



# COMMUNITY PROGRESS REPORT

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





## MESSAGE FROM PRESIDENT & CEO AND CHAIR

Message from the President & CEO and Chair

The 2016-17 fiscal year has been an exciting and busy one for us here at United Way of Greater Mercer County (UWGMC). Jennifer Woods of the Robert Wood Johnson Foundation joined us as chair of our board of directors as of July 1, 2017. Her leadership and passion for serving the Mercer County community has already had a positive influence on our journey as a valuable organization in our region. Our commitment to you is to be more transparent and focused on initiatives that provide the most community impact. We think you will see that in this report.

A key example of this is our annual Strike Out Hunger event, which has expanded from a half day meal packing event to a multi-prong approach. We now also provide grant funding to local non-profits and have engaged in a greater effort to encourage our corporate partners to host food drives, especially during the summer months when children are out of school and cannot participate in breakfast and lunch programs.

This past year we began a strategic planning process so that we can align our work with both community needs and donor interests. The community's input in this endeavor is key to our success and we plan to continue to listen and learn about the specific needs of Mercer County citizens in order to determine the best solutions for the community.

As a result of the strategic planning process, we plan to focus on individuals and families walking a financial tightrope, also known as the Asset Limited, Income Constrained, Employed (ALICE) population in Mercer County. With this focus in mind, through collaborations with other organizations, we are most interested in finding solutions to complex problems to improve the quality of life of families in our community. We know that these efforts will be challenging, but will certainly be worth the time, effort and attention of the UWGMC staff and board of directors!

Our journey continues, and we invite you to join us in that journey.



