2017 REPORT TO THE COMMUNITY
Dear Friends,

The divide between low-income New Yorkers and their most affluent neighbors is widening. It is an incredibly difficult time for our most-vulnerable neighbors, and in neighborhoods of concentrated poverty, families are facing incredible challenges trying to cover the basics. Today, one in three people living in New York City are unable to afford housing, food, childcare, transportation, taxes, and healthcare.

Last year, United Way of New York City continued to fight for low-income New Yorkers and helped them make meaningful progress toward the pivotal milestone of self-sufficiency. Together, with our partners and donors, we deepened our commitment to creating a city where children and families are not just barely surviving, but are thriving.

As you browse through this report, you will see more than just numbers and statistics. You will see the faces of our impact and read their stories—all possible because of your commitment and investment to our City.

Through our cornerstone program ReadNYC, along with EducateNYC, FeedNYC, BenefitsAccessNYC, and BoardServeNYC, together we’ve made measurable impact in the lives of children and families. This year, we are thrilled to introduce you to Stephanie, Louis, Sharlene, Ashley, and Terrell, who will share their stories of how their lives have been impacted by UWNYC’s work.

But there is still more to do. We invite you to partner with us in building a City where all New Yorkers can dare to dream of an amazing future for themselves and their families, and meet the pivotal milestone of self-sufficiency.

Join the fight.

One of the most powerful words is IMPACT—creating tangible, significant, sustainable results. That’s what UWNYC aims to do every single day!

SHEENA WRIGHT
President & CEO

DONALD F. DONAHUE
Board Co-Chair

MICHAEL J. SCHMIDTBERGER
Board Co-Chair

SHEENA WRIGHT
President & CEO
**ABOUT UWNYC**

**WHAT WE DO AND HOW WE DO IT**

*United Way of New York City (UWNYC)* fights for the self-sufficiency* of every low-income New Yorker by taking on the toughest challenges and creating new solutions to old problems.

**We win** by helping families shift from surviving to thriving.

Across our City, there are hundreds of organizations, companies, and people hard at work helping New Yorkers with hunger relief, housing, education, and jobs—each tackling these issues independently and with their own approach. But no one organization can fight poverty on its own. Though well-intentioned, their work, done without coordination and alignment, can be inefficient and dizzying for low-income families to access the services they need when they need them.

But we know there’s a united way. That is why UWNYC maximizes our impact by aligning organizations, companies, local government, and New Yorkers to help families eliminate tough choices and live better while making ends meet. For nearly 80 years, UWNYC has mobilized the best ideas, relevant data, internal and external experts, and resources—from money to manpower—to create solutions that help families move farther faster toward self-sufficiency.

To move farther faster, UWNYC focuses on children and parents at the same time. Through our two-generation approach, we strategically support families as a whole. We help children seize their full potential—achieving key milestones along the way like reading on grade-level by third grade—while empowering their parents’ ability to build more stable homes.

---

*Self-sufficiency is the ability for someone to have enough income to cover their basic needs—food, rent, childcare, healthcare, taxes, and transportation.*
This year, UWNYC partnered with nearly 500 organizations working across the areas of hunger, homelessness, literacy, and workforce development. Thanks to this network of community partners, our collective strategies came to life in neighborhoods across New York City. Together, we implemented critical programs for low-income families.

### CHALLENGE

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Our Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 out of 10 children in NYC can’t read on grade-level.</td>
<td>UWNYC’s ReadNYC program empowered more than 800 students, 227 parents, 55 teachers, and 12 principals during the 2016–17 school year and summer to help improve the number of students reading on grade-level.</td>
</tr>
<tr>
<td>1.4 million New Yorkers lack reliable access to affordable, nutritious food.</td>
<td>UWNYC provided 3.4 million meals to hungry New Yorkers and packed nearly 5,000 healthy snack packs for food pantry clients.</td>
</tr>
<tr>
<td>4 out of 5 households in NYC are struggling to make ends meet even though they have one working adult.</td>
<td>UWNYC led 14 interview and resume writing workshops for 150 low-income or homeless job seekers.</td>
</tr>
<tr>
<td>More than two-thirds of poverty-stricken households do not possess a single book developmentally appropriate for a child under five.</td>
<td>UWNYC helped deliver one free book per month to the homes of 1,440 children under age five.</td>
</tr>
<tr>
<td>2.7 million New Yorkers can’t afford to cover the basics.</td>
<td>UWNYC connected nearly 62,000 households to critical benefits to help them make ends meet.</td>
</tr>
</tbody>
</table>

1 (Source: Center for American Progress)
UWNYC and our corporate partner the NFL teamed up for Hometown Huddle. Together, we transformed outdoor spaces and coordinated NFL Play 60 Fitness clinics for our ReadNYC students at Brooklyn Gardens Elementary School.

