



2017-2018 COMMUNITY IMPACT REPORT

**BE A GAME CHANGER. FIGHT TO BREAK
THE CYCLE OF POVERTY FOR KIDS AND
FAMILIES IN MARICOPA COUNTY.**

JOIN THE FIGHT.

UNITE AGAINST THE CYCLE.



WHO LIVES IN POVERTY?



In Maricopa County 667,000 people are experiencing poverty; one in four are children.

Families spend on average \$2,500 in expenses a month for rent, utilities, child care, and transportation while still having to consider things like groceries, health care, and emergencies. These kinds of choices can lead to a cycle of poverty.

What poverty looks like

The cycle of poverty impacts us all.



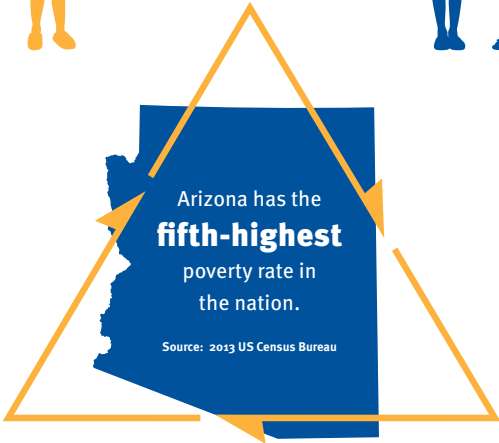
One in four children live in poverty in Arizona.

Source: 2012 US Census Bureau



High school non-graduates are almost **twice as likely** to be living under the poverty line, unemployed, and receiving welfare, than those who have graduated.

Source: Arizonafuture.org (2007)



Children who live in poverty are **twice as likely** to repeat a grade in school and **twice as likely** to drop out before completing high school.

Source: Smith et al. "Poverty and Education." Encyclopedia of Education. 2002. Web. 10 November 2014.

