

# UNION SETTLEMENT

## Celebrating 125 Years in East Harlem: *Creating Opportunities. Delivering Results.*

East Harlem is a unique neighborhood, and Union Settlement is the one-of-a-kind organization that has been empowering its residents since 1895.

Today, we touch the lives of more than 10,000 people a year, enriching eager minds, improving health outcomes, and building a more connected community. Now, as we prepare to mark our 125th anniversary of creating opportunities and delivering results, the impactful work of Union Settlement is needed more than ever.

We are proud to be a tireless resource for East Harlem residents of all ages, a powerful advocate for their needs, and a passionate voice for the underserved. Since we first opened our doors, we have worked hand-in-hand with the people of East Harlem to improve their lives and enrich this vibrant community.



## A Place of Possibilities

East Harlem is on the cusp of change, and realizing tremendous growth and potential. Important quality of life markers are heading in the right direction. Standardized test scores are up and the number of East Harlem businesses is growing fast. Crime is down, and unemployment is dropping, but even as we see possibilities, we are surrounded by struggle. Many neighborhood residents are still at risk of being left behind. We will not let that happen.

Union Settlement is here to help and support the people of East Harlem with our education, wellness and community-building programs, just as we've always been.



# East Harlem Needs Union Settlement

## About Union Settlement:

- We serve over **10,000 people** each year from 14 locations.
- With more than **450 employees**, Union Settlement is one of the largest employers in East Harlem.
- Our programs serve **4,000 children and youth**, **850 small business owners and entrepreneurs**, and more than **5,000 adults and seniors**.

## East Harlem Facts:

- **47%** of East Harlem residents are Latino and **33%** are African-American.
- **44%** of households survive on less than \$25,000 per year.
- **47%** of children live at or below the poverty level.
- **7.3%** of residents are unemployed, nearly twice the national average.
- **12%** of adults have less than a ninth-grade education and **28%** did not graduate from high school.
- **33%** of housing units are public housing (NYCHA) units.
- Only **28%** of third through eighth graders meet state math standards, with **32%** meeting English standard.
- Teen pregnancy and STD rates in East Harlem are among the **highest** in New York City.

East Harlem has been through many changes since Union Settlement's earliest days fighting to improve the desperate conditions of immigrants trying to make a new life in America. The demographics of the neighborhood have changed over the decades, but the determination of residents to secure a job, an education, a place to call home — and to live a healthier life — is as strong as ever.



Today,  
more than ever,  
Union Settlement  
needs you.

Union Settlement is proud to be a fundamental part of the progress that's being made. But behind the signs of progress are deep-rooted problems that Union Settlement is uniquely positioned to address.

After almost 125 years, we are excited and energized for the future, knowing the people of East Harlem count on us every day.

# What We Do

Union Settlement brings together friends and neighbors, families and mentors, children and elders, teachers and volunteers to address the needs that matter most to them and to build a supportive and vital community.

We serve **500,000+** nutritious meals & snacks every year.

We provide full-day early childhood education to over **600** young children.

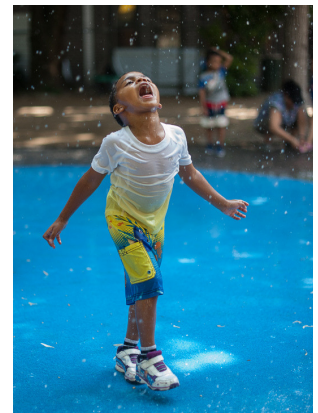
We help **200** young people gain admission to college.



We support **850** small business owners and entrepreneurs through computer, business literacy, and business development classes.

**We constantly evaluate the performance of our programs to ensure that they have a positive impact on those we serve.**

We assist over **1,600** seniors through vibrant senior centers, healthy aging programs, and assistance to the homebound elderly.



We provide Mental Health services to **1,000** individuals.

**97%** of students in our college readiness programs graduated high school.

We help over **400** adults learn English and prepare for their High School Equivalency exams.

