



COMMUNITY PROGRESS REPORT

United Way of Greater Mercer County's Report
on Community Impact, Vision for the Future and
Promise of Transparency to our Stakeholders



MESSAGE FROM PRESIDENT & CEO AND CHAIRMAN

Dear Friends,

Every year tells a unique story, spanning from moments of celebration to circumstances that inspire us to roll up our sleeves to assist Mercer County residents. We are always ready to respond to community needs because of your interest and support of our mission.

For United Way of Greater Mercer County, it's about having impact on those counting on us. This report looks back to 2015-16 while looking forward. We invite you to read and explore. Our hope is that these pages will touch your heart as well as motivate you to continue to partner with us to strengthen hundreds of families throughout the county.

United Way's commitment to you is to be transparent and to work diligently to address the issues negatively affecting the community we have grown to love. Thank you to our donors, corporate supporters, volunteers, nonprofit allies and the United Way staff. Each one of you made a difference this past year. This is what it means to LIVE UNITED.

Sincerely,



Sandra Toussaint
Sandra Toussaint
President & CEO



Scott F. Nelson
Scott F. Nelson, Chairman
Board of Directors



EDUCATION

A child's success in early life determines his or her future. At United Way of Greater Mercer County we promote early reading readiness, and support the development of critical life skills through our reading initiatives and programming to increase children's self-esteem and self-awareness.

INCOME

As many as one-third of working Americans do not earn enough money to meet their basic needs. Wages have not kept pace with the rising cost of housing, healthcare, and education. Currently, 40 million Americans are working in low-paying jobs without basic health and retirement benefits. For families walking a financial tightrope, unable to save for college, a home, or retirement, United Way of Greater Mercer County is here to help.



HEALTH

Countless Mercer County residents are suffering from a chronic disease, or are at risk of developing a chronic disease. We believe that everyone in the community should have access to a healthier life and we support that vision through prevention and self-management education.

WHAT WE DO

United Way of Greater Mercer County's mission is to empower the community to take a leading role in achieving personal and family self-sufficiency. This is a charge that we take very seriously. We approach challenges through the lenses of Education, Income, and Health, understanding that often these challenges are threaded throughout each of those areas.



Reading Oasis

United Way's Reading Oasis is a partnership between the National Association of Elementary School Principals (NAESP) and Scholastic to provide books and other resources to schools most in need. Funding is provided by United Way of Greater Mercer County's Endowment Fund and individual donors.



FREE TAX PREP

United Way manages and works with non-profit partners throughout the county to provide VITA (Volunteer Income Tax Assistance). This program offers FREE tax return preparation by IRS trained and certified volunteers to families and individuals making less than \$65,000



Cancer Prevention

United Way of Greater Mercer County focuses on Prostate Cancer Prevention. Our Barbershop Prostate Initiative, targeting African American/Black and Hispanic men, trains barbers to educate their customers about the importance of regular prostate screenings as a means to prevent cancer.



Chronic Disease

This United Way program is a six-week workshop that gives people with ongoing or long-term conditions the knowledge, skills and confidence to take a more active role in their health care. Created by Stanford University and sponsored by the NJ Department of Human Services, this proven program will help you get more out of life!



FAFSA (Free Application for Federal Student Aid)

Volunteers at United Way of Greater Mercer County assist parents and students in filling out this application, making the most of potential financial aid for college. United Way of Greater Mercer County partners with agencies in the community to reach students in need of assistance.



CLIP (Children Literacy Improvement Project)

This United Way project brings books to neighborhood barbershops, increasing the accessibility of age appropriate books to children in low income areas by creating small child friendly reading areas.



OUR HISTORY IN MERCER COUNTY SINCE 1935

We believe self-sufficiency is the cornerstone to helping families achieve economic mobility. We have a continued focus on early child literacy, financial stability, and overall health and wellness, which are the building blocks for a good quality of life.

