



2021 Key Accomplishments

Enhancement of PA United Way Network's Impact and Leadership

- Serving as the lead partner for the COVID-19 LIVE PA grant, a partnership with the Wolf administration to help faith-based and community-based organizations get hard-to-reach populations vaccinated against COVID-19. This helps elevate United Way's brand, increase our work in health equity, and sets a precedent for United Way to assist where statewide reach is needed with strong connections to local organizations.
- Secured a \$100,000 mini-grant from the Pritzker Foundation to support our network's priority for a state level Earned Income Tax Credit by educating decisionmakers and the public on the impact of EITC. The grant includes funds for an economic impact study of an EITC in Pennsylvania by Cynthia Osborne and her team at the University of Texas. The report will be highly effective to advance our signature public policy initiative in 2022.
- Launched the 2021 ALICE Refresh report in January 2021 that included updated 2018 data. Launch included the release of the first COVID-19 Impact Survey from August 2020 with over 1700 respondents. UWP conducted a second COVID-19 Impact Survey in March 2021 with over 2700 respondents. Over the year, UWP staff presented ALICE to over 20 external groups including legislative staff, large conferences, and panels.
- Launched Resilient PA, with support from United Way of Greater Philadelphia and Southern New Jersey, to focus on expanding trauma-informed communities in PA. Resilient PA has built a steady, reciprocal relationship with HEAL PA to help make connections between experts and grassroots advocates for trauma-informed care. The two organizations now share a web site hub to support communities in their work (www.resilientpa.org) and UWP is working to secure a legislative champion for trauma-informed care in each of the legislative caucuses.

Supporting LUW Members

- Organized a DE&I and cultural humility training with more than 150 PA United Way staff and volunteers making a commitment to this 8 hour training which places them in a position to begin leading their communities through DE&I. The UWP board has also taken steps to form our own DE&I committee and made a firm commitment to ensure DE&I is a constant presence in our work.
- Focused on making connections and collaboration easy through learning cohorts that share knowledge on community impact, resource development, shared services, VITA, DE&I, and other major projects. We also continue to focus on connecting members on our bi-weekly member meetings and through regional initiatives.

- Hosted a successful virtual conference attended by 86 local United Way staff and volunteers to discuss resource development, strategic planning, and the future of post-COVID-19 success.
- Strengthening our network and supporting leadership transitions by ensuring frequent contact opportunities with new Executive Directors. These office hours will allow UWP to create mentorship opportunities, ensure transition of network knowledge, and assist during the transition period.

Policy and Advocacy for PA Network Priorities

- Helped the Pre-K for PA campaign secure an increase of \$30 million total for Pre-K Counts and Head Start Supplemental to provide access to more than 3200 new children. Along with our partners in the Start Strong PA campaign, we also developed recommendations and advocated for more federal funding to support the child-care industry, using our ALICE data and partnerships with the business community to help support this advocacy.
- Served as a steering partner for the [PA Pre-Natal to 3 Collaborative](#) which is focused on increasing access to high quality services for children from families with incomes at 200 percent of the federal poverty level or lower. UWP serves as the parent engagement lead and in 2021 helped to organize ten parent feedback sessions, supported the launch of a parent leadership learning cohort, and created a parent newsletter for the collaborative.
- Maintained \$750,000 in PA 211 funding from Pennsylvania's General Assembly and increased the base of legislative support for additional state funding by finding new legislative champions in the PA House Republican caucus.
- Launched a United-Way led initiative to create a state-level Earned Income Tax Credit. The effort includes a coalition of supporters, lead sponsors on the legislation and bills to be introduced before the end of the year.
- Partnered with the UWW team to advocate for the American Rescue Plan, Build Back Better, enhanced Child Tax Credit, and expanded Earned Income Tax Credit. In addition, the UWP and UWW team have collaborated on the HELP Act and Congressional earmark requests.
- Organized and mobilized the collective PA network's voice in state and federal advocacy through calls to action, a state Hill week (12 local UWs participated, reaching 25 legislators) and federal Hill Day (6 local UWs participated, reaching 6 Congressional reps).

PA 211 Quality, Consistency, Innovation - Serving Unprecedented Need

- Launching statewide web chat for all Pennsylvanians, available at www.pa211.org. The initial portion of the chat flow is automated, using artificial intelligence to help extend PA 211's capacity.
- Developed a statewide 211 style guide: collaboratively with curators from all regions so that records in the database are clear, consistent and cohesive across the state with everything from punctuation to grammar.
- Selected Revation's "LinkLive" as the communications platform for PA 211's East, Northeast and South Central regions. Revation's history of providing secure, cloud-based communication, and AI tools to the healthcare and banking industries was a critical factor in

this decision. LinkLive will allow us to build an internal QA process that is agent and coach driven, deliverable in real time, and adaptable to agent skills.

- Executed a continuous improvement process for pa211.org, so PA 211's database of community resources is easier for Pennsylvanians to use to connect to the help they need.
- Created [Top Resources](#) pages and [Housing Resources by County](#) tool, to help facilitate the search process for web and chat users.
- Reached over 340,000 web users (as of 11/17/21) and distributed over 200,000 promotional items to more than 50 organizations, so that more Pennsylvanians will be able to connect to help.
- Provided \$400,000 in grants to regional 211 providers from state funding secured in the FY 2020-2021 state budget.
- Negotiated an agreement between PA 211 and regional 211 providers to set policy which will govern the leasing of community resource data to entities who recognize the value of 211's curated data base, and deep local community connections with the goal of generating financial resources for the 211 system.