



UNITED WAY
of Delaware

80

YEARS

**DEDICATED TO
DELAWARE**

LIVING HISTORY MUSEUM

1946

The United Fund of Wilmington is chartered.

Charter Ready For Joint Fund Raising Body

Organization Committee Reports With Draft For Combined Welfare Drives

Our first home office is in the Delaware Trust Building on Market Street.



The first unified campaign to support a network of 22 local agencies is kicked off.

Top Officials of United Fund To Lay Plans for Fall Drive

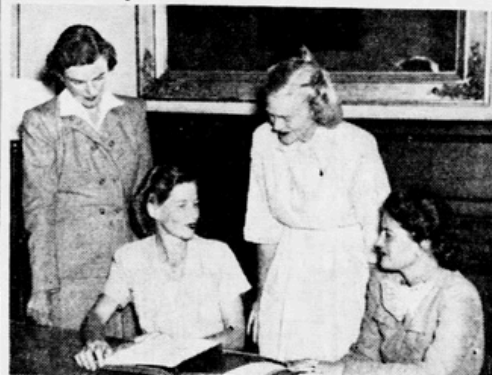


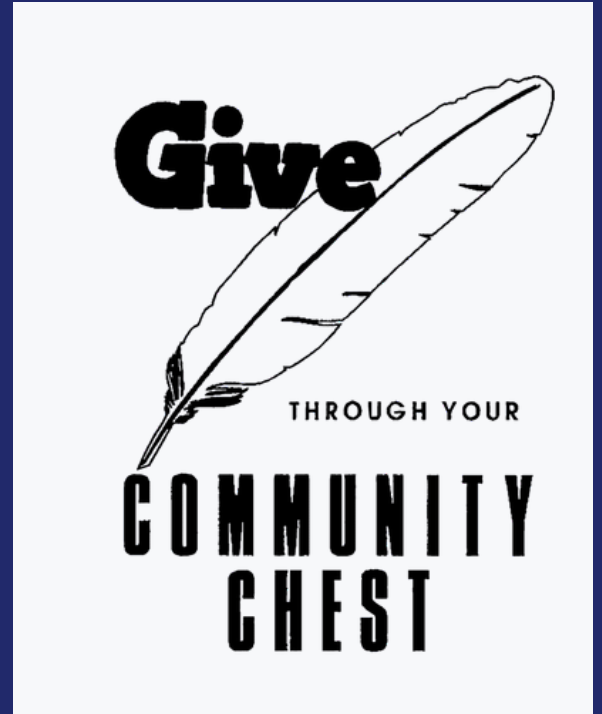
Photo by Sanborn.

Leaders of the women's division of the United Fund campaign launched a series of organizational meetings to be held by various campaign divisions when they met in the Y. W. C. A. recently to outline plans for the drive which starts next month.

Seated (left) are Mrs. Daniel O. Hastings, Jr., chairman of the women's division, and Mrs. Thomas Brittingham, Jr., women's special gifts chairman. Standing (left) is Mrs. Robert N. Downes and Miss Mary Naulty. Not shown in the picture are Mrs. Ellason Downs, vice-chairman of the division; Mrs. W. M. D. Bryant, and Mrs. Henry W. Bryan.

1947

The United Fund of Wilmington expands to become the United Community Fund of Northern Delaware.



1952

United Fund Logo (1952-1970)



RED FEATHER CAMPAIGN STATUE

c. 1946



UNITED FUND OF WILMINGTON

First Campaign Ad

c. 1946

GIVE
generously

UNITED FUND
of Wilmington

WILMINGTON'S worthy Civic and Welfare Organizations depend upon YOU—are looking to you—for support during the coming year. When you are asked to contribute to the United Fund of Wilmington—give generously! This is not only your way of showing the participating agencies that you're proud to back them up . . . it's your responsibility to your community! YOU—and every good citizen—must help carry on this important civic and welfare work!

This Is the ONLY Campaign

No other solicitations will be made for a year by any of the organizations aided by the United Fund. Your contribution may be made in a lump sum—or, if preferred, you may make several payments over a year's period. If you desire, any of the 22 participating organizations may be named to receive your donations. Otherwise, the money is divided among the agencies . . . all of whom depend upon YOU. It's up to YOU to back them up!

