

# 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.

### 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.

**PLEASE PLEDGE TODAY** [unitedwaywb.org](http://unitedwaywb.org)



# IMPROVING THE ODDS FOR CHILDREN AND FAMILIES • 2019-20

LIVE UNITED®



## POVERTY TO POSSIBILITY

**UNITED WAY PRIORITY:** Children are prepared to succeed in school and achieve good health. Families obtain financial stability.



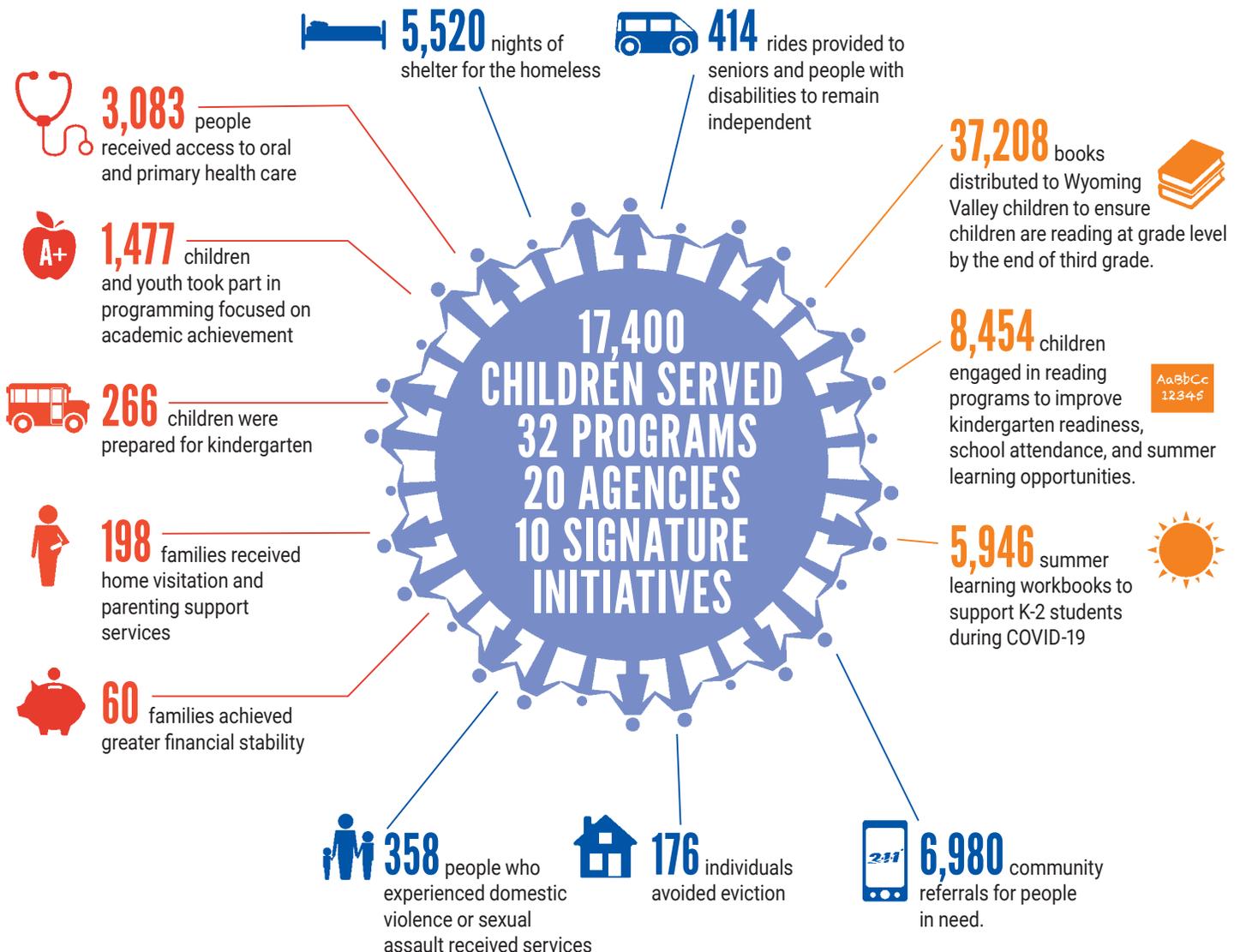
## SAFETY NET

**UNITED WAY PRIORITY:** Children, families and individuals have access to food, shelter and essential services.



## SIGNATURE INITIATIVES

**UNITED WAY PRIORITY:** Funding leveraged with partners at the national, state, and local level to reduce achievement gaps for low-income children.



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