*Sandra Toussaint*  
Sandra Toussaint  
President & CEO

*JF Woods*  
Jennifer Woods  
Chair, Board of Directors

# OUR COMMUNITY



**454,756**

INDIVIDUALS AND  
FAMILIES SERVED



**37**

COMMUNITY PARTNERS

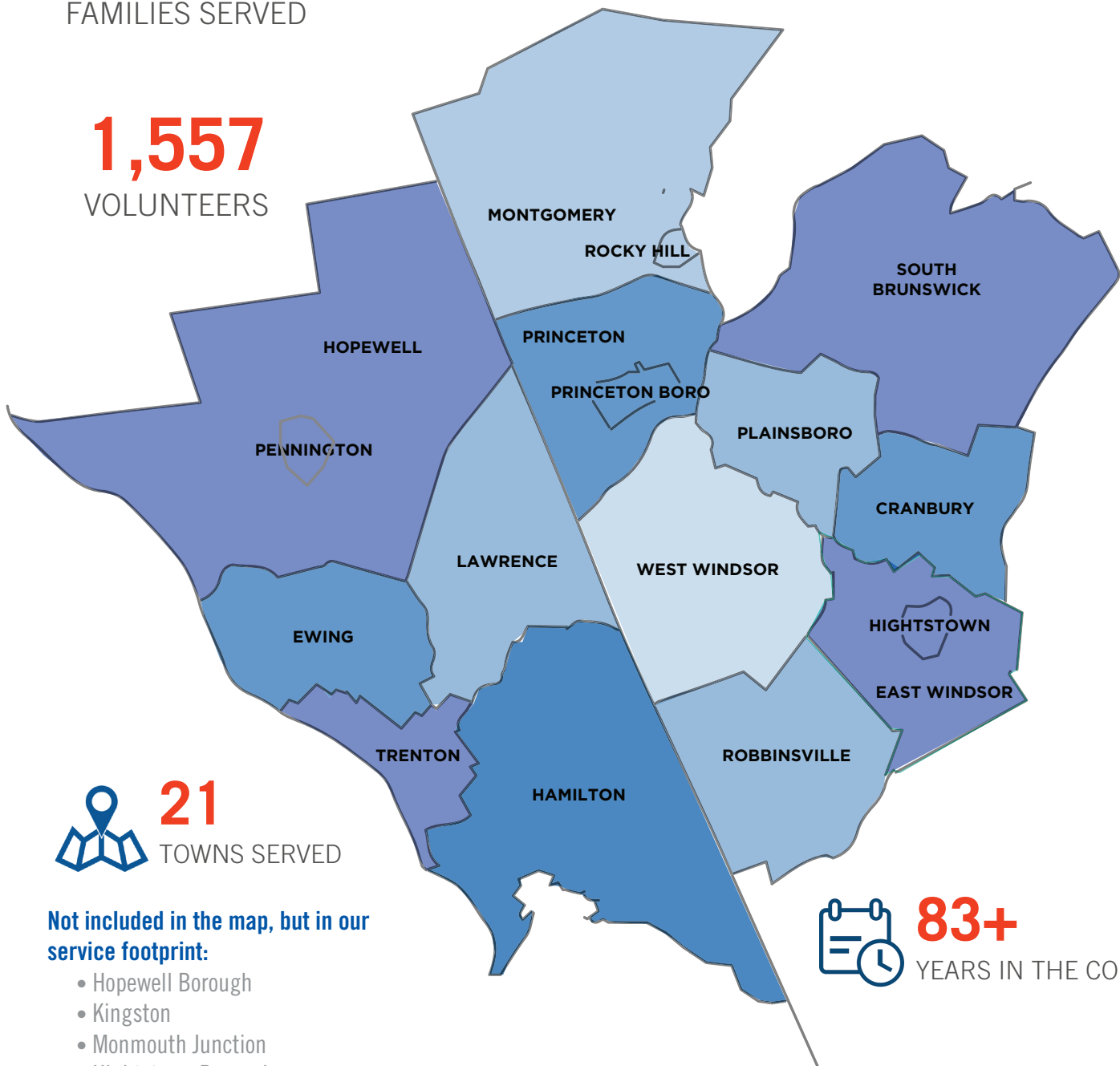


**58**

CORPORATE PARTNERS

**1,557**

VOLUNTEERS



**21**

TOWNS SERVED

**Not included in the map, but in our  
service footprint:**

- Hopewell Borough
- Kingston
- Monmouth Junction
- Hightstown Borough



**83+**

YEARS IN THE COMMUNITY





## 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.

## FINANCIAL STABILITY

As many as one-third of our community's hard-working families do not earn enough to meet their basic needs. Wages have not kept pace with the rising cost of housing, healthcare, and education. Currently, the A.L.I.C.E. (Asset-Limited, Income-Constrained, Employed) population in Mercer County includes approximately 26,500 people who make less than \$50,000/year. For those walking a financial tightrope, United Way of Greater Mercer County is here to help with free tax prep, benefits enrollment, and FAFSA completion.



## HEALTH

UWGMC is addressing the physical, mental, social-emotional health of Mercer County's most vulnerable population. We believe that everyone in the community should have access to a healthier life. UWGMC partners with local non-profits to support that vision through prevention and self-management education.





# EMPOWERMENT THROUGH ACTION

United Way of Greater Mercer County connects people with resources propelling individuals and families to reach their fullest potential creating a thriving community.

Our vision is a vibrant and inclusive greater Mercer County whereby all can thrive.

We invest in programs, community partnerships, and volunteer engagement in youth and family success, economic vitality and health and wellness.



# IMPACT AT A GLANCE

## ACCESS TO FOOD



**LAST SUMMER WE APPLIED A MULTI-PRONG APPROACH TO IMPACT FOOD INSECURITY:** awarding \$75,000 to 10 local non-profits to expand their focus on summer hunger; packing 178,000 bowls of oatmeal at Strike Out Hunger; and partnering with local and statewide government and nonprofits to promote awareness of free summer meals for children.

**600+**

participated in Strike Out Hunger meal packing event.

**178,000**

bowls of oatmeal packaged and distributed to local food pantries.

**\$75,000**

UWGMC funded 10 agencies to combat food insecurity in Mercer County.

*“Jewish Family and Children’s Service didn’t just feed my body, they fed my soul.”*

- Food Pantry Client who received groceries as a direct result of United Way of Greater Mercer County funding

## TAX FILING ASSISTANCE



**TO ADDRESS THE OBSTACLES THAT PREVENT HARD WORKING FAMILIES** from getting ahead financially, United Way of Greater Mercer County and the Mercer CASH (Creating Assets, Savings and Hope) Tax Coalition helps families meet their basic needs, while gaining the financial capability to plan for, and accomplish, their long-term financial goals.

**2,610**

**FREE TAX RETURNS\***

Average return: \$1,154

Average taxpayer income: \$24,512

*\*Serves Individuals & Families making less than \$65,000 a year*

**\$2,656,548**

**TOTAL REFUNDS\***

Total Earned Income Tax Credit: \$717,657

Total Child Tax Credit: \$605,371

*\* Dollars Returned to Mercer County*

**2,909**

**VOLUNTEER HOURS\***

75 tax prep volunteers equating to a contribution of \$82,383 to the community.

