

Funding for Sustainability

United Way of Erie County
Julie Chacona, Laurie Root and
Robin Scheppner

#CSxFE24



#CSxFE24 Atlanta, GA May 29 - 31



<https://bit.ly/csxfe24>

FUNDING FOR

SUSTAINABLE

A BRAIDED REVENUE
MODEL FOR FULL-

Presented by: United Way of Erie County • May
30, 2024





JULIE CHACONA
Chief Development Officer



LAURIE ROOT
President



ROBIN SCHEPPNER
Board Member
Women United for Community
Schools

SESSION OVERVIEW

**INDIVIDUAL
DONORS**

**BUSINESS
COMMUNITY**

WOMEN UNITED

**GOVERNMENT
AND FOUNDATIONS**

ENDOWMENT

LOCAL LOCAL LOCAL

- ✓ **No United Way is the same.**
 - 1,100+ independent local United Ways nationwide
- ✓ **The money stays here**
- ✓ **Locally governed**
- ✓ **Mission-driven locally**



4 DISTRICTS | 16 SCHOOLS | 8,800+ STUDENTS



PUTTING ERIE ON THE MAP

1. IROQUOIS ELEMENTARY SCHOOL

2. DIEHL ELEMENTARY SCHOOL

3. EDISON ELEMENTARY SCHOOL

4. JOANNA CONNELL ELEMENTARY SCHOOL

5. EAST MIDDLE SCHOOL

6. MCKINLEY ELEMENTARY SCHOOL

7. LINCOLN ELEMENTARY SCHOOL

8. WOODROW WILSON MIDDLE SCHOOL

9. PFEIFFER-BURLEIGH ELEMENTARY SCHOOL

10. JEFFERSON ELEMENTARY SCHOOL

11. UNION CITY ELEMENTARY SCHOOL

12. PERRY ELEMENTARY SCHOOL

13. GROVER CLEVELAND ELEMENTARY SCHOOL

14. STRONG VINCENT MIDDLE SCHOOL

15. HARDING ELEMENTARY SCHOOL

16. ELK VALLEY ELEMENTARY SCHOOL

MISSION & VISION

Mission: United Way of Erie County mobilizes resources to break the cycle of poverty and improve our community.

Vision: The Erie region is a collaborative community of opportunity where ALL students succeed and ALL families thrive.

