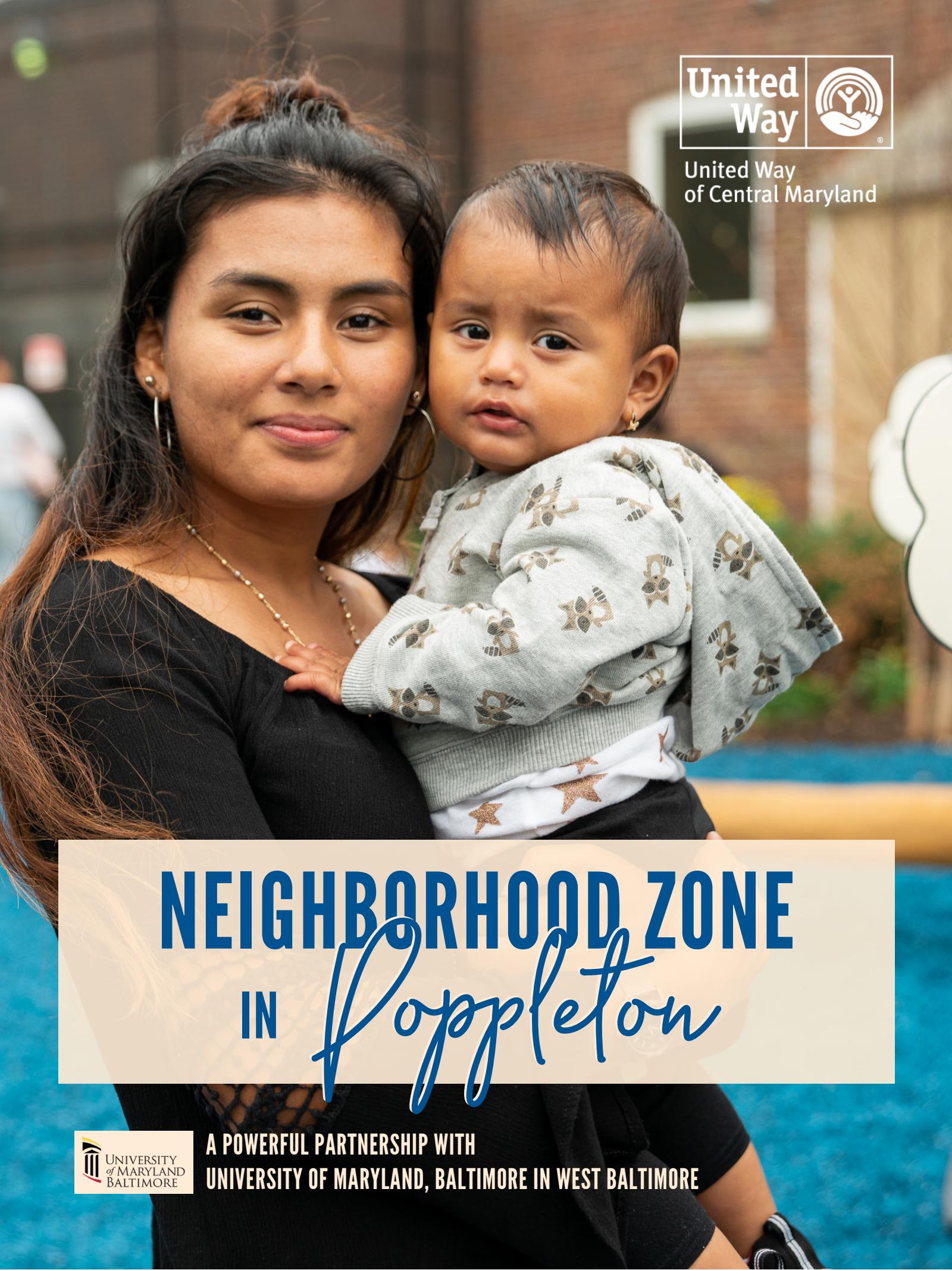




United Way  
of Central Maryland



A close-up photograph of a young woman with long brown hair tied back, wearing a black top and a beaded necklace. She is holding a baby in her arms. The baby has dark hair and is wearing a light-colored onesie with a gold animal print pattern. They are outdoors, with a brick building and some greenery in the background. The woman is looking directly at the camera with a slight smile.

# NEIGHBORHOOD ZONE

IN *Poppleton*



A POWERFUL PARTNERSHIP WITH  
UNIVERSITY OF MARYLAND, BALTIMORE IN WEST BALTIMORE

# THE UNITED WAY NEIGHBORHOOD ZONE IN POPPLETON

United Way of Central Maryland provides what's needed, where it's needed in partnership with local communities. The neighborhoods of West Baltimore are among the city's most under-resourced, ranking near the bottom on measures of social capital, education, neighborhood quality, and public health and safety.

