

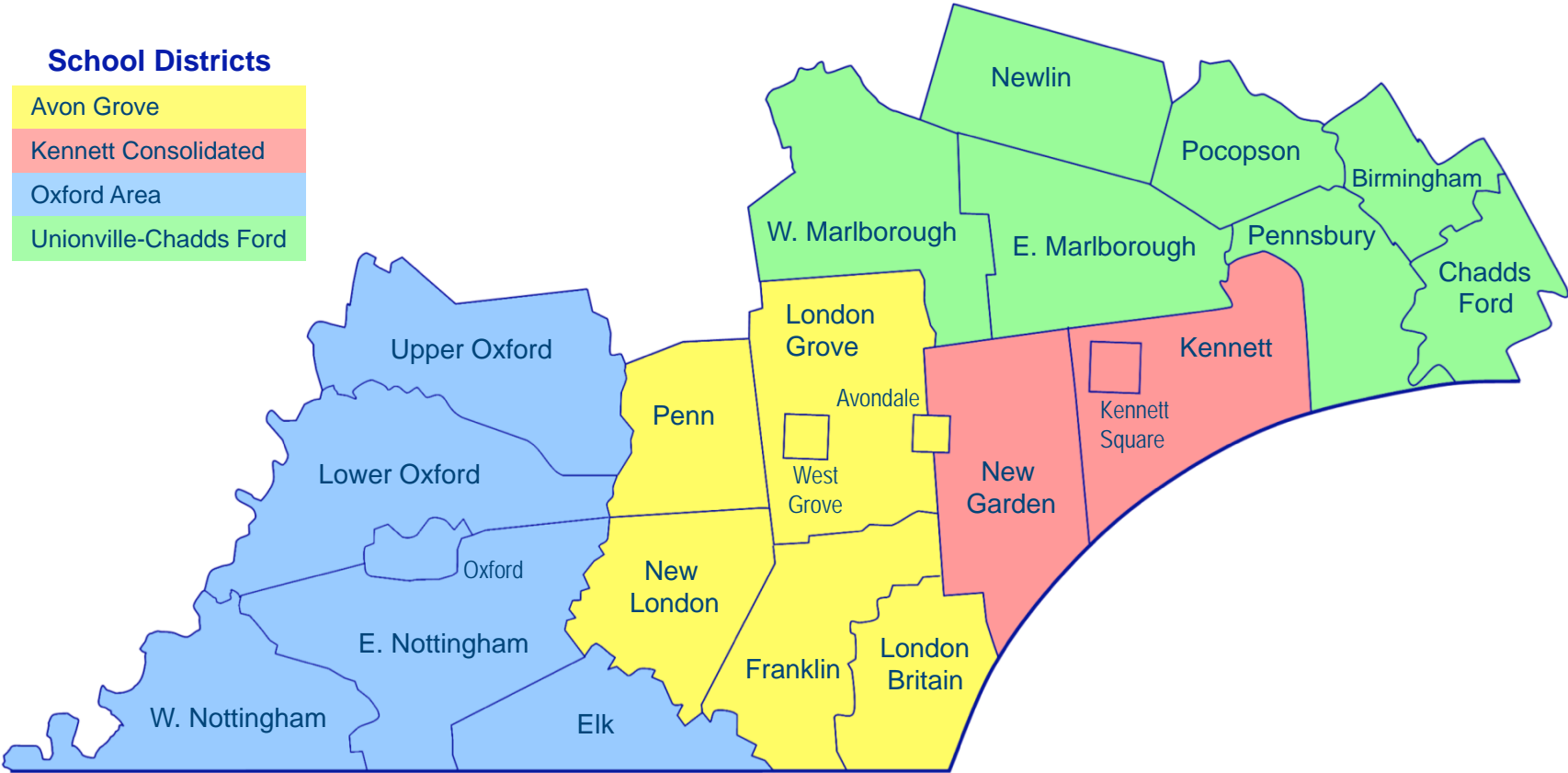
**United
Way**



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**United Way of
Southern Chester County**

United Way of Southern Chester County Service Area



We serve these 4 school districts

We are still growing!

