

United Way



United Way of  
Greater Mercer County

# REPORT TO THE COMMUNITY

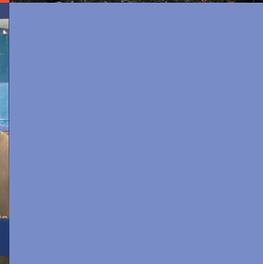
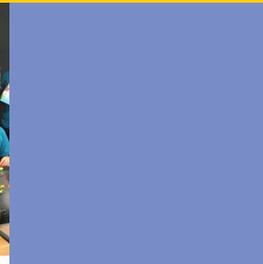
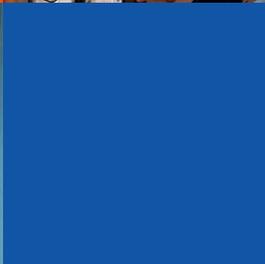
2018-2019 FISCAL YEAR

## CONTACT INFO

3150 Brunswick Pike, STE 230  
Lawrenceville, NJ  
08648-2420

W : [www.uwgm.org](http://www.uwgm.org)

P : 609.896.1912



# WHAT AN EXCITING YEAR!

*We continue to move forward with our strategic plan and focus on serving the 55,000 struggling families in our community. Why it matters – there are far too many our friends, neighbors, and relatives fighting to make ends meet.*

United Way of Greater Mercer County (UWGMC) wants all people to feel safe, to support their families and build a bright future. We play an important role in the community by delivering valuable services to struggling families and by supporting other nonprofits who do the work we cannot. We are proud to report, our benefits enrollment and free-tax preparation programs generated over \$3 million back into Mercer County. We also gave more than \$92,078 in grants to help

build the capacity of organizations serving people who struggle to make ends meet. UWGMC staff conducted employee presentations and connected donors to local nonprofits. The result – secured an additional \$56,754 for vulnerable populations.

This report highlights some of our proudest accomplishments. On behalf of the thousands of families we serve, **thank you** for being an important supporter of this work.



*Sandra Toussaint*

**Sandra Toussaint**  
President & CEO



*JR Woods*

**Jennifer Woods**  
President, Board of Directors

## BOARD OF DIRECTORS

**Jennifer Woods**  
*Board Chair*  
Robert Wood  
Johnson Foundation

**Raji Sathappan**  
*Treasurer & Finance Chair*  
Mercadien, P.C., CPAs

**Eileen Conway**  
*Secretary*  
Community Activist

**Yvette Donado**  
Community Activist

**Elizabeth (Betsy) Hanna**  
Clinical Genomics

**Eugene Marsh**  
Eugene Marsh LLC  
Motivational Speaker

**Scott F. Nelson**  
Educational Testing Service

**Rita Ribeiro**  
Publicis Healthcare Solutions

**Michael A. Rowe, Esq.**  
LUCAS Construction  
Group, Inc.

**Sandra Toussaint**  
*President & CEO*  
United Way of Greater Mercer County

**Richard S. Willinger**  
The Mercadien Group

## ENDOWMENT COMMITTEE

**Kristin Appelget**  
Princeton University

**Jay Basehore**  
Educational Testing Service

**Curt Emmich**  
Picus Associates

**Stephen Shueh**  
Roundview Capital

## OUR COMMITMENT TO GREATER MERCER COUNTY

We connect people with resources propelling individuals and families to reach their fullest potential to create a thriving community. In order to achieve our mission, we invest in programs, community partnerships, and volunteer engagement in youth and family success, economic vitality and health and wellness.

# Your Investment at Work: Serving our Veterans

## Partnering for community progress



Since 2018, more than 309 households have been evaluated through the Benefit Access Program. Over 600,000 dollars have been awarded in federal resources to individuals and families to fill in financial gaps.