We partner with businesses and corporations, local non-profit and government agencies, foundations, as well as individuals to address the complex issues in Mercer County. We communicate our collective impact to you and the community at large.

We believe accountability is the key to success.

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COMMUNITY PARTNERSHIPS

CAMP FIRE NJ

United Way of Greater Mercer County (UWGMC) and Camp Fire NJ have been working together to provide effective youth development programming to over 1,000 children. The evidence-based programs (Count on Me Kids, Caution Without Fear, and Safe & Sure) build social and emotional development skills such as self-esteem, self-awareness, social skills, decision making, relationship building, and conflict resolution.

“Camp Fire NJ would like to acknowledge our partnership with United Way of Greater Mercer County and the collective impact that our collaboration has made for the youth, families and community in Mercer County. United Way of Greater Mercer County has allowed us to saturate Trenton Kindergarten and first grade classes, as well as first and fourth grade classrooms in Hamilton, with our evidence-based, social and emotional learning and prevention programs. This expansion of our reach in Mercer County schools has helped strengthen our communities and has allowed more youth to thrive!”

– Jessica Nitti, Executive Director, Camp Fire NJ

NJ 2-1-1

United Way supports 2-1-1, a free and confidential service that helps people across North America find the local resources they need 24 hours a day, 7 days a week. In 2016, NJ 2-1-1 connected 363,627 people with services they might otherwise have missed. Call specialists answered 155,737 calls for assistance. NJ 2-1-1 is also used for VITA scheduling at our various sites across the county.

“As a volunteer for the United Way of Greater Mercer County’s Volunteer Income Tax Assistance (VITA) program, I get to see firsthand how lives are changed by the free tax help provided to members of the community. Because I’m retired, volunteering also helps me by giving me a reason to get up and go on the days I volunteer. I love it!”

– Gary Wheelock, VITA Volunteer since 1997

STUDENT UNITED WAY

Student United Way represents the next generation of community leaders. Student United Way figures out what our community needs most (in education, financial stability and health), then works together to meet those needs. Our local Student United Way at The College of New Jersey hosts an annual peanut butter and jelly race in order to donate sandwiches to local non-profits including the Trenton Area Soup Kitchen.

VITA

Mercer C.A.S.H. (Creating Assets Savings and Hope) in partnership with United Way of Greater Mercer County prepared 2,435 tax returns in the 2015 tax year, resulting in over \$2.3 million returned to the county’s economy. The average tax return was \$1,600. Current VITA sites: Arm in Arm, Boys & Girls Club of Mercer County, Catholic Charities, Childrens Home Society of New Jersey, East Trenton Collaborative Center, Educational Testing Service, El Centro - Catholic Charities, Hamilton Township Free Public Library, HomeFront, Latin American Legal Defense & Education Fund, and local libraries.

 **HARWOOD MODEL**

The Harwood Model is a method of incorporating the community's input in the development of program planning. The core of the Harwood Model is community involvement, which threads itself through all of the work that we do at United Way of Greater Mercer County, from programs to corporate engagement. United Way continues to apply its work utilizing the Harwood Model. **For more information please visit www.theharwoodinstitute.org**

 **FAMILYWIZE**

The distribution of our FamilyWize Prescription cards has saved families over \$100,000 in 2016 and over \$1.6 million to date. United Way of Greater Mercer County and the FamilyWize Community Service Partnership have teamed up to make prescriptions more affordable to the community. FamilyWize cards have provided needed relief with great success to individuals and families in Mercer County.

 **STRIKE OUT HUNGER**

This meal packing event supplements the meal gap children and families experience during the summer months when school breakfast and lunch programs are non-existent. This event also allows local companies, large and small, to meet their corporate social responsibility (CSR) requirements by volunteering together to improve the community in which they work. Last year, this event allowed for 100,000 meals to be distributed throughout Mercer County.

18,026

VOLUNTEER HOURS

We recorded 18,026 volunteer hours which (using the standard volunteer rate from Independent Sector at \$25.68/hour) is a contribution of nearly **\$463,000**.