Poppleton is a community in West Baltimore that has struggled against structural barriers for decades, and has witnessed repeated, well-meaning efforts by outsiders bringing "quick fixes" to deep-seated problems.

At United Way, we know that collaboration with residents, community leaders, nonprofits, and businesses is key to co-creating programs and initiatives that deliver long-term, positive change.

Based on the success of our nationally acclaimed Neighborhood Zone in Brooklyn in South Baltimore, a model of community collaboration, University of Maryland, Baltimore (UMB), invited us in 2018 to join them in their work to improve lives in Poppleton. This powerful partnership will be a catalyst for transforming this neighborhood.

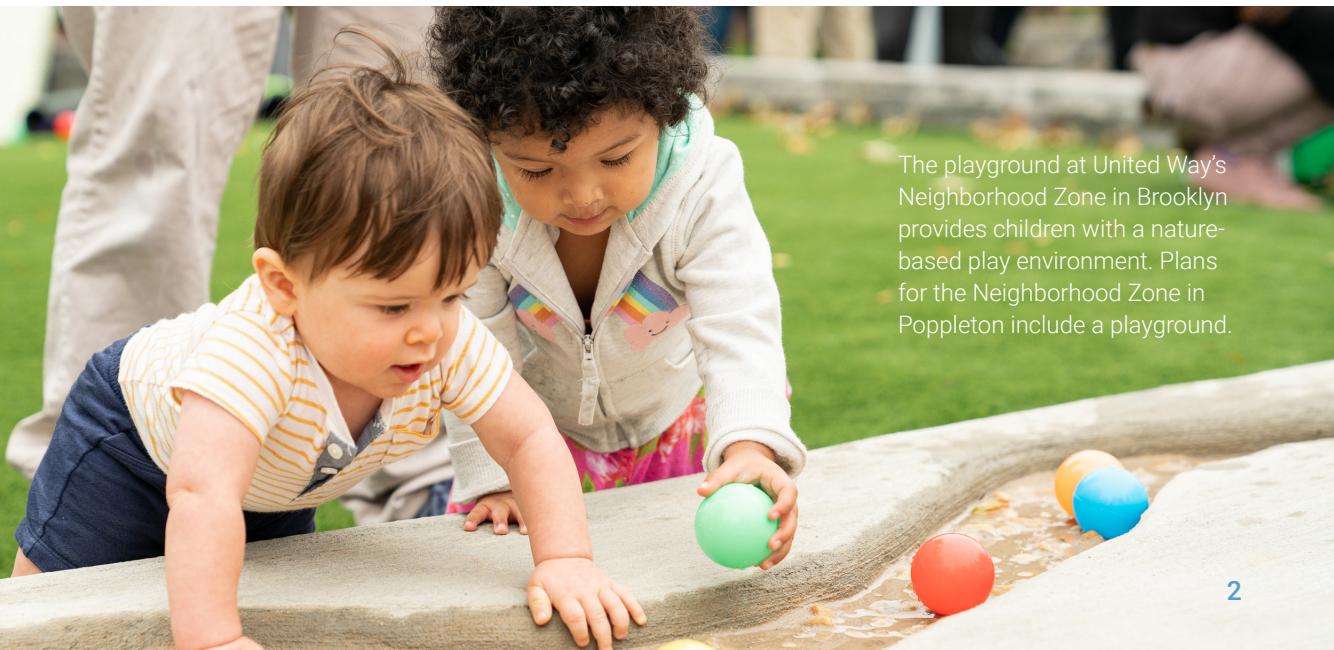
Focused on multi-generational support, the United Way Neighborhood Zone in Poppleton will offer an on-site Family Center with childcare for student parents so they can stay in school and graduate. Programs also include housing assistance, and quick referrals to critical health and human services through services provided by an on-site 211 Maryland United Way Helpline professional.

You can be a part of the change that is happening in West Baltimore by supporting the United Way Neighborhood Zone in Poppleton.

**“Out of all the work that University of Maryland, Baltimore does – and we do a great deal to improve health and well-being around the world – you know what I’m most often thanked for? Our work with the local community. And you know what I consider one of the most exciting things about our work in West Baltimore? Partnering with United Way to listen deeply to our neighbors, and to respond effectively to the needs they share with us.”**

**DR. JAY PERMAN**

Chancellor, University System of Maryland

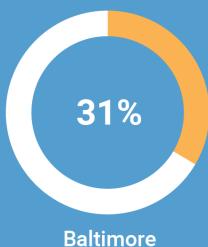


The playground at United Way's Neighborhood Zone in Brooklyn provides children with a nature-based play environment. Plans for the Neighborhood Zone in Poppleton include a playground.