For some, taking advantage of Veterans Affairs (VA) can be overwhelming, and many cannot make ends meet. Matthew,<sup>1</sup> a veteran, turned to our Benefit Access Program for support. A Benefit Enroller connected Matthew and his son to federal resources he did not know about. Matthew was able to get treatment for his army-related injuries through Medicaid (health insurance), adopted a healthy diet through NJSNAP (food assistance), secured housing through a referral, and furnished his new home. The next step for Matthew is to regain his driver's license, which will open more doors to opportunities. Matthew is now on his way to obtaining financial security for his family, and he did all in a one-stop visit.

We focus on the 55,000 local families that are struggling to make ends meet; childcare workers, home health aides, bank tellers, veterans, and other professionals.<sup>2</sup> Often those struggling are our neighbors, friends, relatives, and colleagues that cannot afford medical care, nutritious meals, or a safe place to live. Necessities that we often take for granted.

To provide greater access to the program, we have partnered with Trenton Area Soup Kitchen (TASK) and Arm In Arm to bring the program on-site to their clients. During tax season, which occurs from February through April, other partners benefit as well. Such as Boys and Girls Clubs of Mercer County, Mercer County Libraries, and The Arc Mercer.

We are evolving and partnering for community progress. We have combined our resources with community partners to get individuals and families closer to being financially secure and healthy.

<sup>1</sup> At United Way of Greater Mercer County, they respect everyone who comes to them for help. So, while individual stories are true, client names, identifying details, and images have been changed to protect their privacy. Thank you for understanding.

<sup>2</sup> Source: The United Way ALICE Project. (2018). ALICE: A Study of Financial Hardship in New Jersey.

# YOUR INVESTMENT AT A GLANCE

## ASSISTING STRUGGLING FAMILIES



### 75 VOLUNTEERS

filed more than **2,500** free tax returns returning **\$2,713,334** in refunds to local families that provided them with disposable income that can be used to build financial security. United Way's Free Tax Program generated an average tax refund of more than **\$1,000** and saved an average of **\$400** in tax filing fees.



### 309 HOUSEHOLDS

received assistance from United Way's Benefit Access Program. It generated more than **\$687,041** in eligible federal resources like food assistance (NJSNAP) and health insurance so that families can make ends meet each month.



### 70 STUDENTS

took advantage of United Way's College Readiness Tools and participated in college financial aid (FAFSA) assistance and college admission essay workshops. The average FAFSA award for a full-time student is **\$3,700** in grant money that does not have to be repaid.



### 84,740 MEALS

and fresh produce were distributed to food pantries in Mercer County through United Way's Strike Out Hunger Initiative. A total of **\$52,000** was also granted to area nonprofits like Jewish Family and Children's Service and Mount Carmel Guild to expand their summer hunger programs.



### 330 EDUCATION KITS

were distributed to children at elementary schools and community programs in Mercer County to support literacy, science, math, fine arts and creative thinking.



