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UNITED WAY OF GREATER ROCHESTER HOLDS FIRST-EVER IMPACT BRIEFING

Organization announces extraordinary results for its after-school and parenting programs

Rochester, NY – United Way of Greater Rochester announced today the results of the organization’s efforts to help kids increase their GPA, help hundreds of new moms and dads avoid child abuse and neglect and minimize hunger by feeding nearly 100,000 each year. More than 200 people gathered today at the Memorial Art Gallery for the announcement, which was United Way’s first-ever impact briefing.

“It’s amazing to see the enormous difference that United Way is making in our community,” said Colleen Wegman, President, Wegmans and board chair, United Way of Greater Rochester.

“Thousands of local donors entrust their gifts to United Way, and we’re excited to be able to announce today that those gifts are hard at work transforming our community.”

For the second year, United Way has partnered with The Children’s Institute and the Rochester City School District to evaluate the effectiveness of its after-school programs. This year’s results show that kids in United Way’s after-school programs attend 6,100 more days of school than their peers and their GPAs were .87 points higher than their classmates. Results from the first year evaluation showed that kids in after-school had a GPA increase of .25 points.

“We found that the grades of kids in United Way after-school programs are improving exponentially from year to year,” said Dirk Hightower, Executive Director of The Children’s Institute. “This kind of dramatic improvement and demonstrated success is exactly what is needed to move our students toward better futures.”

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Also highlighted at the event was the Building Healthy Children program. This home visitation program was nationally recognized in the journal *Pediatrics* for its success preventing child abuse and neglect. Building Healthy Children was created in Rochester through a partnership between the University of Rochester, United Way and Monroe County. The program connects at-risk moms with a network of support to help them face challenges, learn to build a nurturing relationship between moms and their babies and build a brighter future for their babies. Of the Building Healthy Children graduates, 98% avoided abuse and neglect after completing the program.

United Way's annual fundraising campaign will kick-off in March 2014 to begin raising funds to support more new moms and kids in Greater Rochester. In addition to supporting kids, the organization's Community Fund also helps local people meet their basic needs and supports seniors and their caregivers.

For more information about United Way's results, visit uwrochester.org/impactbriefing.

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United Way of Greater Rochester's mission is to magnify and focus the power of community resources to address our most pressing social needs. United Way is a four-star rated Charity Navigator charity and a Better Business Bureau Accredited Charity. Please visit us online at www.uwrochester.org.

United Way Impact Briefing

Fact Sheet

Getting Results

United Way's Community Fund:

- Helps 95,000 people get meals each year through a food pantry or soup kitchen.
- Helps 95% of family participating in Community Fund-supported parenting programs avoid abuse and neglect.
- Funds 10 after-school programs serving more than 1500 students each year.
- Provides kids in United Way after-school programs with 6,100 more days of school than their peers and a full grade higher GPA.
- Helped 98% of nearly 300 families in the Building Healthy Children program keep up with annual medical visits for their babies and were more likely to avoid Child Protective Services reports and foster placements.