Dear Friends,

In collaboration with many different partners, United Way of New York City continues to create sustainable solutions to our city’s most pressing problems. In this report, you’ll learn about the work undertaken during Fiscal Year 2009 (July 1, 2008–June 30, 2009)—a year of exciting change for our organization.

During the first part of our fiscal year, we convened hundreds of community stakeholders—nonprofit leaders, government officials, academics and funders—in a strategic planning process designed to help us identify the social issues and underlying causes that United Way of New York City is best able to address by capitalizing on our unique role as a bridge-builder between the public, private and nonprofit sectors. We wanted to chart a clear, focused direction for the next ten years. And we recognized that our strategies to achieve systemic change had to go beyond program development and administration. They must also include public education, technical assistance, dissemination of best practices, advocacy for policy changes, and more. In the latter part of the year, our new strategies in Education, Income and Health began to take shape, and we set a course for the next phase of community impact in New York City.

Thanks to the exceptional generosity of our donors and the outstanding commitment of our partners, thousands of New Yorkers benefitted from United Way–led programs in many of the city’s most impoverished communities. We continued to keep at-risk youth engaged in school, bring nutritious food to low-income neighborhoods, help individuals and families work toward financial stability, and ensure the viability of health and human service nonprofits.

United Way believes that everyone can play a part in building a better future for all. Through LIVE UNITED we invite all New Yorkers to help us shape community-wide change. You’ll see in this report that our partner organizations and our community have heeded our call to GIVE, ADVOCATE and VOLUNTEER.

The underlying root causes of New York’s most pressing issues must be addressed from a variety of angles over the long-term, but we must simultaneously make sure people get the short-term help they need as well.

Still, there is much work left to be done to ensure that all New Yorkers have the basic building blocks for a good life. Recognizing that, United Way of New York City will continue to mobilize our partners in tackling the underlying causes of complex problems across our community and creating measurable improvement in the lives of New York’s most vulnerable residents.

On behalf of all of us at United Way of New York City, thank you for your continued commitment and support.

Karen B. Peetz
Chair of the Board of Directors

Gordon J. Campbell
President & CEO
HOW WE WORK

United Way of New York City mobilizes the nonprofit, private and public sectors to improve lives, strengthen communities, and build a stronger New York City. We work to develop efficient, system-wide solutions to problems that yield measurable results, sustainable over the long term.

At United Way, we envision a thriving community—one in which every person is able to realize his or her potential by having the basic building blocks for a good life—Education, Income and Health.

WHY UNITED WAY?

The modern United Way is committed to accelerating enduring social change. We recognize that we are uniquely positioned at the convergence of community-based organizations, government, corporations, foundations, communities and individuals ready and willing to make a positive difference in our city. Our Action Areas—Education, Income and Health—align with the most pressing needs in our community.

Our EDUCATION initiatives ensure that children and youth have the foundation they need to enter school ready to learn and provide at-risk students with the critical support they need to overcome obstacles to learning and succeed in school.

Our INCOME initiatives help working families take control of their finances, manage spending and save for the future. They also ensure that those low-income individuals eligible for income supports get the assistance they need to provide for themselves and their families.

Our HEALTH initiatives increase health literacy and encourage improved health management and behaviors to reduce health and mental health disparities among low-income New Yorkers.

REDEFINING COMMUNITY IMPACT

In 2003, United Way of New York City refocused its efforts on how to address our city’s most intractable social issues through a new community impact model. In the fall of 2008, we assessed this model and began a six-month process to engage the New York City community to further refine our efforts in order to achieve and measure even greater success through increased collaboration. The resulting model—Community Impact 2.0—is designed to produce significant social change over the next 10 years by employing a program-to-policy approach. We will create and incubate initiatives with key stakeholders, measure the results and share the lessons learned, and work with the right partners to bring the work to scale and affect change at the policy level.
OUR WORK IN EDUCATION

Poverty, homelessness, violence and other barriers make it more challenging than ever for students to stay in school and get a high school diploma. Currently, two out of five public high school students in New York City do not graduate. Some go on to GED programs; many do not. As the public school system works hard to keep most students engaged and on a path toward college or trade school, it can’t possibly reach all vulnerable students.

