

# LIVE UNITED

United Way



## FROM the Community, FOR the Community

Over the past year, we have all endured some level of crisis as we contended with the impacts of the COVID-19 pandemic. Yet, we remain inspired by the way our community has rallied to support one another throughout these challenges. That's the power of our local United Way – 20,000 people coming together through donations, volunteerism, and advocacy – **FROM THE COMMUNITY, FOR THE COMMUNITY.**

United Way gives every individual in our community the power to make a difference, making philanthropy accessible to everybody. When we harness the power of the community for good, we can work to unlock everyone's potential, no matter what.

### Last year, your contributions:

- Supported 32,000 children and families through our network of Family Neighborhood Resource Centers (FNRCs);
- Served 429,054 meals through the Summer Meals Collaborative across seven counties – an 82% increase over 2019 totals;
- Convened over 7,000 participants in the 21 Day Equity Challenge;
- Provided referrals for basic needs and COVID-19 related concerns through the 211 call line, which saw call volumes double during the pandemic;
- Helped us reimagine a more equitable funding process to get more resources to frontline organizations making a major impact in our neighborhoods.

### We cannot do this alone.

Please join us – From the Community, For the Community – because when we **#LIVEUNITED**, we can reimagine and rebuild a more resilient future for the Capital Region.

Sincerely,

United Way Campaign Cabinet

### 2021/2022 Campaign Cabinet

**Lee McElroy, CHAIR**

Associate VP & Director of Athletics at Reusselaer Polytechnic Institute

**Beth Boshaw, VICE CHAIR**

Market President at M&T Bank

**Ashley Brown**

Director of Marketing, Metabolic Fitness

**Rabbi Matt Cutler**

Senior Rabbi, Congregation Gates of Heaven

**Mark Emanation**

Executive Director at the Capital District Area Labor Federation

**Justin Gregaydis**

Inventory Manager, CDTA

**Codie Montanye**

Assistant Vice President of Human Resources, Pearl Companies

**Angeliqwe Powell**

Community Manager, The Blake Annex

**Brian Sano**

Director of USNY Eastern Division Gas Operations, National Grid

**LIVE UNITED**  
RESPOND. RECOVER. REIMAGINE. REBUILD.



United Way  
of the Greater Capital Region

# Your IMPACT by the Numbers

COLLECTIVE APPROACH: COVID-19 RESPONSE	<b>\$1.1M</b> Raised & deployed to frontline organizations meeting emergency needs through the pandemic.	<b>500,000</b> People helped by organizations who received COVID-19 emergency funding.	<b>\$75,000</b> Invested for essential PPE and COVID-19 testing resources.
	<b>\$25,000</b> Invested to support vaccine distribution.	<b>3,800</b> Hours of volunteer service completed during the shutdown.	<b>100%</b> 211 call volume increase from people seeking help for basic needs and COVID-19 related concerns.

EARLY CHILDHOOD SUCCESS	<b>\$65,000</b> To strengthen affordable and educational early childhood development centers.	<b>\$58,000</b> To strengthen support for parents to enhance early childhood development.	<b>37,000</b> Children helped to achieve developmental milestones.
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YOUTH SUCCESS	<b>30,000</b> Backpacks of food sent home with school children on weekends.	<b>\$17,000</b> Invested in technology access to fight the digital divide.	<b>3,980</b> Teens & young adults engaged in programs strengthening education and community support.
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HEALTH AND WELL-BEING	<b>429,054</b> Free summer meals provided to children in need through the Summer Meals Collaborative in 2020.	<b>\$225,000</b> Invested to address the gaps in food security for the most vulnerable populations including children, seniors and survivors of domestic violence.
	<b>360,000</b> Healthy meals provided to individuals.	<b>1,500</b> Youth participating in urban gardening and growing fresh produce.

FINANCIAL STABILITY	<b>\$15M</b> Returned to the local economy through the VITA program.	<b>\$63,000</b> Invested in workforce development through education, training, and access to childcare and transportation.
	<b>\$30,000</b> Invested in digital literacy for refugees, people of color, and women.	<b>6,363</b> Tax returns filed for free with the help of IRS-certified VITA volunteers.