# THE NEED IN Poppleton

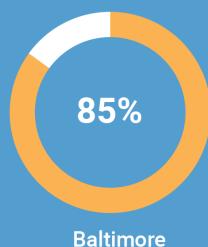
## CHILDREN IN POVERTY

Percentage of children living below the poverty line



## EDUCATIONAL ATTAINMENT

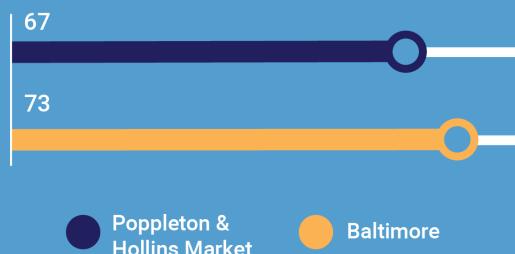
Percentage of population (ages 25+) with at least a high school diploma or GED



## MEDIAN HOUSEHOLD INCOME



## LIFE EXPECTANCY IN YEARS



Each of our Neighborhood Zones are uniquely tailored to the needs of the community. We listen and learn to co-create services and programs that address the challenges they face, while building on the neighborhood's existing strengths and assets. A resource hub, the following programs will be offered on the UMB Community Campus.



**FAMILY CENTER:** Provides quality early childhood education, full-day care for children, and professional support and resources for expectant and parenting student parents to help them strengthen their parenting skills. A professional Family Services Coordinator helps parents increase their stability in education, health, housing, and employment.

**211 MARYLAND UNITED WAY HELPLINE:** Connects families and individuals to important resources such as food, housing, job training, free tax preparation, mental health support, and more through an **on-site** 211 Information and Referral Specialist.

**HOMELESSNESS PREVENTION PROGRAM:** Helps families with school-aged children who are on the brink of homelessness with services to keep them housed, to keep the children in school, and to provide tools to help them avoid a future housing crisis.

**COMMUNITY SCHOOL COORDINATOR:** The United Way Community School Coordinator at James McHenry Elementary/Middle School will help break down barriers to student success by strengthening teacher, family, and peer relationships; leveraging resources; and building on the strengths of the student, school, and community.

# THE UNITED WAY NEIGHBORHOOD ZONE: A MODEL FOR SUCCESS



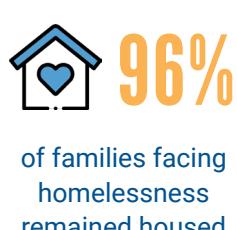
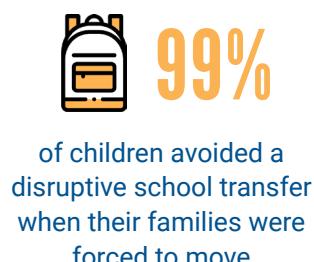
Delivering meaningful, measurable, and positive results for residents and their communities, our Neighborhood Zones help break down barriers to economic, health, and educational equity. They serve residents in Brooklyn in South Baltimore, and, in 2021, Columbia in Howard County, where almost a third of households can't afford the area's high cost of living.

Briana Shaw was a member of the first graduating class of student parents at our Neighborhood Zone in Brooklyn's Family Center. Today, she's a nursing student at Baltimore City Community College, a certified medication technician and nursing assistant, and works for a company that uses plasma to make medications.