Students are struggling and need help. United Way of New York City addresses this need by focusing on youth most at risk of dropping out—a group too commonly overlooked. We also seek to advance systemic change by focusing on critical gaps between the early education system and public schools.

IN THE COMMUNITY:
ENHANCING PROGRAMS, ACHIEVING RESULTS

Community Achievement Project in the Schools (CAPS)

United Way of New York City and the New York City Department of Education created Community Achievement Project in the Schools (CAPS) in 1990 as a grassroots approach to keeping vulnerable students in school. CAPS provides attendance improvement and dropout prevention services to students most at risk of dropping out—those who have not been reached by traditional methods.

CAPS services include one-on-one and group counseling, family involvement activities and support, and daily attendance monitoring and outreach. These services break down the barriers to learning and give students the opportunity to build relationships with responsible adults in a non-threatening environment. During the 2008–2009 school year, via 43 community-based organizations, CAPS served 10,688 youth from 100 public schools.

Focus Forward

In 2005, United Way of New York City developed Focus Forward to provide youth development in an after-school setting in support of UWNYC’s CAPS services. Students who have missed a lot of school are often behind in credits and in danger of not passing to the next grade. Focus Forward emphasizes credit-accumulation for students so they can recover credits and work toward graduation. Activities fall into three main categories:

• Academic: enrichment, intervention and support services, literacy through the arts projects, and science projects.
• Youth Development: arts enrichment, conflict mediation and recreation/sports.
• Higher Education and Career Exploration: high school and college readiness courses.

During the 2008–2009 school year, with the help of 34 community-based organizations, Focus Forward served 781 youth from selected CAPS schools. Of those 781, 416 were high school students who successfully recovered credits toward graduation requirements.
ON THE HORIZON:
DEVELOPING NEW INITIATIVES, FACILITATING CHANGE

Birth-8 Initiatives

Out of our strategy development with community stakeholders emerged the need for enhanced focus on the educational experiences of children from birth through age eight. During this critical time, several factors allow for young students to slip through the cracks between the early education and public school systems and lose gains they had made by attending early childhood education programs.

In 2009, United Way of New York City began preparations for a four-pronged demonstration program in three public elementary schools and five early care and education settings in a targeted low-income neighborhood in the South Bronx. Supporting Transitions from Early-education to Public School (STEPS) will be grounded on the birth-8 framework of child development and learning in order to strengthen learning environments and build effective transitions.

STEPS will:

- Align professional development across early childhood and elementary school systems on the developmental needs of children as viewed from a birth-8 perspective,
- Incorporate family engagement, empowerment and awareness of child development,
- Improve local coordination of community stakeholders around early childhood issues, and
- Advance citywide, system-wide reforms.
In addition to STEPS, three other components of UWNYC’s Birth-8 strategy were developed in 2009.

- The **Early Childcare and Education Fund** is a joint effort by private funders and public sector representatives focused on achieving systemic improvements in the quantity, quality and accessibility of early education services through collaborative grantmaking.
- Established in 2004, the **Professional Development Institute (PDI)** coordinates career development services for early education staff and ultimately seeks to increase the number of certified early education teachers in CBOs.
- The **Project Full Enrollment Training & Technical Assistance Program** provides assistance to childcare providers to help them adjust to a new reimbursement system imposed by the New York City Administration for Children’s Services. United Way of New York City and its partners will be offering free trainings and resources in marketing, finance and leadership development.

**PROGRAM-TO-POLICY**

**CAPS and Focus Forward: A Holistic Approach**

CAPS and Focus Forward are intended to work in conjunction with one another. Together they comprise United Way of New York City’s holistic approach to dropout prevention that includes case management to address barriers preventing students from attending school, paired with after-school activities to reconnect students to their school community while building on academic and social skills and enhancing motivation.

