END POVERTY

Connect to the Cause

United Way of Greater Philadelphia and Southern New Jersey
POVERTY determines a child’s access to quality educational experiences, healthcare, nutrition and even life expectancy.
NEARLY 680K INDIVIDUALS—including 216K+ children—live in poverty throughout our region.

1 IN EVERY 2 CHILDREN
born into poverty will remain poor throughout their lives.

PHILADELPHIA IS AMERICA’S POOREST BIG CITY,
where 1 in 3 children live in poverty.

61K+ CHILDREN
in our southern New Jersey communities struggle to overcome lives of poverty.
MEET YANNA.

When Yanna was 5, her life changed in an instant. Her father was killed before her eyes, and she was kidnapped. Yanna was eventually rescued by her mother, who never spoke about what had happened, hoping her daughter wouldn’t remember. But she did remember, and after being expelled from various schools, Yanna landed at UrbanPromise Academy, a program of United Way Impact Partner UrbanPromise.

There, the trauma-informed staff recognized the need for specialized intervention and counseling and helped Yanna confront and heal from her trauma in a safe environment. Now, she’s back on track academically, with improved attendance and behavior.

GIVE CHILDREN A CHANCE TO REACH THEIR POTENTIAL. INVEST IN THE IMPACT FUND TO SUPPORT THE SUCCESS OF OUR YOUTH IN SCHOOL AND IN THE COMMUNITY.
CHILDREN LIKE YANNA RELIVE THEIR EXPERIENCE EVERY DAY. BUT WE CAN HELP THEM MOVE BEYOND THOSE EXPERIENCES. BY OPENING DIALOGUE AND CREATING SAFE SPACES TO CONFRONT TRAUMA, WE HAVE A DEEPER ABILITY TO MOVE YOUTH BEYOND TRAUMA AND INTO HOPE.

Jodina Hicks
Executive Director, UrbanPromise
CHILDREN SUCCEED WHEN THEIR PARENTS SUCCEED.

Break the cycle of poverty—support the Impact Fund.
Your investment supports a 2-generation approach TO BUILD YOUTH SUCCESS AND STABILITY FOR THEIR FAMILIES.

With your support:

90% of children will read on grade level by the end of third grade.

50K youth aged 15–24 will reconnect to school or work; we will prevent 16K from falling off track.

We will help 300K individuals overcome poverty and prevent 300K more from slipping into its cycle.

Investments in health and basic needs will also be made to support and advance these outcomes.

Note: projected outcomes anticipated by 2030
LEADERSHIP GIVING

We hope you will consider making a Leadership investment in United Way at one of the following levels:

<table>
<thead>
<tr>
<th>LEADERSHIP</th>
<th>VISIONARY CIRCLE</th>
<th>TOCQUEVILLE SOCIETY</th>
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- Invitation to *Leaders Lead* Speaker Series and Other Leadership Events  
- Updates on Impact of Your Investment  
- Invitation to Join Leadership Affinity Networks  
- Recognition in Local UWGPSNJ Publications  
- Invitation to Annual Flower Show Reception  
- Invitations to Other Gatherings with Fellow Community Leaders and Philanthropists  
- Opportunities to Visit Program Sites to Engage with UWGPSNJ’s Impact Work

KIND SOCIETY

The Kind Society is a Leadership recognition society that celebrates donors who make a significant investment of $1,000 or more in our Impact Fund. The Society honors the remarkable generosity of the late Patricia and Philip Kind, who supported our efforts to break the cycle of poverty across the region for more than 60 years. Kind Society members are invited to special social and volunteer events throughout the year.
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- **VISIONARY CIRCLE** $5,000–$9,999
- **TOCQUEVILLE SOCIETY** $10,000 or more

Invitation to Leadership Speaker Series and Other Leadership Events

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**LEADERSHIP STEP-UP PROGRAMS**

We are pleased to offer you the opportunity to make a larger investment in the community and reach a new level of giving through one of the step-up programs listed below. You can make a commitment now to increase your annual gifts to United Way over three years and be recognized at the full giving level from year one. The Cawthorn Visionary Circle and Haas Tocqueville Step-Up programs have been generously endowed by Robert E. Cawthorn and John C. Haas, respectively. All gifts from Cawthorn and Haas are directed to United Way’s Impact Fund.

**LEADERSHIP STEP-UP**

- **Your Gift**
  - $750
  - $850
  - $1,000

  - **Year 1**
  - **Year 2**
  - **Year 3**

**CAWTHORN VISIONARY CIRCLE STEP-UP**

- **Your Gift**
  - $2,500
  - $1,500

- **Match**
  - $1,500

  - **Year 1**
  - **Year 2**
  - **Year 3**

**HAAS TOCQUEVILLE STEP-UP**

- **Your Gift**
  - $5,000
  - $2,500

- **Match**
  - $2,500

  - **Year 1**
  - **Year 2**
  - **Year 3**

FOR MORE INFORMATION OR TO SIGN UP FOR ONE OF THESE PROGRAMS, PLEASE VISIT: unitedforimpact.org/leadership

**CALL:** 215-665-2598  **OR EMAIL:** stepupprogram@uwgpsnj.org

Follow us @PhillySJUnited

Don’t forget to follow along with the Impact Fund progress at unitedforimpact.org
POVERTY TRAPS FAMILIES FOR GENERATIONS AND LIMITS OUR CHILDREN BEFORE THEY EVEN HAVE A CHANCE TO SUCCEED—BUT YOU CAN MAKE A DIFFERENCE.

When you help a child read on grade level by the end of third grade, you give her a **better chance to graduate high school**.

When you help a 16-year-old complete his GED or a 22-year-old hold a steady job, you give him tools for success and help him stay out of trouble.

When you help a family overcome poverty, you give their children a brighter future and strengthen our community for the long term.

When you invest in United Way’s Impact Fund, you break the cycle of poverty.

Join us and help end poverty. Invest in the Impact Fund today!

**GIVE.**

**ADVOCATE.**

**VOLUNTEER.**

Thank you!