PARTICIPATING AGENCIES

- Boys' Club
- Boy Scouts
- Children's Bureau
- Children's Home
- Delaware Curative Workshop
- Florence Crittenton Home
- Family Society
- Girl Scout Council
- Home of Merciful Rest
- Home for Aged Women
- Layton Home
- Mental Hygiene Society
- People's Settlement Assn.
- Prisoners' Aid Society
- Salvation Army
- Travelers' Aid Society
- Visiting Nurse Assn.
- Walnut St. Christian Assn.
- Wilm. General Hospital
- West End Neighborhood
- Y. M. C. A.
- Y. W. C. A.

October 7th to 31st
Goal \$740,390

Give Only ONCE . . . But Give GENEROUSLY

1946-
1959

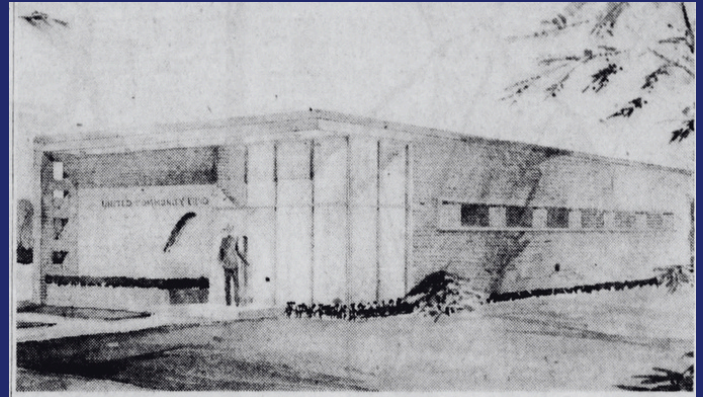


The Red Feather was a symbol of early United Fund campaigns.

Jiminy Cricket, from Disney's "Pinocchio," was United Fund's official "spokescricket" from 1959 into the 1980s.

1955

The United Community Fund of Northern Delaware moves from 1404 North Franklin Street into their newly-built offices at 301 East Matson Run Parkway.



NEW HOME FOR RED FEATHER—This is the architect's conception of what the new office quarters of the United Community Fund of North Delaware, Inc., will look like when completed. The offices, to be located at 301 East Matson Run Parkway, were designed by Leon A. Fagnani, architect, and will be constructed by the W. D. Haddock Construction Company. Target date for completion is July 15.

1964

Grown from reforms initiated by President John F. Kennedy in 1961 to simplify charitable giving among federal employees, The Combined Federal Campaign officially launches.



1968

Collective impact for social change becomes a driving force for good at UCFND, following the assassination of Dr. Martin Luther King, Jr, rioting, and the nine-month occupation of Wilmington by National Guard troops.



Equality, respect sought

Unrest: Welfare not root cause

Says Survival Hinges on It

U.F. Head Stresses Involvement

By CHARLES P. WILSON

If United Funds are to survive, they must intimately involve themselves with the problems of their communities, the new director of the United Fund of Northern Delaware firmly believes.

This is more than just a philosophy for Ted L. Moore, who took over as executive director of the United Fund here last week.

Moore has put his philosophy into action with the organization he ran in Reading, Pa. Now as Northern Delaware's new United Fund chief, Moore hopes to lead his organization into more direct involvement in fighting the community's social problems.

THE 37-year-old native of Gastonia, N.C., was named northern Delaware's fund director to replace Henry J. Russell, who became executive director of the Cincinnati Fund and Council.

Moore's background is not the usual one for a United Fund director. He is a professionally trained social worker and received a master of science degree in social services from Boston University in 1959.

He began his professional career as a neighborhood worker with teen-age gang groups in

New Orleans, La., following graduation, and the next year went to Richmond, Va., where he was on the staff of the Area Community Council (a social planning and coordinating agency.)

IN 1963 Moore went to Reading



as social director of its United Community Services.

When he became executive director three years later, Moore's commitment to social involvement began having its effect. The organization went beyond just raising funds for social, health and character-building organizations in the area:

- It took over operation of the area's anti-poverty program financed by federal Office of Economic Opportunity funds.

- United Community Services was active in making Reading one of the first communities to get a federal Model Cities program grant.

- It became intimately in-

involved in the planning and coordination of social programs.

