

# 2022

Since 1923, United Way of Greater Newark has followed our mission to disrupt the cycle of poverty by convening, collaborating and investing in strategies to improve outcomes for children and families in Essex and Hudson Counties. We serve Newark, Belleville, Bloomfield, East Orange, East Newark, Harrison, Irvington, Kearny, Maplewood, North Arlington, Nutley, Orange, South Orange, and West Orange.

# ANNUAL REPORT



**United Way of  
Greater Newark**



# LETTER FROM OUR CEO

Dear Supporters,

Once again it is an honor to present United Way of Greater Newark's annual report. In celebrating 99 years of service to the greater Newark area, UWGN continues to create impact in the community around the social determinants of health in order to disrupt poverty. Our work with our partners is a vital part of what helps Newark and other communities in our footprint connect residents to programs and services in education, health, and financial stability. Without our donors and supporters, we would not be able to do this work and for that, we thank you.

This past year, we continued to raise and distribute funds to support mobilizing resources for Newark and the greater Essex County area in getting residents, young and old, vaccinated. We've also delivered our annual Volunteer Income Tax Assistance program and saw an increase from the previous year of those taking advantage of this service. The VITA program is essential for low-income working families to take advantage of the Earned Income Tax Credit and get their full tax refund without spending hundreds of dollars on tax preparation. UWGN also partnered with the Newark Board of Education to continue the My Very Own Library program resulting in students, kindergarten through 8th grade, receiving 10 free books. As part of this work, we also launched a Mental Health First Aid training program for youth development professionals to help support students experiencing the effects of social isolation during the pandemic.

As we look to 2023 to celebrate our centennial, we hope you will join us in engaging the community in ways to support our work. Through advocating, volunteering, and donating, your support helps UWGN address the continuing needs in the greater Newark area. I know that with your support, United Way can continue to thrive and support those who are breaking free from the cycle of poverty.

Thank you and I look forward to continuing to LIVE UNITED with you!

Catherine P. Wilson, MSW  
President and CEO



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# 100 YEARS OF SERVICE

United Way of Greater Newark  
will celebrate our Centennial  
Anniversary in 2023.

**WILLIAM ASHBY**  
Founder  
United Way of Greater Newark



**United Way of  
Greater Newark**

During our 100 years of service, UWGN has improved the lives of those living in our footprint by focusing on our three pillars of health, financial stability and education. Join our year-long milestone anniversary by participating in our Centennial Capital Fundraising Campaign, 10th Annual Women's Breakfast and Centennial Gala.

Contact Chief Development Officer Richard Greco at [rgreco@uwnewark.org](mailto:rgreco@uwnewark.org) to get involved.

LOGO  
DEBUT

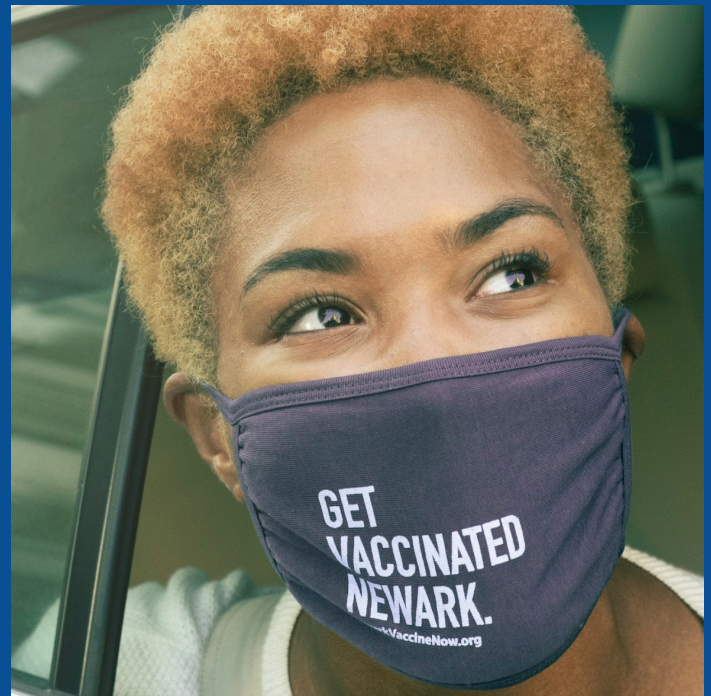
## Newark Equitable Vaccine Initiative



In partnership with The Rockefeller Foundation, United Way of Greater Newark concluded our Newark Equitable Vaccine Communications and Mobile Distribution grant. UWGN invested \$ 1 million in 18 community-based organizations. Over the 11-month period, UWGN's network provided 27,247 direct COVID-19 vaccinations. The network hosted 1,541 community events, provided COVID-19 assistance and referrals to 90,759 community members, and distributed 96,585 bags of groceries to the community.