United Way is working with the New York City Department of Education to identify best practice and policy reforms that should be embedded in CAPS and Focus Forward programming for 2010 and beyond, as well throughout the public school system and in other services and supports for children and youth at risk of dropping out of school.
THE FACTS: CAPS & Focus Forward Get Results

- Since 1990, CAPS has provided services to more than 300,000 students and their families in more than 150 low-performing public schools.

- CAPS students with the greatest need for improved attendance made the greatest gains through the program.

- More than 70% of the CAPS students participating in Focus Forward have reported improving their attendance.

- 88% of Focus Forward participants reported that they experienced positive changes in all areas of school motivation and preparedness.

- More than 75% of Focus Forward students showed improvements in self-esteem and an increase in their self-confidence.
A stable income is one of the building blocks for a good life. But many people in our city do not have enough income to provide even the basics—food, rent, and utilities. And beyond that, during the current economic crisis, in a time when many must rely on savings just to get by, countless New Yorkers have no safety net.

United Way of New York City takes a strategic approach to fighting critical issues in our city. Through our Income Action Area, we help low-income families make ends meet by connecting them with income supports and resources. We give them the tools that will allow them to lead more financially stable and independent lives.

**IN THE COMMUNITY:**
**ENHANCING PROGRAMS, ACHIEVING RESULTS**

**MoneyUP**

United Way of New York City and The Financial Clinic launched MoneyUP in 2008 to help low-income New Yorkers determine their eligibility for and access the Earned Income Tax Credit, understand their finances, and begin to save for the future. Through free comprehensive financial services, including tax preparation, year-round financial coaching and legal services, MoneyUP provides low-income individuals and families with the tools they need to become more financially stable. Clients have the option to receive 12 to 18 months of one-on-one financial coaching to help them increase assets, decrease debt, improve their credit score, open a bank account, and achieve a financial goal.

MoneyUP also includes a skills-based volunteer component in which volunteers with math and accounting skills undergo comprehensive training to prepare tax returns or become financial coaches.

In 2008, MoneyUP volunteers and staff prepared 1,870 tax returns totaling $1,345,346 in federal refunds and a total of $2,045,652 to the client community.

**Food Card Access Project**

The Food Card Access Project (FCAP) facilitates and improves New York City residents’ access to the Food Card (also known as Food Stamps). Designed to ensure low-income people can afford nutritious food, Food Stamps are a significant tool for helping families stretch their budgets. However, not everyone who is eligible for this service uses it.

In 2003, United Way partnered with the Food Bank For New York City to help expand its successful Food Card outreach model. In FY 2009, seven community-based
organizations serving low-income communities conducted grassroots outreach with specialized computer software to work with individuals to determine potential eligibility for Food Stamps, assist with the application process, schedule appointments with the New York City Human Resources Administration and advocate if were barriers were encountered.

FCAP seeks to facilitate and improve New York City residents' access to Food Stamps and ultimately to enhance the lives and economic self-sufficiency of low-income individuals, families and communities. Since its inception, more than 125,000 people have enrolled in Food Stamps through FCAP. This figure accounts for a minimum of $129 million in Food Stamps dollars allotted to clients, resulting in at least $238 million in activity for the city.

My Door

Launched in 2008 as a two-year demonstration project, My Door addresses the interrelated economic, social, legal and housing challenges faced by survivors of domestic violence who are transitioning from shelter to building new lives. Each year, thousands of women who flee abusers and seek sanctuary in New York City's domestic violence shelter system have limited options when it is time to leave the shelter. With few employment opportunities, many women must make a difficult choice: face homelessness for themselves and their children or return to their abusers.

United Way of New York City, in partnership with the Office of the Deputy Mayor for Health and Human Services and the New York City Human Resources Administration, launched My Door to provide coordinated transitional and support services to families as they leave the city's domestic violence shelters. Survivors receive comprehensive case management, assistance with employment training, assistance in securing long-term living-wage jobs, access to income supports, and connections to legal, health, mental health and other services as needed.

