



2022 Key Accomplishments

Enhancement of PA United Way Network's Impact and Leadership

- Strengthened our relationship with the Eastern PA CoC through Coordinated Entry to better serve the 33-county footprint and provide fiscal support to the programs that serve individuals experiencing or at imminent risk of homelessness in our state. UWP and PA 211 are currently included in six unique projects that will increase housing stability.
- Hosted trauma-informed trainings that are available to all community members across the state in partnership with Collectively Rooted and HEAL PA.
- Launched the UPMC For You Social Determinants of Health Project to address the needs of Medicaid customers across the Commonwealth with a goal to improve health outcomes
- Launching a co-branded resource site with a partner in the health insurance field, a model which can be replicated and modernizes the concept of a printed resource directory.
- Mobilized network representation at the request of the White House to discuss how local United Ways leveraged CARES and ARPA funds to support their communities in the face of disasters, from severe flooding to the economic impact of COVID-19.
- Served as the lead partner for the COVID-19 LIVE PA grant to distribute over \$600,000 into local communities with a goal to increase immunizations for hard-to-reach, vulnerable populations.
- In calendar year 2022, UWP conducted a total of 12 ALICE trainings and presentations to local United Ways, their affiliates and community partners.

Supporting LUW Members

- Organized and facilitated a Diversity, Equity, & Inclusion implementation cohort
- Hosted a successful in-person conference in State College
- Received and administered a grant that was distributed to LUWs to address Food Insecurity in their communities
- Develop collateral materials for United Way programs and distributed for local customization and promotion

Policy and Advocacy for PA Network Priorities

- Developed a data-driven strategy and secured a one-time \$4 million investment in PA 211 in addition to the annual \$750,000 allocation for a total of \$4.75 million.
- Released the Earned Income Tax Credit fiscal impact study, entitled, "Pennsylvania State EITC: A Benefit-Cost Analysis," on January 28, 2022. The report was utilized to develop a strategic plan to urge the PA General Assembly to implement a state Earned Income Tax Credit in Pennsylvania.
- Lead efforts to gather a variety of bipartisan support for House Bill 2382 (White) and Senate Bill 1082 (Scavello), which resulted in a Earned Income Tax Credit nearly being included in the final 2022-23 Commonwealth Budget.

- Helped the Pre-K for PA campaign secure an increase of \$79 million total for Pre-K Counts and Head Start Supplemental to provide access to more than 2,300 new children. Along with our partners in the Start Strong PA campaign, UWP supported enhanced funding for Child Care Works, which totaled \$25 million supporting nearly 161,000 children across the Commonwealth up to 300% FPL.
- Engaged in advocacy efforts to support the adoption of Senate Bill 522, which increases lead testing, establishes a public health information campaign, and requires health insurers to cover at least one blood lead level test per pregnancy based on risk factors.
- Organized and mobilized collective PA Network's voice in state and federal advocacy in calls to action, a state Hill week (16 local UWs participated, reaching 51 legislators) and federal Hill Day (4 local UWs participated, reaching 3 Congressional Reps. and 2 Senators).

PA 211 Quality, Consistency, Innovation - Serving Unprecedented Need

- Call and text totals. From January 1, 2022 through November 30, 2022: 845,660 people accessed the PA 211 database of community resources on pa211.org and 2,262 live chat sessions were conducted.
- Investing additional state funding in a variety of technology enhancements and staff capacity increases to better equip PA 211 to effectively and efficiently serve increasing numbers of Pennsylvanians who turn to PA 211 for help. This includes:
 - A chat language translation tool which makes it easier for English-speaking resource navigators to communicate with customers in their preferred language
 - Improved data dashboards to share with community PA 211's real-time needs data,
 - Resource database cleanup to improve experience with PA 211 in digital channels.
 - A partnership with Listen4Good to build out a quality customer feedback loop and design collection of demographic data from PA 211 contacts
- Expanded and improved the suite of tools available to help promote PA 211, including short-form social media videos, an agency newsletter with statewide updates and customized regional contact for community-based organization partners, and a pro-bono partnership with Penn State Health for material printing which helps expand our ability to provide free printed 211 marketing materials to any community partner who requests them.
- Launched web chat on pa211.org for PA 211 customers to engage with PA 211 resource navigators and to serve more people who prefer chat customer service.
- Aligning cross-region job descriptions and training/onboarding for PA 211 resource navigators to improve consistency and simplify back-end responsibilities for PA 211 contact center providers. Created a central PA 211 job page to promote open positions for the whole system.
- Implemented HIPAA Compliant Security and Privacy policies to ensure customer data is protected and to allow us to expand our partnerships with healthcare entities.
- Updated the PA 211 strategic plan, with an increased focus on customer experience. Modernized the 211 regional provider agreements which set forth the expectations of PA 211 and each regional provider in order to support a quality and consistent statewide service.
- Managed the Information & Referral Training Scholarship available to all Information & Referral professionals across the state. Through this scholarship fund, seven individuals were able to attend the AIRS Conference in Oct 2022.