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.
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.
<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td>$6,740,382</td>
<td>Supporting success for 45,852 students and families</td>
</tr>
<tr>
<td><strong>HEALTHY AGING</strong></td>
<td>$859,434</td>
<td>Connecting 14,839 older adults to health and wellness resources</td>
</tr>
<tr>
<td><strong>COMMUNITY STABILITY</strong></td>
<td>$1,863,237</td>
<td>Providing 73,028 people food, housing and emergency services</td>
</tr>
<tr>
<td><strong>COMMUNITY CAPACITY BUILDING</strong></td>
<td>$499,579</td>
<td>Building a strong and equitable nonprofit sector</td>
</tr>
<tr>
<td><strong>DONOR DESIGNATIONS</strong></td>
<td>$8,183,504</td>
<td>Providing direct support for 1,011 health and human service nonprofits</td>
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<tr>
<td><strong>COMMUNITY MOBILIZATION</strong></td>
<td>$3,557,730</td>
<td>Mobilizing the community around a shared vision for a strong future</td>
</tr>
<tr>
<td><strong>CARBON COUNTY</strong></td>
<td>$83,413</td>
<td>Serving 3,233 people in education, housing and transportation programs</td>
</tr>
<tr>
<td><strong>TOTAL COMMUNITY INVESTMENT</strong></td>
<td><strong>$21,787,279</strong></td>
<td></td>
</tr>
</tbody>
</table>
TOTAL RAISED
$23,660,333

CAMPAIGN
$19,741,940

GRANTS AND OTHER
$3,918,393

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

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

*SMVRHMZMHYEPWSVGSYTPIW[LSQEOIERRREPKM]XSJ
SVQSVI

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.

*SMVRHMZMHYEPWSVGSYTPIW[LSQEOIERRREPKM]XSJ
SVQSVI

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

*SMVRHMZMHYEPWSVGSYTPIW[LSQEOIERRREPKM]XSJ
SVQSVIXXSYV;SQIR9RMXIHHIWKMREXIKMZMRKEHR
WMKREXYVITVSNIGXWJYRH

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

*SMVRHMZMHYEPWSVGSYTPIW[LSQEOIERRREPKM]XSJ
SVQSVI

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

*SMVRHMZMHYEPWSVGSYTPIW[LSQEOIERRREPKM]XSJ
SVQSVI

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.

%GSPPEFSVEXMZIIJSVXFIX[IIRSVKERM7HPEFSVERH9RMXIH;E]
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

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

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

STUDENTS READING ON GRADE LEVEL BY THE END OF THIRD GRADE

13X MORE LIKELY TO GRADUATE HIGH SCHOOL
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

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

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

Kathy Bast, Principal, Calypso Elementary School, Bethlehem"
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

*This is a model that works.*

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**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

**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

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**20,341 Students • 31 Schools • 4 Districts**
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

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

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 Neighborhood Center
- Greater Valley YMCA
- Hispanic Center Lehigh Valley
- Lehigh Valley Active Life

**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.

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*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
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

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 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

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

$15 MILLION IMPACT

UNITED WAY COMMUNITY SCHOOLS

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

$517,000 VALUE
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

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

“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

“Fostering a giving spirit helps others.
Our company culture is focused on 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
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

Tyrone Russell, Faces International Tocqueville Society and Fund for Racial Justice and Equity
### Financials as of June 30, 2022

#### Revenue

<table>
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<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Net Campaign</td>
<td>$17,355,197</td>
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<tr>
<td>Grants</td>
<td>$2,395,828</td>
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<td>Investment Activity</td>
<td>($336,255)</td>
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<td>Other Revenue</td>
<td>$394,437</td>
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<td>In-Kind</td>
<td>$514,556</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$20,323,763</strong></td>
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#### Expenses

**Community Investments**

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<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Donor Designations</td>
<td>$8,183,504</td>
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<tr>
<td>Education</td>
<td>$6,740,382</td>
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<tr>
<td>Healthy Aging</td>
<td>$859,434</td>
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<tr>
<td>Food Access</td>
<td>$526,879</td>
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<tr>
<td>Emergency Services</td>
<td>$1,336,358</td>
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<td>Carbon County</td>
<td>$83,413</td>
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<tr>
<td>Collective Impact</td>
<td>$499,579</td>
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<tr>
<td><strong>Total Community Impact</strong></td>
<td><strong>$18,229,548</strong></td>
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<tr>
<td>Fundraising</td>
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<tr>
<td>Administration</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$21,787,279</strong></td>
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#### Assets

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<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Cash</td>
<td>$3,245,597</td>
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<tr>
<td>Receivables and Prepaids</td>
<td>$4,437,424</td>
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<tr>
<td>Life Insurance Cash Values</td>
<td>$92,448</td>
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<tr>
<td>Investments</td>
<td>$7,407,707</td>
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<tr>
<td>Fixed Assets</td>
<td>$209,961</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$15,393,137</strong></td>
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#### Liabilities and Net Assets

**Liabilities**

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<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Accounts Payable and Accrued Expense</td>
<td>$523,043</td>
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<tr>
<td>Designations to Other UWs</td>
<td>$2,769,786</td>
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<tr>
<td>Liability to Donors, Split-Interest Trusts</td>
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<td><strong>Total Liabilities</strong></td>
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**Net Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Without Donor Restriction</td>
<td>($2,946,401)</td>
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<tr>
<td>Restricted for Time or Purpose</td>
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<tr>
<td>Restricted in Perpetuity</td>
<td>$3,904,715</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$12,017,484</strong></td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$15,393,137</strong></td>
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United Way envisions communities where every person belongs and every person thrives. United Way fights for the health, safety and education of every person in the Greater Lehigh Valley. United Way. #UnitedToday. #UnitedTomorrow.