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

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 Erica Cajamarca, ecajaruca@uwnyc.org
CLOSING EDUCATION OPPORTUNITY GAPS

The COVID-19 pandemic highlighted the lack of equity and legacy of systemic racism in New York City’s education system which has had a massive disparate impact on low-income children of color from early childhood through high school. United Way of New York City (UWNYC) believes that every child, regardless of race or income, deserves an equal access to a quality education that leads to opportunity, to college, to career, to civic engagement, and a pathway to self-sufficiency.

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

Closing Education Opportunity Gaps: Guaranteeing every New York City student can have equal access to academic success, college, career, and civic readiness.

CHALLENGE:
• The Covid-19 pandemic stripped bare the consequences of educational inequity and the challenges of remote education for approximately 300,000 NYC students who did not have internet access for remote learning.
• The cost of educational neglect leads to reduced economic mobility, unsustainable income, alienation, and potential criminal justice involvement.
• The long-standing achievement gap among U.S. students of different ethnic origins, income levels and school systems represent hundreds of billions of dollars in unrealized economic gains.

PARTNERSHIP OPPORTUNITIES:
Supporting ReadNYC: ReadNYC’s six research and evidence-based levers mutually reinforce and align efforts around improving literacy rates and academic achievement through equity-focused effective instructional leadership, school readiness, attendance, quality expanded summer learning opportunities, parental engagement and empowerment, and health and wellness.

YOUR DOLLAR IN ACTION
• $1,000: Provides 20 NYC low-income students with books every month for one-year to build their home library.
• $2,500: Empowers a ReadNYC teacher with over 500 books to outfit their classroom library.
• $5,000: Sends 1,200 books to a ReadNYC school to outfit the entire school library.

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