

United Way of the Greater Lehigh Valley



2022

Annual Impact Report

Building Tomorrow Today
#UnitedToday. #UnitedTomorrow.





United Way of the Greater Lehigh Valley

**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.

TOGETHER, WE CAN BUILD TOMORROW TODAY

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.

BOARD OF DIRECTORS

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Board Chair



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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

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

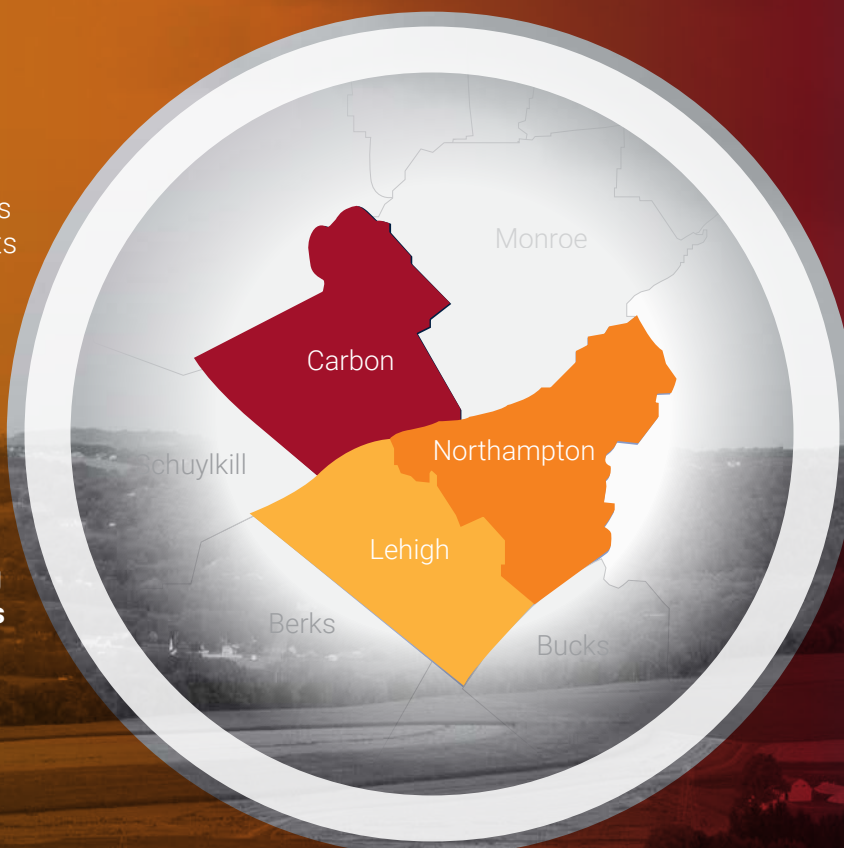
\$7,959,060

Direct support to
1,286 human service
agencies

Carbon County

\$169,968

Investing in
education,
food, housing
and wellness
programs



TOTAL RAISED
\$22,036,071

(Current Year Support)

CAMPAIGN
\$18,151,988

(Raised April 2020 – March 2021)

GRANTS AND OTHER
\$3,884,083

DONORS
14,509

Assets

Cash/Cash Equivalents: \$3,581,341
Pledges Receivable: \$3,739,143
Other Receivables and
Prepayments: \$290,442
Investments: \$8,510,192
Life Insurance Cash Value: \$89,080
Leasehold Improvements
and Equipment: \$286,012

Total: \$16,496,210

Liabilities and Net Assets

Accounts Payable: \$622,728
Liability to Donors under
Split-Interests Trusts: \$99,495
Donor-Designated Campaign
Support: \$2,356,895
Assets Without Donor
Restrictions: (\$1,482,885)
Assets With Donor
Restrictions: \$14,899,977

Total: \$16,496,210



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**.



CORNERSTONE SOCIETY

Presented in order of total contribution

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**
REPLICATED 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



Lehigh Valley

COMMUNITY SCHOOLS

Network

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.

**18,888 STUDENTS
31 SCHOOLS IN
4 SCHOOL DISTRICTS**

**2,587 FAMILIES
CONNECTED WITH
FOOD ASSISTANCE**
220% INCREASE SINCE THE PANDEMIC

**495 FAMILIES
PROVIDED WITH
HOUSING REFERRALS**
150% INCREASE SINCE THE PANDEMIC

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



Roosevelt Elementary School, Allentown Pa.

