



# 2021

**United Way of Greater Newark** is committed to disrupting the cycle of poverty by convening, collaborating and investing in strategies to improve outcomes for children and families. We serve the following communities: Newark, Irvington, East Orange, West Orange, South Orange, Belleville, Nutley, Maplewood, Kearny, Harrison, East Newark and North Arlington.

# Annual Report





# Letter From Our CEO

Dear Supporter,

As we close 2021, I want to personally thank each of you for your contributions to United Way of Greater Newark's work this year. As the pandemic raged on, vaccines became available and the world opened, the need for the work of United Way increased.

The past 20 months have been challenging both personally and professionally for all of our stakeholders: board members, staff, funders and community members. Some of us have lost loved ones to the virus, experienced the peripheral heart break of watching others we know suffer through this debilitating period and mentally steeled ourselves to show up each day for ourselves and each other.

The work of United Way is one of the heart. I recognize that all of us come together for this organization because we believe in the mission, the work we are able to accomplish together and the impact we have on our communities. This past year we funded over \$3,000,000 to community organizations to mobilize around getting Newark, East Orange, Orange and Irvington vaccinated. We partnered with our corporate donors to provide coats to our neediest residents. We continued to distribute books to our students to ensure they had the opportunity to learn, grow and dream.

You as a supporter are truly the embodiment of what it means to LIVE UNITED and I am grateful to each and every one of you for all you have done in the past 20 months. I have always said organizations like United Way exist to respond to disasters, pandemics, and crisis in the communities we seek to serve. Each of you have taken up the baton and helped carry us forward in responding to the needs of the community.

As we walk into 2022, I hope that you will continue to enthusiastically partner with United Way to ensure we fulfill our mission of disrupting poverty. I hope that you will continue to ask questions, offer suggestions, and challenge us in ensuring we are living our values, fulfilling our call to serve our communities in ways that we may not yet even understand.

Best,

Catherine P. Wilson  
President & CEO



UWGN partnered with Greater Newark Health Care Coalition, one of four not-for-profit regional hubs in New Jersey working to improve patient care and outcomes, to create an equitable vaccine project that seeks to increase vaccine confidence, vaccine access, and reduce the rate of vaccine disparities across Orange, East Orange, and Irvington. This strategy included increasing vaccination trust and rates among the residents of Orange, East Orange and Irvington through popular education, community support, culturally appropriate messaging, and vaccine distribution.



# Investing In **The Community**

## Equity Vaccination Initiative

In partnership with The Rockefeller Foundation, United Way of Greater Newark is happy to announce that 15 individual community-based organizations are the recipients of the Newark Equitable Vaccine Communications and Mobile Distribution grant. UWGN is excited to partner with these grassroots organizations on its first equity vaccination initiative.



## Afghan Refugee Fund

Local United Ways came together to assist Afghan families that had been relocated to Fort Dix in New Jersey. As people left their homes, some with very little notice, they were unable to bring clothing and personal items.



## Recipients of the Equitable Vaccine Communications Award:

- FOCUS Hispanic Center for Community Development, Inc.
- United Community Corporation (UCC)
- Unified Vailsburg Services Organization
- Ironbound Community Corporation (ICC)
- Bridges Outreach, Inc.
- La Casa de Don Pedro (CASA)
- Allen Village CDC
- North Jersey AIDS Alliance, Inc. (NJCRI)
- Project Ready
- Urban League of Essex County
- Clinton Hill Community Action
- Newark Emergency Services for Families (NESF)
- Tree House Cares

## Recipients of the Mobile Unit Popup Award:

- La Casa de Don Pedro
- Ironbound Community Corporation
- Newark Emergency Services for Families
- Southward Children's Alliance and Southward Promise
- Sarah Ward Nursery, Inc.

## Hurricane Ida Relief Fund

To address the needs of residents affected by the devastation caused by Hurricane Ida, United Way of Greater Newark established the Hurricane Ida Relief Fund.



# Area of Focus

## Financial Stability

As the communities we serve continue to recover from the financial impact of the global pandemic and natural disasters, UWGN helped return nearly \$10 million dollars back into the community through free tax preparation programs. The Volunteer Income Tax Assistance (VITA) program in partnership with the IRS, provides free tax services to families and individuals earning under \$66,000. As the federal government provided stimulus money to assist families, the Earned Income Tax Credit (EITC) put even more money in the hands of families. While this year was challenging, tax refunds gave families more security in housing, food and basic needs.