We had over **1,100 volunteers** in the 2015-2016 reporting year who assisted with VITA, book drives, preparing literacy kits and providing Thanksgiving baskets.

In addition to supporting our partners and programs we also facilitate the Local Emergency Food and Shelter Board, which in its latest phase of funding from the Federal Emergency Management Agency has distributed \$173,900 to local agencies.

THANK YOU FOR YOUR DONATION

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WHAT WE HAVE LEARNED FROM YOU

This past year, particularly in the last several months, United Way of Greater Mercer County has made it a priority to have conversations with a variety of people in the community in order to get a sense of what really matters, as well as how we are doing as an agency. We would like to thank those of you who participated directly in a community conversation: HOPE (Homelessness Outreach Prevention and Emergency Services Forum); Johnson and Johnson; PerformCare; the students, teachers, and parents at Gregory School; our local Student United Way at The College of New Jersey; and our donors. We truly appreciate your honest feedback.

TO OUR CORPORATE AND NON-PROFIT PARTNERS,
THANK YOU

Abbott Laboratories	Horizon NJ Health	Rider University LDP
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Arm in Arm	Jewish Family and Children's Services	Scholastic
Barnes & Noble	Johnson & Johnson	Solvay
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Boys and Girls Club	Mercer County	Sun National Bank Center
Bristol-Myers Squibb	Community College	Target
Brown Dog Marketing	Mercer County	TCNJ Student United Way
Camp Fire NJ	Library System	Thomas Edison State University
Catholic Charities	Mercer Street Friends	TIAA CREF
CBSI	MidJersey Chamber of Commerce	Trenton Digital Initiative
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Children's Home Society	NJ Department of Health, Office of Minority and Multicultural Health	Trenton School District
ChiMoDa Yoga	New Jersey Education Association	Trenton Thunder
Colliers	NJ 2-1-1	UIH Family Partners
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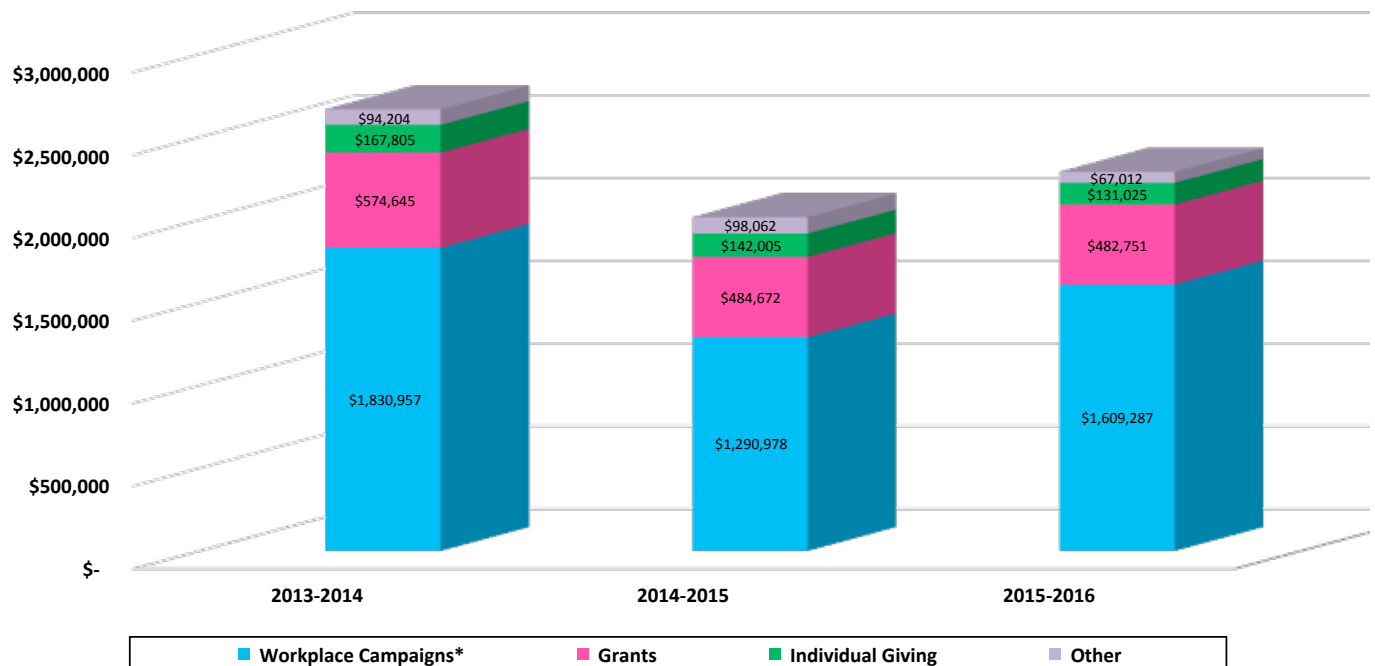
*This Community Progress
 Report acknowledges donors
 who made gifts from July 1,
 2015 through June 30, 2016.
 Our Resource Development
 team has worked carefully to
 ensure the accuracy of this
 information. If we have made
 an error, please accept our
 apologies and notify us by
 calling 609-896-1912.*