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.

**HIGHEST
SUMMER LEARNING
ENROLLMENT IN THREE YEARS**

1,107 STUDENTS
**100% IMPROVED OR
MAINTAINED MATH**
**80% IMPROVED OR
MAINTAINED LITERACY**

“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



James Lawson Freedom Schools

HEALTHY AGING

2,622 OLDER ADULTS

REACHED THROUGH UNITED WAY-SUPPORTED PROGRAMS

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



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

25,000 PEOPLE

IN THE LEHIGH VALLEY ARE
LIVING WITH ALZHEIMER'S
AND DEMENTIA

Expected to triple by 2050

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.

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

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.



2030 BOLD GOAL

INCREASE

THE PERCENTAGE OF

OLDER ADULTS

CONNECTED

WITH RESOURCES

TO IMPROVE THEIR

HEALTH

AND QUALITY OF

LIFE

COMMUNITY STABILITY

FOOD ACCESS

44,915 INDIVIDUALS AND FAMILIES
SERVED IN UNITED WAY-SUPPORTED PROGRAMS

1 IN 10

FACE FOOD INSECURITY,
1 IN 6 ARE KIDS

25,365

ACCESSED FOOD
PANTRIES

4,898

HAD HEALTHIER FOOD
RETAIL OPTIONS

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.



HOW IT WORKS

- Families and individuals complete an online survey and grocery order
- Food box is shipped directly to their door

342 INDIVIDUALS SERVED

11,625 SERVINGS DISTRIBUTED

75% OF CLIENTS IMPROVED

THEIR FOOD SECURITY ON A REGULAR BASIS

**1 BOX FEEDS 1 PERSON
FOR UP TO 6 WEEKS AND A
FAMILY OF 4 UP TO 10 DAYS**

"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



2030
BOLD GOAL

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

COMMUNITY STABILITY

EMERGENCY SERVICES

20,109 PEOPLE RECEIVED EMERGENCY SERVICES

8,062

CONNECTED TO RESOURCES
THROUGH PA 211

7,209

FED IN MEAL CENTERS
AND SOUP KITCHENS

2,931

RECEIVED CRISIS INTERVENTION
AND DISASTER RELIEF SERVICES

1,772

HOUSED IN EMERGENCY
SHELTERS

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.

122,000
LEHIGH VALLEY
HOUSEHOLDS
FACE FINANCIAL
INSTABILITY

44%
OF ALL HOUSEHOLDS
STRUGGLE
TO AFFORD BASIC
ESSENTIALS



T.R.E.E. WORKSHOP

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

FINANCIAL STATEMENTS

June 30, 2021

Revenue	
Net Campaign	\$17,053,435
Grants	\$2,033,605
Payroll Protection Program	\$594,392
Investment Activity	\$666,903
Other Revenue	\$231,515
In-Kind	\$624,891
Total Revenue	\$21,204,741

Expenses	
Community Investments	
Donor Designations	\$7,959,060
Education	\$6,684,676
Healthy Aging	\$755,952
Food Access	\$526,255
Emergency Services	\$1,185,001
Carbon County	\$169,968
Collective Impact	\$232,920
Total Community Investments	\$17,513,832

Fundraising	\$1,895,177
Administration	\$1,309,033
Total Expenses	\$20,718,042

Assets	
Cash	\$3,581,341
Receivables and Prepaids	\$4,029,585
Life Insurance Cash Values	\$89,080
Investments	\$8,510,192
Fixed Assets	\$286,012
Total Assets	\$16,496,210

Liabilities and Net Assets	
Liabilities	
Accounts Payable and Accrued Expense	\$622,715
Designations to Other UW's	\$2,356,895
Liability to Donors, Split-Interest Trusts	\$99,508
Total Liabilities	\$3,079,118

Net Assets	
Without Donor Restriction	(\$1,482,885)
Restricted for Time or Purpose	\$10,381,574
Restricted in Perpetuity	\$4,518,403
Total Net Assets	\$13,417,092
Total Liabilities and Net Assets	\$16,496,210

#UnitedToday. #UnitedTomorrow.