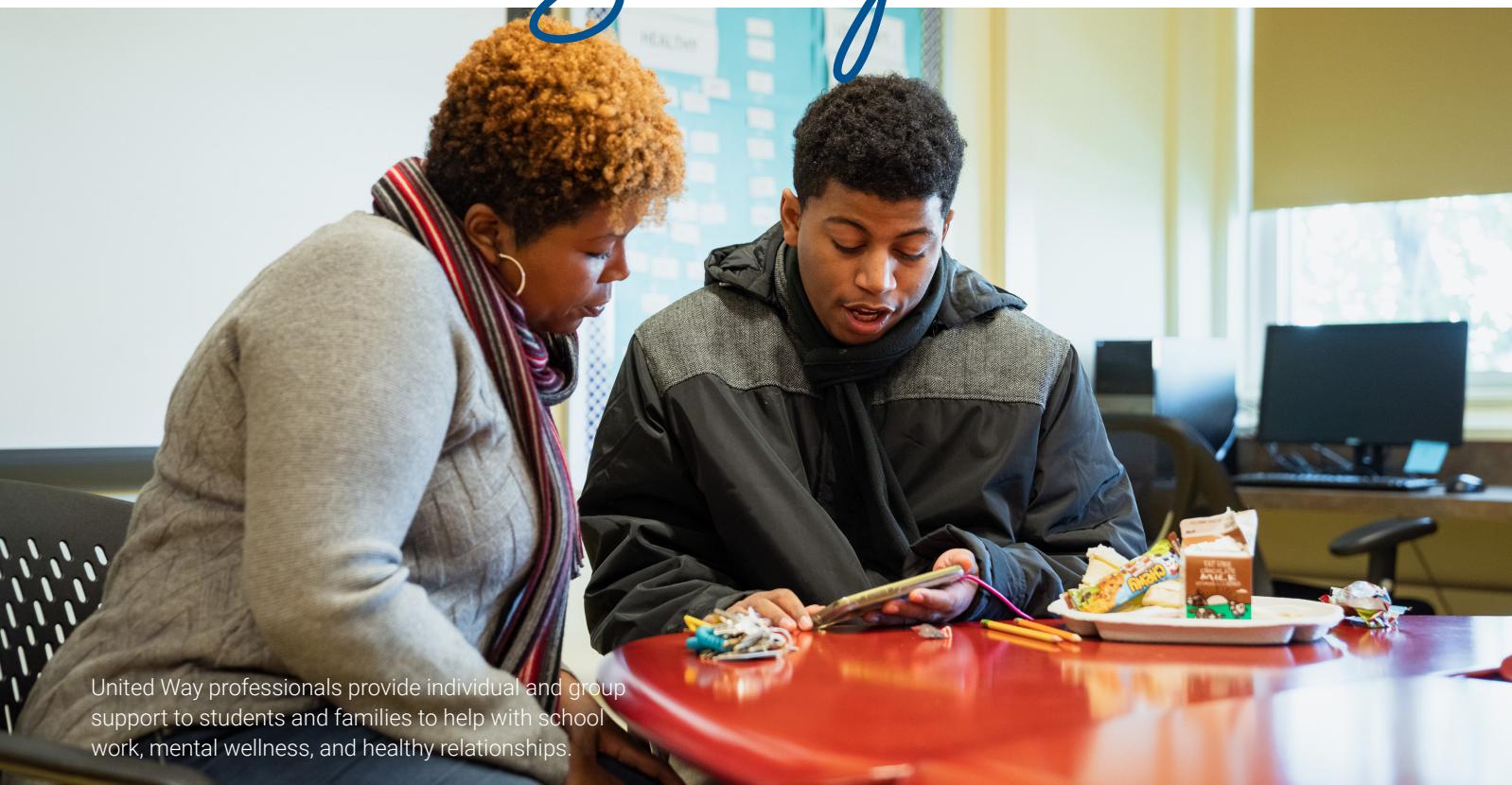
**"The Family Center helped me so much. Without it, I would've missed a lot of days of school trying to figure out care for my daughter. My attendance improved, and now I'm attending BCCC for my nursing degree. I miss the Family Center teachers—we had a close bond. I still call Ms. Emily if I need help or guidance, and she's there for me. It really is like a family."**

## RESULTS

Neighborhood Zone in Brooklyn, since its inception in 2014:



# BUILDING ON *Strength*



United Way professionals provide individual and group support to students and families to help with school work, mental wellness, and healthy relationships.

**The United Way Neighborhood Zone in Poppleton complements the programs offered at University of Maryland, Baltimore's Community Engagement Center (CEC), and all are located in an easy-to-access resource hub. Our Family Center will be located at Excel Academy at 1001 West Saratoga Street. Our 211 Information and Referral Specialist will be based in the CEC, and our Homelessness Prevention Program will operate from James McHenry Elementary/Middle School.**

University of Maryland, Baltimore (UMB) serves as an anchor institution in West Baltimore, embracing a commitment to improving health, creating wealth, and advancing social justice in the neighborhoods surrounding its campus. Former UMB President Jay A. Perman, M.D., opened the Community Engagement Center (CEC) in Poppleton in 2015. This Center provides vital health, wellness, employment, education, and social services to nearby residents, and partners with neighbors on new projects that

strengthen community development and draw external investments.

Over the past five years, the CEC recorded more than 40,000 visits from men, women, teens, and children who engage with its services and programming. The Center has created a strong foundation for United Way to base and build our programs and services.



## OUR PARTNERS

BALTIMORE CITY  
PUBLIC SCHOOLS



UNIVERSITY  
*of* MARYLAND  
BALTIMORE



# OPPORTUNITIES FOR *Support*



Educational materials,  
equipment, and  
technology



Facility renovations  
and operating costs  
for the Family Center  
to be located in Excel  
Academy



Playground construction  
and equipment



Barrier removal for  
participants, including  
transportation,  
employment, and  
education



Excel Academy Principal Eugenia Young and student-parent Shanije. This Neighborhood Zone's Family Center will be based at Excel Academy.

Please join us in driving meaningful and transformational change in West Baltimore with  
your support of the United Way Neighborhood Zone in Poppleton.

[uwcm.org/UnitedForPoppleton](http://uwcm.org/UnitedForPoppleton)

A PARTNERSHIP BETWEEN



To learn more, please contact:  
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**holly.hoey@uwcm.org**