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

LEVERS
• 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.
COMBAT HUNGER

Food insecurity and lack of access to fresh produce creates devastating health disparities for low-income New Yorkers, who are prone to higher rates of obesity, diabetes, and high blood pressure. Food insecurity for children also impacts cognitive thinking and school performance that hinders their full academic potential. Food security is essential to equitable self-sufficiency and wellness for all New Yorkers.

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

**Combating Hunger:** Ensuring food providers have resources, skills, operational capacity, adaptability, and resilience to provide food and emergency benefits access.

**CHALLENGE**

- The Covid-19 pandemic increased food insecurity among New Yorkers from 1.1M to 1.4M, including more than 462,000 children — a 46% increase, and a 36% increase among all New Yorkers.
- More than 2.5 million working-age New Yorkers are straining to meet their basic needs, and an estimated 1.2M New Yorkers lost jobs due to the pandemic.
- Research shows that poverty and food insecurity are linked to higher rates of chronic diseases, poor health, and psychosocial outcomes in children.
- 38% of parents in NYC are decreasing or skipping meals to feed their children. Thousands live in food deserts where there is no access to fresh nutritious foods.

**PARTNERSHIP OPPORTUNITIES**

**Supporting Community Food Programs:** UWNYC serves as a backbone to the Emergency Food System in New York City by strengthening the capacity of our city-wide network of food pantries and soup kitchens, who distribute grocery items and fresh foods, and prepare and serves meal to underserved neighborhoods.

**Supporting Plentiful:** Our Plentiful mobile app supports 280 food pantries and their millions of clients experiencing food insecurity in NYC by reducing client wait times, improving communication between food pantries and clients, and creating a more dignified experience. More than one-third of the city’s food pantries are using Plentiful. UWNYC is committed to increasing the Plentiful adoption in New York City, as well as scaling beyond New York City.

To learn about how you can partner with UWNYC to Combat Hunger, please contact Gina Caputo, gcaputo@uwnyc.org or Russell Lowe, rlowe@uwnyc.org