UNDER one administrative board, it carried out United Fund-type fund raising campaigns as well as social planning programs.

This is all comparable to one administration for the United Fund, Community Services Council of Delaware and Community Action of Greater Wilmington. Moore wouldn't go so far as to include the last agency's antipoverty program in one administration here but feels United Fund and Community Services could be jointly administered to the community's benefit.

In Reading, Moore said, United Community Services' involvement in operating the antipoverty program gave it more expertise in distributing available funds to its member agencies. He said he feels this principle would also be valid here as the United Fund gets more involved in combatting social problems.

ANOTHER advantage of the Reading setup was that it brought community and business leaders together with people of the disadvantaged neighborhoods and helped create better understanding, he said. This



Ted L. Moore
Unusual background

helped to improve the climate of race relations in Reading, Moore feels.

Moore, who did his undergraduate work at Duke University, decided to switch from social work to the community fund field because "I became concerned about the funding of voluntary and public programs involved with inner-city problems."

Moore said that United Fund organizations "in order to survive must move more toward the area of social planning."

In Delaware, Moore expects to work to channel available funds through existing agencies in-

stead of trying to create new ones. He also will strive to get more federal and state participation in funding the area's social programs.

MOORE does not feel he is walking into Delaware cold with his new ideas. In addition to having "excellent administrative and budgeting procedures," Moore said, the United Fund here also has laid the foundation for more involvement in social problem solving.

In addition to his social work background, Moore also shows talent for the fund raising activities. His Reading United Fund drive went over its goal and collected a total of \$1,630,400 this year, an 8 per cent increase over last year.

Ted Louis Moore has already settled at 3204 Heatherfield Road, Cardiff, with his wife Judith and their three children. The former Medical Corps Army lieutenant said he has not been in Delaware long enough to form any concrete impressions of the area.

One thing he has observed, however, is that the community leadership here "has a strong feeling to come to grips with the problems of the community and to work toward positive solutions."

1969

Merger official

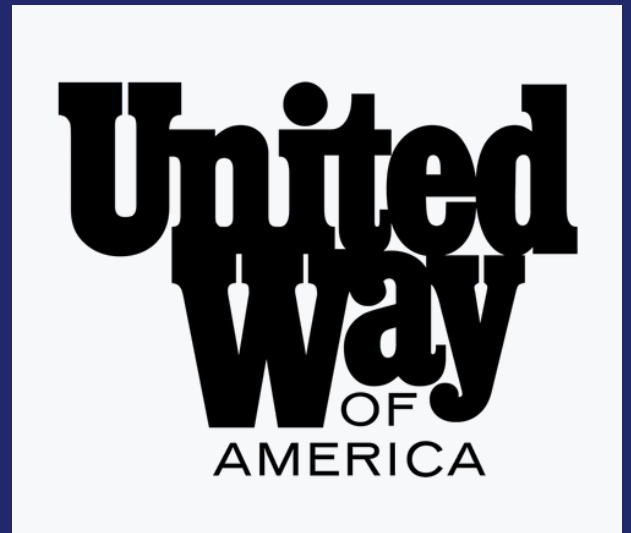
**Services council,
U.F. are now one**

The United Fund of Northern Delaware consolidates with the Delaware Community Services Council for more streamlined logistics and greater state-wide community impact.

1970

United Funds and Council of America officially changes its name to United Way of America.

United Way
Logo (1970-
1972)



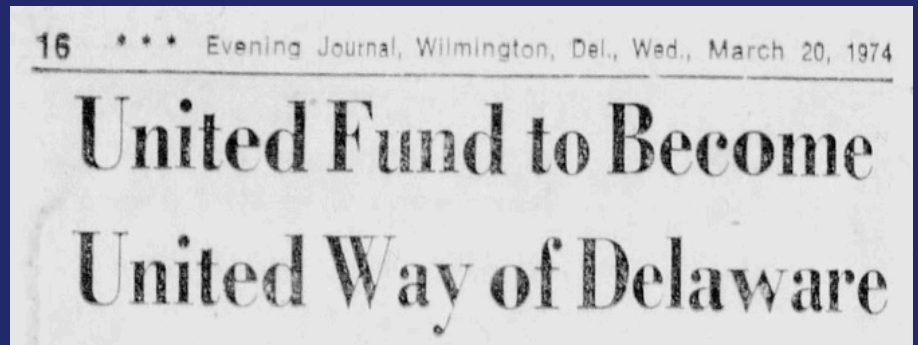
1972

United Way
Logo (1972-2004)



1974

The United Fund of Northern Delaware officially becomes what we now know as United Way of Delaware.