### 7,574 INDIVIDUALS & FAMILIES

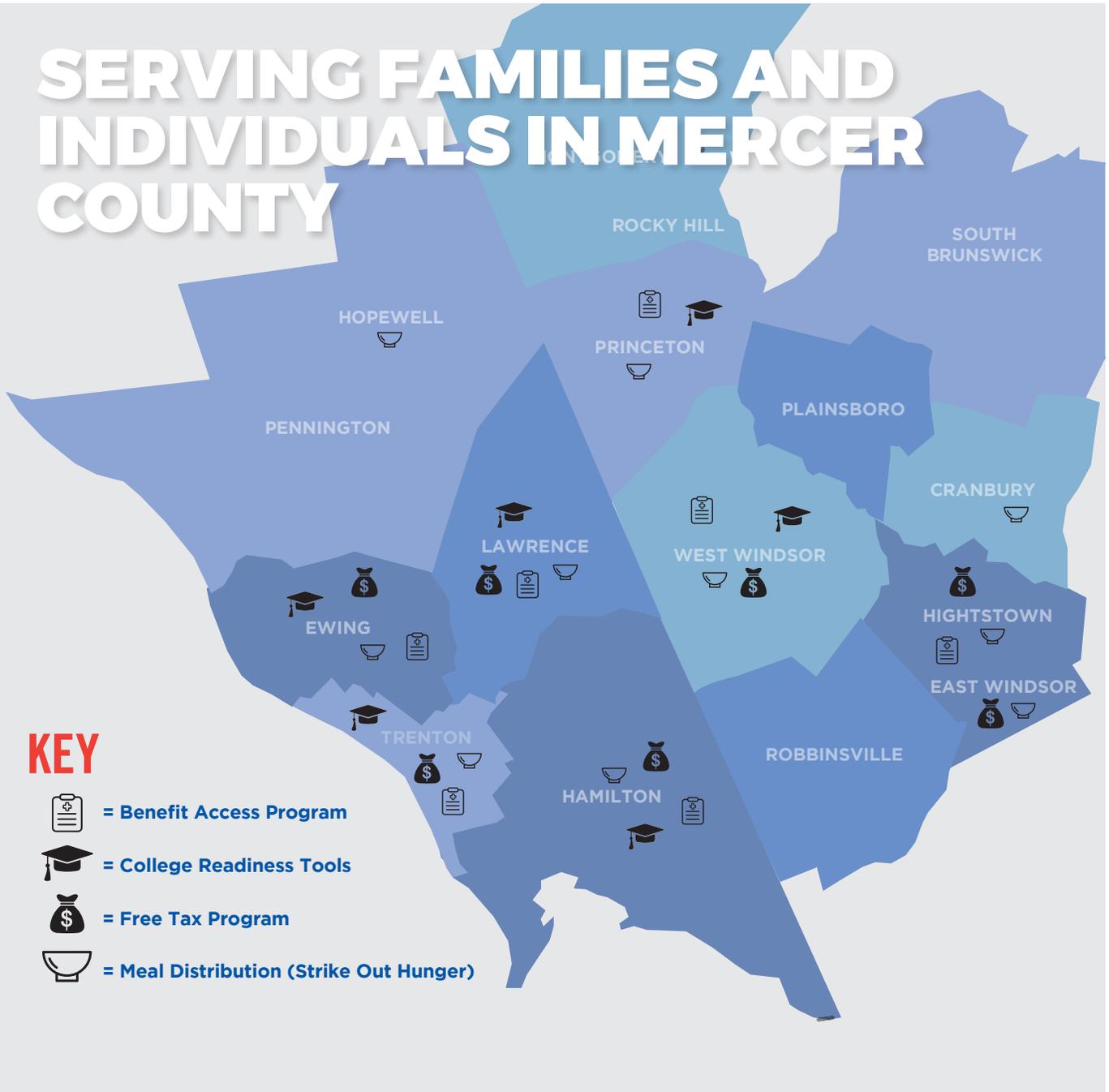
saved **\$521,283** through United Way's partnership with Familywise Prescription Savings Program. The prescriptions were used to treat conditions like heart disease, mental health and infections.



### 7,095 MERCER COUNTY RESIDENTS

were connected to NJ 2-1-1 for financial assistance, housing, medical and mental health services as well as other needs. Since 2002, UWGMC has supported NJ 2-1-1 which is a free, multilingual and confidential community helpline available 24-hours a day, 7 days a week.

# SERVING FAMILIES AND INDIVIDUALS IN MERCER COUNTY



## CORPORATE PHILANTHROPY



**BUILD TEAMS**



**DEVELOP COMMUNITY**



**GIVE HOPE**

**1,377** volunteers at **41** businesses gave a total of **1,544** hours to make a difference in the community. United Way offers turn-key and customized corporate social responsibility opportunities that support our youth success, financial security and health initiatives.



**Our Strike Out Hunger Initiative celebrated its fifth year and to date has produced over 500,000 packaged meals.**

This year, we incorporated fresh produce to promote healthy eating. The United Way estimates that 55,000 local families are struggling to make ends meet<sup>3</sup>. Therefore, Strike Out Hunger unites companies, individuals and advocates to alleviate hunger in Mercer County. Volunteers from local businesses form teams to pack meals and engage in team building around the issue of food insecurity.