OCTOBER 2016

Our ReadNYC program celebrated National Summer Learning Day at the Mott Haven Branch of the New York Public Library. Children, parents, community leaders, and UWNYC volunteers from TD Bank and UPS came together for crafts and story time.

JULY 2016

Willis Towers Watson sorted and packed nearly 4,000 pounds of food for UWNYC partner Food Bank For New York City providing more than 3,000 meals for New Yorkers in need!

AUGUST 2016

UWNYC Young Leaders Council Executive Committee Member Ken Holley biked 110 miles from NYC to Philly to raise support for ReadNYC!

SEPTEMBER 2016

UWNYC partnered with 48in48 and nearly 200 volunteers to build 48 new websites for 48 New York nonprofits in 48 hours!

NOVEMBER 2016

UWNYC’s Local Produce Link (LPL) program, which brings local farmers’ fresh produce to NYC food pantries and soup kitchens, celebrated the 2016 growing season and delivered 280,000 pounds of fresh produce to hungry New Yorkers.

DECEMBER 2016
JANUARY
Young Leaders Council members dressed to impress at their Storybook Evening masquerade for a night of celebration and impact to help raise critical funds for ReadNYC!

FEBRUARY
UWNYC’s Community Building team coordinated a successful Tax Day for our ReadNYC families. 42 families received free tax preparation and financial coaching, which is critical to strengthening their ability to pay rent, buy groceries, or cover other essential expenses.

MARCH
UWNYC launched our citywide Spread the Words campaign with a Dr. Seuss-themed celebration at P.S. 179 in the South Bronx. At the event, our partner News Corp donated 13,000 books to our six Mott Haven ReadNYC schools, and News Corp volunteers spent the day reading to students.

APRIL
Women’s Leadership Council fashionistas and friends readied for the runway at their Lafayette 148 shopping event, which raised support for ReadNYC families.

MAY
UWNYC’s Young Leaders Council helped middle schoolers at East Bronx Academy for the Future get college and career ready—empowering kids to chase their dreams.

JUNE
Crain’s New York Business named Sheena Wright, our President & CEO one of their 50 Most Powerful Women.
ReadNYC is United Way of New York City’s signature collective impact program that is helping low-income families as a whole move from surviving to thriving. The program is built on UWNYC’s belief that getting a solid, quality education as a child is key to becoming a self-sufficient adult and caregiver. And for a child to get this type of education, they need strong schools, teachers, principals, parents, and neighborhoods. To empower children and communities, ReadNYC brings together corporations, government, philanthropy, and individuals to set and implement a comprehensive strategy that’s improving literacy rates and stabilizing homes.
OUR IMPACT ON SHARLENE

Sharlene moved to New York with her six-year-old daughter Tatiana in search of opportunity. As a single mom, she faced many challenges. Wanting to do what was right for her daughter, Sharlene searched for a place they could find comfort and support. She found that place at P.S. 179—one of United Way of New York City’s ReadNYC schools.

Sharlene was concerned when Tatiana didn’t want to go to school. She was shy, quiet, and lacked the educational foundation for kindergarten. But when Sharlene found ReadNYC, her worries melted away.

“The ReadNYC team welcomed me and my child with open arms,” Sharlene said. “They weren’t just teachers and educators, but extended family.”

Starting school not reading on grade-level, Tatiana was quickly enrolled in ReadNYC’s Expanded Day program and Once Upon a Summer—that helped build her confidence, independence, and empowered her with the information she needed to grow her education. Once reluctant to go to school, Tatiana now reads aloud in class and isn’t afraid to answer questions. More importantly, she has raised her reading level to above grade-level.

“Tatiana is really happy,” says Sharlene. “As a mom, it encourages me to do more. I’m driven to help her progress.”

As Sharlene empowered her daughter, UWNYC helped empower Sharlene. ReadNYC helped her with her own education by connecting her to adult education classes and working with her to understand her finances through financial coaching and budget trainings. And when we found out that Tatiana and Sharlene were residing in a homeless shelter, we connected her with all the necessary supports to provide her family with permanent housing.