1975

**Jobless are new
United Way aim**

1989

**United Way of
Delaware
moves into
The Linden
Building, its
brand-new
home at 7th St.
and Orange St.**



1990

UWDE and Delaware State AFL-CIO partnership begins.



1991

The Tocqueville Society is created.



1996

A New Generation of Caring

United Way of Delaware celebrates 50 years of impact.





UNITED WAY OF DELAWARE GOLF TOURNAMENT POSTER 1991

1997

United Way of Delaware merges with Sussex County United Way, becoming a truly state-wide organization in Delaware.



1999

Delaware Helpline is established by the State of Delaware as a partnership with United Way of Delaware's First Call for Help program.

A PARTNERSHIP OF

**FIRST CALL
FOR HELP**
A UNITED WAY AGENCY

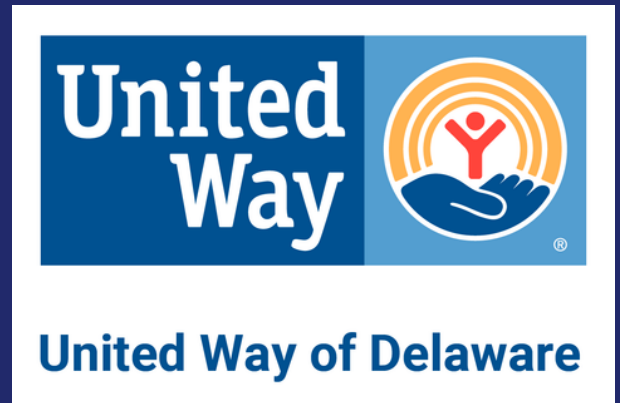


2003

Our first concerted effort to promote the Community Impact Fund.

2004

United Way Logo (2004-2024)



2005

Supporting United Way Helps Change Lives.

The idea of giving is on the minds of many people these days – in communities across the country, there have been countless stories about the selfless acts of individuals and families to help those in need. With the devastation left behind by Hurricane Katrina, communities are being reminded that generosity is essential to impact and change lives.

But right here in Delaware, there are hundreds, if not thousands, of untold stories of desperation and suffering. Some of the same emotions and critical needs felt by the hurricane victims are commonplace in many Delaware neighborhoods on a daily basis. The need is real, and the annual United Way fundraising campaign offers an opportunity to make a real difference.

United Way of Delaware's 2005 Campaign officially kicked off in early September with special events in all three counties. Dr. Orlando J. George, Jr., 2005 Campaign Chair and president of Delaware Tech, is leading the effort to raise funds benefiting a network of health and human service agencies and programs across Delaware.

The 2005 Campaign theme, Changing Lives, reflects the organization's ongoing mission to improve the quality of life for all Delawareans. Donations to the campaign benefit programs that serve Delaware's most critical needs, including food and shelter, issues affecting children and youth such as education and child abuse, senior care, assistance for persons with disabilities, prenatal care for expectant mothers, healthcare issues, and many more.


When Delawareans pull together as a community and give through United Way, they are able to see just how immediate their impact can be on the lives of others. In that spirit of giving, all Delawareans are asked to step up and be part of the solution.

With generous donations from individuals and businesses throughout the state, United Way staff and volunteers hope to raise \$25.7 million through the 2005 Campaign. United Way's leaders already know that changes in Delaware's workforce and other local economic factors have decreased the state's potential donor base, making giving this year more critical than ever.

United Way leaders are stressing the importance of giving to the Community Impact Fund, a pool of money that allows donors to address the myriad of problems plaguing the local community through a single donation. Donors are asked to direct at least a portion of their United Way gift to the Community Impact Fund, helping to ensure that they are not excluding people who desperately need help. Donations to the fund are directed only to programs in Delaware that are proven effective in changing lives.

There are factors that will make reaching this year's campaign goal a challenge. However, the United Way campaign is really about caring, and in the generous tradition of Delawareans, the collective community will work even harder to address the critical needs of their friends and neighbors.