ISSUE FOCUSED WITH SOCIAL IMPACT

**Identify Critical
Social Issue:**
Generational
Poverty

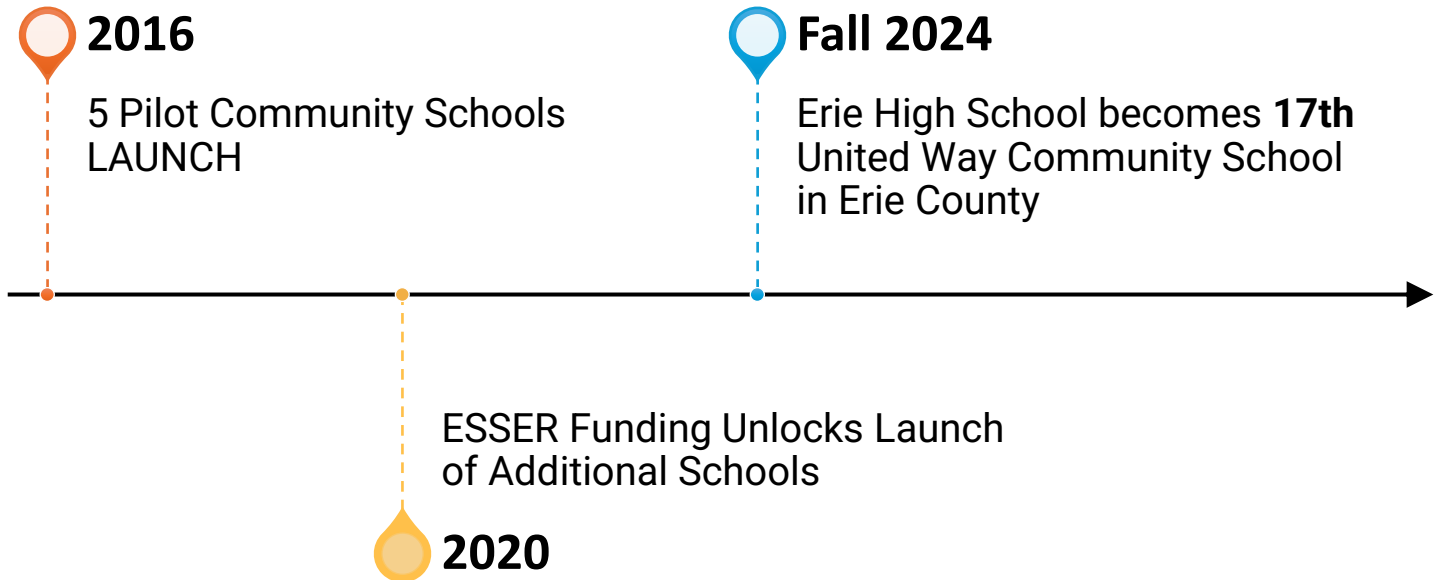


Identify Solution:
Education is the
key to breaking the
cycle of poverty



Identify Strategy:
Community
Schools

UNITED WAY COMMUNITY SCHOOLS





INDIVIDUAL DONORS



ANNUAL WORKPLACE GIVING CAMPAIGN



BUSINESS COMMUNITY

CORPORATE PARTNERS

3-Year Financial Commitment

Individual Companies to Coalitions

Relationship Building

Building Understanding through

Impact Tours

Signed Agreement



FINANCIAL +++

CS Leadership Team Biannual Briefings Weekly InBrief



The Weekly InBrief is an email for supporters wishing to remain informed and inspired about United Way's mission to crush poverty in Erie County. This weekly message includes information that may create new opportunities to help build a thriving Erie community for all.



WEEKLY INBRIEF • MAY 1, 2024



Supporters of United Way know that community schools work to break down **nonacademic barriers low-income children** face keeping them from being successful in school. A child's life circumstances can greatly impact their ability to learn and thrive. Last Wednesday, members of Women United for Community Schools attended a presentation by Dr. Melanie Hetzel-Riggin, Director of the School of Humanities and Social Sciences at Penn State Behrend and Professor of Psychology, titled "Understanding Trauma Informed Community in Community Schools." Dr. Hetzel-Riggin shared how trauma impacts a child's ability to learn and how the Community Schools Model is structured to address this nonacademic barrier to learning.



Dr. Hetzel-Riggin shared trauma is defined as an event, series of events or set of circumstances that are harmful or life-threatening and have lasting adverse effects on functioning.



FINANCIAL +++

Curriculum Aligned STEAM Projects

Tutoring

Building Beautification

Red Carpet & Special Events

Community Closet

Holiday Gifts



The image features a solid blue background. A horizontal band of a slightly darker shade of blue runs across the middle. On the left side, a large white arrow points towards the right, overlapping the blue band. The text 'WOMEN UNITED' is centered within the blue band.

WOMEN UNITED

UNITED WAY OF ERIE COUNTY WOMEN UNITED® FOR COMMUNITY SCHOOLS



United Way Affinity Group
Membership Levels
3-Year Financial Commitment



Executive Council Initiative Wide Support Volunteer Component





Annual Meeting
Educational Sessions
Recruiting Reception
Holiday Party

UNITED WAY OF ERIE COUNTY
WOMEN UNITED
FOR COMMUNITY SCHOOLS



GOVERNMENT AND FOUNDATIONS

- **Local Foundation Funding**
- **Government Funding**
 - NAP / EITC (State of PA)
 - Federal Appropriations
 - Full-Service Community Schools





ENDOWMENT

-
- Secure & Stable Funding Stream
 - 3-Year Campaign / 5-Year Payout
 - Core Endowment + Special Impact Project



going the distance

Getting Ready – The Curtis Group

- Feasibility Study
- Goal Setting
- Timeline
- Case for Support



going the distance



In the city, the child poverty rate is double that of the state and national average, followed closely by the county rate.

- 17% Pennsylvania
- 27% Erie County
- 26% Erie City

At its most basic level, the Community School Model brings resources into the school building to remove nonacademic barriers that low-income children attending public schools in our community face every day.

Nonacademic barriers range from basic needs, such as clothing, food and school supplies; to mental and behavioral health challenges; to unmet vision and dental needs; and a lack of family engagement, to name a few.

