



GIVE. ADVOCATE. VOLUNTEER.

United Way
of Pennsylvania

2019 Key Accomplishments

- Drove a total of \$465,000 in funding out to Local United Ways and 211 partners via:
 - \$400,000 to support 211 operations at the regional level
 - \$40,000 in advocacy subgrants to communities represented by legislators who are key to increased Pre-K Investments
 - \$9500 in funding from the Land O' Lakes Foundation to address hunger
 - Roughly \$15,000 for local United Ways to host community engagement sessions as PA competes for funding from a national funder to achieve policy change which will support children from low income families (200% of federal poverty level or below).
- Secured an OMG Books Grant award, in Partnership with PA Public Media, which will help deploy approximately 50,000 books to disadvantaged children in communities across the state. Thirteen local United Ways took advantage of this opportunity, and the value to Pennsylvania communities is approximately \$170,000.
- Launched the United Way of Pennsylvania ALICE® project with the support of 32 local United Ways across the state. 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. As a result of that launch, the network received:
 - Statewide media coverage – television, newspaper and radio which elevated the work and relevancy of United Way in our state: clips are available here <https://www.uwp.org/alice/alice-media-clips/>
 - A comprehensive toolkit to bring ALICE's story to life, including videos, talking points and training for local United Ways, an online ALICE simulation and camera-ready resources including social media content.
 - A statement from the Governor of Pennsylvania thanking United Way for taking leadership on the ALICE study and framing up his policy priorities in the context of support for ALICE
 - Ongoing learning community which is surfacing opportunities to scale initiatives to support ALICE while giving United Way staff a place to network, collaborate, and share their journey towards helping ALICE.
- Completed work for a merger of UWP and PA 211 to take effect on January 1, 2020. PA 211 will become a subsidiary of UWP, with UWP retaining majority control of the PA 211 board and certain reserve powers for the organization. The PA 211 board will oversee the strategy for statewide PA 211, and will recommend a budget and strategic plan for

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the organization.

- Secured capacity for eight AmeriCorps VISTA Members at 5 local United Way sites and partnered with LUWs to successfully fill two of those VISTA positions in 2019. United Way of Pennsylvania is recognized as a key convener of Local United Ways across the state and as a key partner for CNCS. CNCS and United Way of Pennsylvania are looking towards future changes that will aid our local United Ways in filling their VISTA positions while continuing to assist our United Ways in submitting strong projects to CNCS.
 - In 2018, CNCS approved two of the five projects submitted to them in the United Way of Pennsylvania Portfolio. In 2019, we were thrilled to have all five of our project sites approved! Even though recruiting VISTAs has proved challenging across the state, we are proud to represent a diverse, strong portfolio of VISTA projects focused on early childhood education, K-8 education, responding to the opioid epidemic, and providing key emergency services and accurate referrals to partners.

- Advanced statewide 2-1-1 by:
 - Completing statewide coverage for PA 211.
 - Securing a third annual appropriation for 2-1-1 in the amount of \$750,000 in the FY 2019-2020 211 line item for the state budget.
 - Adopted a fresh, new brand standard for 211 which includes language to articulate the core benefits of the service
 - Distributing \$400,000 of the FY 2018-2019 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 manage data. The remainder of the funds are supporting statewide 2-1-1 coordination, costs associated with a new statewide database and ongoing statewide contracts for texting and a quality monitoring program.
 - RFP for statewide database provider – PA 211 selected a new 211 software vendor, RTM Designs, to increase our capacity to exchange data with other organizations via APIs, to improve public searching and to give the 211 team new tools for texting with customers. An RFI was sent to 10 providers and an RFP was then sent to a select group. 211 regions reviewed responses, tested products and ultimately selected RTM Designs and will begin to use the new software on January 1, 2020.
 - Statewide Xzam contract for independent quality assurance in all PA 211 regional contact centers. The AIRS benchmark score for external QA is 75% and the PA 211 network currently exceeds that with a score of 85%.
 - Implementation of followup by text – What happens after 211 makes a referral? 211 wants to know as do our funders so 211 has implemented a followup by text process that sends a quick text several days post-referral to learn if the caller contacted the agencies and what happened.

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- Coordinated Entry – As we approach the two-year mark of providing coordinated entry services to the Eastern Continuum of Care's 33 counties, we expanded to more counties! PA 211 regions will now be providing Coordinated Entry services in Chester County and to the 20 counties of the Western Region Continuum of Care.
 - Census – UWP and PA 211 want everyone to be educated about the upcoming Census. A weekly brief informational text is being pushed out to those who opt-in for the messages by texting PACOUNTS to 898-211.
 - Advocating for PA 211 to be the community data resource partner for a statewide resource referral tool planned by the PA Department of Human Services in an on-going RFI which may lead to a procurement.
- As a governing partner for the Start Strong PA campaign, UWP advocated for public investments in high quality services that benefit infants and toddlers from birth through age 3. This includes funding for child care so that more kids can have high-quality care while parents are working. The budget cut state resources for child care while increasing federal dollars for an overall increase. In the future, we will advocate for more state funds to help meet a variety of work force challenges impacting ALICE.
 - As a governing partner of the Pre-K for PA campaign, UWP was part of a successful advocacy effort to secure an additional \$30 million in funding which will provide approximately 2200 more at-risk kids with an opportunity to attend high-quality Pre-K, and 465 more kids to be served in Head Start. Public funding for pre-K has more than doubled in the Wolf administration.
 - Coordinated network advocacy on state and federal legislation and regulations, including:
 - SNAP
 - Proposed overtime rule changes in PA
 - House Bill 71- Housing
 - Chapter 49 of the Education Code- Certification change proposal
 - H.R. 1- tax on nonprofits for parking
 - Federal Poverty Level
 - VITA Permanence Act
 - Earned Income Tax Credit expansion
 - Provided frequent, valuable training opportunities to our members in easily accessible formats. UWP hosted:
 - Eight webinars for the full membership of United Way of Pennsylvania. These webinars focused on high-profile community needs such as the opioid abuse epidemic and high-quality childcare, new technology innovations for United Ways, advocacy strategies, and statewide initiatives and programs.

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- Seven webinars for United Ways who have invested in the United Way of Pennsylvania ALICE Project. These webinars prepared local United Ways to launch the report in June and are helping our members make the most of the ALICE Project going forward.
- The 2019 Annual Conference and ALICE Bootcamp. Nearly 100 United Way staff members and volunteers attended the 2.5 day educational and networking event. This is almost a third more than attended our 2018 Conference!

Looking Ahead to 2020

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:

- Opportunity to support a re-refresh of Pennsylvania ALICE data, which is scheduled to be released at the end of 2020.
- A comprehensive strategic planning process for UWP with opportunities for member input.
- Expanded Hill Day advocacy opportunity to bring women's affinity groups to participate in legislative meetings, learning sessions and networking events on April 13 and 14th.
- More coordinated work around ALICE to achieve the following goals:
 - Increase the understanding and pervasiveness of ALICE data so that it becomes part of the vocabulary of more policymakers, United Way partners, other community leaders and the public while maintaining United Way's leadership role for ALICE.
 - Make strides on concrete policy initiatives to support ALICE's path to financial stability.
 - Increase collaboration of our United Way network through the ALICE learning community.
 - Begin to scale new impact programs that support ALICE's path to financial stability, supported by public and private partners.
 - Empower ALICE to tell their own story, and engage ALICE as well as people who care about ALICE in our advocacy priorities that impact ALICE's quality of life in PA.
- Mark your calendar for UWP's annual conference June 3-5 in Lancaster, PA. United Way staff and Board members are all welcome to attend!

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