UNITED WAY PROMISE

NO OTHER ORGANIZATION UNITES AS MANY PEOPLE TO FIGHT POVERTY IN AS MANY WAYS



OUR TOTAL INVESTMENT IN MARICOPA COUNTY

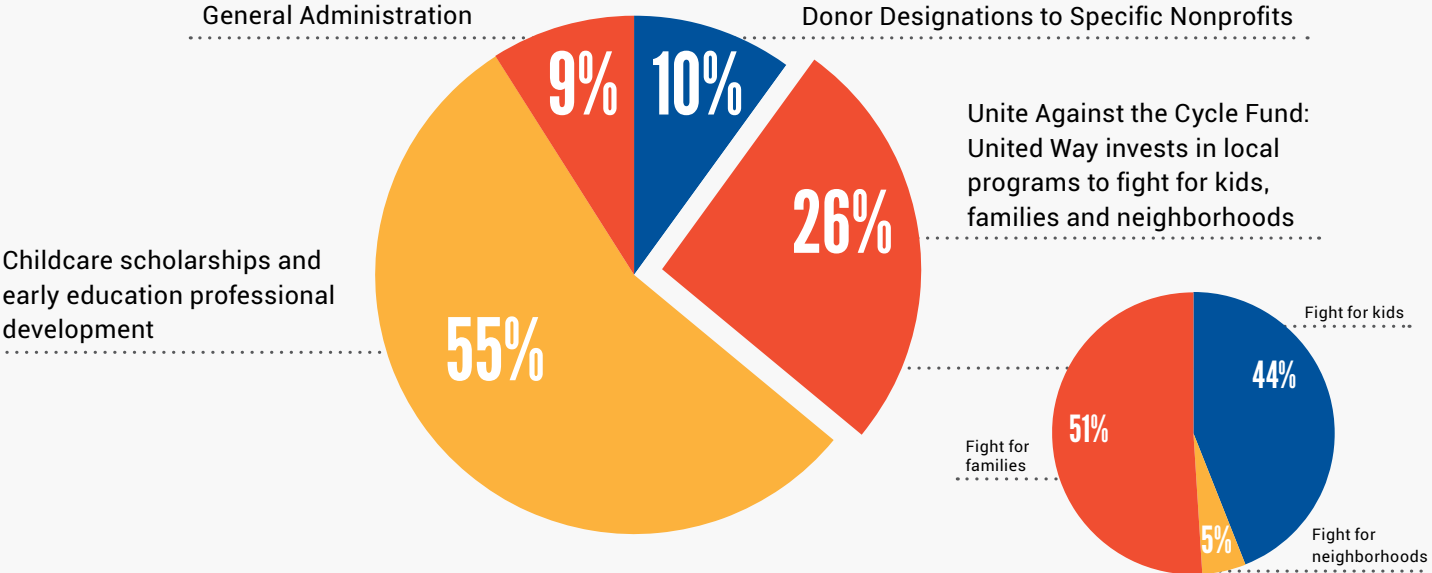
INVESTING IN UNITED WAY FOR KIDS, FAMILIES AND NEIGHBORHOODS

There's no single way to break the cycle of poverty. That is why United Way isn't a single issue organization. Because of our donors, we are able to pull together the most promising organizations across Maricopa County that provide comprehensive support in three key areas: Fight For Kids, Fight For Families and Fight For Neighborhoods.

In partnership with 140 exceptional local programs, United Way invests nearly \$100 million to address the multiple causes of poverty in the Valley.

TAKE A LOOK AT HOW THOSE INVESTMENTS WERE PUT TO WORK IN 2017-2018.

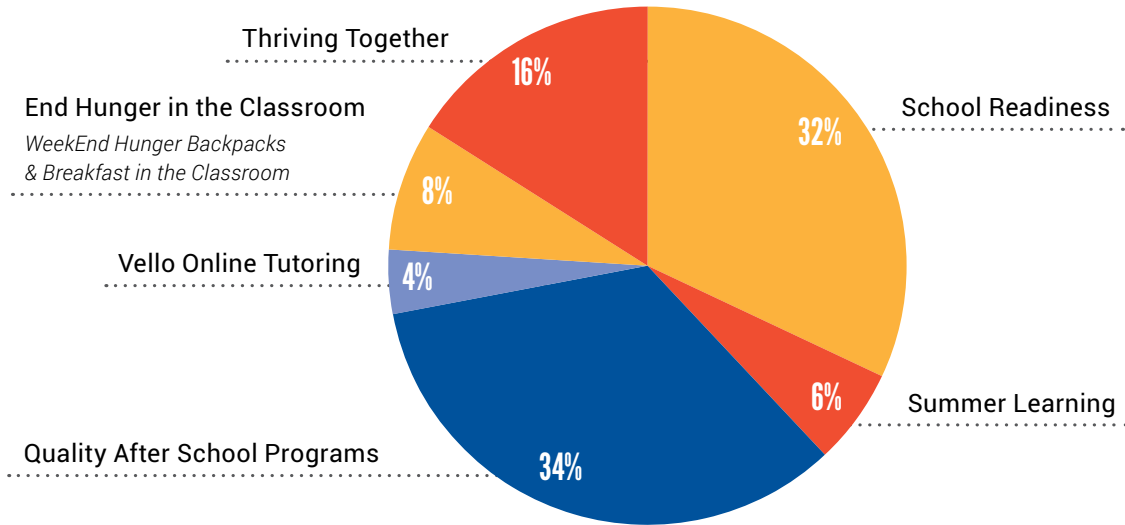
\$99,903,795



HOW WE FIGHT

WE FIGHT FOR KIDS

WE BELIEVE IN SUPPORTING KIDS AT ALL STAGES TO BREAK THE CYCLE.



SCHOOL READINESS

HELP STUDENTS BE READY
FOR KINDERGARTEN

We support quality learning activities and experiences for every child. We organize convenient training for families and caregivers to ensure kids are receiving the development, education, and health needs they require at a young age. We partner with quality care centers in our community so they can continue to provide top level care for local kids.

55,516

KIDS PARTICIPATE IN
HIGH QUALITY EARLY
LEARNING PROGRAMS

11,959

SCHOOL READINESS
KITS GIVEN TO
PARENTS / CAREGIVERS

 OUR GOALS:

75% OF CHILDCARE
CENTERS HAVE
A RATING OF 3
OR HIGHER

70% OF ALL
CHILDREN IN
THE PROGRAMS
MEETING ALL
DEVELOPMENTAL
MILESTONES

END HUNGER IN THE CLASSROOM

WEEKEND HUNGER BACKPACKS AND BREAKFAST IN THE CLASSROOM

Some children rely on school for all their meals and may not have access to nutritious food at home. By reaching kids in the classroom, we are giving children a better relationship with their food and a way to get the most out of their education, setting them up for success in life.



