



United Way
of Northern New Jersey



UNITED IN PURPOSE

2023-2024 IMPACT REPORT

UNITED IN PURPOSE

ALICIA QUETEL, a local child care provider, is shaping children's brains but doesn't earn enough to afford life's basics. An entrepreneur, she had no savings and couldn't afford a car repair. Investing in her business, which serves low-income ALICE* families like hers, wasn't an option.

When Alicia needed a lifeline, this United Way answered the call. "At one point, I wanted to throw in the towel because I felt like there was no support," Alicia said. "And then United In Care stepped in, and it's a whole different feeling." Through our United In Care program, we equipped Alicia with updated furniture, supplies, and equipment. We delivered free classes to sharpen her business acumen. And we gave her hope.

Our impact didn't stop there. United In Care also provided tuition help to a hardworking ALICE family Alicia serves — Cherry and Gabriel Galarza. Without this, they couldn't afford quality child care for their two boys.

United in Purpose our staff, volunteers, donors, and partners created this success and more. You'll read in this report how we provide on-the-ground support that eases the financial strain on local ALICE households. We deliver innovative solutions that remove barriers trapping ALICE workers. And our national research project leads a U.S. movement for change with unbiased data insights.

Your investment in United Way is helping ALICE rise from New Jersey to Hawaii. In a competitive philanthropic landscape, we rely on your support to deliver in 2024:

- Free tax prep and filing services to 6,000 New Jersey families
- Education and supports to 2,400 New Jersey unpaid, family caregivers
- ALICE insights to four new states joining the United For ALICE movement
- 3,500 hours of technical support to 30 home-based New Jersey child care providers
- School supplies and holiday gifts to 5,000 New Jersey families

Live Your Purpose and help us continue to create positive, lasting change. Alongside Alicia, the Galarza family, and so many hopeful ALICE households, we thank you for your critical support.

Sincerely,



Kiran Handa Gaudioso *Keith D. Barrack*

Kiran Handa Gaudioso
CEO, United Way
of Northern New Jersey

Keith D. Barrack
Board Chair, United Way
of Northern New Jersey



ALICE® (Asset Limited, Income Constrained, Employed) is our neighbor, family member, and friend. These low-wage workers earn too little to afford the basics yet too much for government support.

Alicia Quetel, second from left, with the Galarza kids

UNITED IN PURPOSE:

DEVELOPING INNOVATIVE SOLUTIONS

United In Care is providing a network of support to in-home child care providers who until now were largely overlooked and under-resourced. Often locked out of economic development opportunities, these ALICE entrepreneurs were isolated and struggled to access professional development options. By boosting these business owners, we are improving access to quality child care that's also affordable for ALICE families.

The Galarza family



Without the **United In Care** program, we wouldn't have had many options. If I didn't drop my kids off, I could not have gone to work."

— **Cherry Galarza**, Recipient of Tuition Assistance

Making Child Care Accessible

So far this year, United In Care has helped **108 children** from **75 families** attend quality, affordable child care thanks to more than **\$560,000 in tuition assistance**. "I am extremely thankful that there exists wonderful people in this world, that there's this program that exists," said Cherry Galarza, whose family received tuition assistance.



United In Care Founders Dinner

In July, we held a celebratory dinner for United In Care's founding partners and key stakeholders. We couldn't accomplish this innovative work without the support of these visionaries: First Lady Tammy Murphy, Overdeck Family Foundation, Geraldine R. Dodge Foundation, Grameen Foundation, The Tepper Foundation, Community Foundation of New Jersey.

Improving In-Home Child Care Programs

Child care provider Michele McEnroe received more than **\$7,700 worth of new furniture, supplies, and equipment** for her child care program. As a result, she secured an increased quality rating which has improved her bottom line. "United In Care means everything to me," said Michele. "It's helping me provide better quality, and you have a group of people supporting you all the time. It expands my business, and I never feel alone." So far this year, United In Care has provided more than **\$100,000 in quality improvements** for our in-home child care programs.