## Youth Newark Equitable Vaccine Initiative

Following the success of the NEVI grant, UWGN introduced the Youth Newark Equitable Vaccine Initiative to focus on increasing COVID-19 vaccination rates among youth ages 12-17 in partnership with the Rockefeller Foundation. Four community-based organizations received \$50-thousand to hire youth ambassadors and provide direct outreach to encourage youth to receive vaccinations. Behind the lead of youth ambassadors, over 1,000 youth were directly vaccinated. The network provided over 115 youth-led events and distributed over 25,000 forms of literature.



# HEALTH

## Vaccination Assistance Outside of Newark

UWGN partnered with Greater Newark Health Care Coalition to create an equitable vaccine project to increase vaccination awareness, information and access in East Orange, Irvington, and Orange through popular education, community support, culturally appropriate messaging (including a TV commercial), and vaccine distribution. From Oct. 11, 2021 - Jan. 14, 2022, this innovative community outreach conducted by longstanding local-staple partner organizations led to 2,853 vaccinations. Before October 2021, only 61%, 52%, and 51% of the population 18 and over in our service area had received the first dose of the vaccination. By the end of this initiative, this rate increased to 97%, 82%, and 87% of the population 18 and over.



**2,853**

# OF VACCINATIONS



**2,543**

FLYERS DISTRIBUTED



**161**

VACCINATION EVENTS



**3,026**

EVENT ATTENDEES

## Workplace Wellness

UWGN hosted Mental Health Wellness workshops for frontline Youth Development Professionals through our Newark Thrives! program. Newark-native Dr. Ronald Love Jr. facilitated the two-part series. YDPs learned how to identify Mental Health issues in the workplace, implement self-care practices, and understand the trauma and stress within the community due to Mental Health.

# FINANCIAL STABILITY

## Small Business Support

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During COVID-19, United Way of Greater Newark partnered with The City of Newark to distribute \$1,177,527 to 134 small businesses in need during the pandemic.

As a follow-up to the COVID-19 Emergency Small Business Grants Program, UWGN continued supporting Small Businesses in the post-pandemic world and invested \$30 thousand to support BackStop for Small Businesses in partnership with Greater Newark Enterprises Corporation.

The program provided guidance and back office support programs for Micro and Small Businesses including Bookkeeping, Building Business Credit and Branding, Website & Digital Marketing.

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**“We were on the verge of closing. United Way’s grant changed our bar forever. I don’t think we would’ve made it without that funding.”**

MARIANNE DOWNER  
THE DEEP INN BAR OWNER

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# FINANCIAL STABILITY

## Volunteer Income Tax Assistance Program (VITA)

United Way of Greater Newark partnered with five Newark Asset Building Coalition partners to provide tax assistance preparation to 5,359 individuals and families, which returned \$11.5 million directly back into the community. The Volunteer Income Tax Assistance (VITA) program has operated for over 50 years in partnership with the IRS and provides free tax services to families and individuals earning under \$73,000, persons with disabilities, and limited English-speaking taxpayers. The program, which is staffed by volunteers, helps taxpayers identify critical benefits such as the Earned Income Tax Credit (EITC) and the Child Tax Credit (CTC) to increase their tax refunds and give families more security in housing, food, and basic needs.



5,359

# OF TAX RETURNS



\$11,575,632

TOTAL FEDERAL AND STATE REFUND AMOUNT



\$3,836,001

TOTAL EARNED INCOME TAX CREDIT AMOUNT



\$2,632,876

TOTAL CHILD TAX CREDIT AND ADDITIONAL CHILD TAX CREDIT AMOUNT



3,830

EITC RECIPIENTS



\$1,554,110

DOLLARS SAVED ON FILING FEES

## VITA Volunteer Testimonials

“(The highlights) are made up of a lot of little moments where you are reaching out to the community and letting them know that they do have help.”

LINDA PERLONGO  
VITA VOLUNTEER

“That’s why I keep coming back. They [the tax clients] care about me, it’s very personal.”

ANTHONY MIYAMOTO  
VITA VOLUNTEER



# FINANCIAL STABILITY

## Working Together For A Better Newark

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United Way of Greater Newark continued convening the Newark Asset Building Coalition.