We understand that in order to make a difference on the issue of food insecurity it takes bringing together trusted partners to alleviate the problem.

Mercer Street Friends Food Bank has been a five-year partner, serving as the central Strike Out Hunger food distributor while Rolling Harvest Food Rescue recently joined the partnership to provide fresh produce from local farms including, NJ Farmers Against Hunger. Aside from the event, we also strengthen the capacity of nonprofits by providing grants to support their hunger initiatives. That's what Strike Out Hunger is all about, partnering for community progress.

*"Horizon NJ Health has been a part of Strike Out Hunger since 2015. Every year, the employees look forward to participating in the event. As a former member of the Strike Out Hunger Committee, I felt that I was giving back to the community and helping to address the problem of hunger in Mercer County. I know that every meal we packed is delivered to a child in need. It is remarkable to see so many people work together for a great cause. It was an honor to partner with United Way of Greater Mercer County and work together to make a positive impact in the community"*  
 Alminda D'Agostino, Ph.D., MPH, CHES former Manager of Community Health Education at Horizon NJ Health."

<sup>3</sup> Source: United Way NJ ALICE Report 2018



United Way  
of Greater Mercer County

LIVE UNITED

*Partnering for  
Community Progress*

# WELLS FARGO

## CORPORATE PARTNER SPOTLIGHT



*“Wells Fargo is proud to have a long legacy of serving and supporting communities. Through our business activities and philanthropic work, we use resources and expertise to solve complex societal problems and pave a path to stability and financial success for underserved communities. We are proud to support the United Way of Greater Mercer County as they pursue their mission to help individuals and families to reach their fullest potential and create a thriving community.”*

**Wanda Saez** Wells Fargo, Community Relations Associate Manager.

United Way has amazing corporate partners. One of our deepest relationships is with Wells Fargo. Together, we invest in our communities. The bank has supported \$17 million to help United Way boost financial security in communities across the nation.<sup>4</sup>

Locally, Wells Fargo has been an avid supporter for over seven years of our free tax prep program. The program serves working families and individuals so that they can use refunds and savings from tax preparation fees to cover food, housing, medical, transportation and debt expenses. The tax prep program builds financial security for struggling families working to make ends meet in Mercer County.

Not only does Wells Fargo provide support for programs but they also embrace their corporate social responsibility through volunteering. Wells Fargo representatives have served on the board of UWGMC and on the planning committee for our Strike Out Hunger event. More than 40 employees join the event each year to pack meals. Wells Fargo employees have also created Education Kits that benefit elementary age children. The kits support the development of a child’s literacy, science, math and fine arts.

Together we are working to build a stronger, thriving community- particularly for struggling families. All of us can make a difference in someone’s life if we do it in partnership.

<sup>4</sup> Source: United Way Worldwide

# Boys and Girls Clubs of Mercer County

## NONPROFIT PARTNER SPOTLIGHT



**We strengthen the capacity of our partners who are already doing great work in the community. For more than five years, we have partnered with the Boys and Girls Clubs of Mercer County (BGC) to make resources available that benefit the entire family.**

**T**wo days a week, United Way tax volunteers go to BGC to help families file their tax returns. Families can use the savings from tax preparation fees and refunds to cover food, housing, medical, childcare, transportation, and debt expenses. Also, a United Way Community Outreach Professional evaluates a household's financial status and connects them to federal resources. Access to these programs provides families greater opportunities to get financially ahead.