86 SCHOOLS SERVE
BREAKFAST IN
THE CLASSROOM

61,000

CHILDREN NOW HAVE A
BALANCED BREAKFAST EVERY
DAY IN THEIR CLASSROOM

OVER

900,000

MEALS SERVED IN WEEKEND
HUNGER BACKPACKS SINCE 2011

WE PARTNER WITH

11 SCHOOLS TO PROVIDE
WEEKEND MEALS TO THEIR
STUDENTS

WATCH THE VIDEOS >

 OUR GOAL:

Fund Breakfast in the Classroom to all schools in which 70% or more of students qualify for the federal free and reduced lunch program.

PROVIDE 131,040 MEALS PER YEAR

VELLO ONLINE TUTORING

GET KIDS AT READING LEVEL
BY 4TH GRADE

Teachers don't always have the time to do one-on-one guided reading sessions with struggling students, and in Arizona if a child isn't reading at grade level by 4th grade they could be held back. Students are now able to get connected to passionate professionals, volunteering to tutor, thanks to Vello Online Tutoring.



OF TEACHERS SAW
IMPROVED READING
SKILLS IN THEIR
TUTORED STUDENTS



OF PARENTS NOTICED
IMPROVED AT HOME
READING ENGAGEMENT



TUTORED STUDENTS
SAW NEARLY 4% HIGHER
GROWTH RATE IN
READING PROGRESS
COMPARED TO NON-
TUTORED PEERS

OUR GOALS:

70 CLASSROOMS
FUNDED

700 STUDENTS
USING VELLO

700 VELLO VOLUNTEER
TUTORS

INCREASE ACCESSIBILITY TO QUALITY AFTER SCHOOL AND SUMMER LEARNING PROGRAMS

United Way works to improve access and quality of after school and summer programs. These programs offer mentoring and counseling to prepare kids for life and school challenges. This support leads to improved readiness for post-secondary education and employment.



90% OF STUDENTS IN AFTER SCHOOL
PROGRAMS SHOWED A POSITIVE
RELATIONSHIP WITH AN ADULT
THIS CAN INDICATE ACADEMIC SUCCESS



OVER
300,000 MENTORING HOURS
A YEAR ARE PUT INTO
HELPING KIDS SUCCEED



IN SUMMER 2018
96% OF STUDENTS IN SUMMER LEARNING
PROGRAMS SHOWED IMPROVEMENT
IN LITERACY SKILLS



IN 2018
STUDENTS IN SUMMER LEARNING PROGRAMS
SHOWED AN AVERAGE 3-MONTH GAIN OF KNOWLEDGE
IN LITERACY INSTEAD OF LOSING 2 MONTHS

[WATCH THE VIDEOS >](#)

OUR GOALS:

OVER 1,000 K-3RD GRADERS MAINTAIN
AND/OR IMPROVE SUMMER
LITERACY SKILLS

115,000 STUDENTS HAVE ACCESS
TO QUALITY AFTER
SCHOOL PROGRAMS



THRIVING TOGETHER

At every stage of education, there are systems or processes that may be causing students to fall behind their peers, unsure of how to take their next step. From creating a better preparation system for the tests that place students into their college courses, to working with families to understand the Free Application for Federal Student Aid, to helping children read at grade level by 4th grade, we are addressing a large number of barriers kids in the Phoenix Union High School District (PUHSD) may encounter from birth to career through Thriving Together.