*"Career Academy taught me, someone with no job and no experience, how to deal with employers. The program taught me how to focus on the future. It has contributed to my self-confidence and determination."*

-Tashawn Davis,  
Career Academy participant

*"Meals on Wheels is a very important program for this community. A lot of seniors don't get any food, or see anyone else throughout the day. Many times I was the only other human they would see for weeks."*

-David Villega,  
Meals On Wheels retiree  
(pictured far right)





# Supporting Union Settlement

Union Settlement receives more than **80% of its funding** from city, state and federal agencies. Every dollar that comes in from public sources goes right back into the community. There are no surpluses to reinvest, and often government contracts do not provide enough funding to meet the need. Without private donations, Union Settlement would not be able to support nearly as many of our neighbors as we do now.

While our public funding is stable at the moment, any significant cutbacks would be devastating to **individuals and families** who rely on Union Settlement for help with their basic daily needs, and to pursue their goals and dreams.

In today's interconnected and **rapidly-changing world**, being prepared to serve East Harlem means having the resources and agility to respond quickly to unforeseen changes, emerging needs and new opportunities.

Union Settlement has been a source of stability and a lifeline for hundreds of thousands of people for **nearly 125 years**. The years ahead will bring more challenges and more solutions to address the needs of our neighbors.

That is why Union Settlement is in the early stages of planning to commemorate our history with a **125th anniversary campaign** to culminate in 2020. The campaign will include promotional efforts, celebrations and community events, and a multi-million-dollar fundraising campaign, to **ensure our own strength and future sustainability**.

To meet current needs, to maintain flexibility for the future, and to increase organizational resiliency, we have developed preliminary plans for a **\$5 million campaign**. The campaign will establish dedicated funds for Union Settlement's core program areas: **education, wellness and community**.



## 1. FUND FOR EDUCATION: \$2,000,000

At Union Settlement, we empower local residents to build the skills necessary to achieve their dreams through classes, tutoring and training programs. Our programming exceeds expectations with adult education, parenting skills training, job and life skills training, early childhood education, literacy and math tutoring, and college readiness programs. Generous donors have enabled us to grow these programs and to educate more community members than ever before. The Fund for Education will sustain this mission for future generations.



## 2. FUND FOR WELLNESS: \$1,500,000



Wellness of the mind and body is imperative to overall health. At Union Settlement, we know that children can't thrive and adults can't succeed if their most basic needs aren't met. We rise to the challenge of the most critical health and nutrition needs of our community with nutrition and fitness programs, Meals On Wheels, mental health services, senior centers, community gardens, sports programs, and health screenings. As we look to the future, we dream of a healthier and stronger East Harlem. We believe it is vital to preserve this work with a fund dedicated to wellness programming and the health of our community.

## 3. FUND FOR COMMUNITY: \$1,500,000

Union Settlement has served as the heart of the community in East Harlem since 1895. We pride ourselves in encouraging our neighbors, young and old, to stay connected, build relationships and achieve change in our neighborhood. We've made great strides through community and civic events, issue and policy advocacy, and community organizing, but with over 120,000 residents in East Harlem, many of them in need, there is always more we can do to keep the community connected.



We want to do more to engage residents and give them a stake in the community, and keep adolescents safe and off the streets. We believe that positive change comes from all of us building our neighborhood together. The proposed endowment will extend our life-changing and community-enhancing services and help us reach more community members.

# A Feasibility Study for Union Settlement: The First Step

To investigate our potential for success in the proposed campaign, we have retained The Munshine Group to perform a feasibility study. The study is an opportunity for longtime and new donors and friends of Union Settlement to provide input during the planning stages of the campaign.

During June and July of 2018, The Munshine Group will hold private conversations with 35-40 stakeholders, including current and former board members, donors and community members. At the end of this process, The Munshine Group will present the study's findings and recommendations to our leadership team and the Board of Directors. Union Settlement will then determine whether to proceed with the campaign as proposed or with modification.

You have already helped Union Settlement achieve so much. As we prepare to do even more, we hope we can count on you again, this time by participating in a feasibility study interview. Thank you!