FINANCIALS

BALANCE SHEET - JUNE 30, 2016

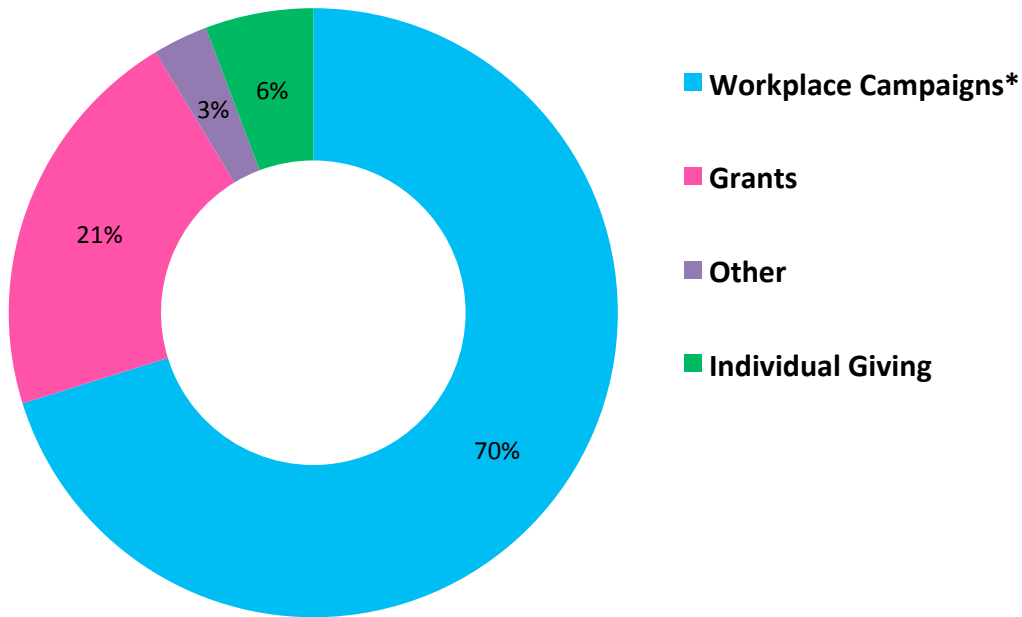
Total Assets	<u>\$3,249,115</u>
Total Liabilities	\$720,847
Total Net Assets	<u>\$2,528,268</u>
Total Liabilities & Net Assets	<u>\$3,249,115</u>

