



United Way of
Greater Mercer County



FISCAL YEAR 2017-2018

REPORT TO THE COMMUNITY

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

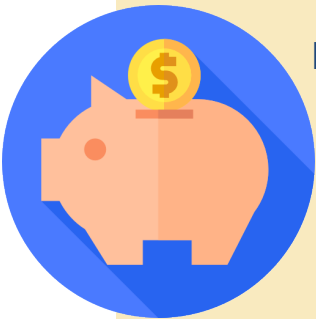
YOUTH AND FAMILY SUCCESS



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.

BOARD SPOTLIGHT - SCOTT NELSON

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.

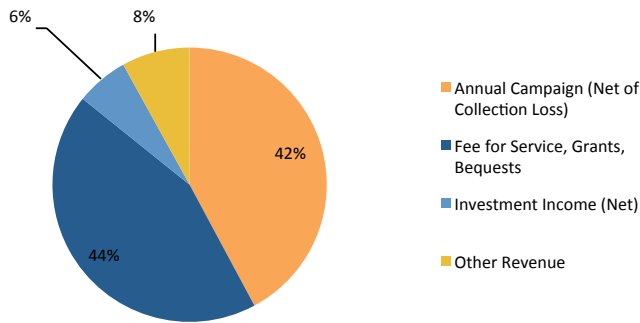
Thank you for your support!

REPORT TO THE COMMUNITY - FISCAL YEAR 2017-2018

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

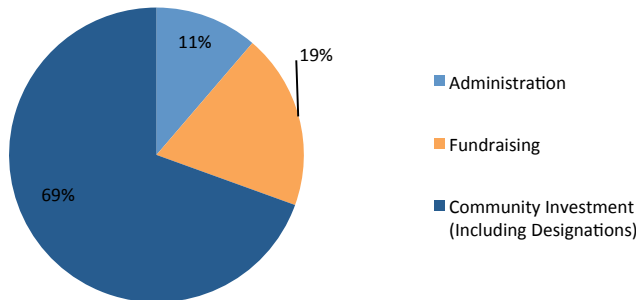


FUNCTIONAL EXPENSES

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

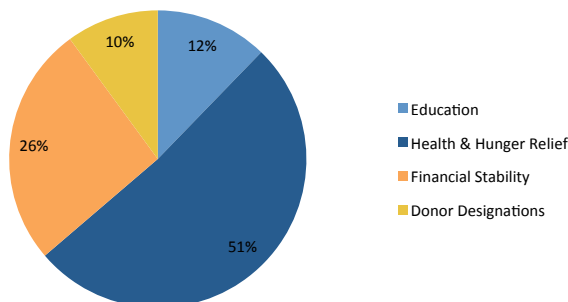
Change in Net Income

\$ (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



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