

# TOGETHER...



## REPORT TO THE **COMMUNITY**

**2019-2020 FISCAL YEAR**



## TOGETHER, we are helping one another succeed and get ahead.

No one could have predicted the way this past year would unfold. We've faced challenges we never expected, overcome odds stacked against us, learned things we couldn't have imagined, banded together on a scale we never thought possible. Thank you for *LIVING UNITED* through an overwhelming year, answering the call when we needed you the most.

Pre-pandemic there were more than 55,000<sup>1</sup> families in Mercer County experiencing health, financial, and educational insecurities. We estimate that the pandemic tripled the number of families – many of them working families – experiencing financial uncertainty.

The pandemic forced many organizations to pivot and be innovative. We were tested and can triumphantly report that we met the basic needs of struggling families. We developed new partnerships and responded when called to support the community through the challenges and demands caused by the pandemic. For instance, when Firmenich reached out to us about donating 220 gallons of hand sanitizer we got it into the hands of the most vulnerable in our community.

Now more than ever, families and individuals need our support. Help us build a future full of *hope*, of *possibility*, of *action* where everyone in Mercer County has an *equal* opportunity to thrive.



*Sandra Toussaint*

Sandra Toussaint  
President & CEO



*JR Woods*

Jennifer Woods  
President, Board of Directors

<sup>1</sup> Source: The United Way ALICE Project. (2018). ALICE: A Study of Financial Hardship in New Jersey

# OUR SERVICES AT WORK

## There is no better way to fully understand the impact of the United Way of Greater Mercer County than through the stories of the people we assist.

### Fear of being judged can make it difficult to ask for help.

Andrea<sup>2</sup>, a mother of a young daughter, and victim of domestic violence, was reluctant to tell her story but she knew that if there were any chance of getting the help she needed, sharing her circumstance was worth the discomfort.

Andrea came looking for assistance with food but decided to take advantage of other available resources and enrolled in health insurance for herself and her daughter. Our Benefits Team made a referral to domestic violence services and helped Andrea find safe and affordable housing.

*"Thank you, United Way for being in the community. I did not know where to go. I came for food, but I received so much more."*

– Andrea, program client



### Help is one call away.

When you do not have family support or have lost a loved one it can be overwhelming.

Jack<sup>2</sup>, who was elderly and disabled was reluctant to contact us. He had recently lost his spouse to COVID-19 and was unable to pay for his daily medications. He decided he had nowhere else to go and made the call.

*"I don't know what else to do. I have been calling the pharmacy and trying to get my medication all day and they can't help me,"* Jack told our Benefits Enroller. With the help of our Benefits Team, he got his medications the next day and because of his age received prescription savings. It turned out he was also eligible for food assistance (NJ SNAP), free meal delivery, and rental assistance.

As a result of the call to our Benefits Enroller, Jack is now receiving daily meals, life sustaining medications and financial assistance to improve his quality of life.



**With your continued help,  
there is so much more we can do ... TOGETHER.**

<sup>2</sup> At United Way of Greater Mercer County, we respect everyone who comes to us 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.

# COVID-19 RESPONSE & RECOVERY

**TOGETHER, with your help, we have created a strong, collaborative response to the coronavirus pandemic.**

**We are protecting the health and well-being of thousands of frontline workers including doctors, nurses, and other essential staff.**

We partnered with **Firmenich** to distribute more than **220 gallons of hand sanitizer** to St. Francis Medical Center, Capital YMCA, St. Lawrence Rehab Center, and Hamilton Continuing Care Center.

At the peak of the pandemic when personal care items were scarce, our relationship with **Kimberly-Clark** brought **10,000 rolls of Cottonelle toilet paper** to local food pantries for distribution to families in Trenton, Ewing, Princeton, Hamilton, Cranbury, Lawrenceville, East Windsor and Hightstown. For families uncertain of their financial futures, this assistance left more money for other basics like rent and food.

