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
FOSTERING ECONOMIC MOBILITY

The COVID-19 pandemic intensified the economic vulnerability of Black and brown low-wage workers, fostering the urgency to strengthen workforce development initiatives that align with employer demand by training the workforce for high quality, sustainable jobs.

Before the pandemic only 2% of businesses in NYC were Black-owned and it is estimated that less than half will survive the crisis. This is potentially an extinction-level event. Black-owned business survival is critical to NYC’s equitable economic recovery and relies on access to capital, mentorship, and business support for sustainability.

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

**Fostering Economic Mobility:** Ensuring more small business owners have access to technical assistance, capital, and mentorship.

**CHALLENGE**

- Two-thirds of the 1.25 million unemployed New Yorkers are people of color
- Jobseekers from low-income communities of color require relevant workforce training to align with employer demand.
- Prior to the COVID-19 pandemic, only 2% of NYC businesses were Black-owned, although 25% of NYC residents are Black.
- Systemic discriminatory practices along with the pandemic impacted Black-owned businesses leaving them underfunded, less likely to receive bank loans, and more likely to be left out of government relief funding.

**PARTNERSHIP OPPORTUNITIES**

**Supporting Individuals:** United Way of New York City (UWNYC) launched an innovative workforce development initiative that creates career pathways, training curriculum to in-demand careers, and social services needed for sustainable career success.

**Supporting Black Owned Businesses:** UWNYC’s Together We Thrive: Black Business Network sets up Black-owned businesses for long term success by providing access to capital, social networks, mentoring, and technical assistance. Together We Thrive aims to align, activate, and increase the capacity of existing systems to meet the needs of nearly 10,000 Black-owned businesses in New York City by 2027.

To learn more about how you can partner with United Way of New York City to **Fostering Increases in Income and Economic Mobility**, please contact Gina Caputo, gcaputo@uwnyc.org or Russell Lowe, rlowe@uwnyc.org