them with tools to manage toxic stress.
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 that everyone has access to safe and affordable financial services

CHALLENGE 5 ATTENDANCE COALITION
Keeping students engaged in learning

LEADER IN ME
Empowering students to be life-ready learners

LEHIGH VALLEY COMMUNITY SCHOOLS NETWORK
Supporting students basic needs and academic success

LEHIGH VALLEY EARLY CHILDHOOD COALITION
Increasing school readiness

LEHIGH VALLEY FOOD POLICY COUNCIL
Increasing access to nutritious food

LEHIGH VALLEY FREEDOM SCHOOLS PARTNERSHIP
Empowering youth to excel through summer literacy and cultural enrichment

LEHIGH VALLEY READS
Striving to ensure 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 a healthy community through legislative change

RESILIENT LEHIGH VALLEY
Building resilient youth through trauma informed and culturally responsive systems and community

FUND FOR RACIAL JUSTICE AND EQUITY

The Fund for Racial Justice and Equity (FRJE) strives to build greater influence and economic vitality for Black and Brown leaders through targeted, intentional and proactive investments into people, organizations and community infrastructure.

Signature Project: Executive Leadership Program
This yearlong program is designed for Black, Indigenous and People of Color (BIPOC) leaders who are already making an impact. Members will gain confidence, knowledge and skills to grow their networks, enhance skillsets, expand their influence and advance to the next level of leadership.

“"It is time to evolve how we view and actualize equity in our world. The FRJE will set new precedence in how we support and develop Black and Brown leadership in the Valley."

– Kevin Greene, Faces International FRJE Fund Leader
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.

“I’m very fortunate in my career to have earned a position where I have the ability to give and invest in our community. So, I think it’s really important if you are in a leadership position that you model the way and you do give in time, talent and treasure.”

Joe Savage, Victaulic, Tocqueville Society

“I’m fortunate to be a part of this group of talented, passionate women who give so willingly to help others. I believe we’re here to make a difference, and it’s really up to each of us to decide what kind of difference we want to make.”

Renae Yeager, PPL Corp. Tocqueville Society, Women United