The 2005 Campaign runs through the end of December; however, donations are welcome throughout the year. Please give generously through a workplace campaign or personal donation and help change lives in Delaware. If your workplace doesn't run a United Way campaign, please call for more information. To donate or learn more, please call (302) 573-5700 or visit www.uwde.org. United Way of Delaware: Impacting our community by focusing on what matters – changing lives.



Transforming Philanthropy
 The UWDE Board officially votes to move away from being solely a fundraising organization to one focused on community impact.

2005

UWDE joins partners to enact Delaware Stars, dedicated to improving early childhood education in the state.



2006

UWDE adopts the Success by 6 initiative.



UWDE celebrates first year program outcomes funding under our new Community Impact focus.



UNITED WAY OF DELAWARE T-SHIRT COLLECTION

c. 2010-2025

2009

LIVE UNITED

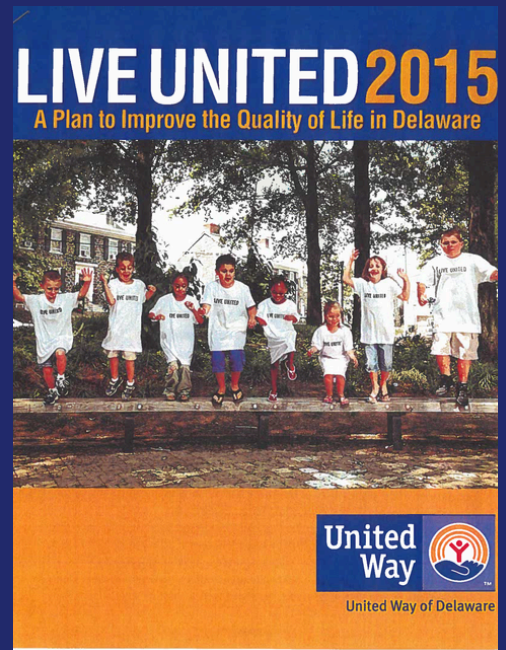
“Live United” campaign is launched, emphasizing United Way’s mission of maximizing community resources by partnering with human-service agencies to improve quality of life.

Delaware 211 is created as Delaware Helpline and First Call for Help are consolidated to offer a one-call solution to get Delawareans connected to the help they need easier and faster than ever before.



2011

UWDE Board adopts our Live United 2015 Strategy, defining community outcomes.



Stand By Me[®],
a one-on-one financial coaching
program to help Delawareans
reach their financial goals,
is created by United Way of
Delaware.

2011

United Way of Delaware launches Affinity Groups to encourage students and like-minded individuals to get involved.



2012

AstraZeneca gives a \$3.4M transformational gift to launch the Young Health Program IM:40 in partnership with United Way of Delaware, aimed at 12 to 15-year-olds throughout the state.