*\*The backbone of the program*

*“This service has really taken a lot of stress out of my life over the past few years.”*

-Educational Testing Service Employee



## CHILDHOOD SUCCESS

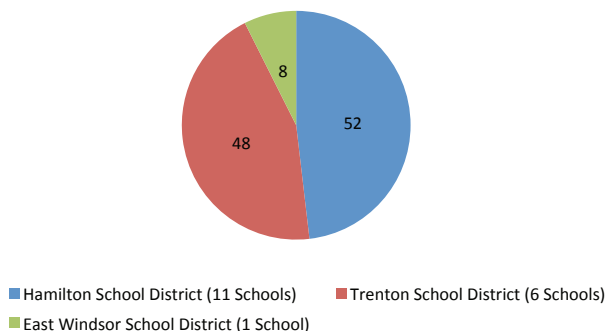


**108**  
**YOUTH DEVELOPMENT  
PROGRAMS FUNDED**

Count on Me Kids: 54  
Caution Without Fear: 30  
Safe and Sure: 24

**IN PARTNERSHIP WITH CAMP FIRE NJ**, we provide effective youth development programming in Mercer County. 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.

**Number of Classes by School District**



**SERVING 2,592 STUDENTS IN MERCER COUNTY**

## CORPORATE CITIZENSHIP *Impacting Your Bottom Line*



**ALIGNING YOUR COMPANY'S MARKETING, BUSINESS AND PHILANTHROPIC GOALS** with volunteerism is a great way to build your team, elevate your brand, enhance employee morale and impact your community. In addition to helping you oversee a project, we can assess and match your company with one of our community-based partners and tailor a project to your specific goals.

*"We loved doing the kits! Everyone had a great time. We are 'in' for your next project."*

*- Terry Young, Northfield Bank*

**3,224**  
**BOOKS COLLECTED**  
and donated to local elementary schools, in addition to art supplies, food, clothing and school supplies

**760**  
**KITS PREPARED**  
including literacy, STEAM, anti-bullying and personal care kits

**1,992**  
**HOURS WORKED**  
by 702 participants equating to a contribution of \$56,413 to the community



# MOBILIZING THE COMMUNITY



**BY INCORPORATING THE COMMUNITY'S INPUT** in the development of program planning, United Way of Greater Mercer County maximizes community involvement, which threads itself through all of the work that we do from programs to corporate engagement.

## L.I.V.E. YOUNG SOCIETY

We strive to bring the next generation into the United Way fold to become leaders and volunteers that create lasting impact. The L.I.V.E. (Lead, Impact, Volunteer and Engage) Young Society is for young professionals interested in transforming communities. We incorporate a fun team-building activity into each L.I.V.E. Young Society event so that individuals are not only able to create professional connections but they can give back to the community they work or live in! Benefits of getting involved with UWGMC include opportunities to volunteer, expand social networks, invitations to exclusive events and potential leadership roles on Committees and the Board of Directors.



## STUDENT UNITED WAY

UWGMC currently has a Student United Way Chapter at The College of New Jersey. Student United Way is about leadership development and community service. Each year they host an annual PB&J Race during the Spring semester. The purpose of the event is to bring students together to make peanut butter & jelly sandwiches that they donate to TASK (Trenton Area Soup Kitchen).



## EMERGENCY FOOD AND SHELTER BOARD

UWGMC manages and convenes the local Emergency Food and Shelter board. The group is part of a national board chaired by the Federal Emergency Management Agency (FEMA) which distributes funds appropriated by Congress to expand the capacity of food and shelter programs in areas of need. Our local board determines how the funds are awarded in Mercer County and this year distributed \$157,317 to agencies in our community.