Equipping Families for Healthy Eating

To alleviate the impact of inflation and the high cost of fresh food, United In Care's healthy eating initiative paired virtual cooking classes with the delivery of **100 bags of groceries** to dozens of ALICE families and child care providers. "We cook at home a lot, and my children tend to be there because they like to help me season the food," said parent Yameisha Suggs. "The cooking classes are like a family adventure. We always like to try new foods and receiving the bags of groceries from United In Care is a big help."

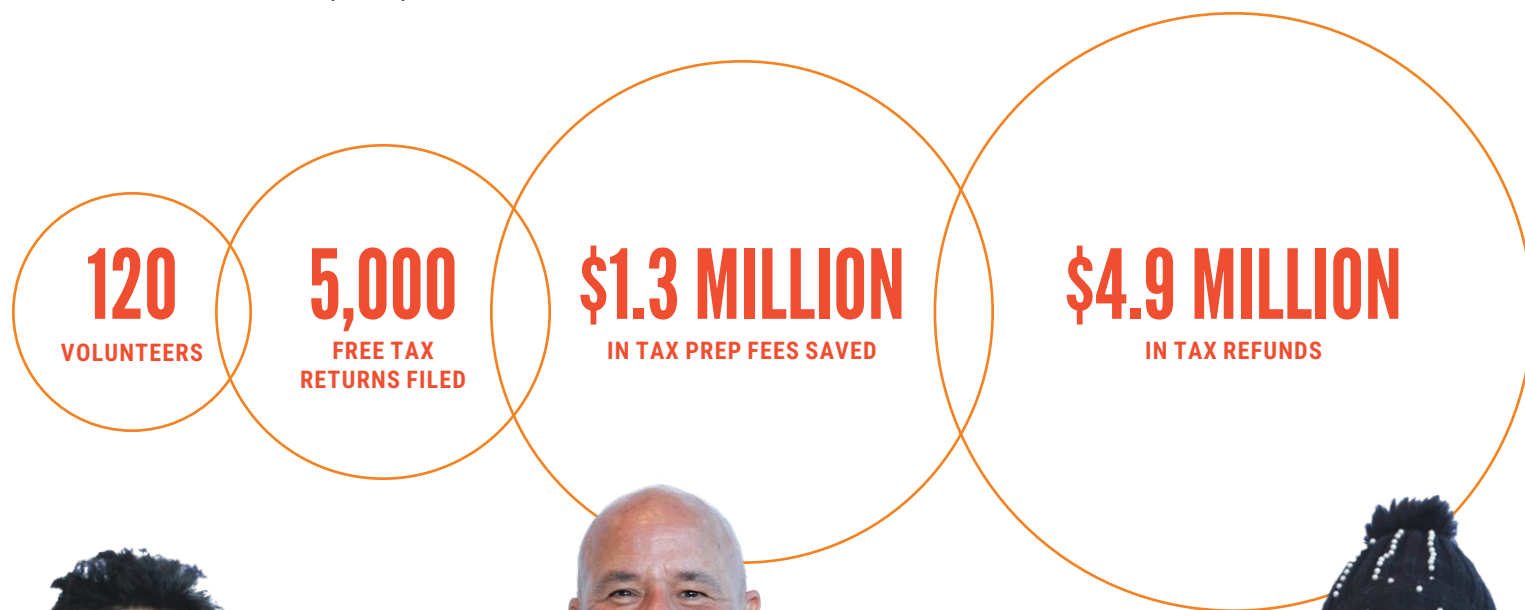
Developing An Equitable Workplace

United For ALICE@Work is developing and amplifying solutions to help ALICE workers rise in the workplace. By taking our ALICE@Work course, participating employers are joining the movement to improve life for ALICE. Recently certified by the Society of Human Resources Management, the world's largest HR association, our curriculum focuses on vital workplace supports that uplift ALICE workers. And now, HR professionals who take this course can earn professional development credits along the way. For more information, email Michelle.Roers@UnitedWayNJ.org or call 973.993.1160, x116.