- ▶ The population increase in Chester County as a whole has averaged 7,500 people per year since 2000. Over 500,000 people now live in our county.
- ▶ Southern Chester County has the fastest growing population in Chester County (102,000 in 2008) and projecting 113,000 by 2013.
- ▶ While the county as a whole grew 13.8% between 2000 -2008, SCC grew by 22%
- ▶ As of 2008, 11% of our SCC residents identify themselves as Latino (74% from Mexico).
- ▶ We have roughly 35,000 households in SCC in 2010

We are a county of socio-economic extremes

- ▶ Chester County is the wealthiest county in PA and 24th in the nation based on median household income
- ▶ 2008 – average household income in SCC is \$111,843; median household income in SCC is \$84,295
- ▶ But 5% of SCC households struggle to survive on less than minimum wage and live in poverty
- ▶ Minimum wage is currently \$7.25/hr (annual income \$15,080)
- ▶ To be “self-sufficient”, a single person in Chester County needs an annual income of \$28,160 (\$13.33 an hour) and a single-parent family with 2 children needs \$49,163.

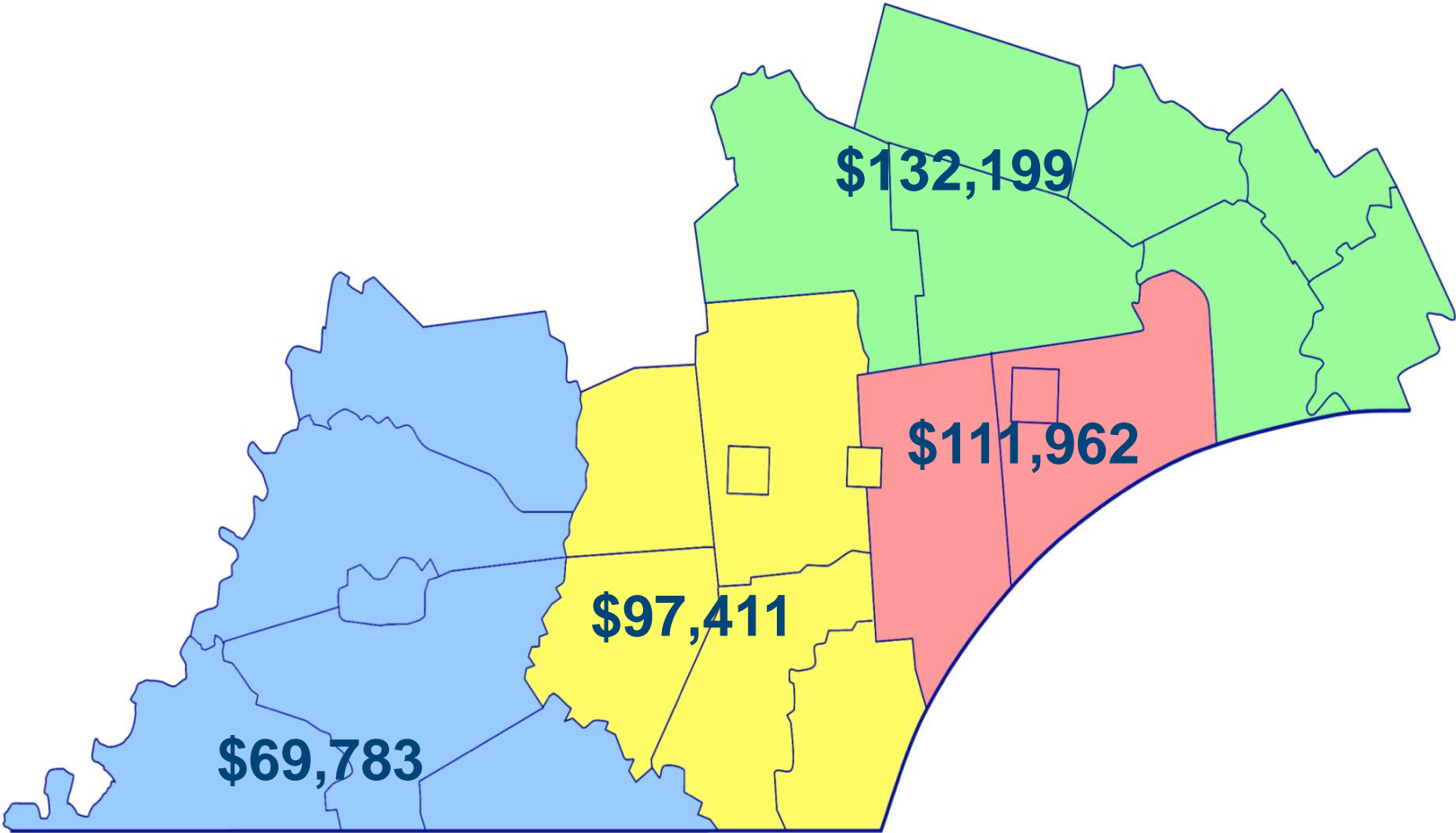
KCSD families struggling with self-sufficiency

- ▶ In KCSD, 14% of population is blue collar, 65% is white collar, and 21% are service and farm workers.