In FY 2009, 81 families enrolled in the program, and 68 of those maintained permanent housing. Additionally, 70 children successfully avoided foster care.
ON THE HORIZON: DEVELOPING NEW INITIATIVES, FACILITATING CHANGE

PROGRAM-TO-POLICY

Housing Help Program

In 2005, United Way of New York City, in partnership with the Civil Court of the City of New York and the New York City Department of Homeless Services (DHS), launched the Housing Help Program (HHP)—a three-year demonstration pilot to address the comprehensive challenges facing families struggling to avoid eviction and homelessness. Specifically, HHP was designed to test the effectiveness of providing legal services, financial assistance, and social services to housing court litigants to prevent homelessness.

The results were very successful, with HHP preventing homelessness for 95.5% of its clients—some of the most at-risk families in New York. DHS is committed to incorporating best practices established by and lessons learned from the project in its future contracts with provider organizations.

My Door

Mayor Michael Bloomberg and New York City Human Resources Administration Commissioner Robert Doar are committed to using the results from the My Door pilot to shape New York City’s aftercare services to the more than 3,000 families who, each year, exit the domestic violence shelter system. One primary change will involve incorporating a financial management component into the typical shelter stay for all survivors.
PARTNERS IN INCOME

Food Card Access Project
Chinese-American Planning Council
Citizens Advice Bureau
Food Bank For New York City
Harlem Congregations for Community Improvement
New York City Coalition Against Hunger
New York City Human Resources Administration
New York State Office of Temporary and Disability Assistance
Partnership for the Homeless, Family Resource Center
Ridgewood Bushwick Senior Citizens Council
Seaman’s Society for Children and Families
Seedco
Sunnyside Community Services
Urban Justice Center

My Door
Liz Claiborne Foundation
New York City Human Resources Administration
The Norinchukin Foundation
Sanctuary for Families
van Ameringen Foundation
Viola W. Bernard Foundation

MoneyUP
Bank of America
BNY Mellon
Chinese-American Planning Council
The Financial Clinic
GMAC Financial Services
JPMorgan Chase Foundation
Nazareth Housing
Partnership for the Homeless

Housing Help Program
Adult Protective Services
BNY Mellon
Booth Ferris Foundation
Bronx Civil Court of the City of New York
BronxWorks (formerly Citizens Advice Bureau)
Legal Aid Services for New York City
Mizuho USA Foundation
New York City Department of Homeless Services
New York City Human Resources Administration
Women in Need

THE FACTS: Low-income New Yorkers

- One in four people living in New York City — approximately 2 million in total — do not have enough income and earnings to meet a basic family budget.

- Some New York City neighborhoods have 25% to 33% of residents living below the federal poverty level.
United Way of New York City believes that health is a fundamental need and understands the cost of poor health across our community. Currently, we’re concentrating our efforts on reducing the occurrence of diabetes, obesity and other diet-related diseases in low-income communities by working to increase access to healthy foods and to improve nutrition health literacy and physical activity for low-income children and families through existing food support programs. We’re targeting our work in New York City communities with disproportionately high rates of obesity and diabetes, and we’re working to advance a policy and advocacy agenda that increases the availability of fresh produce and nutritious food through food vendors in underserved communities.

IN THE COMMUNITY:
ENHANCING PROGRAMS, ACHIEVING RESULTS

Hunger Prevention and Nutrition Assistance Program

Since 1984, United Way of New York City has managed the New York State Department of Health’s Hunger Prevention and Nutrition Assistance Program (HPNAP). HPNAP is designed to improve the health and nutritional status of New Yorkers by providing support and grants for equipment, operations and food to 286 agencies and 385 program sites throughout the city.

HPNAP facilitates the strategic and cost-efficient deployment of up to 3.25 million fresh, nutritious meals a year to New Yorkers while simultaneously working to inform policy as it relates to improving the quality of food. UWNYC requires that partner organizations spend at least 15% of their grant on fresh or frozen produce. HPNAP also supports the operations of a citywide network of emergency food providers and improves consumer health by increasing knowledge and options in matters of food, nutrition and fitness.