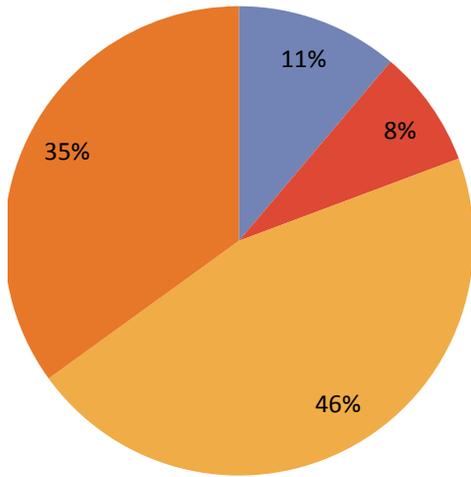
BGC and United Way partner to provide youth success programs that expand childhood experiences around STEM. We provide Grow A Garden Kits to BGC's elementary-aged camps to teach them how seeds grow into food. Students plant seeds to observe the produce grow and prepare meals during a BGC cooking class. Beyond STEM experiences, Grow A Garden also promotes healthy eating to support academic success.

Enabling youth to achieve success does not end with high school graduation. We collaborate with BGC to provide college readiness tools. College-bound students receive assistance to complete college financial aid forms (FAFSA) and to write college admission essays. This can get them one step closer to making college or trade school more affordable.

Zoubir Yazid, Chief Operating Officer at BGC, *“One of the features I love about our partnership with the United Way of Greater Mercer County is that we have a shared interest in helping youth meet their full potential. We bring our respective strengths to the table for a stronger, unified, and more impactful effort. Rather than compete or duplicate efforts, we leverage resources and expertise to help youth achieve their dreams. Not only is it a win for the individuals we serve, but our supporters and the community also see the greater impact we have as a team.”*

# FINANCIALS

## COMMUNITY INVESTMENT



- Youth Success
- Health & Hunger Relief
- Financial Security
- Donor Designations and Service Provider Fees

### Community Investment

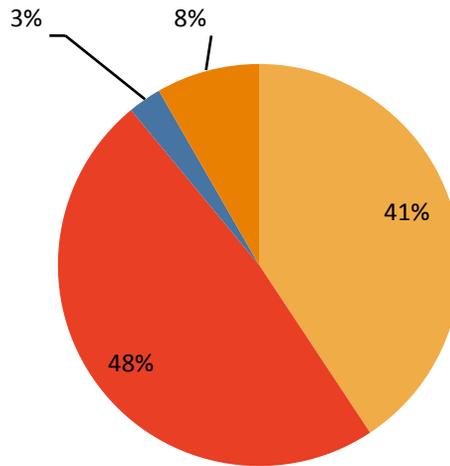
Youth Success	\$113,175
Health & Hunger Relief	\$82,244
Financial Security	\$463,113
Donor Designations and Service Provider Fees	\$354,242
<b>Total Community Investment</b>	<b>\$1,012,774</b>

## REVENUE

### Revenues

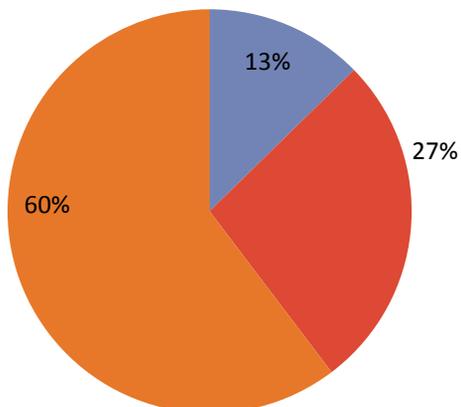
Annual Campaign (Net of Collection Loss)	\$547,215
Fee for Service, Grants, Bequests	\$649,500
Investment Income (Net)	\$36,114
Other Revenue	\$111,664

**Total Revenue** **\$1,344,493**



- Annual Campaign (Net of Collection Loss)
- Fee for Service, Grants, Bequests
- Investment Income (Net)
- Other Revenue