Expecting children who struggle with nonacademic barriers daily to come to school, be attentive and focus on academic curriculum is simply unrealistic. Students are facing barriers preventing them from attending school regularly and, as a result, are falling behind.

CHILD POVERTY RATE BY GEOGRAPHY:
49%



IMAGINE ...Sophia, a second grader who has to walk a mile to school in the November rain in hand-me-down worn out shoes. When she gets to school, she's cold, shivering and tired.

UNITED WAY
COMMUNITY
SCHOOLS

COMING FALL 2024

ERIE HIGH
ROYALS



ROLES & RESPONSIBILITIES

- Endowment Leadership Cabinet
- Staff
- Ongoing Meetings



going the distance

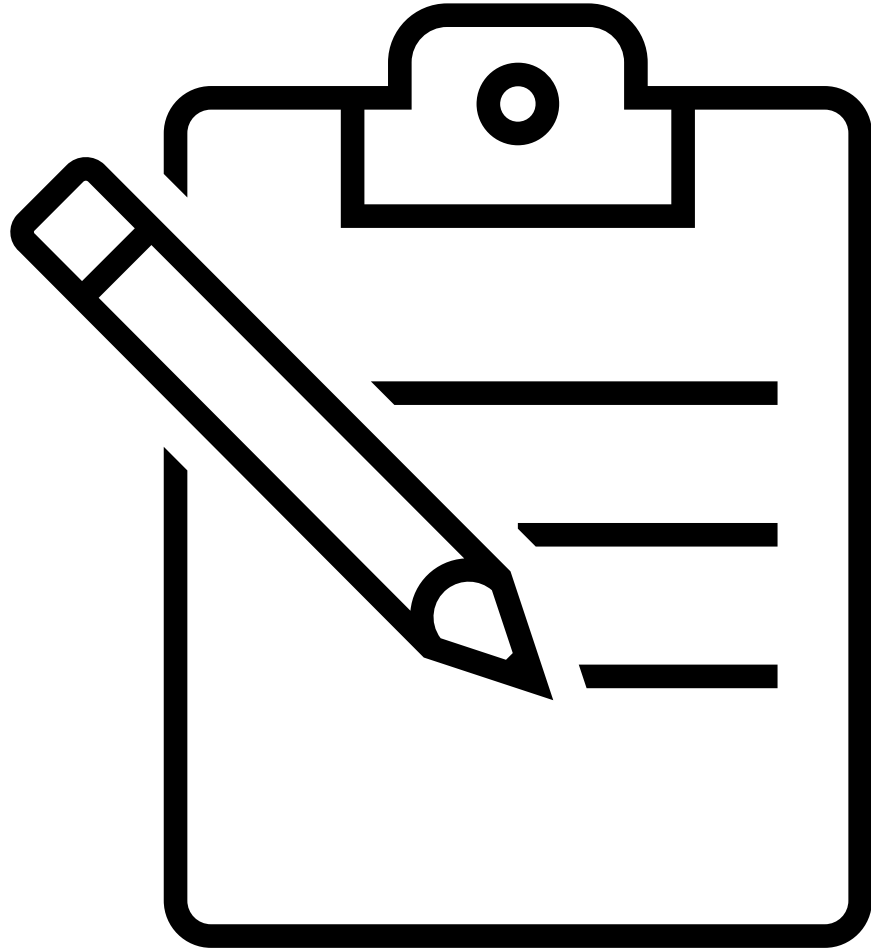




KEY

TAKEAWAYS

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KEY TAKEAWAYS

- Marathon not a sprint
- Realistic expectations
- Dedicated staff
- Braided model
- Secure and stable funding stream



Erie's Inaugural

COMMUNITY SCHOOLS CONFERENCE

July 23 - 25, 2025

ERIE, PENNSYLVANIA



United Way of Erie County



STAY CONNECTED

FOLLOW UNITED WAY OF FERE
COUNTY ON SOCIAL MEDIA



The image features a dark blue background with a central dark blue rectangle containing the text 'Q&A' in white. To the right, a large orange arrow points left. The background is decorated with diagonal stripes in orange and light blue.

Q&A



SCAN FOR PRESENTATION &

THANK YOU!



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THANK YOU!