Local Produce Link

Launched as a joint project of United Way of New York City and Just Food, Local Produce Link connects soup kitchens and food pantries in low-income communities with area farmers to purchase fresh local produce. An extension of HPNAP, the initiative offers cooking demonstrations that ensure agency staff and clients develop skills and confidence to create safe and nutritious meals using the produce. During the 2008 growing season, 31 emergency food providers purchased 132,068 pounds of fresh produce from New York State farmers.

Nutrition Resource Management

To ensure that clients are getting food products that comply with the most current national standards for good nutrition, HPNAP conducts educational workshops for emergency food providers. United Way nutritionists teach providers how to encourage healthy living, educate clients about proper nutrition, and ensure meals are culturally appropriate for their population.
United Way of New York City
REDEFINING COMMUNITY IMPACT

Critical Social Issue: Low-income New Yorkers fare worse on key health and behavioral health indicators than other New York City residents.

How We’re Working to Fix It: United Way of New York City will collaborate with local, city, state and national partners to...
• Increase access to healthy foods
• Improve nutrition literacy and physical activity for low-income children and families
• Help reduce the prevalence of diet-related diseases
• Increase the number of youth and adults who are healthy and avoid risky behaviors

PARTNERS IN HEALTH
City Harvest
Food Bank For New York City
Just Food
New York City
Human Resources Administration
New York City
Department of Health & Mental Hygiene
New York State
Department of Health, Division of Nutrition

ON THE HORIZON:
DEVELOPING NEW INITIATIVES, FACILITATING CHANGE

Urban Farms

While HPNAP and Local Produce Link significantly improve the nutritional value of emergency food provision citywide, there is still a great need for locally grown food in New York City. With this in mind, United Way of New York City will support the creation and expansion of urban farms.

The propagation of urban farms across our community is a logical extension of United Way of New York City’s new community impact work in health. Urban farms increase access to nutritious produce, which is especially important in the city’s “food deserts”—areas where there is little to no access to fresh produce and, not surprisingly, diet-related diseases abound. Urban farms also provide a forum for community-based nutrition education, and exposure to fresh fruits and vegetables has been shown to encourage healthy food consumption.

Harlem Breast Health Awareness Initiative

The Harlem Breast Health Awareness Initiative targets low-income women residing in the medically underserved community of Central Harlem and works to provide education on the importance of regular mammography screenings while increasing access to preventive health services. This helps to reduce the incidence of late stage breast cancer and increase chances of survival.

PROGRAM-TO-POLICY

Launched by the City of New York in May 2009, the Food Retail Expansion to Support Health (FRESH) program provides zoning and financial incentives to property owners, developers and grocery store operators in areas currently underserved by grocery stores. In these neighborhoods—sometimes called “food deserts”—residents have little to no access to low-fat dairy products and fresh produce and, consequently, their diets suffer. This city-wide policy change resulted directly from recommendations presented by the New York Supermarket Commission, co-chaired by United Way of New York City.
OUR WORK IN
STRENGTHENING NEW YORK CITY NONPROFITS

The nonprofit sector plays a critical role in the delivery of health and human services across New York City. United Way works with a range of nonprofit organizations—from large city-wide agencies to small, community-based groups—on a variety of projects and initiatives aimed at improving lives, strengthening the community, and building a stronger New York.

United Way of New York City has remained committed throughout the economic downturn to strengthen all New York City nonprofits and assist them in weathering the storm. We continue to offer a range of services and initiatives aimed at strengthening nonprofits, during these tough times.

IN THE COMMUNITY:
ENHANCING PROGRAMS, ACHIEVING RESULTS

Managing Through Tough Times

In May 2009, United Way of New York City presented two free learning events designed to provide community-based organization leaders with practical tools they could implement in navigating the ongoing economic storm. Nonprofit experts facilitated workshops on leadership, decision-making and fiscal management that encouraged participating executive directors, chief financial officers and board members to share and generate ideas that they took back to their organizations.

