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United Way of Pennsylvania
www.uwp.org

2018 Key Accomplishments

- Initiated a VISTA program with UWP serving as the aggregator to allow United Ways to scale projects which leverage VISTA Resources for their communities while sharing costs. Two United Ways joined in the first year of the project, with three more applying to join for 2019. The UWP VISTA project also provides support to recruit VISTAs help sites meet their VISTA program training requirements.
- Executed a Memorandum of Understanding with United Way of Northern New Jersey to bring the ALICE® project to Pennsylvania. ALICE stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, and will provide every county in Pennsylvania with a set of data to describe how many people are working but not earning enough to meet their basic needs. To date, twenty-six local United Ways have become full-participating members of the ALICE project. In addition to increasing awareness, this project offers the United Way network in PA an opportunity to unify how we talk about what we accomplish in our communities, to lift the brand, and to collaborate on solutions that help move ALICE along a path to financial stability. The report will launch in the third week of June, 2019
- Advanced statewide 2-1-1 by:
 - Securing a second annual appropriation for 2-1-1 in the amount of \$750,000 in the FY 2018-2019 state budget and a 2-1-1 line item
 - Distributing \$450,000 of the FY 2017-2018 appropriation to regional 2-1-1s to support increased quality of the 2-1-1 service across the state by investing in 2-1-1 center capacity to handle calls and keep accurate, up to date data. The remainder of the funds are supporting statewide 2-1-1 coordination, a new statewide “secret shopper” quality monitoring program, conversion to an updated statewide database software, a statewide texting contract, and completing the statewide network.
 - Partnering with the 33 county Eastern Region Continuum of Care to provide coordinated entry services to people who are homeless or immediately at risk of becoming homeless. Over 6,000 people have contacted Coordinated Entry since that date, over half of whom (3,333) were assessed for literal homelessness and placed on a prioritization list for housing interventions. As a result of using a single “front door” for people in crisis to access housing and services, the system now has better data to prioritize scarce resources and target services where they are needed the most.
 - Convening a merger design team, with representatives of UWP and PA 2-1-1, to draw-up the future of an integration between the two organizations. Both boards vote on this plan in December, and then more information will be shared with

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both networks.

- As a governing partner of the Pre-K for PA campaign, UWP was part of a successful advocacy effort to secure an additional \$25 million in funding which led to 2615 kids gaining access to high quality Pre-k and Head Start programs, while 430 half-day slots were converted to full-day opportunities. UWP's effort included \$44,000 in subgrants to local United Ways to support advocacy in strategically targeted counties, and the recruitment of more than 40 visible, influential community leaders from business, banking, higher education and philanthropy who are willing to join our advocacy for more high quality early childhood education for at-risk kids. The commonwealth now invests double what it did at the inception of the Pre-K for PA campaign, which so many local United Ways have supported over the last five years.
- Coordinated network advocacy on state and federal legislation, including the PA state budget, 2-1-1, Pre-K, predatory lending, the charitable giving deduction and the Supplemental Nutrition Assistance program in the Farm Bill. Outcomes of these efforts include:
 - A second appropriation of \$750,000 in the 2018-2019 state budget, and a line item for 2-1-1
 - Increased funding for Pre-K and Head Start
 - Senatorial visits and contacts in support of restoring the charitable tax deduction for all Americans, regardless of income, positioning our issue for future tax reform clean-up legislation.
 - Stopped state legislation which would have created a new avenue for payday lenders to do business in our state and undermine PA's strong anti-payday lending laws
 - Formed strong relationships with non-traditional partners around SNAP advocacy, placed 10 earned media spots highlighting the benefits of the current program, and built relationships with our congressional delegation around the needs of SNAP recipients with emphasis on the strong piece of bipartisan Senate legislation which will strengthen SNAP.

Our advocacy tactics also included a successful Hill Day which engaged 16 local United Ways in visits to more than 40 legislative offices, including leadership of all four caucuses, in support of our network's legislative priorities.

- Increased free training opportunities by providing 10 webinars to UWP members on topics related to fundraising, public policy, the Census, diversity, workforce development and the VISTA project. UWP also hosted a very successful statewide conference in Erie, PA, which was approved for flex credits based on relevant and strategic content for the network. Fifty-four local United Way staff from 28 United Ways participated.

Looking Ahead to 2019

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In addition to maintaining and building upon our progress on advocacy, advancement of 2-1-1, and training and education benefits, UWP members can look forward to the following:

- Unification of the currently independent nonprofit PA 2-1-1 organization with United Way of Pennsylvania
- Launch of the United Way of Pennsylvania ALICE report, which will put United Ways in a solid leadership role on behalf of people who are essential to our communities, struggle to meet their basic needs, and live one emergency away from poverty.
- Ramped up advocacy for public investments in high quality services that benefit infants and toddlers from birth through age 3, including efforts to support the workforce that is essential to provide these services.
- Opportunities to meet and collaborate with other member organizations through regional meetings which will be facilitated by United Way of PA
- Continued valuable training opportunities via webinar and at UWP's annual conference June 5-7 in State College, PA.

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