This report is a celebration of a community mobilized to build a strong and vibrant region where everyone can succeed. Every day, people look to the United Way for lasting solutions to local problems; we unite everyone, from individuals to businesses, for lasting impact in our neighborhoods.

Over the last year we delved into common, often uncomfortable, truths including financial struggles for working families, mental health, and accessibility to education and training that make household stability possible.

As we evaluated our approach to addressing these needs, we’ve gained greater clarity around what works and are steadfast in our commitment to taking on what’s not easy, but nonetheless needed, for our community to thrive.

Thank you for supporting your local United Way. Because of you, we are making a difference together.

Sandra Toussaint
President & CEO

Jennifer Woods
President, Board of Directors
YOUR UNITED WAY AT WORK

YOUTH AND FAMILY SUCCESS

Impact by the Numbers
- Financial support helped Camp Fire NJ empower more than 2,300 students in East Windsor, Hamilton, Lawrenceville, and Trenton elementary schools to rise above everyday challenges.
- Anti-bullying resources donated to Kidsbridge trained nearly 500 students in Ewing, Hamilton and Trenton elementary schools to stand up and speak out for what’s right.
- 1,000 books donated to Trenton and Hamilton elementary schools expanded reading opportunities and facilitated youth reading programs.
- Guidance on college essays helped nearly 24 students throughout Mercer County write compelling narratives to highlight their unique insights, talents, and interests.

FINANCIAL SECURITY

Impact by the Numbers
- Free tax preparation and filing assistance put an average of $1,062 back into 2,505 households through tax refunds.
- Through our partnership with Single Stop™, 108 households enrolled in food assistance and health insurance programs.
- Assistance with college financial aid applications (FAFSA) made college more affordable for 60 families.

HEALTH & WELLNESS

Impact by the Numbers
- The free NJ 2-1-1 hotline connected 7,043 individuals to programs and resources related to veteran and senior services, addiction assistance, housing, etc.
- The FamilyWize discount program saved 6,000 individuals money on prescription drugs for conditions ranging from heart disease to mental health.
- Distributed 180,288 meals to food pantries and supported 12 organizations with $75,500 to help close the gap on summer hunger.

CREATING A COMMUNITY OF VOLUNTEERISM

Impact by the Numbers
- The College of New Jersey Student United Way volunteers donated 1,100 PB&J sandwiches to the Trenton Area Soup Kitchen.
- 1,557 individuals donated more than 3,600 hours to community projects that help families meet basic needs.
What drew you to United Way given the variety of choices in giving and serving in our community?

I have always been a big believer in the United Way. My first job out of college was with DuPont, which had a strong heritage of support for United Way. In one of my roles at DuPont, I had responsibility for corporate charitable giving. In that position, I got to know many non-profit organizations well, and I was always very impressed with the professional staff and volunteers at United Way. They worked to develop a thorough understanding of need in the community and deployed resources particularly effectively, often addressing areas of genuine need that other non-profits failed to see or overlooked.

You have been a dedicated leader and loyal donor for this organization for many years. What would you say are compelling reasons you continued to support your local United Way?

I get to see up close the outstanding work of United Way and the impact it makes in our community. But, as important as that work is, what connects me to the organization most directly is the quality of the people who work and volunteer for United Way.

What legacy has your tenure on the board of the directors brought to the organization?

I have been lucky to have served on the board during a time when we collectively realized that the organization needed to change. The old ways of generating revenue and providing service needed to change for the organization to be successful in the future. Not all of the new things we tried worked, but I was so proud to be part of an organization that was willing to embrace change and try new ideas, all in the service of our community.

How do you feel about the new direction of the organization?

I’m thrilled with the new direction. United Way now has excellent staff leadership, a new generation of board members and a comprehensive, but focused and achievable strategic plan. Donors should feel confident that their contributions are going to an organization that is making a meaningful and positive difference in our community. United Way is once again a vibrant and relevant organization with a great future ahead of it.

“I was so proud to be part of an organization that was willing to embrace change and try new ideas, all in the service of our community.”

- Scott Nelson

GIVING OPPORTUNITIES
Below are some ways you can donate to support United Way of Greater Mercer County's mission. Every donation counts!

MATCHING GIFTS
Many companies have demonstrated their support for United Way by matching their employees’ contributions. Before you contribute, ask whether your employer participates in a matching gift program, as certain restrictions may apply.

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. Members are eligible for benefits.

Donate online today: www.uwgmc.org/give

For more information on giving opportunities and benefits, please contact Courtney Matlock at 609-896-1912 ext 4904. Thank you for your support!
STATEMENT OF ACTIVITIES - JULY 1, 2017 - JUNE 30, 2018

REVENUE
- Annual Campaign (Net of Collection Loss) $708,183
- Fee for Service, Grants, Bequests $732,408
- Investment Income (Net) $103,971
- Other Revenue $134,989
- Total Revenue $1,679,551

FUNCTIONAL EXPENSES
- Administration $213,339
- Fundraising $364,007
- Community Investment (Including Designations) $1,314,248
- Total Expenses $1,891,594

Change in Net Income $(-212,043)

COMMUNITY INVESTMENT
- Education $160,989
- Health & Hunger Relief $676,587
- Financial Stability $344,435
- Donor Designations $132,237
- Total Community Investment $1,314,248