2,531 STUDENTS

ENROLLED IN POSTSECONDARY EDUCATION IN 2017



A RECORD NUMBER OF 620 STUDENTS

FROM PUHSD ENROLLED AT ASU



FAFSA APPLICATIONS INCREASED TO

2,964



IMPLEMENTED A 4-YEAR COLLEGE PLAN

FOR PUHSD STUDENTS

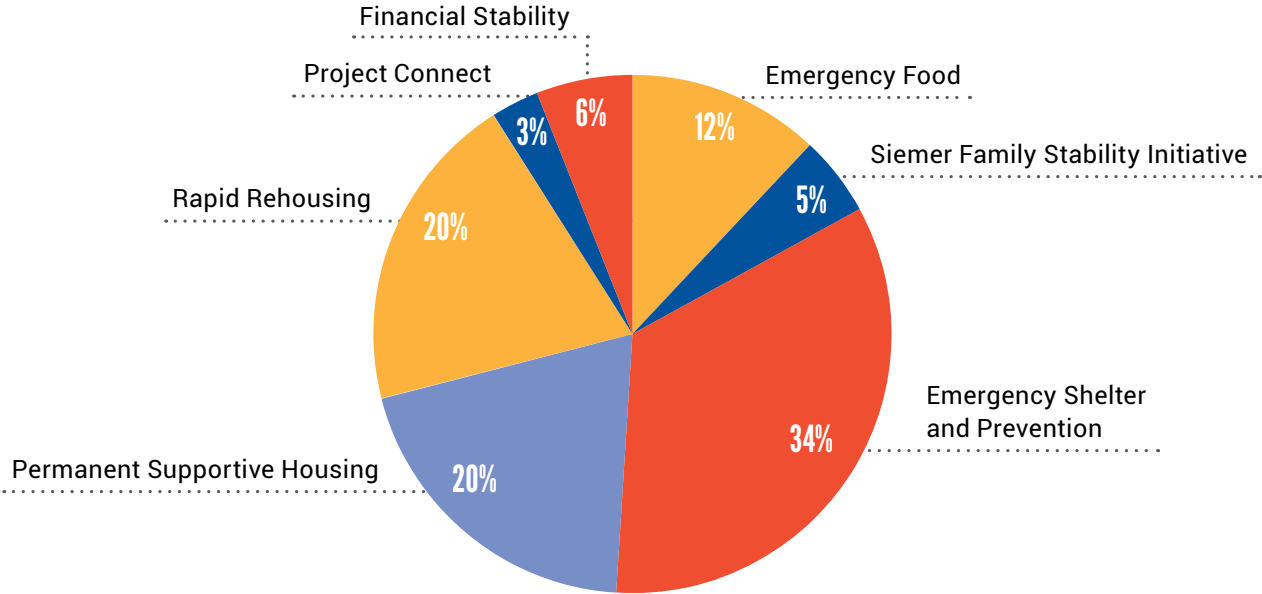
OUR GOALS:

INCREASE POSTSECONDARY ENROLLMENT BY 10% OVER THE NEXT THREE YEARS

INCREASE ATTENDANCE AT THE MARICOPA ENROLLMENT DAY EVENT TO 1,000 STUDENTS NEXT YEAR - A 100% INCREASE

WE FIGHT FOR FAMILIES

FIGHTING FOR FAMILIES MEANS ADDRESSING A VARIETY OF ISSUES FACING FAMILIES IN POVERTY.



END HOMELESSNESS

RAPID REHOUSING, PERMANENT SUPPORTIVE HOUSING, PROJECT CONNECT AND EMERGENCY SHELTER AND PREVENTION

Homelessness in Maricopa County is on the rise. Each situation is different and there isn't just one solution. We partner with emergency shelter and permanent supportive housing partners to offer emergency and long-term housing options.

[WATCH THE VIDEOS >](#)

10,274

SERVICE CONNECTIONS MADE AT PROJECT CONNECT EVENTS LAST YEAR

1,332

PEOPLE LIVE IN PERMANENT SUPPORTIVE HOUSING

OUR GOALS:

FUND BEDS FOR **575,000** EMERGENCY OR TRANSITIONAL NIGHTS

FUND **60** MORE RESIDENTS IN PERMANENT SUPPORTIVE HOUSING WITH CASE MANAGEMENT

END HUNGER AT HOME

EMERGENCY FOOD

Families face unexpected expenses, such as medical bills, that cause them to have to make decisions like paying for medicine or paying for groceries. Through the emergency food system we are able to address the immediate need of being able to put food on the table, making it easier for individuals and families to focus on financial stability or other matters that can help break the cycle of poverty.



WE PARTNER WITH MORE THAN
15 PROGRAMS TO HELP
PROVIDE GROCERIES
AND MEALS



OUR GOAL:

538,000 INDIVIDUALS RECEIVE THE
EMERGENCY FOOD THEY NEED

SIEMER FAMILY STABILITY INITIATIVE

In partnership with The Siemer Institute for Family Stability, we work with local school districts to identify struggling families and pair them with a case manager. Case managers receive financial coach training from United Way. They use these learnings to co-create budgets and financial goals with the parents. They also work with children to improve academic performance by connecting them to mentors, counselors or other services so they can succeed in school.

OUT OF THE 228 FAMILIES WHO HAVE BEEN SERVED,



IMPROVED
HOUSING
STABILITY



IMPROVED
INCOME



OUR GOAL:

SERVE AN
ADDITIONAL
150 FAMILIES
PER YEAR

FINANCIAL STABILITY

We are the only non-profit that provides free financial coach training to case managers in Maricopa County.

Case managers are already working with families every day. With our training, they gain the knowledge they need to easily integrate financial coaching into their daily work with clients. Coaches are trained on how to guide their clients towards long-term financial stability by way of money management, household budgeting, credit repair, personal financial priority setting, and more.