New Jersey Citizen Action, Ironbound Community Corporation, New Jersey Institute for Social Justice, Newark Alliance, La Casa De Don Pedro, Greater Newark LISC, Urban League of Essex County, New Community Corporation, and Clinton Hill Community Action join United Way on the Newark Asset Building Coalition and work together through the Volunteer Income Tax Assistance (VITA) program to spread awareness for the Earned Income Tax Credit, the Child Tax Credit, and other important credits that can assist moderate to low-income families.

## Financial Stability Workshops

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United Way of Greater Newark and five Newark Asset Building Coalition partners hosted four free Financial Literacy virtual workshops that reached over 100 people.

The topics were selected by grassroots and community-based organizations with input from workshop participants and were taught by professionals in each field. The series addressed Budgeting, Savings & Financial Coaching, Credit, Money Management & Home Ownership, and Making the Most of Your Bank Account.



# EDUCATION



## Literacy in the Classroom

As students returned to the classroom for in-person learning, UWGN continued its literacy initiative. Although it was unable to host in-person Scholastic Book Fairs, My Very Own Library provided 240,000 books in bundle packs to students in 35 Newark schools.

My Very Own Library hosted virtual author visits with well-known children's authors and illustrators. My Very Own Library is a literacy initiative run through the University of Chicago to provide public elementary school students with access to books and learning resources.



## Education Outside of the Classroom

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Newark Thrives! continued working with Out-Of-School-Time programs to provide accessible and quality programs for students to learn outside of the confines of a classroom.

Newark Thrives! equipped Youth Development Professionals throughout the community with tools and guidance to best serve the community's youth during Social Emotional Learning round table discussions, in-person wellness events and summer program wellness visits.



## Helping Youth Find the Right Fit

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Newark Thrives! is excited to announce the relaunch of its Youth Program Locator during the 2022-23 school year. The program provides youth and families access to all quality Out-of-School-Time youth development programs in their neighborhoods. The interactive tool allows students and parents to break down a virtual map detailing OST programs throughout Newark by a variety of topics including grades served, days offered, time offered, enrollment types, ward, and program types, categories and topics to find the best fit for them.



# EVENTS

## 9th Annual Women's Breakfast

In June, United Way of Greater Newark hosted its **9th Annual Women's Leadership Breakfast** at Nanina's in the Park.

Renowned speaker **Dee C. Marshall** delivered an inspiring keynote address and Tree House Cares CEO, **Tanya Veltz** and Newark Emergency Services for Families Executive Director, **Amina Bey** were honored as this year's Community Service Awards recipients.

In addition to our esteemed corporate sponsors, L'Oreal donated makeup samples for the event.



## Run United Virtual 5K

This Mother's Day, United Way of Greater Newark encouraged all those able to get on their feet for its annual Run United Virtual 5K.

Whether walking or running, the week-long event raised **\$2,482** to support UWGN's overall mission.



# STAFF & BOARD



**CATHERINE P. WILSON**  
PRESIDENT AND CEO

**BOARD SECRETARY**

United Way of Greater Newark exists to improve the lives of individuals, children and families within our footprint to strengthen the collective community. Through programs and service initiatives we address the root causes of community concerns.

## BOARD OF TRUSTEES

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**TIFFANY ALICHE**  
THE BUDGETISTA

**DUPRE KELLY**  
211 COMMUNITY IMPACT

**VINCENT J. ALONGE**  
BOARD CHAIR  
HORIZON

**ANDREA LEWIS-WALKER**  
U.S. DISTRICT COURTS, NJ

**TYRON D. BROWN**

**MICHAEL MUNIZ**  
COLUMBIA BANK

**SALLYANNE FLORIA**  
A.J.S.C. RETIRED

**COLTRANE STANSBURY**  
MACMILLIAN

**MARK D. HARTIGAN**

**LESTER TAYLOR III**  
FLORIO PERRUCCI STEINHARDT  
CAPPELLI TIPTON & TAYLOR, LLC

**MARY ANN JACKSON**  
VICE CHAIR  
PRUDENTIAL FINANCIAL

**TINT TINT YAP**  
BAYER

**NAN JIANG**  
DELOITTE



# DONATIONS & SPONSORSHIP

## INDIVIDUAL DONATIONS

DONATIONS MADE DURING THE FISCAL YEAR OF JULY 2021 - JUNE 2022

### \$10,000+

Thomas J. Tobin

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

Charles F. Wallace

### \$1,000 - \$4,999

Valerie Block  
Terry Ann Burrell  
Sallyanne Floria  
Marc Geenberg  
Karin Gerald  
Mark D. Hatigan  
Mary Ann Jackson  
Nan Jiang  
Andrea Lewis-Walker  
Bei Saville  
Lester Taylor III  
Tint Tint Yap

