



THE UNITED WAY OF WYOMING VALLEY CENTENNIAL ANNIVERSARY CAMPAIGN

What Is The United Way?

How Does Our Organization Help People?

United Way of Wyoming Valley engages people from all sections of our community to positively impact the quality of life in our area through fundraising, volunteerism, and strategic, data-driven programming.

Who Do We Help?

We help the most vulnerable people in our community. In addition to helping those who need basic and urgent needs, we are focused on helping children and families living in poverty. Pre-pandemic, 26% of all children in the Wyoming Valley were living in poverty. This was well above state and national averages. By investing in the needs of at-risk children, we believe we can help improve the quality of life now and increase the odds of success in the future.

What Vital Services Do We Offer?

We provide essential programs and services that are focused on children and families facing poverty, including:

- **Campaign for Grade-Level Reading:** We are part of a nationwide movement to increase early

reading proficiency, help students improve their academic performance, and raise local graduation rates. We have developed a number of initiatives to focus on school readiness, attendance, and summer learning.

- **Poverty to Possibility:** In partnership with many agencies, we devote time and resources to reduce the effects of childhood poverty through education, health, and financial stability initiatives.
- **Success By 6:** Designed to raise awareness about early childhood development, this is a community wide partnership of businesses, social service agencies, and county government to improve service delivery for families who need it most.
- **Safety Net Services:** In partnership with many local agencies, we fund basic needs for those who face an immediate threat to their well-being.
- **Local Emergency Food and Shelter Program:** With the guidance of a volunteer board, we facilitate federal funding to eligible organizations to meet local needs related to food insecurity, emergency shelter, housing and utility assistance.



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What Is The United Way?

What Are Our Plans For The Future?

United Way of Wyoming Valley will continue its work toward improving the quality of life for children living in poverty and preparing children for academic success. We plan to allocate \$1M over the next four years on our signature initiatives to deliver the greatest possible impact.

Based on research, our expected outcomes will result in improved health, school readiness/academic achievement, and greater opportunity for success in the children's adult lives. Benefits from this program ripple through families and the entire community, improving overall quality of life and assisting with economic stability in years to come.

How Do We Use The Dollars Donated To The United Way?

United Way of Wyoming Valley utilizes 85% of funds donated to support the programs and goals stated above. The remaining 15% is allotted to operational expenses including our office and staff, both which are required to fulfill our institutional mission and promise to the community.

Why Does The United Way Merit Support?

United Way advocates for those who are not in a position to help themselves. We choose strategic, research-supported programs and services that directly benefit children living in poverty and indirectly benefit the entire community. We monitor performance and measure all outcomes to ensure the donated dollars are spent effectively—changing the lives of children, families and others in need.

What are the Poverty To Possibility Signature Initiatives?

- Annual Children's Book Drive
- Annual Literacy Kit Project
- Attendance Awareness
- Imagination Library
- Loads of Love
- The Nurse's Pantry
- Reading Buddies
- Real Men Read
- See to Succeed
- Summer Learning Workshops
- "Tag In" for Summer Learning

