WHAT IS POVERTY TO POSSIBILITY?
In 2014, the United Way of Wyoming Valley changed the way we serve the community and adopted a new priority focus of reducing CHILDHOOD POVERTY. At the center of this transformational shift was a new strategic plan and an investment model to ensure donor support is allocated in the most effective and impactful way.

The United Way launched the “POVERTY TO POSSIBILITY” movement aimed at improving the odds of success for children and families. Since 2014, a number of new partnerships and initiatives were created with the long-term goal of breaking the cycle of poverty.

POVERTY TO POSSIBILITY SIGNATURE INITIATIVES
Annual Children's Book Drive  The Nurse's Pantry
Annual Literacy Kit Project  Reading Buddies
Attendance Awareness  Real Men Read
Imagination Library  See to Succeed
Loads of Love  “Tag In” for Summer Learning

COVID-19 RESPONSE
• Nearly $200,000 in additional funding has been raised to help support local agencies responding to the crisis.
• We increased our funding of “safety net” providers beyond our original budgets.
• Because of the abrupt ending to the school year, we purchased Summer Learning Workbooks for 5,946 children, grades K-2 to help the youngest of learners avoid summer learning loss and stay on track for key academic milestones.

STRONGER TOGETHER, NOW MORE THAN EVER
In one way or another, we have all been impacted by the COVID-19 pandemic. The crisis has been especially hard on low income children and families. We believe the needs of the most vulnerable will continue to increase while raising the resources to help meet those needs will be even more challenging. The United Way requests your continued support. We are resilient and, if united, we will emerge from these unprecedented times even stronger.

THE IMPACT OF YOU

WHAT DOES UNITED WAY DO?
United Way of Wyoming Valley supports Wyoming Valley children, families, and community members through our signature impact areas:

EDUCATION
Helps ensure early grade success for children

HEALTH
Helps children and families achieve good health

FINANCIAL STABILITY
Helps individuals and families become financially stable

SAFETY NET
Addresses threats to immediate well-being

Community change takes partners, donors, volunteers, corporations, community leaders, advocates, and most of all, you. Thank you for changing lives.

KIDS MATTER. SO DOES YOUR GIFT TO SUPPORT THEM.
Last year, 25,733 lives were touched because of your support of United Way of Wyoming Valley. Of these, more than 17,400 were children.

PLEASE PLEDGE TODAY unitedwaywb.org