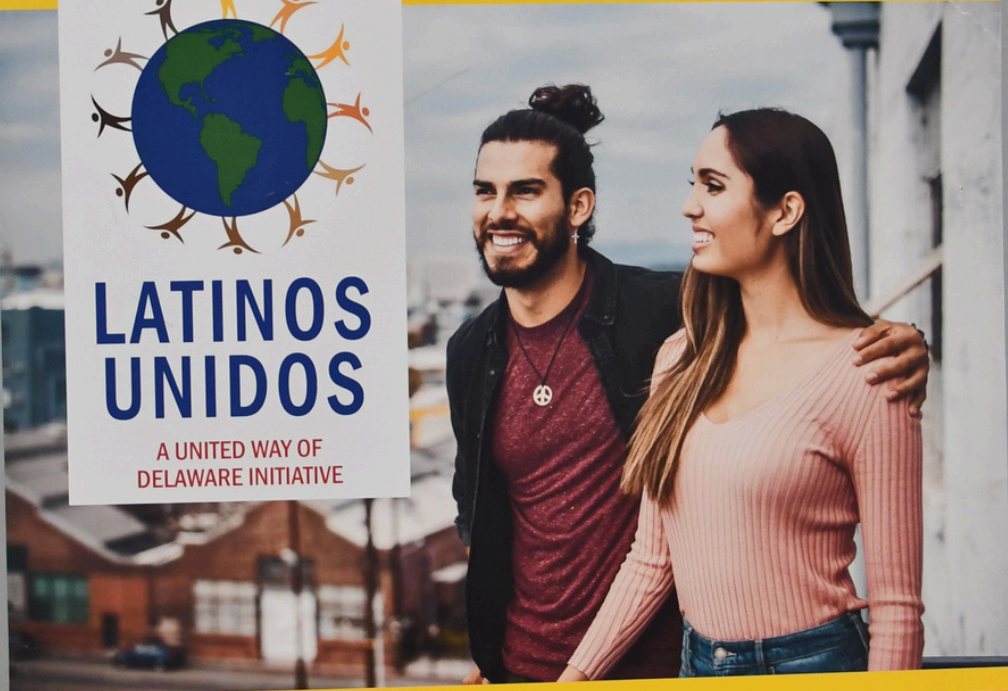


Welcome



**LATINOS
UNIDOS**

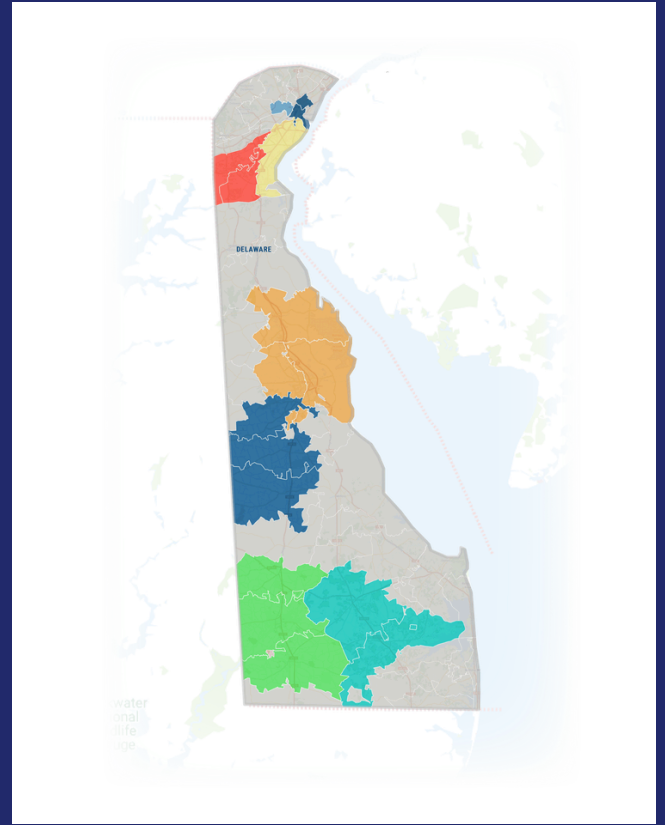
A UNITED WAY OF
DELAWARE INITIATIVE



EVENT POSTER FOR LATINOS UNIDOS AFFINITY GROUP

2012

Promise Communities: United Way of Delaware identifies eight low-income communities statewide to target for the greatest impact.



Making Our Voices Heard in Leg Hall:

United Way of Delaware advocates publicly for HB289 (Pay Day Lending) and HB268 (School Bullying) to offer Delaware residents a better path toward managing their finances and enhancing the prevention and reporting of school bullying. Governor Jack Markell signs both.