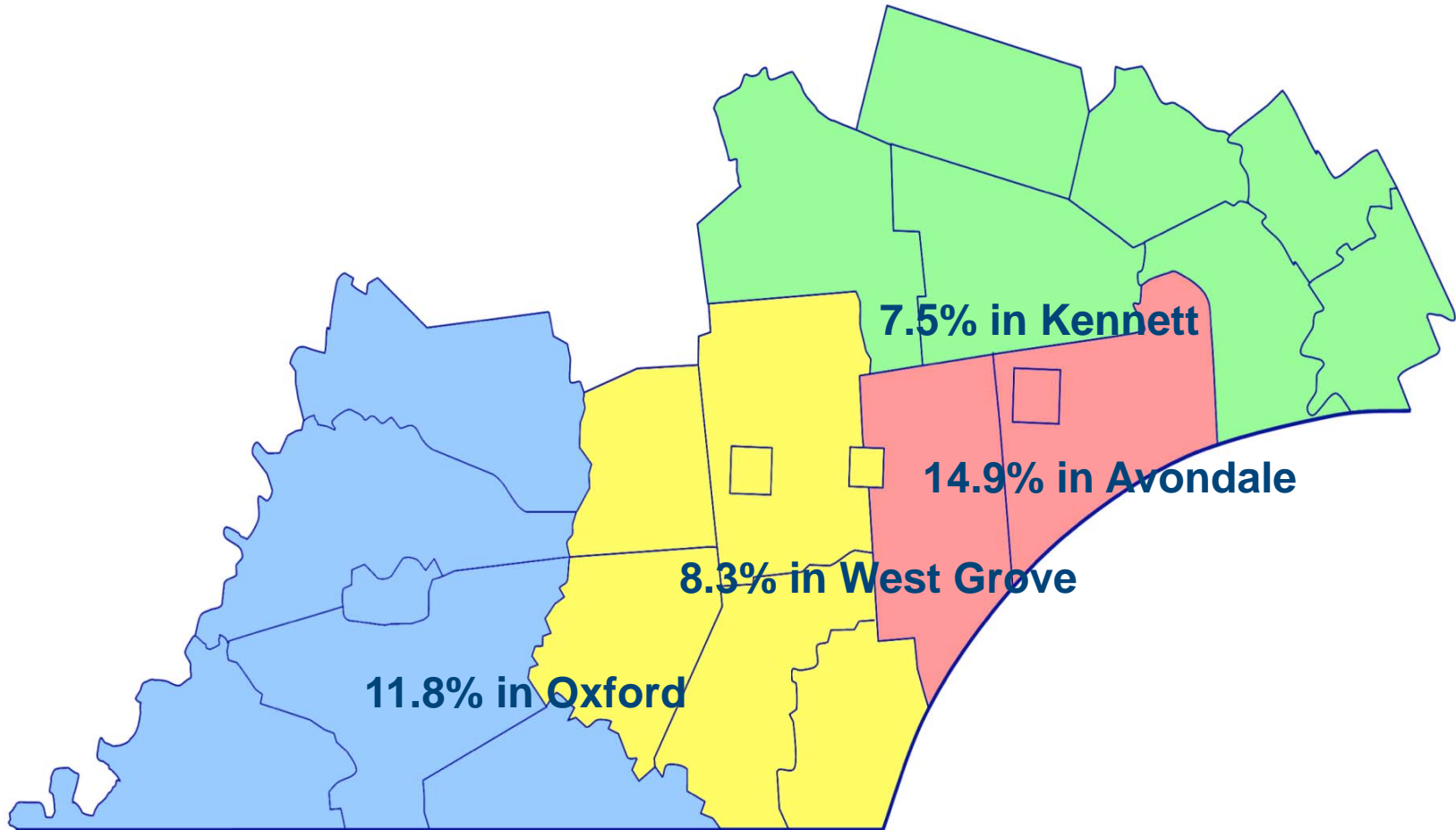
2008 Family Households by Income in KCSD

Less than \$15,000	155	2.34%
\$15,000 to \$24,999	141	2.13%
\$25,000 to \$34,999	253	3.82%
\$35,000 to \$49,999	399	6.02%
\$50,000 to \$74,999	956	14.42%
\$75,000 up	4,721	71.27%
TOTALS	6,625	100%