Community Grants

As part of our commitment to strengthen the nonprofit sector, United Way of New York City seeks to expand the range of supports that nonprofits can access and utilize to build their organizational capacity.

211/311

Nationwide, the phone number “211” provides free and confidential information and referral for help with food, housing, employment, health care, counseling and other services. Similarly, New York City offers the same hotline help as 211 through its popular 311 number. Beginning in 2008, United Way of New York City offered nonprofit health and human services organizations a series of free trainings to build practical skills related to providing information and referral services. The trainings were offered as part of United Way of New York City’s work with the City of New York to ensure that the functionality of 211 information and referral system is integrated into the City’s general 311 system.
Linkages Is Now BoardServeNYC

United Way of New York City’s collaborations with government result in positive changes that affect all New Yorkers. In partnership with NYC Service—Mayor Bloomberg’s office on volunteerism—UWNYC has expanded its long-running Linkages program into BoardServeNYC, an initiative that trains professionals to become effective board members and matches them with local nonprofits working to build their boards.

BoardServeNYC builds the capacity of nonprofits by preparing them to recruit, engage and utilize new board members who represent a cross-section of New Yorkers of diverse skills and backgrounds. The initiative seeks to recruit 500 New Yorkers for board service in 2010.

BoardServeNYC was launched in response to “NYC Service – A Blueprint to Increase Civic Engagement,” Mayor Michael R. Bloomberg’s plan to increase volunteerism and support nonprofits within New York City. The initiative marks one of many successful collaborations between United Way of New York City and the City of New York.

BoardServeNYC accepts applications from potential board candidates and NYC nonprofit organizations year round.

Visit BoardServeNYC.org to learn more.
United Way of New York City donors make a difference in our city. Support from individuals, corporate partners and foundations helps drive our efforts to improve the lives of thousands of low-income families each year.

Together we’re tackling the most pressing problems in our community, addressing the root causes of those problems, and advancing meaningful, measurable change in New York City.

16th Annual Gridiron Gala

On May 19, 2009, United Way of New York City, the New York Giants and the New York Jets presented the 16th annual Gridiron Gala at the Waldorf=Astoria. More than 1,000 corporate and community leaders, plus nearly 30 current Giants and Jets players, along with 20 football legends, attended the high-spirited event. Honorees included Hometown Heroes Eli Manning of the Giants and D’Brickashaw Ferguson of the Jets, as well as Community Quarterbacks Sam Palmisano, IBM Chairman of the Board & CEO, and David H. W. Turner, Thomson Reuters Chief Financial Officer, Markets Division. The event—now a New York City tradition—brought in more than $1.4 million to support United Way education initiatives that help New York City’s most vulnerable children and youth.

Top 25 Corporate Partners

ASSURANT  Bank of America  BNY MELLON  The Blackstone Group

Brown Brothers Harriman  Citi  Deloitte  DTCC  FedEx

HEARST corporation  IBM  Johnson & Johnson  JPMorganChase

Limited brands  macys inc  McKinsey & Company  MetLife

Mutual of America  National Grid  NBC Universal  New York & Company

New York Life  Pfizer  Procter & Gamble  Cooper's

LIVE UNITED TODAY. GIVE.

Give to United Way of New York City’s Community Action Fund, or give to one of these action areas: Education, Income, and Health.

Visit and click on DONATE NOW.
United Way of New York City offers many opportunities to advocate for a variety of issues. Our affinity groups and partner organizations invite New Yorkers to volunteer and network with like-minded individuals while they serve their community. Donating time and money to a cause is important, but doing so alongside others has a ripple effect.

**Women United in Philanthropy**

Women United in Philanthropy comprises accomplished women leaders who take an active role in making our city a better place to live and work. Women United provides its members with unique opportunities to network in a variety of settings and draw on their professional experience and creativity at volunteer projects. In 2008, Women United focused their philanthropic efforts in support of United Way initiatives that improve the quality of early care and education, help at-risk youth overcome barriers to attending school, and help young people make a successful transition to adulthood. Since 2006, the group has raised more than $2.5 million in support of United Way of New York City’s youth empowerment work. Their annual awards luncheon, The Power of Women to Make a Difference, has become a celebrated affair, in which Women United recognizes exceptional women leaders who are inspiring others through their careers and dedication to the community.