# COMMUNITY RESOURCES

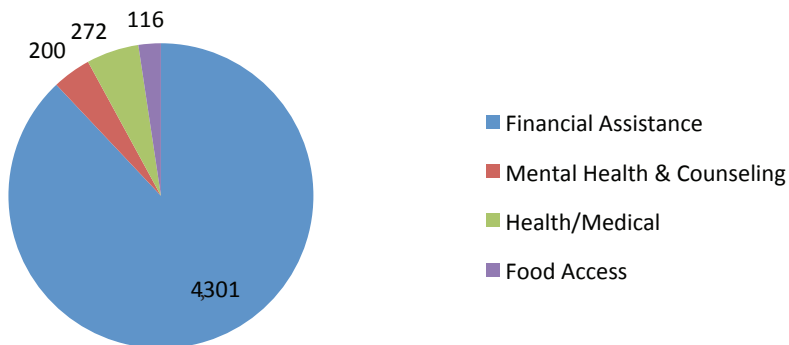
MADE POSSIBLE WITH YOUR SUPPORT



## NJ 2-1-1

United Way has been supporting NJ 2-1-1 since its inception in 1997. 2-1-1 is a free, confidential referral and information helpline and website that connects people from all communities and of all ages to the essential health and human services they need, 24 hours a day, seven days a week. A toll-free call to 2-1-1 connects you to a community resource specialist in your area.

### Requested Services in Mercer County



### Number of Calls by Town in Mercer County

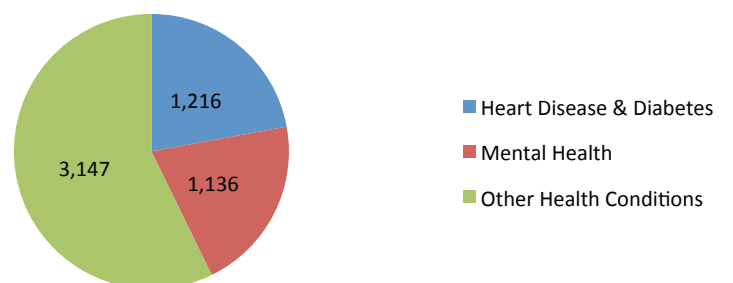
East Windsor	78
Ewing	356
Hamilton	703
Hightstown	133
Hopewell	21
Lawrenceville	173
Pennington	66
Princeton	204
West Windsor	74
Robbinsville	30
Titusville	8
Trenton	3041



## FAMILYWIZE

The distribution of our FamilyWize Prescription cards has saved families nearly \$600,000 during fiscal year 2016-17 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.

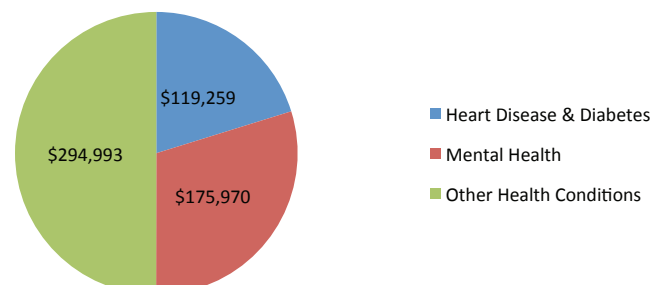
### Number of People Who Saved On Prescriptions in Mercer County



### FamilyWize Impact in Mercer County

Number of People Helped	5,499
Total Savings \$	\$590,222
Average Savings %	40%

### Prescription Savings by Dollar Amount





# BUILDING FINANCIAL EMPOWERMENT IN THE COMMUNITY THROUGH VOLUNTEERISM



## Gary, a volunteer in the United Way of Greater Mercer County's Volunteer Income Tax Assistance (VITA) program since 1997,

is very proud of the work he does to help people, "We have an exemplary interview process that allows us to get to know the taxpayer while gaining their trust and eliminating the fear that comes with getting your taxes prepared... and then help them get the greatest benefits on their returns. It's fun to meet so many great people and help them at the same time!"

A permanent fixture in the UWGMC offices, Gary and many others offer free tax preparation from February to October each year. There are 75 IRS-certified volunteers who follow strict standards and who clocked approximately 3,000 hours preparing returns during the 2017 tax season. When asked what he is most excited about this tax season, Gary pointed to a New Jersey state tax credit for veterans with its goal to provide additional benefit for those who have served in the military.

UWGMC recognizes that in order for families and individuals to be self-sufficient they have to be financially stable. In 2017, United Way of Greater Mercer County prepared 2,610 free tax returns with refunds last year totaling over \$2.6 million which is a direct benefit to the community since much of that money is spent at nearby businesses, paying bills, or put into savings accounts at local banks.

UWGMC's work is made possible by the countless hours volunteers and corporate partners provide to the organization. Corporate partners often contact United Way to fulfill their corporate citizenship goals so they too can make an impact in the community.