UNITED IN PURPOSE:
**PROVIDING
 FINANCIAL RELIEF**

Each year, our free tax preparation program eases the financial strain on ALICE households during the stressful period of tax season. Along with saving clients the average \$270 fee tax preparers charge, our free program ensures clients receive any tax credits or refunds they are due. We couldn't deliver this program without the help of our partners – the IRS, Greater Providence Missionary Baptist Church, and Norwescap – and an invaluable corps of passionate volunteers.



“
 I’m on a tight budget. This service is a godsend for me. I am sooo grateful to be able to have my taxes prepared by this organization.
 Thank you!”

– Robert, Client

“I did this for one year now but can’t wait to do this again in the years to come. It was extremely rewarding to see the impact of this program in the community.”

– Paula, Volunteer

“My income is low and to pay for my taxes to be done is not affordable. I struggle doing them myself and become overwhelmed. I’m thankful for [this] service.”

– Patricia, Client



In September, three of our Financial Stability staff members drove nearly 700 miles roundtrip to attend the annual Volunteer Income Tax Assistance Convention, or VITA Con. The three-day event in Pittsburgh saw our dedicated staff learn about the latest tools, resources, and ideas to ensure the best possible free tax prep experience for our clients.



UNITED IN PURPOSE: PROVIDING MEANINGFUL IMPACT

From fulfilling holiday gift wishes to orchestrating the distribution of school supplies, our staff, volunteers, and donors are a force for good throughout the year, providing direct, on-the-ground assistance to ALICE individuals and families.

Through *United Way Tools for School*, we fill new backpacks with supplies so children show up to school equipped to learn. We also help ease the financial strain of the holidays by delivering gifts to ALICE households through *United Way Gifts of the Season*.

To address food insecurity, our volunteers are stocking pantries, preparing homemade soups, and picking and packing produce for local ALICE families and child care providers enrolled in our United In Care project.



[Learn More About Our Signature Drives Here](#) →

“

The *United Way Tools for School* program has been invaluable to us, helping to ensure that the children and youth in our program had the school supplies needed for their academic success.”

— **Natasha Rodgers**, Executive Director,
Simuel Whitfield Simmons Organization



115
VOLUNTEERS



2,000+
BACKPACKS
FILLED



9,000+
STUDENTS GOT OFF
TO THE RIGHT START



42,000
SCHOOL SUPPLIES
PROVIDED

Katie Bishop and a team of volunteers from **Emerson** dedicated an afternoon to filling backpacks with the necessary supplies for students to have a successful school year.



“

Volunteering for *United Way Gifts of the Season* was really important to me ... No child should be without a gift for whatever holiday they are celebrating.”

— **Dorothy Kahlau**, Volunteer



200+
INDIVIDUAL
VOLUNTEERS



4,000
HOLIDAY GIFTS
DISTRIBUTED

UNITED IN PURPOSE: LIVE YOUR PURPOSE

GIVING SOCIETIES

By giving of their treasure, our top donors attend exclusive events and get advance access to new insights. Their philanthropic commitment is helping to create a new future for ALICE and households in poverty.

\$1,000+ Leadership Circle

These donors are critical to our mission to advance the common good and improve the quality of life in northern New Jersey.

\$1,000+ Women United Leadership Giving Circle

In northern New Jersey, Women United works to remove barriers that prevent families from achieving financial stability.

\$10,000+ Tocqueville Society

The Society recognizes local philanthropic leaders and volunteer champions around the world who have devoted time, talent, and funds to create long-lasting changes.



Interested in becoming a major donor?

Email George.Xuereb@UnitedWayNNJ.org, call 973.993.1160 x117 or click below.

[Donate Now](#)

Want to join a global movement of 55,000 Women United members with a local impact?

Email Michele.Dreiblatt@UnitedWayNNJ.org, call 973.993.1160 x128 or click below.