**Young Leaders Council**

The Young Leaders Council promotes philanthropy, education, volunteerism and leadership among young professionals across the city. Members are focused on transforming their communities through support of and involvement with the work of United Way of New York City. Young Leaders network and gain leadership experience by leading committees while volunteering their time in service to the community.

**Pipeline Early Care & Education Working Group**

United Way of New York City works with the Pipeline Early Care & Education Working Group to strengthen the early care and education of young African American males from birth through kindergarten in East New York, Brooklyn. The Working Group is one of five that make up Pipeline Crisis/Winning Strategies, an initiative established to engage the private sector in closing the social and economic divides for young black men in New York City.

**Live United Today. Advocate.**

One of the easiest—and most popular—ways to champion a cause is by spreading the word via Facebook. “Like” United Way or one of our affinity groups—the Young Leaders Council or Women United—or donate your status by using it to encourage your friends to get involved with United Way of New York City.
VOLUNTEER
DONATE YOUR TIME. LEND A Hand. OFFER YOUR SPECIAL SKILLS. VOLUNTEER. LIVE UNITED.

United Way of New York City is proud to connect people with opportunities to serve their communities. Each year we match dedicated, caring volunteers with the hundreds of community-based organizations we partner with on a daily basis. During 2008’s economic downturn, programs serving low-income people across the city became stretched to their limits. Not surprisingly, New Yorkers stepped up to lend a hand.

Skills-based Volunteerism

Skills-based volunteerism provides opportunities to those who want to utilize the skills they have gained in school and on the job to perform similar work in the community. United Way offers these special opportunities to individuals, as well as our corporate partners.

MoneyUP trains volunteers to provide tax preparation assistance and financial counseling to low-income people in the community. This initiative is ideal for people with experience in finance and accounting. [Read more about MoneyUP on page 8.]

BoardServeNYC

BoardServeNYC trains professionals to become effective board members and connects them to local nonprofits working to build their boards. [Read more about BoardServeNYC on page 15.]

Corporate Volunteer Projects

United Way of New York City works with corporate partners to design customized Days of Action—team-based projects that pair companies with partner agencies in one of our Action Areas—Education, Income and Health. Service opportunities may occur at a community-based organization or in the workplace and include a range of activities from beautifying a community space to assembling first-aid kits for homeless shelter residents to helping review resumes at a jobs skills workshop.

LIVE UNITED TODAY. VOLUNTEER.

We invite you to use your time, passion, skills and willingness to help to address New York City’s most pressing needs. The Mayor’s NYC Service initiative’s website—nyc.gov/service—developed in partnership with United Way of New York City, features hundreds of one-time and ongoing volunteer opportunities with nonprofits in New York City’s five boroughs. Search by ZIP code, your interests, skills you are able to offer, and more.
2009 Financial Highlights

2009 Revenue

- LOCAL CAMPAIGN: $28,269,413
- SHARE OF TRI-STATE: $16,411,955
- GIFTS IN KIND: $161,387
- GRANTS & CONTRACTS: $33,332,593
- Other: $2,945,346

TOTAL REVENUE: $81,120,694

[-] provision for unfulfilled pledges: $2,836,976

NET REVENUE: $78,283,718

[-] Supporting Services: $13,472,456
[-] Pension related charges: $2,752,981
[+] Dollars drawn from reserves: $9,208,971

TOTAL AVAILABLE FOR COMMUNITY INVESTMENT: $71,267,252

2009 Dollars Invested in the Community

- EDUCATION: $19,032,261
- INCOME: $12,847,912
- HEALTH: $7,757,140
- STRENGTHENING NYC NONPROFITS: $5,645,068
  Gifts directed by donors to individual agencies: $25,984,871

TOTAL INVESTED IN THE COMMUNITY: $71,267,252
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* as of April 2010