



WHO WE ARE

Every day, families in Cumberland County, New Jersey face daunting challenges: one of the worst job markets in the country, high levels of adult obesity, and levels of child poverty so high that the majority of kids in the Bridgeton School District qualify for free and reduced lunches. While families aspire to a more stable and healthy future, many feel unsure about how to plan for a better tomorrow. Immigrant families feel this pressure all the more as they grapple with establishing their lives in a new country.

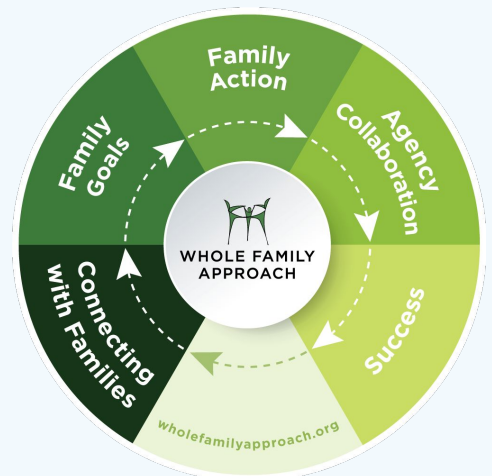
Unido Para La Familia (Unidos; United for The Family) acts as a trusted guide for immigrant, working-class families by connecting them to resources to achieve their goals in all areas of life, including health, relationships, financial stability, housing and immigration status. Unidos is a collaborative effort that brings together the expertise of Revive South Jersey, PathStone Corporation, Rowan College of South Jersey and United Advocacy Group. We are united in our vision to make Cumberland County, and all of Southern New Jersey, a thriving community of healthy, employed and resilient families.

THE WHOLE FAMILY APPROACH

While families are made up of individuals, their challenges and successes are interdependent.

Our work is guided by the Whole Family Approach, a family-led strategy which equips adults and children with the tools to set, plan for, and achieve their goals together. When the whole family works together to support each other's goals, long-term change and stability become a reality.

Each family is paired with a trained Family Advocate who coaches family members to self-identify their goals and work towards achieving them. Family Advocates act as a trusted entry point for all family members to access the wide ranging services our network provides. Seamless collaboration between nonprofits in our collaborative yields better access to services, ensures a coordinated effort to track families' progress and improves the well-being of the entire family.



BUILDING FAMILY STABILITY AND WELL-BEING

We recognize that all areas of life are interconnected. Families cannot address one area without factoring in another. Findings from seven years of research conducted by the Senator Walter Rand Institute for Public Affairs among eight nonprofit collaboratives implementing the Whole Family Approach in Southern New Jersey, including Unidos, show positive changes for families with two caregivers:

- Primary caregivers report a significant improvement in children's educational outcomes.
- Both caregivers feel a significant increase in the help given and received in their relationship.
- Secondary caregivers report significantly reduced financial stress.

These findings reinforce the positive impact of the holistic services we offer including: family coaching, educational advocacy, tutoring, job readiness training, financial planning, community events as well as HSE/GED instruction in Spanish, four levels of conversational ESL and parenting classes.



OUR IMPACT

Our expertise in family well-being has opened doors for hundreds of immigrant families to successfully achieve their goals.

4

Community gardens started

86%

of families achieve at least one goal within a year

75+

adults earned their high school diploma

10

adults gained American citizenship



OVERCOMING THE UNEXPECTED

Ruby Garcia came to Unidos seeking to start her own house cleaning business. Working with her Family Advocate, she created a plan of action and set to work. Unidos connected her to resources to complete her GED and gain business training. A serious car accident and COVID-19 illness brought new unexpected challenges. From job resources to financial aid and training to food delivery, Unidos was there every step of the way to connect the Garcia family to the resources and social support they needed to overcome and set new plans in motion. Through her ongoing partnership with Unidos, Ruby continues to pursue her dream of starting her own business while maintaining her financial stability and the well-being of her children.

OUR RESILIENCE

The COVID-19 pandemic severely impacted our families' well-being and long-term goals. Our staff quickly adapted to maintain ongoing support to families including:

- Covering household bills to alleviate financial stress.
- Provide laptops and educational support for remote learning. 90% of families maintained or improved their grades.
- Transition to online classes and coaching.
- Distribute weekly groceries to 500+ families from June-August 2020.

Take Action

Join us in building stronger, thriving families. Just as one person cannot do it alone, one agency cannot do it alone, either. Become a donor, partner or volunteer today!