Whether it is volunteering for tax prep, creating education kits, painting a school classroom, reading to students, or organizing food or book drives, the commitment of our volunteers has been irreplaceable. In Gary's case volunteering keeps him active and allows him to use a lifetime of skills.

*"We have an exemplary interview process that allows us to get to know the taxpayer while gaining their trust and eliminating the fear that comes with getting your taxes prepared... and then help them get the greatest benefits on their returns. It's fun to meet so many great people and help them at the same time!"*

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*“ETS is delighted to support the United Way of Greater Mercer County (UWGMC) in its service to our community. Whether it is promoting early literacy, offering assistance to students and families with the college admissions process, or helping to eliminate food insecurity, so many individuals rely on the important services that are directly provided and sponsored by the UWGMC to help improve their lives. As a concerned and involved corporate citizen, we can think of no greater investment of our resources.”*

**Lenora M. Green**  
Executive Director,  
ETS Center for Advocacy  
and Philanthropy

*This Community Progress Report acknowledges donors who made gifts from July 1, 2016 through June 30, 2017. 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

## STATEMENT OF ACTIVITIES - JULY 1, 2016 - JUNE 30, 2017

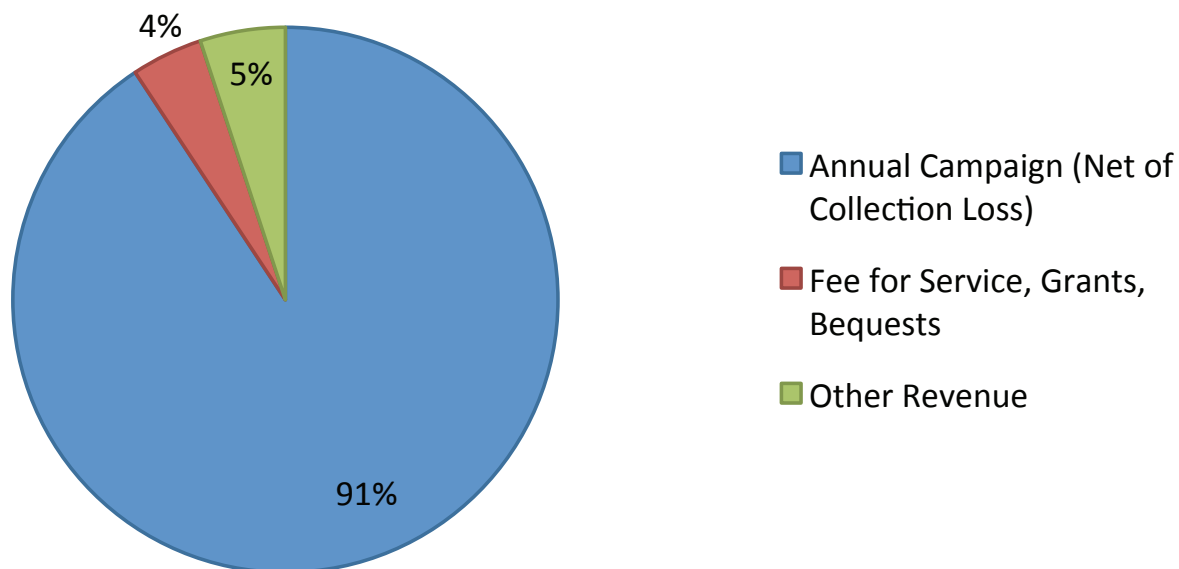
### REVENUE

Annual Workplace Campaign *1 (Net of Collection Loss)	3,624,650
Fee for Service, Grants, Bequests	169,310
Other Revenue	201,954
<b>Total Revenue</b>	<b>3,995,914</b>

### EXPENSES

Administration	156,529
Fundraising	308,825
Community Investment	1,206,849
Distributions Payable to Agencies*2	1,627,326
<b>Total Expenses</b>	<b>3,299,529</b>