Over the course of several months, we worked with new partner **Olight** to identify opportunities to directly support hospitals. **170,000 surgical masks** were delivered to Capital Health, St. Francis Medical Center, St. Mary's Medical Center and Robert Wood Johnson University Hospital. St. Francis also received a **\$16,000 gift** and using the United Way network, we coordinated the distribution of **\$100,000** for frontline workers in New York City and Atlanta where Olight's US operations are headquartered.

**We are addressing challenges associated with remote learning.**

In support of families who have taken on new responsibilities for learning from home, we partnered with the **Smith Family Foundation** and **Sandoz** to provide more than **200 backpacks and headphones** to students in Trenton. Additionally, backpacks were also distributed to the Salvation Army and Every Child Valued.

Through a joint effort with **TDI Connect**, **Mercer County Community College**, and an anonymous donor, we minimized the interruption to learning by providing **30 refurbished laptops** to area community college students. We also utilize our workplace giving network to distribute donated computers from businesses that will then be refurbished and distributed locally.





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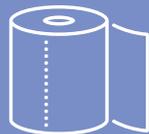
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OF COTTONELLE  
TOILET PAPER



# MAKING AN IMPACT IN THE COMMUNITY

## TOGETHER, with your help, we continue our mission to meet the basic needs of working families

We are making sure our friends, relatives and neighbors have access to the basics like health insurance, medicine, education, financial resources, and food.

### ACCESS TO HEALTH INSURANCE

Your contributions helped more than 3,000 households experiencing financial struggles connect to federal and state health care programs. Most often, these are households with children.

We also celebrated the launch of a web-based screening tool. With the option to create an online profile, access to health care is easier and faster – particularly for adults whose work schedules don't provide the flexibility needed to meet or speak directly with our Benefits Team.

Households seeking help with insurance also have other needs. With your help, one-third of these families received housing, mental health, food and unemployment assistance.

Finally, to reduce language barriers that stand in the way of accessing care, we've added a bilingual team member to support the increasing number of Spanish-speaking individuals looking for health care and other resources in the community.

### ACCESS TO MEDICINE

You helped 8,808 individuals **save on their medical prescriptions**. Nearly \$500,000 was saved on mental health, diabetes, asthma and heart disease medications through FamilyWize. Most individuals using this service are working adults between 25 and 64.



### ACCESS TO RESOURCES

With your help, more than 9,000 calls were answered by the NJ 2-1-1 hotline. NJ 2-1-1 is available to all residents of Mercer County regardless of financial circumstance. During the pandemic, the hotline received double the call volume about **accessing food, healthcare, housing, and legal services**. Most of the inquiries came from our friends, family, and neighbors in the Trenton, Lawrenceville, Princeton, and Hightstown communities.



#### Emergency Food & Shelter Program (EFSP)

As the chair of the local EFSP board, we distributed \$320,064 in federal funds to Mercer County organizations. The purpose of the EFSP is to **supplement and expand existing food and shelter services** available in the community.



## ACCESS TO EDUCATION

You made it possible for 37 rising high school seniors to participate in virtual college financial aid (FAFSA- Free Application Federal Student Aid) workshops as they pursue opportunities at colleges, universities, and technical schools. With classes operating virtually, disruption in support traditionally given by college counselors was minimized. With the help of our partner, ETS, **students stayed on track with higher education aspirations** by taking advantage of virtual, weekly drop-in sessions to develop college application essays.

Your support also **provided educational experiences for our youngest learners**. The STEM kits created through our volunteerism program teach elementary school students about a variety of subjects ranging from life sciences to electricity. This year, with partners including Janssen and NRG Energy, more than 200 personalized kits equipped with books and hands-on exercises kept students engaged.