WE HAVE TRAINED MORE THAN

1,000 COACHES

[WATCH THE VIDEOS >](#)



OUR GOALS:

TRAIN 140

MORE FINANCIAL COACHES

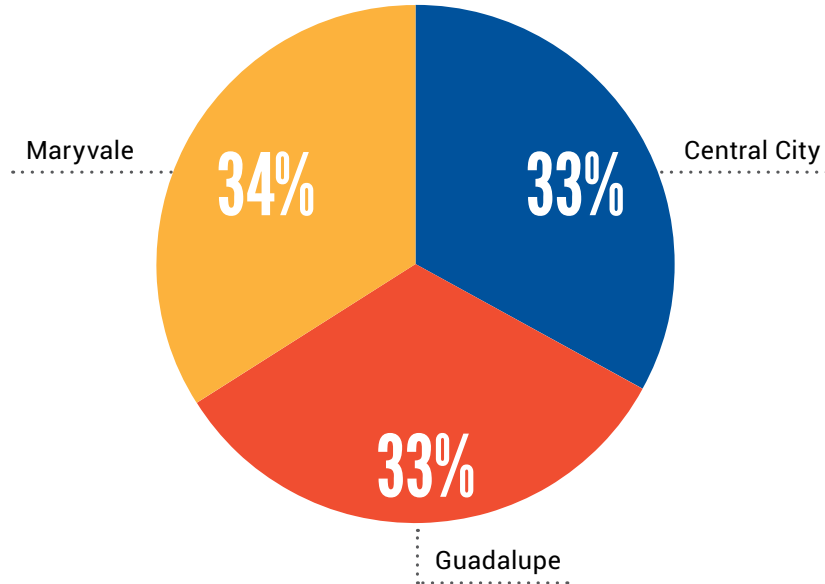
HELP 5,000

INDIVIDUALS OR FAMILIES

improve financial stability through decreased debt, increased income, improved FICO score, or other key measurements

WE FIGHT FOR NEIGHBORHOODS

By partnering with leaders and residents in local communities to identify needs, we can build long-term solutions to poverty together. We currently work in three neighborhoods on specific goals for each (determined in partnership with local leaders and residents).



COMMUNITY EMPOWERMENT

MARYVALE, CENTRAL CITY, GUADALUPE

20 COMMUNITY AND SCHOOL GARDENS BUILT AND MAINTAINED

66 WISE CHOICES FOOD AND FINANCIAL TRAINERS GRADUATED

24 COMMUNITY HEALTH ADVOCATES / PROMOTORAS TRAINED



OUR GOAL:

EXPAND TO A

4TH NEIGHBORHOOD

SERVED BY ROOSEVELT SCHOOL DISTRICT IN SOUTH PHOENIX

[WATCH THE VIDEOS >](#)

SUCCESS STORIES



Success Story: Bessie

We fight for vets like Bessie who struggled with severe PTSD for years, temporarily ruining her life causing her to lose her children and have to live on the street. Thanks to receiving the support she needed, Bessie now gives back to her community and received her VA Certificate of Eligibility.

[WATCH BESSIE'S FULL STORY >](#)



Success Story: Frank

We fight for kids to succeed in school, like those at Principal Frank's school, Academia del Pueblo where about 80 students are identified as homeless. His students are surrounded with resources they need to do well in school.

[WATCH FRANK'S FULL STORY >](#)



Success Story: Nicky

We fight for families like this mother's. Nicky's husband passed away, leaving her a single mother of four. She found support in partner HonorHealth Desert Mission, helping her with food and other services to fit her unique situation.

[WATCH NICKY'S FULL STORY >](#)

2018-2019

BOARD OF DIRECTORS

Valley of the Sun United Way's Board of Directors is composed of leaders from throughout our community. As members of the Board, these volunteers are charged with the responsibility of assuring the integrity of our organization by overseeing financial, structural and policy decisions that guide the organization, volunteers and staff.

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Co-Chair, Thriving Together

Community Leader

Mary Alexander

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City of Phoenix



LIVE UNITED TOP 20

THE LIVE UNITED TOP 20 is Valley of the Sun United Way's highest recognition for companies that support our work through volunteerism, contributions and leadership.

You and your employees have joined us in our mission of breaking the cycle of poverty in Maricopa County. THANK YOU TO EACH OF YOU FOR YOUR SUPPORT!



[SEE THE FULL LIST OF CORPORATE DONORS >](#)



3200 E Camelback Rd, Ste 375
Phoenix, AZ 85018-2328
602.631.4800 | information@vsuw.org

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