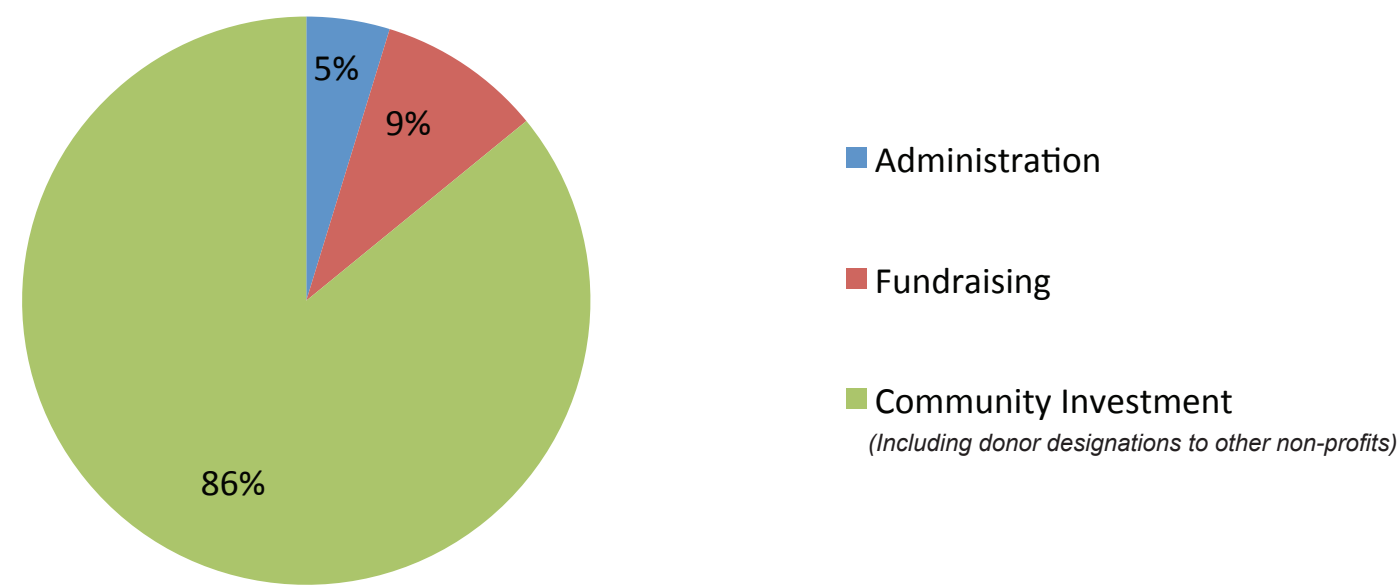
## REVENUE BY FUNDING SOURCE 2016-2017



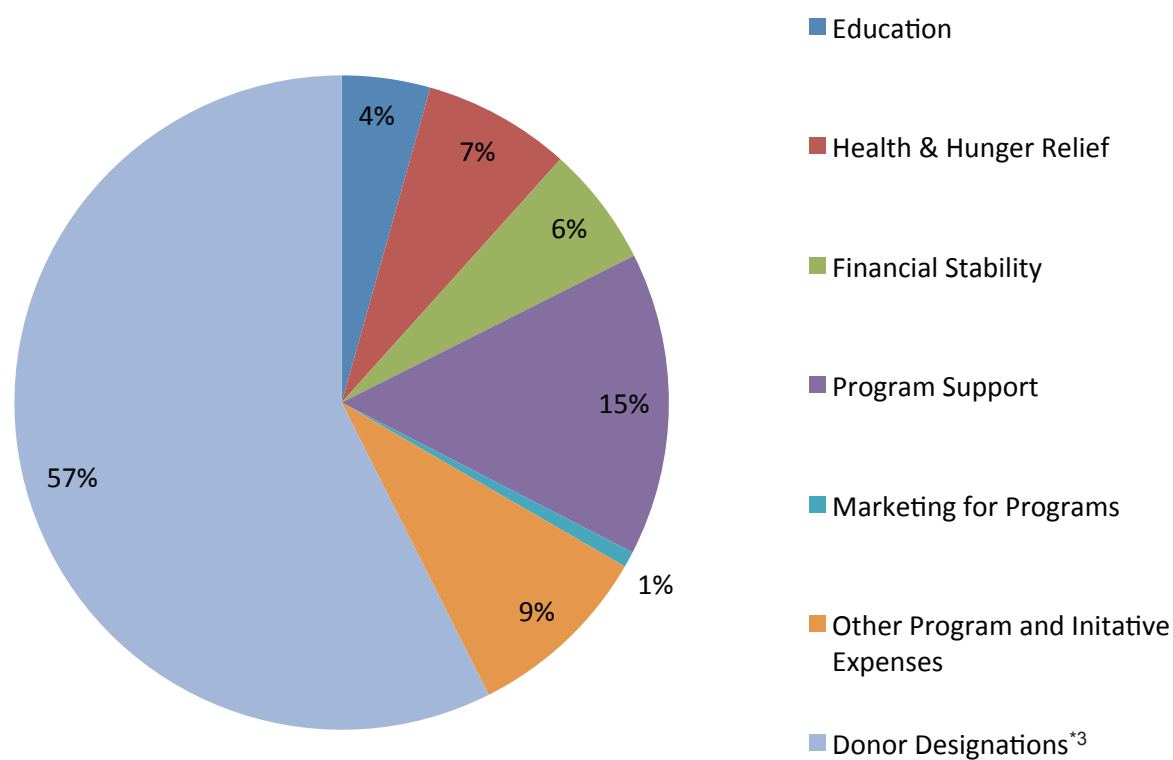
\*1. United Way workplace campaign unites employees in all offices or branches of a company, and gives them an opportunity to donate and volunteer through their local United Way.