2016

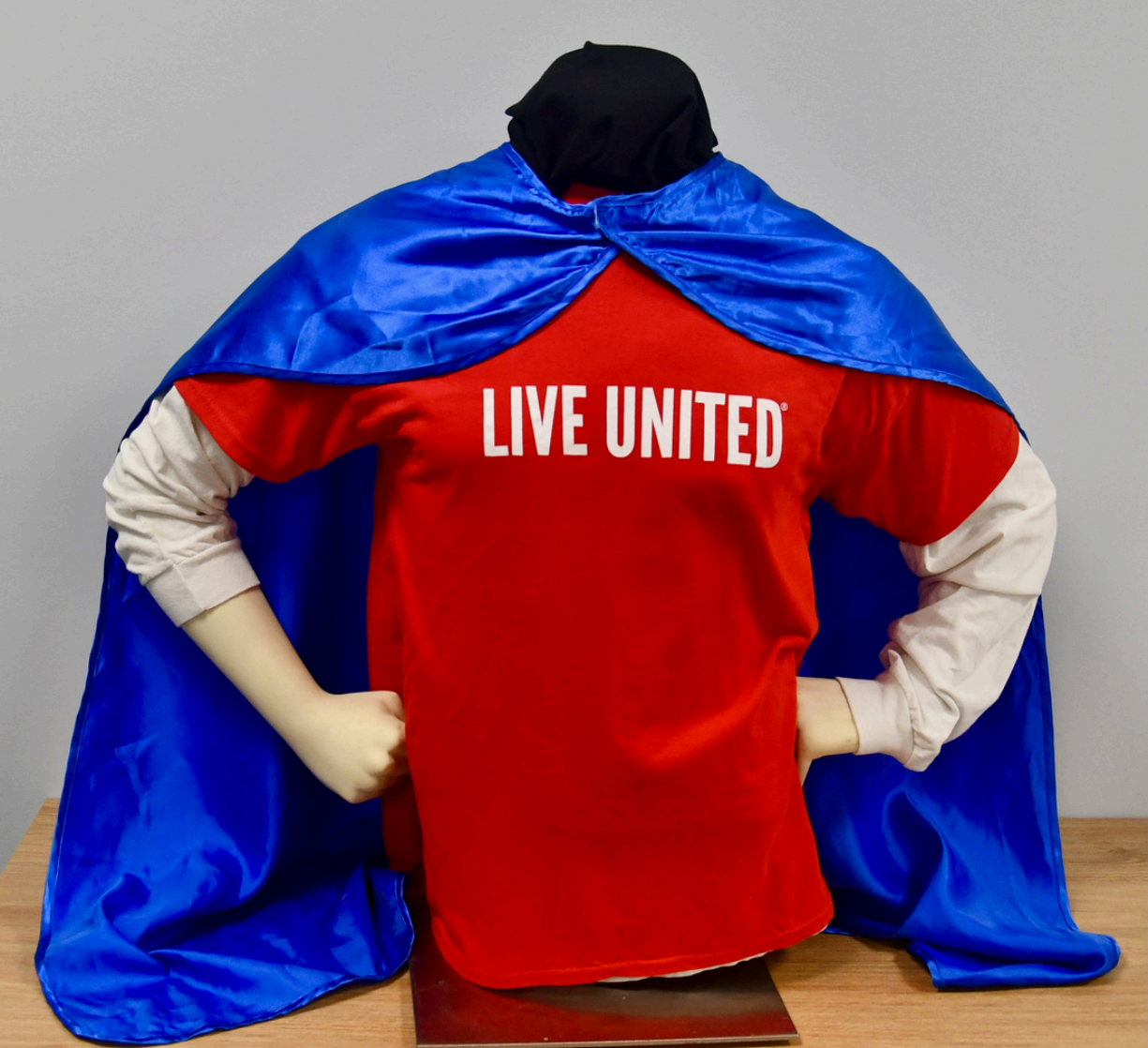
DoMore24 Delaware is founded, and has raised millions of dollars for hundreds of Delaware non-profits since.



2018

Bridging Our Community:
United Way of Delaware expands its service area to cover Salem County, New Jersey.





UNITED WAY HERO CAPE

c. 2017

2018

United Way
of Delaware
partners with
United for
ALICE®



(Asset Limited,
Income
Constrained,
Employed)

2019



Get Delaware Reading-Wilmington is launched as part of Delaware's statewide campaign to address its literacy crisis, with the goal of ensuring that more children in low-income families reach grade-level reading by the end of third grade.

2020

Get Delaware Reading Summer is launched as an extension of Get Delaware Reading - Wilmington, reinforcing a collective effort to change lives.



UWDE relaunches the Delaware Racial Justice Collaborative with over 200 partners fighting for racial justice in Delaware.



2021

The Stand By Me Minority Small Business program is launched.

Minority
Small Business Program

EmPOWERing the Next Generation of Students

UWDE's annual student summits amplify and celebrate Black, Hispanic, and LGBTQIA+ student voices in Delaware.



2024

United Way Logo (2024-)



UNITED WAY
of Delaware

2026

United Way of Delaware marks 80 years of bringing people together to drive real, lasting change in our community.

80 YEARS DEDICATED TO
DELAWARE