## EXPENSES

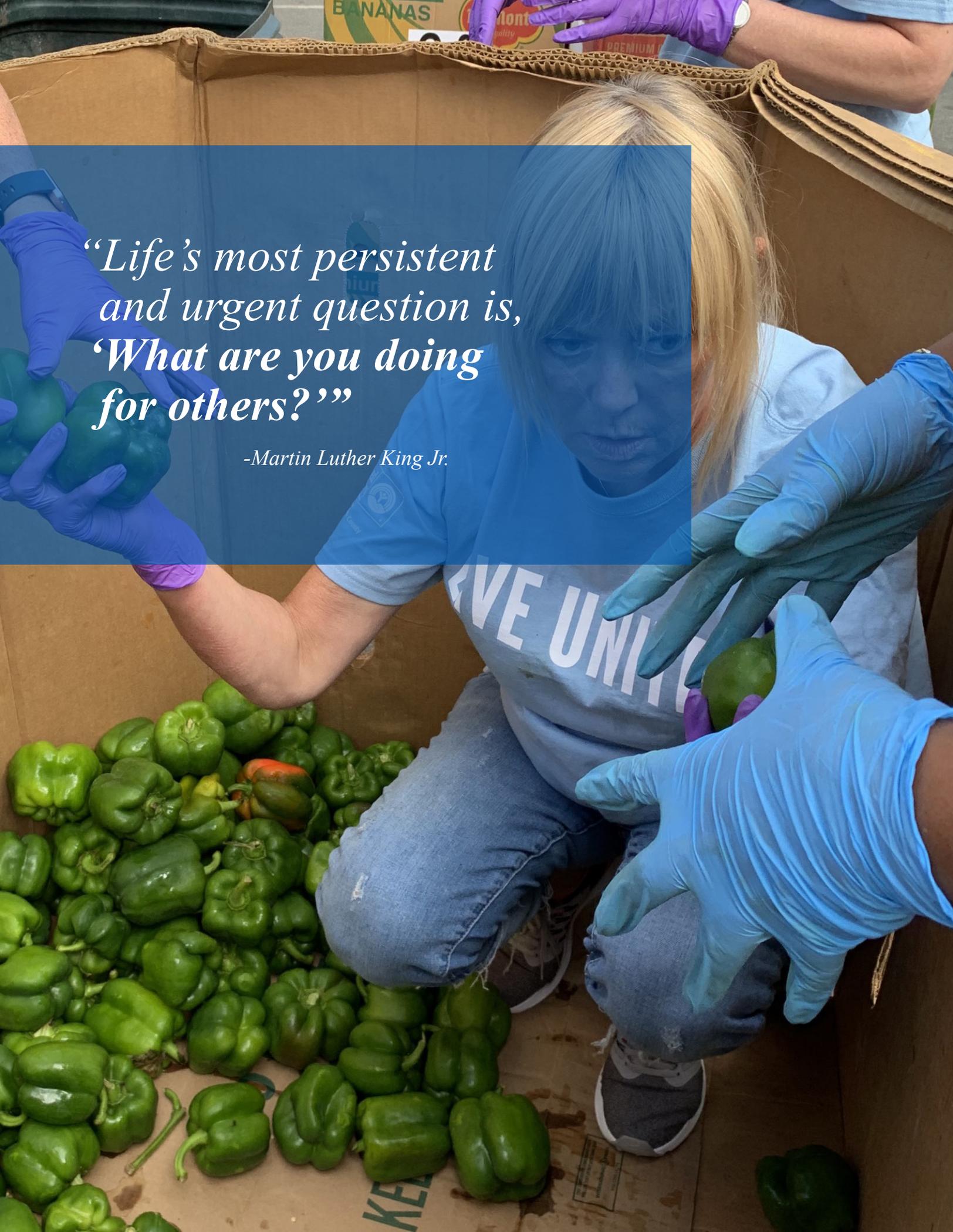


- Administration
- Fundraising
- Community Investment (Including Designations)

### Functional Expenses

Administration	\$212,821
Fundraising	\$453,534
Community Investment (Including Designations)	\$1,012,774
<b>Total Expenses</b>	<b>\$1,679,129</b>

**Change in Net Income** **\$(334,636)**



*“Life’s most persistent  
and urgent question is,  
‘What are you doing  
for others?’”*

*-Martin Luther King Jr.*

# 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](http://www.uwgmc.org/give)**

For more information on giving opportunities and benefits, please contact 609-896-1912 ext 4904.

Thank you for your support!