FUNDING SOURCES OVER A 3-YEAR PERIOD

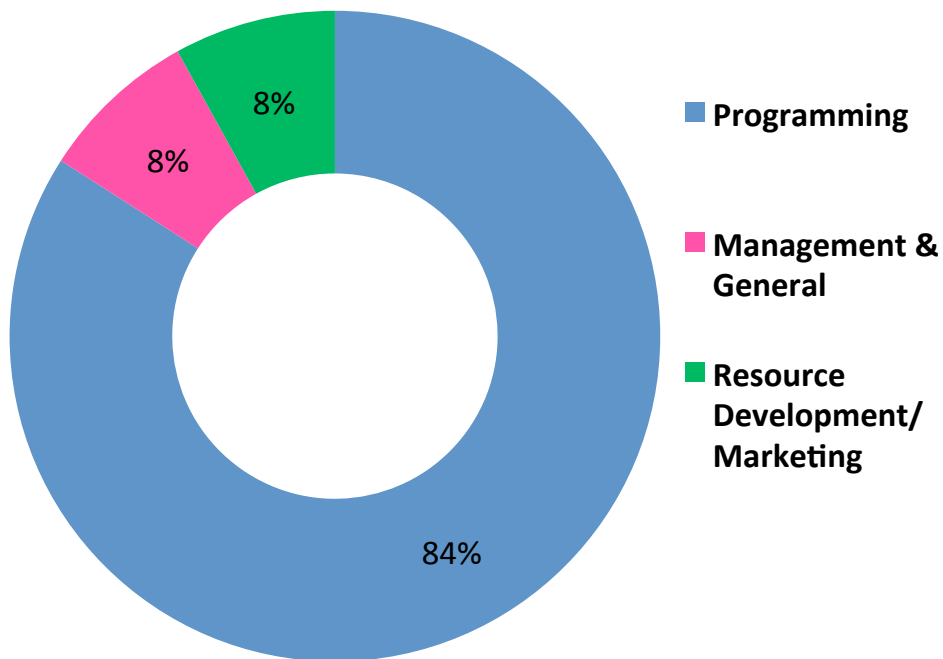


*After distributions to other nonprofit organizations for capacity building (approximately \$1.7 million per year).
For further details visit our website, www.uwgmc.org, to view our Form 990.

REVENUE BY FUNDING SOURCE 2015-2016



EXPENSES 2015-2016



*After distributions to other nonprofit organizations for capacity building (approximately \$1.7 million per year).

GIVING OPPORTUNITIES

Below are a variety of ways you can give and make an impact. Every gift helps and is very much appreciated.

Tributes – Honors and Memorials

A tribute gift honors and recognizes people close to you while showing your support for United Way of Greater Mercer County. Make a "tribute" for a special occasion and we take care of sending the card either via email or postal mail - you choose the card and the method.

Stock Donations

Gifts of securities offer significant tax advantages. Plus, you can specify an area that you would like the proceeds to support or have them contributed to United Way of Greater Mercer Community Fund.

Matching Gifts

Many companies have demonstrated their support for United Way by matching their employees' gifts. Before you make a gift, ask whether your employer participates in a matching gift program, as certain restrictions may apply.

Tocqueville Donation

Individuals or couples who contribute \$10,000+ annually to United Way of Greater Mercer County become members of the Alexis de Tocqueville Society.

Tocqueville Society membership benefits include exclusive invitations to local and national events where you can learn, network and socialize. Members also receive special recognition in Tocqueville Society listings based on giving level.

Leadership Giving

Individuals or couples who contribute \$1,000-\$9,999 annually to United Way of Greater Mercer County become members of the Leaders' Giving Circle. Leadership donors are invited to annual events and recognized at the appropriate giving level in our Leadership Giving roster.

Endowment and Planned Gifts

Planned gifts allow donors to leave a legacy and make a perpetual investment in the education, income stability and health of children and families in the Mercer County area. Your foresight and generosity will have a lasting impact for generations to come.

For more information on giving opportunities and benefits, please contact us.

United Way of Greater Mercer County

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609-896-1912

Donate online today: www.uwgmc.org