“Thanks to ReadNYC, I’m more focused. I know what direction to go and where to get help if I need it,” says Sharlene. “I’m a better parent for Tatiana and I am proof that ReadNYC and United Way are helping families progress.”

THE RESULTS:

• ReadNYC empowered more than 800 students, 227 parents, 55 teachers, and 12 principals during the 2016–2017 school year and summer.
• ReadNYC provided more than 3 hours of additional learning time per day to more than 600 K–2nd grade students.
• Nearly 230 Mott Haven parents made progress toward self-sufficiency through financial empowerment and community referral programs.
• More than 190 students received free dental screenings and cleanings, because a child with dental problems can’t concentrate on school or homework.
EducateNYC is United Way of New York City’s community schools initiative, offering the supports and services needed to remove barriers and help students succeed.
IMPROVING ATTENDANCE IN STATEN ISLAND

Louis Bruschi is the principal of Staten Island’s P.S. 78 elementary school—one of United Way of New York City’s Attendance Intervention Dropout Prevention (AIDP) Community Schools.

P.S. 78 is located in a low-income community, on the same block as the largest housing project in Staten Island—where the average annual income is only $14,000. Neighborhoods of concentrated poverty, like this one, often create challenges for students both in and out of school, requiring school leadership to address needs beyond education—including mental and physical health, social and emotional learning, basic needs, and enrichment activities.

When Principal Bruschi first came to P.S. 78, they were in the bottom 20 schools—ranked 580 out of 600—in New York City for attendance in an elementary school. “There was a lot of work to do around instruction, formal systems, and attendance improvement,” said Principal Bruschi. “None of which could happen without our partner’s support.”

Thankfully, UWNYC partnered with P.S. 78 through our EducateNYC program. As a result, students received the critical social/emotional resources, more families were welcomed into the school community, and students learned to make school a regular part of their day.

United Way’s EducateNYC helped with more than just attendance. It empowered students to get involved in spelling bees, robotics, and athletics. Through regular school assemblies, students are recognized for their improvements in attendance and participation in activities. “They now understand that when you go to school you can be acknowledged for other successes,” said Bruschi.

All of this helped change the culture of the school. Today, P.S. 78 has increased 180 ranks for elementary school attendance—moving from 580 to 400 across New York City—and continues to improve.

“My favorite part about being principal is morning arrival,” said Bruschi. “I get to shake the hands and see the smiles of each student as they walk into school every day.”

THE RESULTS:

- UWNYC community partners provided more than 27,000 services—including after school, physical and mental health, art and culture, and youth development—across 45 AIDP schools.
- Nearly 6,000 students were engaged in Expanded Day Learning—keeping them learning beyond the normal school day to continue their academic success.
- More than 9,000 students received health and mental health services—ensuring they have the supports needed to advance their education.
- EducateNYC served more than 20,000 elementary, middle, and high school students and their families during the 2016–2017 academic year.
FeedNYC works to strengthen the capacity of emergency food providers to distribute healthy, fresh food to underserved neighborhoods across New York City. FeedNYC addresses the nearly 3 million New Yorkers who regularly have trouble affording healthy food and the 1.4 million New Yorkers who don’t know where their next meal will come from.
TERRELL AND FEEDNYC SERVING TOGETHER FOR THE GREATER GOOD

Five years ago Terrell’s parent took ill and required full-time care. Terrell had to leave his job to look after his parent, who was unable to be left alone. Experiencing an array of challenges, Terrell was fortunate to be introduced to Salem United Methodist Church Food Pantry—a beneficiary of United Way of New York City’s FeedNYC program. Being able to receive food weekly, Terrell viewed the pantry as a blessing.

“Receiving food from the pantry is such a tremendous help,” said Terrell. “And I enjoy getting things I would have never purchased myself. It is always a surprise and an unexpected treat to try something new.”

Sadly, Terrell’s parent passed away. While he is working to get back on track financially, he volunteers at Salem United Methodist Church Food Pantry, which has helped provide peace of mind, hunger relief, and healthy, nutritious food for his family. Every Friday, he helps unload the food delivery trucks, sorts and stocks the shelves, and serves nearly 200 guests receiving bags of groceries.

“Being a part of something for the greater good. Being able to support others. I would never have fathomed how much gratification I receive from serving my neighbors,” said Terrell. “It’s more than just handing out food. It’s a desire to value them—to provide hope and self-worth.”