Median Family Incomes in our Area



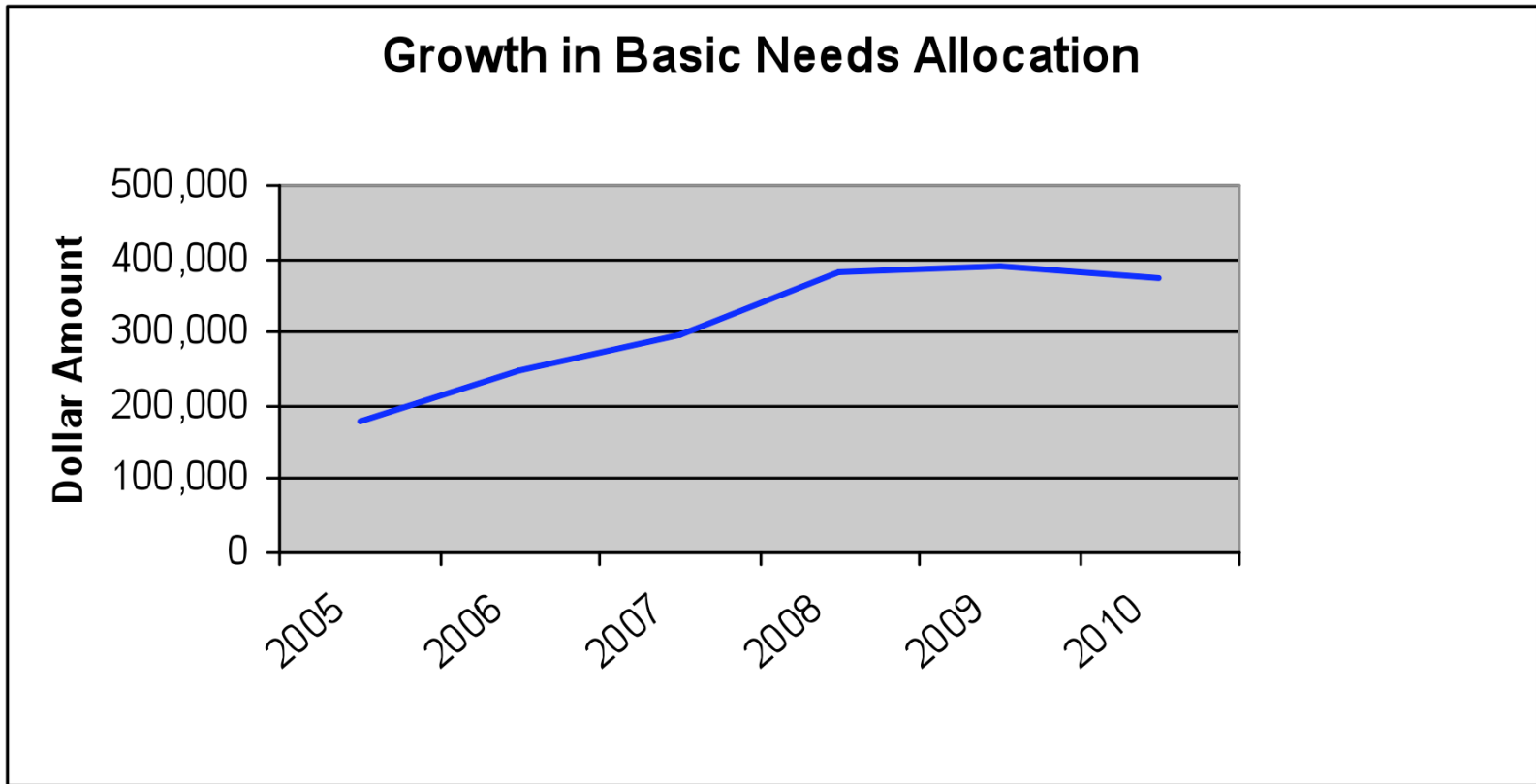
Living Below the Poverty Line in our 4 Boroughs



Basic Needs/Crisis Intervention

- ▶ This is top priority for United Way
- ▶ 45% of our United Way dollars will be spent on this area of concern totaling \$372,540
- ▶ 11 programs funding shelter, food, and social service intervention for people in crisis.
- ▶ Largest expenditures are for food and pass-through funds such as one-time rental assistance, fuel, and utility bills

Basic Needs Category Dominates United Way Spending



Affordable housing – huge need

- ▶ There are not enough affordable rentals in SCC for low-income workers
- ▶ Monthly costs for apartments range from \$750 (really rundown) to \$1200+ a month
- ▶ In KCSD in 2008, 343 residences were mobile homes or trailers
- ▶ KCSD has 3,337 households with 1 or more people under 18 in them (40% of all households in the district)
- ▶ Single parent families are common in our area...586 of them in KCSD
- ▶ They have to devote a higher proportion of their monthly income to housing than do couples...so they have a greater need to rely on publicly supported services

Shelter...How to afford it...