[Learn More](#)



Supporting an organization that provides information, assistance, and help to [ALICE] families is really important because they are a huge fabric of our society and we know them personally.”

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

Dione Francis, with husband, Gregory and son, Henry



We both know — and have been — ALICE. The work that United Way is doing for ALICE is revolutionizing our collective understanding of the struggles that those in our communities face. We feel privileged to have the opportunity to contribute to this valuable work.”

— **Ashley Few and Ayo Badejo**
Leadership Circle donors.
Ayo is also a Board of Trustees member.



As long-time supporters, we value United Way’s efforts to create community impact by leveraging resources in support of vital health, education, and income-related needs for ALICE, at the local level. We firmly believe in providing financial support to United Way so the organization can identify needs, convene resources, and be a catalyst for beneficial change in the communities where we live and work.”

— **David and Nena Green**
Tocqueville Society donors





WOMEN UNITED RISE AND SHINE

Throughout the year, United Way Women United® members are engaged in volunteer, fundraising, and advocacy efforts to help ALICE. In May, 400 philanthropic women leaders attended our annual Women United Rise and Shine event, raising a record-breaking \$255,000. This has become a must-attend event for both community philanthropists and women changemakers from top corporations such as Deloitte, Ethicon, HLW, and Lilly and altruistic groups like the Jets Women’s Organization. Since 2013, this regional group of women philanthropists has raised more than \$1.4 million.



Hear from some of our members on why they joined this sisterhood

Watch Now →



UNITED WAY LEGACY EVENT

In June, our United Way Legacy Event saw 500 leading commercial real estate industry professionals come out to toast industry successes while supporting our work. This premier event annually attracts industry giants the likes of Gold Sponsors Alston Construction, Turner Construction Company, and Vision Real Estate Partners. Hosted by the United Way Commercial Real Estate Network, the event raised \$385,000, bringing the total amount raised by this industry since 2000 to more than \$4 million.



Hear from our 2023 Gold Sponsors

Watch Now →

UNITED IN PURPOSE:

HELP ALICE RISE

DONATING POWER

Thanks to the power of your donation, this United Way is making a difference in the lives of ALICE and those in poverty in our local communities. Your ongoing support ensures the critical work we do continues.



20 preschoolers receive books to help boost literacy



10 ALICE families get free tax prep and filing services



1 month of early education for an ALICE family



5 family caregivers receive home technology to help better manage work and caregiving responsibilities

MORE WAYS TO GIVE

Beyond annual giving, donors can also choose additional ways to show their unwavering commitment to United Way. To learn more about the below options, email George.Xuereb@UnitedWayNNJ.org or call 973.993.1160, x117.



Planned Giving

This includes bequests, charitable trusts, and gifts of assets such as real estate, artwork, life insurance, and a retirement plan. Planned giving establishes a philanthropic legacy while offering potential tax benefits.



Donating Digital Assets

Donating appreciated cryptocurrency is a tax efficient way to give back. The donation is considered a non-taxable event, meaning capital gains tax is not owed.



Gifting Stock

This type of giving also offers tangible tax savings and benefits while supporting our work. Donating appreciated stock owned for more than one year eliminates the capital gains tax.



To make your annual donation now or to learn more about different ways to give, go to uwnnj.org/ImpactReportGiving

Donate Now

FINANCIALS

As of June 30, 2022

Revenue

| | |
|----------------------|--------------------|
| Net Campaign | \$1,544,147 |
| Grants | \$3,291,653 |
| Special Events (Net) | \$761,959 |
| United For ALICE | \$529,250 |
| Investment Activity | – \$2,264,418 |
| Other Revenue | \$1,489,764 |
| Gifts-in-Kind | \$478,787 |
| Total Revenue | \$5,831,142 |

Expenses

| | |
|-----------------------|--------------------|
| Program Services | |
| Distributions | \$857,452 |
| Program & Initiatives | \$4,159,797 |
| Fundraising | \$2,132,075 |
| Administration | \$808,500 |
| Total Expenses | \$7,957,824 |

