United Way of New York City’s (UWNYC) Campaign for Equity responds to the urgent needs of the Black and brown communities impacted by COVID-19 to help meet their basic needs in housing, health care, and other living costs by narrowing racial gaps and fundamental outcomes to achieve self-sufficiency.

**WHY IT MATTERS**
People of color comprise less than two-thirds of NYC’s households, and yet they account for nearly four out of five households with inadequate income to cover these basic needs.

**CHALLENGE**
We develop cross-sector partnerships

- Over 630,000 lost their jobs, impacting two-thirds of low-income city residents.
- Nearly 1.1 million NYC public school students were expected to attend class virtually while nearly 30% of households do not have internet access
- Loss of income and food shortages posed a greater problem for 2.4 million New Yorkers already relying on food programs to stay nourished

**OUR SOLUTION**
The Campaign for Equity is comprised of five pillars that focus on racial equity and social justice

- Achieving Health Equity
- Fostering increase in Income and Economic Mobility
- Combating Hunger
- Closing Education Opportunity Gaps
- Criminal Justice Reform and Opportunity

We seek to build a city that provides equitable opportunity

**SYSTEMS LEVEL**
Create structural changes in policies, practices, and resource flows, while transforming mindsets, relationships, and power dynamics.

**NEIGHBORHOOD LEVEL**
Focus on areas of concentrated poverty and interconnected challenges by empowering local organizations and leaders to develop solutions.

**POPULATION LEVEL**
Raise awareness of system disparities that impact people of color, especially single mothers, the under/unemployed, justice-involved persons, and immigrants.

Leveraging our position as a trusted partner across multiple sectors, our three-year, $50M Campaign for Equity addresses the root causes of racial injustice — access to healthcare, quality education, economic mobility, and criminal justice reform — by convening corporations, non-profit organizations, and multiple government agencies through our unique role as a backbone organization. The Campaign will help close systemic disparities by catalyzing partnerships that drive resources, build capacity, and create an innovation hub for nonprofits, donors, companies, and their employees to become an active part of transformation for our city.

To learn more about the different ways you can invest in the Campaign for Equity and play a critical role in community change, policy and systems to build a more equitable city, please contact Gina Caputo, at gcaputo@uwnyc.org or Russell Lowe, rlowe@uwnyc.org
CRIMINAL JUSTICE REFORM AND OPPORTUNITY

New York City has been on a journey to reform its criminal justice system and minimize the role of harmful, punitive systems, which perpetuate racial inequity, neighborhood violence, over policing, and failed systems. Resourcing community solutions is an essential step in reforming NYC’s criminal justice system.

As a result of the Campaign for Equity, we envision the following long-term impact:

**Criminal Justice Reform and Opportunity**: Providing mentorship and therapeutic programming as an off-ramp from the criminal justice system and building long-term neighborhood supports directly impacts at-risk teens and young adults.

**CHALLENGE:**
- There is a lack of resources available to support those traumatized by the criminal justice system.
- The criminalization of poverty and mental health leads to increased incarceration and violence without supports like therapeutic and wrap around services, workforce development, and educational assistance.

**PARTNERSHIP OPPORTUNITIES:**
**Supporting Atlas**: Atlas, a community-driven, evidence-based solution focused on enhancing community safety, increasing economic mobility, and strengthening the capacity of trusted local service providers.

**Supporting therapeutic services**: Innovative community-driven approaches to public safety like mentorship, family therapy, cognitive behavioral therapy, opportunities for employment and education for individuals awaiting trial will reduce crime effectively by using programming that fosters long-term behavior change.

To learn about how you can partner with UWNYC for Criminal Justice Reform and Opportunity, please contact Gina Caputo, gcaputo@uwnyc.org or Russell Lowe, rlowe@uwnyc.org