Salem United Methodist Food Pantry has been a long-term partner of UWNYC’s FeedNYC program. They’ve received funding, food safety and nutrition workshops, and a grant to build a rooftop garden.

THE RESULTS:

In partnership with 400 community organizations, UWNYC:

- Distributed nearly $7 million in food support grants to more than 360 emergency food providers.
- Served 3.4 million meals across 360 emergency food providers.
- Distributed nearly 300,000 pounds of fresh, local produce to 48 emergency food providers.
- Conducted 15 nutrition, hands-on cooking, and food safety workshops.
- Awarded $30,000 through our Seed Grant for urban farming program, which improves emergency food providers’ access to fresh, healthy foods.
BenefitsAccessNYC connects families with critical assistance essential to becoming self-sufficient, including benefits such as the Supplemental Nutrition Assistance Program (SNAP), emergency food and shelter, healthcare assistance, transportation support, financial empowerment, and job-readiness opportunities to help New Yorkers move from surviving to thriving.
**IMPACTING THE LIVES OF STEPHANIE AND HER DAUGHTER**

Stephanie is a twenty-three-year-old single mom, who in the fall of 2016 desperately needed a fresh start. Her baby’s father had died a month earlier. She couldn’t find work. And she didn’t have her parents to turn to—her mom was deported and her dad passed away. Determined to build a better life, Stephanie decided to move with her daughter to New York City. “It’s supposed to be a place where you find yourself, live your dreams, and get to be a better you,” she said.

They made it to the Big Apple, but things didn’t go as planned. They found themselves alone and without enough money to cover basics like diapers, wipes, and a MetroCard. Stephanie and her daughter ended up in a shelter while she looked for a job that would let her build a more stable home.

At the shelter, she joined a job-training program to outfit her with the skills and confidence she needed. Through it, she met Carol, a United Way of New York City volunteer and TD Bank vice president. Carol helped Stephanie appreciate her inner strengths and career goals.

Admiring Stephanie, Carol asked her: “Have you ever thought of becoming a bank teller?” In fact, there was an open position at TD Bank.

Stephanie applied and got the teller job at TD, and it’s a job she loves, filled with opportunity. Within a few months, she even earned a promotion!

At United Way’s workshop, Carol gave Stephanie what she needed most—a caring community that believes in her. “When you feel like no one is on your side or nothing is going to fall in your favor...there’s a person like Carol, who does care and wants to see people do good,” said Stephanie.

---

**THE RESULTS:**

In partnership with nine community organizations, UWNYC:

- Provided outreach to nearly 62,000 households to inform them of benefits to which they may be entitled*.
- Filed more than 16,000 applications and enrolled nearly 11,000 households in the Supplemental Nutrition Assistance Program (SNAP)*.
- Referred more than 13,000 households in a range of public benefits*.
- Supported more than 20 agencies, providing financial assistance to families and helped more than 2,500 NYC families, receive emergency cash assistance to prevent eviction and loss of essential utility services**.

---

*Numbers for UWNYC’s Food Support Connections Program reflect the budget year of October 1, 2016–September 30, 2017.

BoardServeNYC connects nonprofit partners with talented and committed individuals who are eager to share their skills and expertise as board members. BoardServeNYC helps volunteers strengthen their leadership skills, impact positive change in high-need communities, and expand both their professional and personal networks.

FACES OF IMPACT: BOARDSERVENVY
ASHLEY’S PASSION FOR OUR COMMUNITY

**ASHLEY’S PASSION FOR OUR COMMUNITY**

Ashley works in risk management for a financial firm in New York City. Having a passion for community service, Ashley volunteered throughout her childhood and college studies on mission trips, alternative spring breaks, hurricane relief efforts, and STEM programs for youth. As an adult, Ashley knew there was more she could do, and as she helped her community, she would also help herself become a leader. Last winter, Ashley helped coordinate an event at her firm for employees to learn about local nonprofits and hear inspiring stories from panelists about their time devoted as board members. Little did she know, she would be one of the employees inspired to get more involved. It was there that she learned about United Way of New York City and BoardServeNYC. Before the night was over, Ashley was signed up and accepted into an upcoming BoardServeNYC program session.

“The training gave me a new appreciation for how much work, time, and energy it takes to be a valuable board member,” said Ashley. “Learning about the expectations for nonprofit board members—especially the need for a well-structured charter and the criticality of following local laws—allowed me to better understand the perspectives of my firm’s board members, and to prepare me to serve on a board myself one day.”