## ACCESS TO FINANCIAL RESOURCES

Your contribution to UWGMC helped over 1,217 taxpayers take advantage of our free tax preparation program. We had to temporarily suspend the program and resumed with a drop-off service due to the pandemic. Together, we were still able to put more than \$2,106,100 back into our local economy. This means that in addition to saving an average of \$400 on filing fees, our clients received refunds averaging \$1,357. Our program also helped area residents take advantage of COVID-related stimulus payments by making sure outstanding tax documents were filed with the IRS. **Whether you are a retail employee, student, bank teller, child-care worker, our free tax prep program helps anyone earning less than \$65,000.**



## ACCESS TO FOOD

Your time and financial support **fed 5,224 people across every town of Mercer County**. With partners Wegman's of Princeton and Mercer Street Friends, we focused on the distribution of fresh produce. Jewish Family and Children Services joined in by using their mobile food pantry to distribute directly to families, adding items like fresh oranges to their customized grocery delivery. Both Mercer Street Friends and Jewish Family and Children Services went above and beyond to also distribute personal care items like toothbrushes and soap.

Through a partnership with Rolling Harvest Food Rescue and their network of local farmers, we supported a series of free drive-through and walk-up farmer's markets in Trenton and Ewing. Thousands of households received fresh fruits, vegetables, eggs, and other pantry staples. This was also an opportunity for residents who hadn't yet completed the U.S. Census to do so onsite.

In June, our signature Strike Out Hunger event went virtual with two dozen business and community partners contributing. Instead of hosting our usual meal packing event with over 600 attendees, we collected non-perishable items during drop off days. We stocked the shelves of our local food bank and pantries with items like cereal, pasta, and beans. Monetary grants were also awarded to several community partners to respond to the increased demand for food.

At a time when so many households are experiencing uncertainty, Strike Out Hunger is a prime example of the good things that happen through collaboration and commitment to community; our partners included:

- Aqua
- Berkshire Bank
- Bristol Myers Squibb
- Horizon NJ Health
- Investors Bank
- Josephine Peiser Charitable Foundation
- Mass Mutual
- M&T Bank
- Mercadien
- Mercer Street Friends Food Bank
- NJM Insurance Group
- NRG Energy
- PNC Bank
- Rotary Club of the Princeton Corridor
- Robert Half
- Rolling Harvest Food Rescue
- Sound Choice Media
- St. Francis Medical Center
- Starbucks Mercer Mall
- Starbucks Trenton Community Store
- The College of New Jersey
- Stark & Stark
- Wegmans
- Wells Fargo
- 94.5 PST

## THANKS TO THE INDIVIDUALS THAT DONATED TO OUR FOOD DRIVE!



# CORPORATE PHILANTHROPY

We are creating a community of volunteerism.

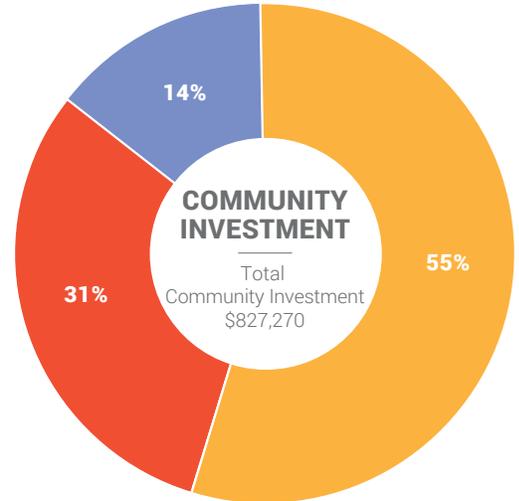
Despite the pandemic, **225 volunteers** were still able to **give a total of 489.5 hours** to make a difference in the community. United Way offers turn-key and customized corporate social responsibility opportunities that support our youth success, financial security, and health initiatives.