**5,858**

# OF TAX RETURNS



**\$2,621,022**

EITC



**\$1,101,304**

DOLLARS SAVED ON FILING FEES



**\$9,868,401**

TOTAL AMOUNT OF TAX REFUNDS RETURNED TO THE COMMUNITY



While this year was challenging, tax refunds gave families more security in housing, food and basic needs and establish savings accounts.



## Health

In addition to the vast Covid 19 work, UWGN supports Believe in a Healthy Newark as they improve the health outcomes of residents in the South and West Wards of Newark.

This year, the BHN Food and Fitness impact team disseminated a food insecurity survey at UWGN & Rockefeller COVID-19 mobile vaccination sites to understand the scope of food access in Newark



## Education

This year, UWGN didn't let the pandemic stall literacy initiatives. My Very Own Library continued to give students in 35 Newark schools, book bags filled with new books. Schools found unique ways to distribute books while students were still attending virtual school. During the 2020-2021 school year, 240,000 books were distributed to 24,000 students.

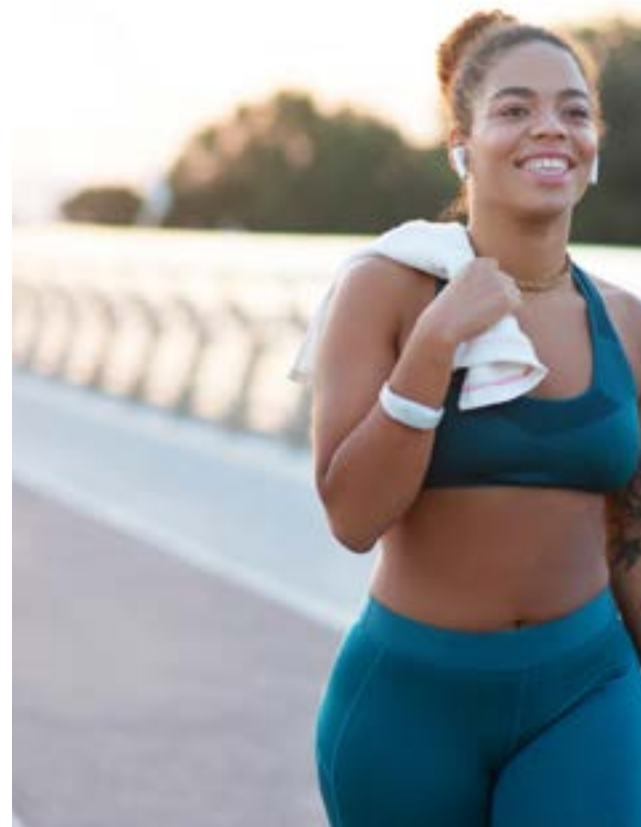
Newark Thrives, United Way of Greater Newark's out of school time (OST) initiative was relaunched. With support of Prudential Financial, Newark Thrives connects after-school and summer program providers with the community. Parents and students are able to learn about programs happening around the city that add resources after the school day has ended.

# Staying Connected



This year's annual **Women's Breakfast** featured phenomenal women that are making a huge impact in the community. Dr. Chris Pernel, Chief Equity Officer, University Hospital, Adenah Bayoh, Entrepreneur, Founder Adenah Bayoh & Company, and Andrea McChristian, Law & Policy Director, Social Justice Institute served as keynote speakers in the areas of health, business and social justice, respectively.

The **Annual UWGN Run United Virtual 5k** supported Newark Thrives. Proceeds from the run provided summer Out-of-School Time resources in the Arts, STEAM, College Readiness, Mentoring, and Sports & Recreation programs.



## COVID-19 Update w/ Mayor Ras J. Baraka

Catherine Wilson, President and CEO of United Way of Greater Newark joins Mayor Ras J. Baraka for a special FB Live Covid update as he discusses the Importance of Vaccination.



United Way of Greater Newark exists to improve the lives of individuals, children and families within our footprint to strengthen the collective community.

## State of Affairs w/ Steve Aduato

Steve Aduato is joined by Catherine Wilson, President & CEO, United Way of Newark, to discuss the mission of United Way of Newark, the ongoing challenges people in Newark are facing due to the pandemic, and the importance of supporting families impacted by Hurricane Ida and families from Afghanistan who are transitioning to life in the U.S.



# Partnering in the Community

Thanks to corporate partners, UWGN was able to donate new uniforms to four Newark elementary schools located in the Ironbound section of the city. Families that were impacted by Hurricane Ida, received new shirts and pants for students.

In November, UWGN hosted an online coat and winter accessories drive where community members were able to purchase new items that were given to five local community organizations. Additionally, Amerigroup and the Beta Alpha Omega chapter of Alpha Kappa Alpha sorority donated coats for men, women and children.

