

RACIAL AND FINANCIAL EQUITY

FREE TAX PREP STOCKING PANTRIES  
RESEARCH AND ANALYSIS

# UNITED WE CAN

QUALITY CHILD CARE

ADVOCACY HOLIDAY GIFTS  
TECH FOR FAMILY CAREGIVERS  
ACTING FOR ALICE DISASTER RELIEF

2021-2022  
*Impact Report*



United Way  
of Northern New Jersey

# UNITED Leadership

It's been quite a year, especially for ALICE. Navigating a pandemic, and the effects of Hurricane Ida, has challenged ALICE like never before.

But, we lifted ALICE up. Fueled by the love, time, and contributions of selfless staff, volunteers, donors, and partners, we made a difference in a time of deep need.

This report tells our 2021 story. And, by our, we mean United Way of Northern New Jersey, those who support us, and those we help to support. It's just a snapshot, of course, but it reflects ALICE's fight for equity and stability, and our collective hard work, dedication, and impact on this fight.

This report is also a "thank you". It is a thank you to the many who recognize ALICE's plight and have chosen to do something about it. Our staff, our volunteers, our donors, our partners – we could not do it without you. We are profoundly grateful.

And, this report is a promise. It is a promise to ALICE. We see you. We appreciate you.



**Kiran Handa Gaudioso**  
CEO, United Way of Northern New Jersey

We feel your struggle. And, we know our work is not done. We will continue to work on your behalf to help you to uncover and understand the root causes of your challenges, achieve equity, educate your children, realize financial stability, and live healthy lives.

We hope you'll dive into this report. For those who helped United Way make a difference, read it with pride. For those who are considering helping us going forward, we hope you're compelled to join us. And, for those who are ALICE, know that you are not alone.

**United, we did** rally together to help lift ALICE up in 2021.

**United, we can** harness our passion, our expertise, and our community to make an enduring impact on ALICE's future.

**United, we will** achieve our promise of a better life for ALICE.



**Cynthia Chiarella**  
Board Chair, United Way of Northern New Jersey

# UNITED We Did



Provide **820** families with over **\$1 MILLION** in emergency aid

*"My family and I are very grateful and thankful... This will definitely come in handy during these difficult times."*  
–Jorge, ALICE Recovery Fund recipient



Give **30** family caregivers tech to manage caregiving and work

*"Three words describe the impact it has had in our house: Peace Of Mind."*  
–Steven, unpaid family caregiver



Show up for ALICE with help from our **2,700** volunteers

*"I am inspired to act for ALICE because I believe it is the right thing to do."*  
–Gabrielle, volunteer



File **5,600** free tax returns, saving ALICE **\$1.5 MILLION** in fees

*"Without this service I would have been unable to complete my taxes and receive my refund which I need for my food and expenses. Thank you!"*  
–Zoe, free tax prep client



Donate **\$100,000** in PPE to area child care centers

*"I was so grateful to get boxes and boxes of hand sanitizer and masks and cleaning equipment."*  
–child care provider



# UNITED *We Are...*



## ...INNOVATIVE

With a child care industry in crisis and working parents facing the uncertainty of how to keep their children engaged productively during another pandemic summer, our pilot program United In Care mobilized with partners to find a solution. The outcome: Within months, two summer learning camps were established that created jobs, addressed children's needs, and gave working parents peace of mind. Thanks to these efforts, we were able to:

- Provide a total of **62 children** a safe environment that addressed social and educational losses experienced during the pandemic
- Target the specific needs of **32 children with special needs**, who had social and learning skills regression during the pandemic
- Create **22 jobs**, ensuring children with special needs received one-on-one support to address learning disabilities
- Train **35 child care providers** in effective techniques for supporting children with special needs



## ...TRUSTED

When philanthropist MacKenzie Scott sought out organizations with "strong leadership teams and results," our **United Way was among the 384 organizations chosen out of a field of 6,490 nonprofits nationwide.**

We received a \$10 million one-time gift giving us stability in a challenging fundraising environment while allowing us to continue the innovative research and data-driven change needed to bring lasting economic equity for ALICE at the local, state, and national levels. Scott also recognized 50 other organizations that use the ALICE framework for their critical work. This gift not only validates our work, but also the commitment of our staff, volunteers, and donors.

## ...BOLD

A trailblazer in the path toward racial and economic equity, United For ALICE recently produced a report that confirms what many had merely heard anecdotally: Low-income households suffered more than others during the pandemic.

Its latest report, **The Pandemic Divide: An ALICE Analysis of National COVID Surveys**, uncovers the differences in the pandemic experiences of low-wage versus higher-wage workers by analyzing the results of four national surveys through an ALICE lens. Through this important research, United For ALICE continues to shine a spotlight on our struggling essential workers whose inability to thrive puts our entire nation at risk. To read *The Pandemic Divide*, visit [UnitedForALICE.org/Covid2019](https://UnitedForALICE.org/Covid2019).





# UNITED *We Can*

## SHOW UP FOR ALICE

From food drives to gift donations, the pandemic didn't stop our **2,700 volunteers** from showing up for ALICE. They helped keep local food pantries stocked and cooked hearty soups for domestic abuse survivors. They ensured children from ALICE families were ready to learn with new backpacks filled with school supplies. Volunteers also boosted literacy among early learners by recording themselves reading children's books. And during the holidays, they made sure ALICE had gifts to open.