Today, Ashley is an active member of UWNYC’s Young Leaders Council (YLC) Executive Committee. Serving on the committee has helped her both personally and professionally, improving her leadership skills, public speaking, strategic thinking, and negotiation ability. Ashley has even served as a panel member for the YLC Impact Series where she shared her passion for helping the community, and helped motivate other young professionals to give back.

“The chance that sharing my story could influence just one person to go out there and do something positive for our City is a wonderful thing,” said Ashley. “The BoardServeNYC program and my experience volunteering with United Way of New York City has made me an overall better person.”

THE RESULTS:

- 139 people were accepted into the BoardServeNYC program
- 117 BoardServeNYC candidates received training
- 49 board members, including executive directors, received customized coaching
- 19 newly trained board members were placed
- 21 nonprofit boards trained in good governance
Our Signature Events

Each year, United Way of New York City hosts several exciting events that engage our partners, donors, and city leaders to provide them with the opportunity to meet the people whose lives we are changing and to see firsthand the impact we make together in New York City. In 2017, our events raised $3 million.

Storybook Evening

Central Park South

Each January, our Young Leaders Council (YLC) hosts Storybook Evening—an enchanting fairytale masquerade held at a penthouse overlooking Central Park. This event brings together young, philanthropic professionals dedicated to supporting our City. Donning their formal attire and intricate masks, YLC members and guests spend the evening indulging in hors d’oeuvres and champagne, all while they unmask their impact—raising more than $35,000 for our ReadNYC students.

11th Annual Power of Women to Make a Difference Award Luncheon

Cipriani, 42nd Street

As International Women’s Day critically activated communities across the world, our Women’s Leadership Council (WLC) brought the power of women together for their 11th Annual Power of Women to Make a Difference Award Luncheon.

Celebrating the achievements of outstanding female leaders—both corporate and philanthropic—this year’s honorees were Kriss Deiglmeier, CEO, Tides, Jacki Kelley, COO, Bloomberg Media, and Maroa C. Velez, Partner & Head of Service Delivery, Brown Brothers Harriman.

This event raised nearly $1 million and brought together nearly 600 guests who rallied with our WLC to fight for families, especially children, living in our City’s high-poverty communities.
For more than 40 years, United Way and the National Football League have worked together to improve the lives of young people across the country. Here in New York City, UWNYC, the New York Football Giants, and the New York Jets partner to impact children and families living in some our City’s most-challenged neighborhoods. Each year, we celebrate the impact of our partnership at the Gridiron Gala.

The 24th Annual Gridiron Gala was a tremendous success raising nearly $2 million. We honored Hometown Heroes, Mark Herzlich and Quincy Enunwa, Community Quarterbacks, Karen Peetz and Al Ronci, and MVP, George B. Irish.

Each June, our Young Leaders Council kicks off the summer season with their Summer Soiree. Sipping white wine spritzers while taking in breathtaking views from a rooftop overlooking Central Park, our YLC helped raise more than $50,000 for our ReadNYC program.

Throughout the year the YLC also hosted a variety of exciting and community-minded social events, such as happy hours, fitness events, and Brews & Books that together raised an additional $20,000 for ReadNYC!
**REVENUE**

- **Grants and Contracts**: $32,080,240
- **Special Events and Other**: $3,456,413
- **Workplace Campaigns and Individual Giving**: $26,302,759

**TOTAL REVENUE**: $61,839,412

**Supporting Cost**:
- Management and General: (9,903,231)
- Fundraising: (4,029,566)

**TOTAL AVAILABLE TO BE INVESTED IN THE COMMUNITY**: $47,906,615

**DOLLARS INVESTED IN THE COMMUNITY**

- **ReadNYC | EducateNYC**: $21,573,043
- **FeedNYC**: $8,784,192
- **BenefitsAccessNYC**: $2,532,826
- **BoardServeNYC, Capacity Building & Other Initiatives**: $2,064,168
- **Gifts directed by Donors to Individual Agencies**: $15,401,258

**TOTAL INVESTED IN THE COMMUNITY**: $50,355,486

**TOTAL NET ASSETS**: $9,619,134
WE FIGHT FOR THE SELF-SUFFICIENCY OF EVERY LOW-INCOME NEW YORKER BY TAKING ON THE TOUGHEST CHALLENGES AND CREATING NEW SOLUTIONS TO OLD PROBLEMS.