

## United Way of New York City Fast Facts

### *The Challenge New York City Faces*

- Next time you take a step outside this building, take a look around. 1 in every 3 people you see can't make ends meet.
- That translates to 2.7 million New Yorkers who can't afford to cover the basics—housing, food, childcare, taxes, healthcare, and transportation.
- **It is not okay** for families to choose between rent and electricity, food and doctor visits, daycare and books.
- These are everyday choices for low-income New Yorkers.
- And, it goes beyond adults. Did you know that 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?
- In our City, only 6 out of 10 students are reading on grade-level. And, children who do not read on grade-level by third grade are 74% more likely to drop out of high school—continuing the cycle of poverty for less privileged students.

### *How United Way of New York City is addressing the needs*

- Achieving self-sufficiency—the ability to make ends meet without public assistance—is hard in neighborhoods that have historically been centers of concentrated poverty.
- Individuals living in these communities are our most-vulnerable neighbors.
- No other nonprofit in New York City is focused on these communities.
- No other nonprofit brings companies, CBOs, foundations, government agencies, and individuals like you to the table set a **unified**, full-spectrum, 360-degree strategy to change systems and help our struggling neighbors reach self-sufficiency.
- It takes a two-generation approach—helping both children **and** their families succeed.
- Drawing our attention to the power that literacy and education play along this path to self-sufficiency, we focus our work on ReadNYC—our signature program that works to improve grade-level reading by third grade for children living in some of our City's most-challenged communities.
- We offer educational supports that impact school-aged children, while also strengthening the financial capabilities and education of their parents, and providing educators with the training and resources they need.

### *Our Fight for Literacy Helps #SpreadTheWords*

- Words have power. Recognizing the power of words, Spread the Words shines a light on the work of ReadNYC and rallies New Yorkers around our fight for literacy! The campaign invites you to donate—sharing a word that has inspired you, changed your life, or represents our IMPACT together.
- Together, with the investment from philanthropic champions like you, we are helping to **Spread the Words**.
- 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. It doesn't matter what word you choose, as long as you give, and together we'll #SpreadTheWords

***Your investment in United Way of New York City helped:***

- Impact more than 700 students, nearly 200 parents, 150 teachers, and 23 principals through our ReadNYC program.
- Support nearly 20,000 elementary, middle, and high school students and their families through our EducateNYC initiative.
- Serve 3.4 million meals to hungry New Yorkers
- Connect more than 100,000 households to essential benefits, and more...

***How to Join Our Fight:***

- **#SpreadTheWords:** Participate in your workplace campaign and donate a word. When you partner with UWNyc you give more than money. You give the gift of literacy, self-sufficiency, and opportunity.
- **Be a Champion:** Rally your co-workers together by hosting an at-work event, planning a visit to one of our community-impact program sites, or volunteering with us.
- **Get Social:** Stay in the know and join the conversation @unitedwaynyc using #SpreadTheWords.
- **Network:** Join our Women's Leadership Council or Young Leaders Council.

Join your **United Way of New York City** campaign today and help us **#SpreadTheWords!**

**The IMPACT of your Dollar**

**\$100** Helps prevent chronic absenteeism for six (6) students, keeping them in school and supporting their families to build a strong educational foundation for success.

**\$250** Provides two (2) families with resources to become financially empowered through financial aid and tax preparation services.

**\$500** (\$20 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 students with an engaging, digital literacy tutoring program for one year.

**\$2,500** (\$100 per paycheck) Provides four (4) ReadNYC students with dedicated personal literacy tutoring—helping them meet critical reading benchmarks.

**\$5,000** (\$200 per paycheck) Empower five (5) parents with access to critical supports, including social workers, workshops, counselling, and referrals to essential benefits.

**\$10,000** (\$400 per paycheck) Sends five (5) children to Once Upon a Summer—an exciting 5.5-week learning program that helps to increase reading levels and fights summer learning loss.

\*per paycheck figures are based on a bi-monthly payroll schedule