## SHARE ALICE'S STORY

When you dedicate your work to improving life for all, starting with those most in need, others sit up and take notice. This is just what happened in October, when United For ALICE National Director Stephanie Hoopes, Ph.D., was invited to bring ALICE to the national stage, testifying before the House Rules Committee during a Congressional roundtable on food insecurity and the benefits cliff. To watch the recording, visit [rules.house.gov](https://rules.house.gov).



## SAVE ALICE MONEY

By taking our in-person free tax preparation program online, we were able to ensure **5,600 struggling households** could still file their taxes during the pandemic. As a result:

- ▶ We brought **\$5.8 million in refunds** to ALICE and the local economy when it was most needed.
- ▶ Clients saved **\$1.5 million in tax preparation fees**.
- ▶ With the help of our IRS tax law-certified volunteers, clients **received the tax credits and stimulus checks** they were due.

## WITH YOUR DONATION

**\$100** 

**20 preschoolers** get books to boost literacy

*"The single most significant factor influencing a child's early educational success is an introduction to books..."*  
—National Commission on Reading

**\$250** 

**10 ALICE families** receive free tax prep and filing services

*"I am able to use that \$200 to \$400 fee I would have paid to pay a bill and also buy food."*  
—George, free tax prep client

**\$500** 

**1 month** of affordable early education for an ALICE family

*"The cost of child care increased by 26% from 2007 to 2018 in New Jersey."*  
—ALICE data

**\$1,500** 

**5 family caregivers** receive home tech to manage work and caregiving


*"This really has a positive effect on my life by giving me some peace of mind."*  
—Phyllis, unpaid family caregiver



# UNITED *We Will*

## ACHIEVE OUR 2022 GOALS

Through our programs and advocacy work

**8,000**   
families receive free  
tax prep and filing  
services

**2,300**   
family caregivers gain  
education and supports

**50**   
caregivers  
receive assistive  
technology

**20,000**   
children access quality  
early education and  
child care



## OUR COMMITMENT TO EQUITY

We've embarked on a journey of self-reflection, examining our work and how we accomplish it under the lens of diversity, equity, and inclusion.

As our equity statement makes clear: "Our pledge is to be an anti-racist organization that promotes a culture of equity and inclusion both within our organization and across the communities we serve." To that end, we have:

- ▶ Provided in-depth education opportunities for our staff and Board
- ▶ Formed a staff committee charged with creating a multiyear equity plan
- ▶ Shared ALICE data highlighting the impact of financial hardship on Black households
- ▶ Worked collaboratively to develop a racial equity statement

To learn more about our dedication to this important work, read our full statement here: [uwnnj.org/equity](https://uwnnj.org/equity)



# UNITED *We Will*

## BE A LEADER

When you donate \$1,000 or more, you'll be joining the **United Way Leadership Giving Circle**. By donating \$10,000 and above, you will become a part of our esteemed **Tocqueville Society**. Your investment in United Way will help improve life for ALICE and for all.

For more information about these and additional opportunities including a personalized donation strategy that meets your goals, email [George.Xuereb@UnitedWayNNJ.org](mailto:George.Xuereb@UnitedWayNNJ.org) or call **973.993.1160, x117**.

### Beth Paul

*"Supporting United Way of Northern New Jersey is important to my family because of the work they do to assist ALICE. Ensuring these individuals can reach their potential is key to the success of our communities, and United Way of Northern New Jersey knows how to find solutions and provide the appropriate resources to help."*

*—United Way Tocqueville donor*



### Ina and Howard Drew

*"We are proud to support United Way of Northern New Jersey and grateful to the exceptional Northern New Jersey team in helping to aid ALICE – our community members in need. During the pandemic, United Way has risen to the challenge, and we applaud their efforts!"*

*—United Way Leadership Giving Circle donors*

## BE A CHANGEMAKER

Get involved in United Way Women United and make a profound community impact. By donating \$1,000 or more, you will join our **Women United Leadership Giving Circle**, a group of philanthropic leaders engaged in volunteer, fundraising, and advocacy efforts to help ALICE. You'll also have access to networking and professional development opportunities.

Visit [UnitedWayNNJ.org/WomenUnited](http://UnitedWayNNJ.org/WomenUnited), email [Michele.Dreiblatt@UnitedWayNNJ.org](mailto:Michele.Dreiblatt@UnitedWayNNJ.org) or call **973.993.1160, x128** for more information.

### Tina Fineza

*"I support United Way because without ALICE, our communities – households, small businesses, hospitals, child care centers, schools – wouldn't function smoothly. United Way provides the opportunity for ALICE to have better lives, for their families' needs to be met, and to see their children get the best possible education."*

*—Women United Leadership Committee member and Leadership Giving Circle donor*





# UNITED

# Own Board

**Cynthia Chiarella**

*Board Chair  
Community Volunteer*

**Keith D. Barrack**

*Board Vice Chair  
Chief of Staff, Office of the  
President, Montclair State  
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**Dr. Vanessa Trespalacios**

*Board Secretary  
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Post-COVID CARE Program and  
Volunteer Faculty,  
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**Peter Schlicksup**

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*Director Human Resources,  
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