Assets

| | |
|---------------------------|---------------------|
| Cash and Cash Equivalents | \$4,178,895 |
| Receivables and Prepaids | \$636,013 |
| Investments | \$12,141,582 |
| Fixed Assets | \$61,716 |
| Total Assets | \$17,018,206 |

Liabilities

| | |
|---|--------------------|
| Accounts Payable and Accrued Expenses | \$445,756 |
| Distributions, Designations and Grant Payable | \$13,692 |
| Deferred Revenue | \$3,244,171 |
| Total Liabilities | \$3,703,619 |

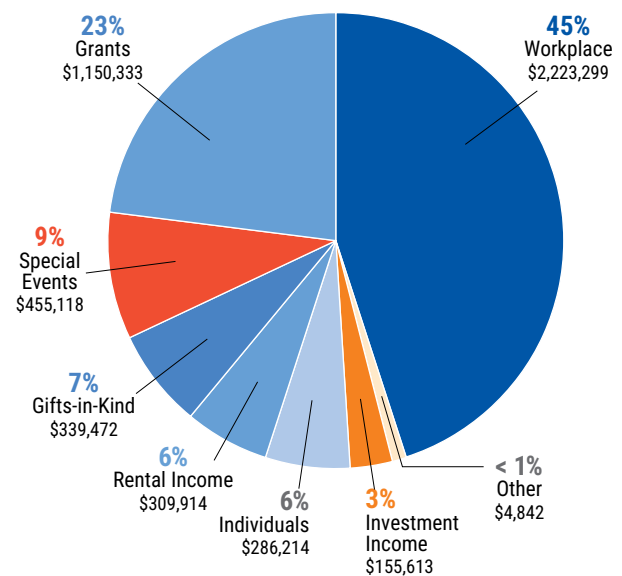
Net Assets

| | |
|----------------------------|---------------------|
| Without Donor Restrictions | \$11,416,777 |
| With Donor Restrictions | \$1,897,810 |
| Total Net Assets | \$13,314,587 |

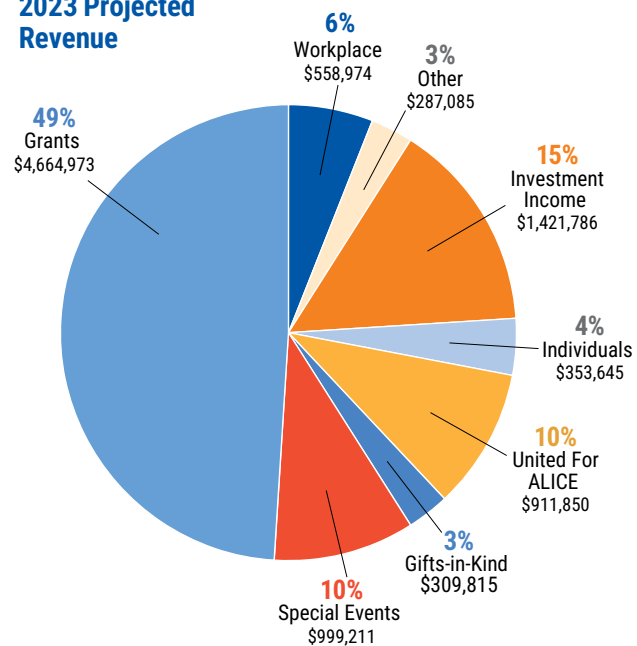
| | |
|---|---------------------|
| Total Liabilities & Net Assets | \$17,018,206 |
|---|---------------------|

CHANGES IN REVENUE

2019 Revenue



2023 Projected Revenue



Percentages are rounded.

THANK YOU TO OUR BOARD OF TRUSTEES



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Chief of Staff, Office of the President, Montclair State University



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#LiveYourPurpose



@unitedwaynj



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