During the holiday season, the Community Food Bank of NJ faces their busiest time so as a way to give back, UWGN staff and board members volunteered their time preparing meals and packaging food for holiday boxes.



## NFL Tackle Reading Day

In Partnership with the NJ NFL Alumni Organization, four former NFL players read virtually to Newark students. After reading to the children, the former players answered questions and shared stories with the students.

## Book Donations

Getting books in the community has always been a priority and this year, hundreds of books were donated to local day care centers, community organizations and charter schools.

**United Way of Greater Newark is committed to helping the community and increasing access to quality educational resources and services for youth and families.**



## Celebrity Read

For more than 30 years, UWGN has hosted Celebrity Read where everyone that volunteers to read to children is a “celebrity”. This year, Reading in a Virtual World, played host to corporate volunteers that recorded themselves reading their favorite children’s stories. The videos were then sent to local schools in Newark, Orange, Irvington and South Orange-Maplewood. Newark Mayor Ras Baraka and Maplewood Mayor Frank McGehee served as special guest readers.



# Staff & Board



**CATHERINE P. WILSON**  
President and CEO

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.



**DR. ROBERT AUSTIN, II**  
Director of Education



**DANIELLE COREA-SMITH**  
Director of Financial Stability



**ADAOBI NDUPU**  
Director of Health



**KAREN LEACH-TOOMER**  
Director of Marketing



**JUSTIN ARTENET**  
Senior Manager of Newark Thrives



**NAKITA COOPER**  
Manager of Development



**EMMA LAVIN**  
BHN Coordinator



**HANA GREENE**  
Executive Assistant to President & CEO

## Board of Trustees

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The Budgetista

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Horizon, BCBS

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**Coltrane Stansbury**  
Macmillian

**Lester Taylor III**  
Florio Perrucci Steinhardt Cappelli Tipton & Taylor, LLC

## Testimonials

**“I love how I can read my books anytime. Thank you, My Very Own Library!”**

DESTINY C.  
NEWARK STUDENT

**“This is the second year I had my taxes prepared for free. I was able to use my refund to buy a new laptop for my daughter and pay some bills.”**

STEPHANIE R.  
EAST ORANGE RESIDENT



# Donations & Sponsorship

## \$10,000+

Gary Dst Hilaire

## \$5,000 – \$10,000

Thomas J Tobin  
Marjorie Feather

## \$1,000 – \$4,999

Mary Ann Jackson  
Alison Manning  
Jaidev Paruchuri  
Kathleen Swain  
Valerie Block  
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Vincent Alonge  
Cynthia Aureli  
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Nan Jiang  
Coltrane Stansbury  
Ralph Pothel  
Steven Oster  
Smiley Ronda  
Stephen Syperski  
John Fischer  
Lisa Lacarrubba  
Bill and Jane Siegle  
Meghan Wood  
Jeff Morgan  
Robert Clark

## \$500 – \$999

Susan Leepson  
Christopher White  
Vivien Hung  
Marian Stern  
David Reyes  
Joseph Drago  
Ana Linetti  
Luis Torres  
Diana Dambra  
Vini Elevathingal  
Phillip Weinberg  
David Templin  
Alexander Ventura  
Vashon Hill  
Dave Cepin  
Chung Jason How  
Kim Gardner  
Farrell Lavern White  
Robert Rossi  
Lynn Manganaro  
Jethro Bonafe  
Carla Lewis  
Matthew Hettinger  
Christopher Corbett  
Gail McGraw  
Mark D Hartigan  
Martin Barber

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.



## 5K Run United 2021 \$15,430

Columbia Bank	\$3,500
Deloitte TTL	\$3,500
Horizon Blue Cross	\$2,000
M&T Bank	\$2,000
WellCare Health Plans	\$2,000
Amerigroup Anthem	\$1,000
Panasonic	\$1,330
Group Gordon	\$100

## 2021 Women's Breakfast \$23,000

Horizon Blue Cross/Blue Shield	\$5,000
Columbia Bank Foundation	\$3,500
SaxLLP	\$2,500
Nasco	\$2,000
QUALFON	\$2,000
The MCJ Amelior Foundation	\$2,000
Deloitte & Touche	\$2,000
Amerigroup, Inc	\$1,000
Investors Savings & Loan	\$1,000
Medina City LLC	\$500
Studio Creative Group	\$500
Genova Burns LLC	\$500
Home Solutions	\$500



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 94.74 rating, earning it a 4-Star rating, denoting that donors can "Give with Confidence" to this charity.

GIVE WITH CONFIDENCE  
★★★★



# Thank You!