



The Challenge in New York City

- **1 in every 3** people in New York City—that's 2.7 million—can't make ends meet.
- It is not okay for families to choose between rent and electricity, food and doctor visits, daycare and books.
- Achieving self-sufficiency—the ability to make ends meet without public assistance—is hard in neighborhoods of concentrated poverty.
- These struggles go beyond adults. Children from these low-income families often don't have access to equal education—hearing **30 million fewer words** by age three than their more affluent peers.

Together, we can #SpreadTheWords

UWNYC—like no other nonprofit—is focused on communities of concentrated poverty, helping our most-vulnerable neighbors. By bringing together companies, nonprofits, foundations, government agencies, and individuals to the table, UWNYC sets a unified, full-spectrum strategy to change systems and help both children and families achieve success and reach self-sufficiency.

Recognizing the power of words, UWNYC is rallying New Yorkers around our fight for literacy! Together, with champions like YOU we can #SpreadTheWords.

- Your donations fuel **ReadNYC**®—UWNYC's signature program that's helping children reach the critical milestone of reading on grade-level by third grade. We do this by offering educational supports that impact school-aged children, while also strengthening the financial capabilities and education of their parents, and provide educators with the training and resources they need to help students and families meet critical milestones.

Join Our Fight for Literacy

When you partner with United Way of New York City, you give more than money. You give the gift of literacy, self-sufficiency, and opportunity.



\$250 (\$10 Per Paycheck)

Provides two (2) ReadNYC families with resources to become empowered through financial aid and tax preparation services.



\$500 (\$25 Per Paycheck)

Helps 25 ReadNYC children and their families get one year's worth of the books and tools they need to foster and grow a love of reading together.



\$1,000 (\$40 Per Paycheck)

Supports 10 ReadNYC students with an engaging, digital literacy tutoring program for one year.

Last year the investment from donors like YOU helped:

- Impact more than **700** students, nearly **200** parents, **150** teachers, and **23** principals through our ReadNYC program.
- Build at-home libraries for more than **700** children below age-five, delivering one free book per month to their home for one year.
- Connect more than **100,000** households to essential benefits—helping them along the path to self-sufficiency.

Your support can make an impact in 2017!

Help us #SpreadTheWords



Share your #SpreadTheWords experiences with colleagues and follow our page at [linkedin.com/UnitedWayNYC](https://www.linkedin.com/company/unitedwaynyc).



Keep up with #SpreadTheWords conversations, discuss insights from your campaign, and tag us [@UnitedWayNYC](https://twitter.com/UnitedWayNYC).



Tag [@UnitedWayNYC](https://www.instagram.com/unitedwaynyc) when you share photos and videos of you and your colleagues as you [#SpreadTheWords](https://www.instagram.com/unitedwaynyc).



Show how you're fighting for literacy—share pics and videos of #SpreadTheWords adventures and tag [@UnitedWayNYC](https://www.facebook.com/unitedwaynyc).

Get Involved

Champion Education. Empower Youth. Be an Agent of Change.

United Way of New York City's **Women's Leadership Council** is a network of accomplished, community-driven women who are dedicated to making a difference in the lives of struggling New Yorkers, and serving as champions for UWNYP's education impact. Your donation of \$1,000 or more activates your membership.

To learn more contact:

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212-251-4136

Serve Communities. Inspire Change. Be a Young Leader.

The **Young Leaders Council** is a diverse group of young professionals dedicated to improving the education, health, and financial stability of low-income New Yorkers. Lead, inspire, volunteer, grow, and advocate to help transform our community. A campaign gift of \$100 or more provides you with an exclusive membership.

To learn more, contact:

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212-251-4017

Connect. Empower. Access Powerful Resources.

Discover resources that can help you, your family and friends, or someone you know.

For more information visit: [unitedwaynyc.org/resources](https://www.unitedwaynyc.org/resources)



SPREAD THE WORDS

readnyc.org/words