

KEY ACCOMPLISHMENTS

2017

EDUCATION

- » Implemented one **Born Learning Trail** within Erie County to promote healthy early childhood development with plans for three more in 2018
- » **2,252 children** were enrolled in high-quality child care and early learning programs
- » **4,490 children** exhibited developmentally appropriate skills
- » **1,455 early childcare staff** received specialized skills and training
- » United Way was awarded a \$1.4 million dollar grant to support and expand the highly successful **WNY Girls In Sports** program
- » In year three of implementation, the **Full Service Community School** initiative has increased community engagement in the South Buffalo Community zone by 500%
 - » A total of 1,575 students, 1,644 family members and 1,115 community members were served for a total of **4,334 individuals** during the 2016–2017 school year
 - » **73%** of the students participating displayed increased pro-social skills, coping methods, and knowledge
- » **Character Playbook**, a digital learning experience that educates students on how to maintain healthy relationships, reached more than 1,900 students in 21 schools resulting in 3,578 hours of learning

FINANCIAL STABILITY

- » Tax season highlights included **8,125 VITA returns** filed through the Creating Assets Savings and Hope (CASH) network
 - » **2,223 returns** filed on myfreetaxes.com
 - » **\$16.7 million** in total refunds achieved
 - » 2,880 tax filers were connected to **Earned Income Tax Credits** earning \$5.8 million and over \$2 million was estimated in total savings associated with tax fees
- » **1,221 individuals** secured employment/started or managed a small business or microbusiness
 - » **595 individuals** maintained employment for six months or more
 - » **1,231 individuals** completed vocational or career and technical/employment skills training
- » The **American Apprenticeship Initiative** reached its grant goal of 300 employer-forecasted apprentices for the 5 year grant period and began a waiting list for additional companies to participate in the program

HEALTH & WELLNESS

- » Launched the **Profile of Premature Births in Erie County** community report card which highlights the lifetime health risks premature babies are more likely to experience
- » The **Play 60 Challenge** program encourages children to get 60 minutes of physical activity each day and make healthy eating choices
 - » In 2017, 62 schools participated, reaching over 10,000 students for a grand total of **16,342,459 minutes** of activity
 - » **1,231 individuals** completed vocational or career and technical/employment skills training
- » A \$1.1 million dollar **Community Food Systems** grant resulted in 13 awards to increase access and affordability of fresh and culturally appropriate food as well as increased participation in the food economy through employment, ownership and entrepreneurship
- » **586 individuals** received parenting skills training and 192 new mothers initiated breastfeeding

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COMMUNITY ENGAGEMENT & ADVOCACY

- » **Volunteer engagement** opportunities managed by the United Way totaled 53,900 hours with a value of \$1.3 million
- » **Family Volunteer Day** participants assembled over 20,000 meals on behalf of the Food Bank of WNY
- » **Business Meets Community** saw a 128% increase in the number of projects completed in partnership with local companies
- » **Day of Caring** resulted in 14,571 volunteer hours in support of 189 not-for-profit projects

MAXIMIZE RESOURCE DEVELOPMENT & BUILD ENDURING DONOR RELATIONSHIPS

- » The **Endowment** grew by another \$3 million bringing the current portfolio to \$15 million when including expectancies
- » **Tocqueville Society** giving or those contributing \$10,000 or more grew by 14% bringing the total raised to just over \$2 million
- » Giving communities work in support of **Next Generation United** and **Women United** each saw an increase in membership and special events held during the year
- » Grant management grew substantially with the acquisition of \$2.7 million in support of the **Empire State Poverty Reduction Initiative (ESPRI)** bringing total multi-year grants to just over \$17 million

ENHANCE ORGANIZATIONAL EFFECTIVENESS

- » **Administration and Overhead** was 13%
- » Continued an **operating surplus** for the 6th consecutive year
- » Initiated a plan to **increase focus on digital services** in support of donor engagement outside the workplace

UWPEC ADVOCATED FOR THE RENEWAL OF **\$1.25M** IN FUNDING FOR THE STATEWIDE
211 INFORMATION AND REFERRAL CALL CENTER
 WITH SUCCESS, ALONGSIDE OTHER LOCAL UNITED WAYS.



Engaged in
51 new workplace campaigns
 generating \$56,692 in campaign revenues



\$23,285,760

UNITED WAY'S REVENUE FOR THE 2017 FISCAL YEAR TOTALS