Fair Market Rent	Minimum Affordable Housing Wage (paying no more than 30% of gross income on housing)
1-Bedroom Unit: \$915/month	\$17.60/hour/40-hr week, \$36,600/year At \$8/hour, must work 88 hours/week
2-Bedroom Unit: \$1,095/month	\$21.06/hour/40-hr week, \$43,800/year At \$8/hour, must work 105 hours/week
3-Bedroom Unit: \$1,339/month	\$25.75/hour/40-hr week, \$53,560/year At \$8/hour, must work 129 hours/week

Home Ownership Possibilities are slim

- ▶ 2009 median sale price of homes sold in Chester County - \$276,700
- ▶ 2008 median sale price of homes in SCC was \$334,647
- ▶ Lack of affordable homes for low-income residents to enter home ownership.
- ▶ Alliance for Better Housing did great things and Habitat for Humanity is coming into West Grove

Transportation Concerns

- ▶ 2008 households in KCSD who don't have a car – 384 (4.3% of all households); in SCC there are 1,644 households without cars
- ▶ Public transportation is limited to certain routes – largely along Route 1 corridor – inconvenient and poorly used (only 32 KCSD workers in 2008)
- ▶ Lower-income people walk to work or car-pool.
- ▶ United Way sponsors free transportation to medical appointments through our “Transportation to Healthcare” program

Domestic Violence is growing

- ▶ UWSCC sponsors 2 domestic violence satellite offices in SCC...in Kennett and Oxford
- ▶ In 2009, 515 clients were served in Kennett and 120 in Oxford.
- ▶ In 2008, 533 clients served in Kennett; Oxford branch didn't open until Dec. 2008
- ▶ PFA are down from 240 in '08 to 98 in '09; not a good sign. PFAs force abusers out of home so women are reluctant to file them and become financially responsible for household. "At least we have a roof over our heads" mentality and abuse continues.
- ▶ Downturn in economy has caused more stress, a trigger for violence. Out-of-work abusers have more opportunities to batter. Victims have fewer options to become self-sufficient when jobs are hard to find.

Nurturing Children and Youth

- ▶ **This is our second top priority**
- ▶ **28% of our United Way dollars will be spent on this area of concern totaling \$234,800**
- ▶ **8 programs funding children and youth programs ranging from scholarships for daycare to after school programs to a summer camp**
- ▶ **Positive note – we don't have issues with our 4 public school districts and our districts have a 90% or better graduation rate**

Improving Healthy Living

- ▶ **17% of our United Way dollars will be spent on this area of concern totaling \$103,920**
- ▶ **7 programs funded:**
 - 2 area health clinics (saw 3,659 clients in 2009)**
 - 1 dental clinic in West Chester**
 - Healthy Start for mothers and infants (396 babies born in 2009 with moms enrolled in program)**
 - Substance abuse and family counseling services**
 - Programs for physically handicapped**
- ▶ **Positive note – We have the resources in SCC to serve health needs of low-income families**

Enriching the Lives of our Seniors

- ▶ **10% of our United Way dollars will be spent on this area of concern totaling \$79,460**
- ▶ **6 programs funding senior centers, Adopt a Friend program, and 2 adult daycare programs.**
- ▶ **Poor seniors living on fixed incomes are an underserved population facing growing challenges**

Strengthening Families

- ▶ **5% of our United Way dollars will be spent on this area of concern totaling \$44,280**
- ▶ **Adult literacy program and advocacy and prevention programs are in this category**
- ▶ **If you wish to learn English, there are plenty of free programs to help you do that here in SCC**

LIFT program update

- ▶ We trained 11 mentors on August 19th, 2009 and they got their assigned clients from Sept – November of 2009. Several of the pairings didn't work out and new clients were assigned.
- ▶ The program was to run for 9 consecutive weeks, but we learned it took much longer than that to complete the lessons. The full course took many until April 2010 to complete.
- ▶ Those clients who embraced the program really benefited. $\frac{3}{4}$ of the clients were successful.

Lessons Learned and Next Steps

- ▶ Conclusions – this is a worthwhile program to continue
- ▶ Self motivation of clients to participate in program is vital to success; recruitment of clients must change
- ▶ Tightening up on pre- and post- testing necessary
- ▶ Large need for bilingual mentors; we have the materials in Spanish already
- ▶ The next Mentor Training will occur this Spring

How you can help...

- ▶ Volunteer to become a LIFT tutor in 2011
- ▶ Make a donation to YOUR United Way in 2011 to support your home community
- ▶ If you work at a business in southern Chester County's territory, invite me in to hold a workplace campaign