# FINANCIALS

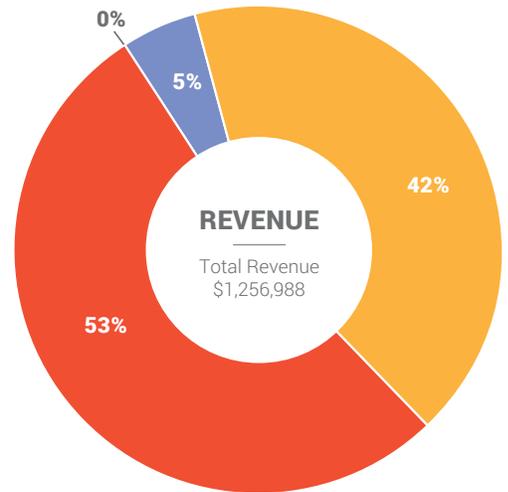
## COMMUNITY INVESTMENT

Basic Needs and Other Direct Service Programs	\$452,216
Financial Security	255,367
Donor Designations and Service Provider Fees <sup>3</sup>	119,688
<b>Total Community Investment</b>	<b>\$827,270</b>



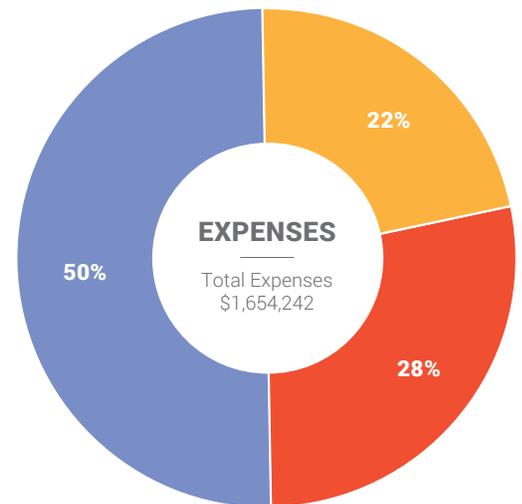
## REVENUE

Annual Workplace Campaign (Net of Designations) <sup>4</sup>	\$529,549
Fee for Service, Grants, Bequests	665,001
Investment Income (Net)	1,714
Other Revenue	60,724
<b>Total Revenue</b>	<b>1,256,988</b>



## FUNCTIONAL EXPENSES

Administration	356,683
Fundraising	470,289
Community Investment (Including Designations) <sup>5</sup>	827,270
<b>Total Expenses</b>	<b>1,654,242</b>
<b>Change in Net Income</b>	<b>\$(397,254)</b>



<sup>3</sup> Our annual workplace campaigns provide funds to local non-profits who we have been evaluated and determined to be fiscally responsible.

<sup>4</sup> United Way 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.

<sup>5</sup> Designations: Many of our donors designate their donations to local non-profits.

# WAYS TO GIVE

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.

## PLANNED GIVING

Name United Way of Greater Mercer County, as a beneficiary of your will. United Way has partnered with FreeWill to give you a free, easy way to write your legally valid will. The service is 100% free and it takes 20 minutes to complete. Go to [www.freewill.com](http://www.freewill.com).

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

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

# THANK YOU FOR YOUR SUPPORT!

## COMMUNITY PARTNERS

We partner with nonprofits throughout Mercer County to strengthen the capacity of the great work they are already doing. We are working together to build a stronger, equitable, thriving community – particularly for struggling families.

Arm In Arm	LALDEF (Latin American Legal Defense Fund)
Boys and Girls Club of Mercer County	Mercer Street Friends
Capital Area YMCA	Mt. Carmel Guild
Catholic Charities Diocese of Trenton	RISE a Community Service Partnership
CYO (Catholic Youth Organization)	Rolling Harvest Food Rescue
Every Child Valued	Salvation Army in Trenton
Hamilton Library	Share My Meals
Interfaith Caregivers of Greater Mercer County	TASK (Trenton Area Soup Kitchen)
Jewish Family and Children's Service of Greater Mercer County	TDI Connect
John O. Wilson Hamilton Neighborhood Center	The Father Center of New Jersey (formerly UIH)



# CARING CORPORATIONS

The resources, commitment, and passion of our corporate partners make it possible to build a stronger, equitable and thriving community. Whether it's through a workplace campaign, program funding, event sponsorship, volunteer efforts, or all of the above, they are joining us to assist struggling families.

