**2023 Key Accomplishments**

**Amplification of PA United Way Network’s Impact and Leadership**

* Launched updated ALICE data, including the updated ALICE Essentials Index with advance training provided to LUWs. UWP also supported a total of 10 ALICE community conversations or trainings in partnership with our local United Ways; conducted 9 presentations to statewide partners who reach partners including county commissioners, workforce development agencies, and the business sector.
* Shaped broadband expansion planning by: representing United Way on a working group for the PA Broadband Development Authority where we influenced community engagement strategies for broadband expansion and digital equity planning; developed relationships with the Pennsylvania State Digital Equity Coalition as well as major ISPs while uplifting United Way as a convener to support digital equity and literacy.
* Strengthened our partnership with the Eastern PA CoC through Coordinated Entry which resulted in securing five grants to build prevention programs, enhance landlord engagement efforts, increase diversion capacity across the state, and expand 211 intake hours in the future.
* Mobilized LUWs for Hill Day advocacy to focus on key issues including ALICE, enactment of a state Earned Income Tax Credit, funding for PA 211, and adequate investments in child care and Pre-K. The day included a press conference, meetings with 37 state legislators and a legislative reception United Way co-hosted with the Early Learning Investment Commission.
* Developed an Equity Agenda, led by the DEI Committee, which demonstrates UWP and PA 211’s ongoing commitment to address racism and inequity that is present in PA. The Equity Agenda is a living document which articulates our contributions to create a Pennsylvania where all people can thrive.
* Collaborated with program partners to deploy and operationalize a pilot program in Lancaster County for the Benefit Cliff Calculator, developed with pro bono support from Deloitte to provide factual information about eligibility for public benefits. Based on feedback from the pilot, UWP has set goals to scale and expand the calculator for statewide availability through LUWs, and expanded partnerships with Community Action, Housing Authorities, and Head Start networks.
* 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.
* Served as subject matter experts for housing solutions and communications efforts for Pennsylvania Department of Aging’s Master Plan for Older Adults
* Shaped the partnership between United Way Worldwide, state associations, and local United Way members, and guided the national strategy for 211, with leadership provided by UWP’s President, Public Policy Director and Vice President of PA 211.

**Supporting LUW Members**

* Drew down unclaimed property from PA Treasury on behalf of PA United Ways, resulting in a total of $161,778 in funds being returned to 31 local United Ways.
* Provided orientation and onboarding support to 7 new Executive Directors/ CEOs who joined the PA United Way network in 2023.
* Supported the network to develop a stronger understanding of the ways in which broadband expansion investments intersect with health access, educational opportunities and financial stability, and how United Ways can play a convenor role in their communities.
* Hosted a successful conference in Lancaster, PA with largest number of attendees to date.
* Organized three Equity Series opportunities for LUWs in partnership with Pocono Mountains United Way and the support of Verizon. Eighty LUW staff members attended the sessions.

**Policy and Advocacy for PA Network Priorities**

* Advanced legislation to enact a state Earned Income Tax Credit with significant steps which included introduction of UWP’s proposal in both chambers (prime Sponsors Representative Christine Sappy, Senator Lynda Culver and Senator Judy Schwank), and passage of HB 1272 by the House (122-81) on June 12, 2023. Both HB 1272 and SB 848 are awaiting consideration in the Senate Finance Committee.
* Leader in advocating for the Human-Services Emergency Logistics Program (HELP) Act, S. 1729, prime sponsored by Senators Bob Casey and Jerry Moran (R-KS). UWP and United Way of Bucks County were also integral in securing Rep. Brian Fitzpatrick to co-prime sponsor the House companion bill, H.R. 3498.
* Advocated for more investments in Pre-K Counts, Head Start and high quality child care. Six local United Ways joined UWP in our support of the Pre-K for PA and Start Strong PA campaigns. While our budgetary requests came up short, we consistently connected with 30 Senators and Representatives across the Commonwealth to share UWP’s message on the need for access to high-quality, affordable child care for working households in PA.
* Recruited to lead the development of a campaign to smooth benefit cliffs and support families, especially ALICE, on their transition to financial stability. The public policy team developed solutions for Child Care Subsidy, and to assist individuals impacted by the Medicaid unwinding to secure coverage on the health insurance exchange. UWP hopes to launch the advocacy campaign in 2024, after funding is secured.
* Supported Rep. Abigail Salisbury (D-Allegheny) who approached UWP with a request for help to revive the Nonprofit Caucus in the General Assembly. The team made recommendations for co-chairs, members, and how to announce the launch of the Caucus. United Way was represented at the press conference to introduce the caucus, and spoke on the importance of nonprofits having a voice in policy solutions.
* Engaged in digital equity advocacy as we joined a coalition of advocates focused on addressing the Commonwealth’s Broadband Equity, Access, and Deployment (BEAD) proposals. UWP took the lead on addressing issues such as the value of community anchor institutions in supporting equitable access, the role of affordability in equity, and the needs for supports such as child care for the new broadband infrastructure workforce.

**PA 211 Quality, Consistency, Innovation**

* Received national recognition from AIRS/Inform USA for the chat translation tool that was launched in February 2023
* From January 1, 2023 through November 30, 2023: There were 237, 848 contacts made and 356,673 referrals made. 883, 277 people accessed the PA 211 database of community resources on pa211.org. Since April 2, 4,965 live chat sessions were conducted, approximately 45% of which were conducted through the translation feature.
* Invested in regional staff enhancements at 211 providers using over $1 million from the $4 million. The expanded staff capacity supports information & referral, housing, and quality assurance to improve customer service and reduce wait times.
* Completed the year 1 pilot of the UPMC *For You* Social Determinants of Health hub, navigating nearly 2000 members and tracking their service connections. Worked to grow and enhance the project in year 2 with a goal to continue to improve health outcomes.
* Expanded support for VITA sites for scheduling through 211 services which resulted in 21,243 tax appointments (17,710 by phone; 3,533 self-scheduling) across seventeen counties with an average wait time of 48 seconds, and abandonment rates dropped from 40% in 2022 to 4% in 2023.
* Gathered customer feedback in a partnership with Listen4Good via a survey that was completed by 267 respondents, indicating an 84% approval rating for the service received from PA 211. 53% of respondents indicated that referrals met their needs very to extremely well, and 62% of respondent families indicated financial insecurity as their greatest challenged, followed by housing.
  + Provided over 225,000 free posters, magnets, and wallet cards in English and Spanish to 145 organizations across the state to promote PA 211 services. Support for printed materials was provided by Penn State Health.
  + Migrated to the VisionLink database and continue to use the customizability of the platform to create workflow enhancements, improve data integrity, and facilitate county level closed loop projects. Additionally, the agency update process has been streamlined and offers agencies a dashboard and expanded guidance for entering and updating programs. Currently work is focusing on the website search process, integrating telephony systems, and the reporting features offered by our DOMO data visualization integration.
  + Managed the Information & Referral Training Scholarship which allowed 13 Information & Referral professionals to attend 5 separate learning & development events.