\*2. Distributions Payable to Non Profits (Designations): Many of our donors designate their donations to one of our partner non-profits.

# EXPENSES 2016-2017



# COMMUNITY IMPACT 2016-2017



\*3. Our annual workplace fundraising campaigns provide \$1.6+ million to local non-profits who we have evaluated and determined to be fiscally responsible.



## STAFF

**Megan Allain, MPH, CHES**  
*Vice President of Community Impact*

**Denise Daniels**  
*Director, Outreach and Volunteer Services*

**Cheri Hennessy Durst**  
*Vice President of Development & Strategic Partnerships*

**Jessica A. Figueroa**  
*Marketing Coordinator*

**Andrea L. Kirton**  
*Community Benefits Enroller*

**Vanessa Melendez**  
*NJ 2-1-1 Liaison*

**Carrie Pabreza**  
*Administrative Assistant*

**John A. Santana**  
*Director, Strategic Partnerships*

**Janet Thomsen**  
*Resource Development and Finance Coordinator*

**Sandra Toussaint**  
*President & CEO*

**Tarry Truitt**  
*Director, Community Impact Programs*



## STRATEGIC PLANNING COMMITTEE

*The following people have lent their time, talent and expertise to move UWGMC forward. We also thank the many community members who participated in interviews, focus groups and surveys.*

**Eileen Conway**  
*Community Activist*

**Elizabeth Hanna**  
*Origin, Inc.*

**Margaret T. Harper**  
*Community Activist*

**Vince Marcucci**  
*Trenton Thunder Baseball Club*

**Matthew Murphy**  
*Johnson & Johnson*

**Scott F. Nelson**  
*Educational Testing Service*

**Rita Ribiero**  
*Publicis Health Group*







## BOARD OF DIRECTORS

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**Scott F. Nelson,**  
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*Mercer County Community College*

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*Community Activist*

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*United Way of Greater Mercer County*

## ENDOWMENT COMMITTEE

**Kristin Appelget**  
*Princeton University*

**Jay Basehore**  
*Educational Testing Service*

**Curt Emmich**  
*Picus Associates*

**Stephen Shueh**  
*Roundview Capital*

TO OUR CORPORATE AND NON-PROFIT PARTNERS,  
**THANK YOU**

Abbott Laboratories  
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 Arm in Arm  
 Ashley's Quest  
 Barnes & Noble  
 Better Beginnings  
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 Mercer County  
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 School District  
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 ETS  
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 Hamilton Free Public Library  
 Hedgepath-Williams  
 Middle School

Holman Automotive  
 Group, Inc  
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 Mercer County  
 Library System  
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 MidJersey Chamber of  
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 NJ Department of Health,  
 Office of Minority and  
 Multicultural Health  
 NJM Insurance Group  
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 NJ 2-1-1  
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 Trenton Thunder  
 UIH Family Partners  
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 United Way of Lancaster  
 County  
 United Way of TriState  
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 Alliance  
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 WithumSmith+Brown  
 YMCA of Trenton  
 YWCA Princeton



# 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.

## Amazon Smile and American Express

Every purchase you make on AmazonSmile raises money for United Way and ultimately benefits your community! It's simple and easy! You can also use your American Express® Card or Rewards to make donations! Go to [uwgmc.org](http://uwgmc.org) for further details.

**For more information on giving opportunities and benefits, please contact us at 609-896-1912**



United Way of Greater Mercer County  
3150 Brunswick Pike, Ste 230  
Lawrenceville, NJ 08648-2420  
609-896-1912

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