### \$500 - \$999

Amina Bey  
Robert and Kathryn Clark  
Christopher & Debora Corbett  
Lonnie & Bette Hanauer  
Ceilia Hicks  
Daniel Levin  
Gail McGraw  
Alena Minatee  
Richard Mohring  
Jeff Morgan  
Christina Principe

### Up to \$499

Catina Artenant  
John Antonacos  
Robert Austin  
Martha Baez  
Micaela Bennett  
Kaleena Berryman  
Aileen Binder  
Mario Bittencourt  
Gloria Boseman  
Devon Bowman  
Naima Briscoe  
Camoy Briscoe  
Marlene Brown  
Roxanne Camejo  
Donald & Rebecca Campbell  
Beverly Canady  
Julienne Cherry  
Jennfer L Cohen  
Donna De Palma  
Marie DeCaprio  
Graham Dewanna  
Katharine Dobbins  
Nicole M Dorrell  
Brooke Duffy  
Shanell Dunns  
Leonard Epstein  
Robert and Bonnie Fitzpatrick  
Robert Foster  
Diana Galer Jaffe  
Vesta M. Godwin  
Michelle Gonzalez  
Donnette Green  
Jaydee Greene  
Madinah Hamidullah  
Calvin L. Hayes

JoEllen Hennessy  
Shearon Hollaway  
Allison K. James-Frison  
Latisha Johnson  
Victoria Kamalova  
Jacqueline Koski  
Anne Kress  
Jane Kurek  
Connie Ludwin  
John Mackay  
Jorge Madrazo  
Tashia Martin  
Rick Martins  
Cara Medwick  
Swetlana Molina  
Terrance Montigue  
Trina Obi  
Lisa Powell  
Vilma Ramirez  
Janien Reeves  
Denise Rodgers  
Philip and Lindsay Scott  
Keyanna Seville  
Dorisse Shakir-Ullah  
D. Simmons  
Ethel and Robert Singer  
Michael Slater  
Marian Stern  
Saranya Thana  
Kerry Thompson  
Chika Ugonwenyi  
Jennifer Velez  
Joan Walsh  
Gwendolyn Watford  
Suffiyah Webb  
Irene Welch  
Rhenotha Whitaker  
Christopher White  
Dena Williams





## 5K Run United 2022

**\$2,482**

Terry-Ann Burrell	\$1,000
Michael Slater	\$250
Marie DeCaprio	\$250
Mary Ann Jackson	\$130
Andrea Lewis-Walker	\$128.50
Kerry Thompson	\$100
Micaela Bennett	\$100
Madinah Hamidullah	\$50
Jennifer Velez	\$50
Graham Dewanna	\$50
Trina Obi	\$50
Nicole M Dorell	\$50
D Simmons	\$50
Victoria Kamalova	\$35
Shearon Hollaway	\$25
Jane Kure	\$25
Run Signups	\$113.80
Facebook	\$25.00

## 2022 Women's Breakfast

**\$21,500**

Columbia Bank Foundation	\$5,000
Horizon Blue Cross/Blue Shield	\$5,000
Nasco	\$2,500
SaxLLP	\$2,500
Deloitte	\$2,500
Military Park Building	\$1,000
Florio, Perucci, Steinhardt & Cappelli	\$1,000
Prestige Title Company	\$1,000
Project Ready	\$1,000

Thank you to all our sponsors and donors!  
Your donation matters as we work together to bring vital programs to our community during these unprecedented times.

Through generous giving and personal commitment, we are transforming lives today while laying the foundation for future.





**CHARITY NAVIGATOR  
RECOGNIZES  
UNITED WAY OF GREATER NEWARK**



**AS A 4-STAR RATED CHARITY**

**NOVEMBER 1, 2021**

  
Michael Thatcher  
President and CEO



Millions of Americans rely on  
Charity Navigator to guide  
their giving.

# CHARITY NAVIGATOR

Charity Navigator evaluates a nonprofit organization’s financial health including measures of stability, efficiency and sustainability, tracking accountability and transparency policies to ensure the good governance and integrity of the organization. United Way of Greater Newark scored a **97% rating**, earning it a 4-Star rating, denoting that donors can “Give with Confidence” to this charity.

United Way of Greater Newark also earned a **2022 Gold Seal of Transparency with Candid!**

**GIVE WITH CONFIDENCE**





**THANK YOU!**

**United  
Way**



**United Way of  
Greater Newark**