## CORPORATE AND FOUNDATION SUPPORT

### TOCQUEVILLE SOCIETY \$10,000+

Educational Testing Service (ETS)  
Internal Revenue Service (IRS)  
Janssen  
Mary Owen Borden Foundation  
Novo Nordisk  
Olight  
Princeton University  
Robert Wood Johnson Foundation  
Santander Bank  
Single Stop  
Wells Fargo

### GATEWAY CIRCLE \$2,500-\$4,999

Aqua  
Berkshire Bank  
Investors Bank  
M&T Bank  
Mercadien  
PNC Bank  
PNC Foundation  
St. Francis Medical Center  
Stark & Stark  
Wegmans

### LIVE UNITED PARTNER UP TO \$999

Holman Group  
NonProfitConnect

### VISIONARY CIRCLE \$5,000-\$9,999

Horizon NJ Health  
Josephine Peiser Charitable  
Foundation  
NJM Insurance Group  
NRG  
Starbucks

### PACESETTER CIRCLE \$1,000-\$2,499

Bristol Myers Squibb  
Comcast/NBC Universal  
Otsuka  
Robert Half  
Rotary Club of the Princeton Corridor  
Thomas Edison State University

## WORKPLACE CAMPAIGNS

AAA Mid-Atlantic  
Abbott Labs  
Anderson  
Aqua America  
AT&T  
Bank of America  
Best Buy  
Blank Rome LLP  
CB&I  
Cenlar FSB  
Child Care Connection  
Comcast/NBC Universal  
Costco  
Delaware River Basin Commission  
Deloitte  
Dr. Pepper Snapple/Bai  
Enterprise  
Educational Testing Service  
FedEx  
FMC Ag

Ford  
Fulton Bank  
GE  
Genuine Parts  
Greenwood House  
High Hotels  
Horizon NJ Health  
ITW  
Johnson & Johnson  
JCPenny  
Kellogg's  
Lowe's  
Macy's  
McMaster-Carr  
Morgan Lewis  
NEC Laboratories  
NJ Employee Charitable  
Contributions  
New Jersey Education Association  
(NJEA)

PerformCare  
Pfizer  
PNC  
Princeton Plasma Physics  
Laboratory  
Princeton University  
Raymond James  
Robert Wood Johnson Foundation  
Rue Insurance  
Stop & Shop  
Target  
TD Bank  
TJX  
UPS  
Walmart  
Wegmans  
Wells Fargo  
Williams  
Zoetis

This report acknowledges partners and supporters from July 1, 2019 through June 30, 2020. United Way of Greater Mercer County 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.*

# THANK YOU FOR YOUR INVESTMENT IN OUR COMMUNITY

## **TOCQUEVILLE SOCIETY \$10,000+**

Anonymous  
Michael Rowe

## **VISIONARY CIRCLE \$5,000-\$9,999**

Norman Goldschmidt  
Dr. Ruth and Robert Goldston

## **GATEWAY CIRCLE \$2,500-\$4,999**

Kevin McAnaney  
Matthew Murphy  
Scott F. Nelson  
Christina Spinelli  
Michael Ullmann

## **PACESETTER CIRCLE \$1,000-\$2,499**

Charles Beitz  
Alan Blinder  
Deligne Family Fund  
Kristin Epstein  
Charles Gear  
Chuni Ghosh  
Betsy Hanna  
Andrew Jackson  
Katherine Hatton and  
Richard Bilotti Fund  
Francis X and Ana V Kelly  
Jane McCarty  
Andrew Miller  
Alan Patten  
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Rita Ribeiro  
William Rue  
Raji Sathappan  
Howard Stone  
James Thursby  
Sandra Toussaint  
Charlotte Williams  
Richard Willinger  
Carlton Wong  
Jennifer Woods

## **LIVE UNITED PARTNER UP TO \$999**

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Stephen Adler  
Dorothy Aichler  
Stephen Anderson  
Roderick Anderson

Susan Attix  
Claudette Barlow  
David Benjamin  
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by providing access to basic  
needs and resources.*





**United Way of Greater Mercer County**

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