

2019 - 2020 UNITED WAY IMPACT REPORT



LIVE UNITED

RESPOND. RECOVER.
REIMAGINE. REBUILD.



United Way of Central and
Northeastern Connecticut

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**RESPOND.
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REBUILD.**



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We can all agree that 2020 has been a year like no other. We are experiencing global unrest on two fronts: the coronavirus pandemic and deep-rooted, systemic racism. Both have led to lost lives.

While we all have been affected by COVID-19, the health and economic disparities experienced by communities of color cannot be ignored. Nor can the hardships of lower-wage earners who are living paycheck to paycheck, struggling with sufficient food and other basic needs.

The tough work needed to help people recover, stand for social justice and to be seen, heard, and included is the very work of United Way. This commitment was further underscored this year, when the United Way network, domestically and internationally, voted to support and strengthen our opposition to all forms of racial and ethnic discrimination.

We bring the right people and resources together to ensure that children and youth succeed academically, people get good jobs and are healthy, and basic needs are met. When you give to United Way, you support a network of community partners and volunteers who work together to address the immediate and long-term needs of local individuals and families.

This has never been more important than now. No one person or single organization can address the big challenges we are up against. It takes all of us, collectively combining our resources and talents. This Annual Report provides just a few of the many examples of where we have made a difference by working together.

United Way has always been the organization you can turn to when times are tough; that is as true today as it was when we began. For us, getting “back to normal” or learning to adapt to a “new normal” is not enough. We need to reimagine a “better normal”, one of equity and opportunity that allows every person to weather challenges and succeed.

Now, more than ever, we need your support. Join us in building a “better normal.”



A handwritten signature in black ink.

Donald Allan, Jr.
Board Chair

A handwritten signature in black ink.

Paula S. Gilberto
President and CEO,





The greatness of a community is most accurately measured by the compassionate actions of its members.

CORETTA SCOTT KING



Otis Elevator Co. sponsored, assembled and delivered STEM projects with United Way staff to New Britain High School freshmen and sophomores on #GivingTuesday, December 1, 2020.

COMMUNITY INVESTMENT AND CAMPAIGN GIVING

Contributions to United Way *Community Investment* and causes you care about most in 2019 improved lives and helped create positive change for everyone in central and northeastern Connecticut. Together we are United to rebuild a better normal.

55%

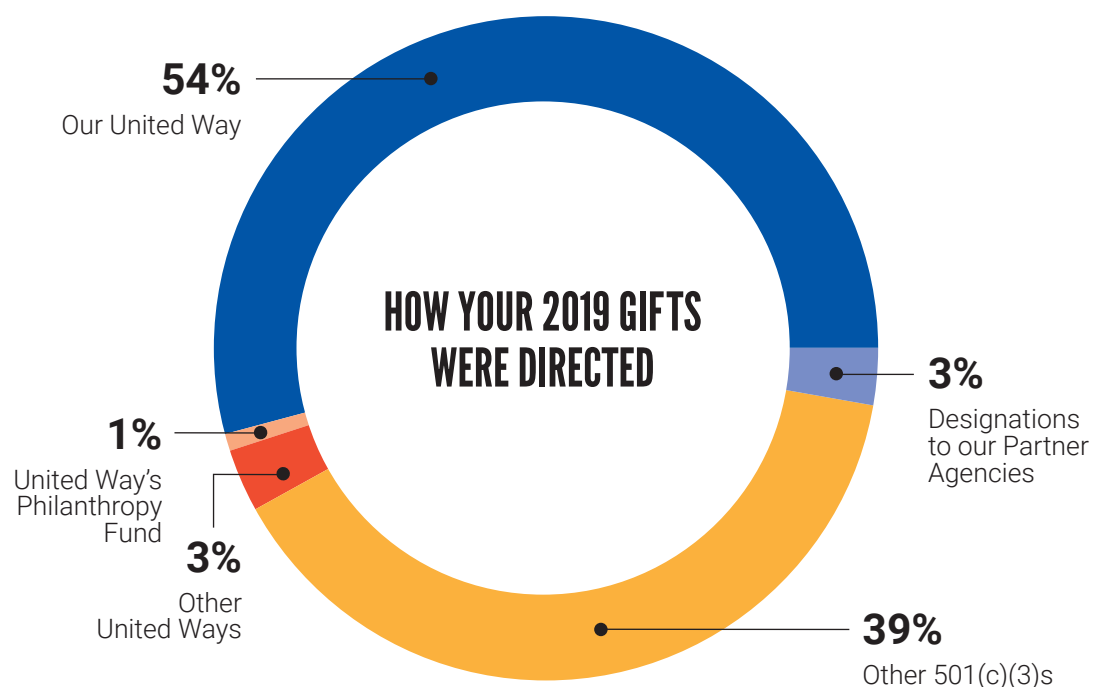
Youth Success

19%

Economic
Mobility

26%

Access to Health
and Basic Needs



HOW TO LIVE UNITED:

JOIN HANDS. OPEN YOUR HEART.

LEND YOUR MUSCLE. FIND YOUR VOICE.

GIVE 10%. GIVE 100%. GIVE 110%.

GIVE AN HOUR. GIVE A SATURDAY.

THINK OF WE BEFORE ME.

REACH OUT A HAND TO ONE

AND INFLUENCE THE CONDITION OF ALL.

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2019

Assets

Cash and cash equivalents	\$3,381,294
Pledges receivable, net of estimated uncollectibles	5,385,155
Other receivables	243,209
Investments	16,887,062
Investments held in trust by others	6,947,331
Prepaid expenses and other assets	272,923
Plant and equipment, net	962,421

Total assets **\$34,079,395**

Liabilities and Net Assets

Accounts payable and accrued expenses	\$1,599,957
Agency program support payable	6,968,510
Donor designations payable	2,200,748
Grants payable	2,413,085

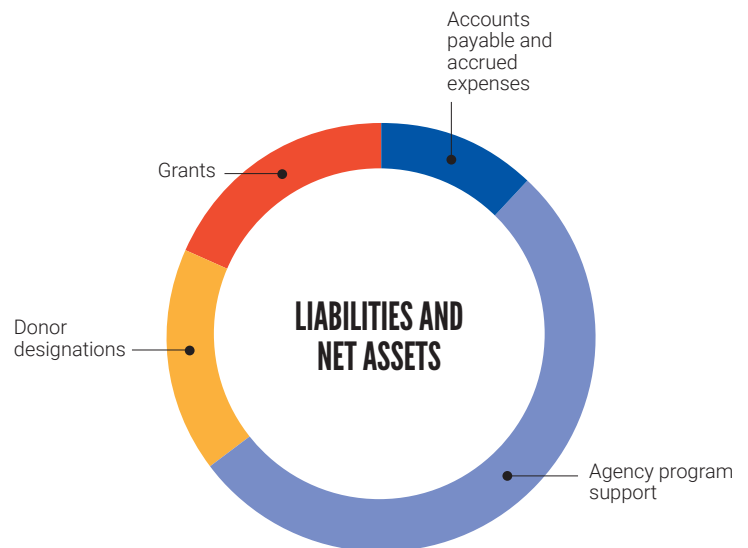
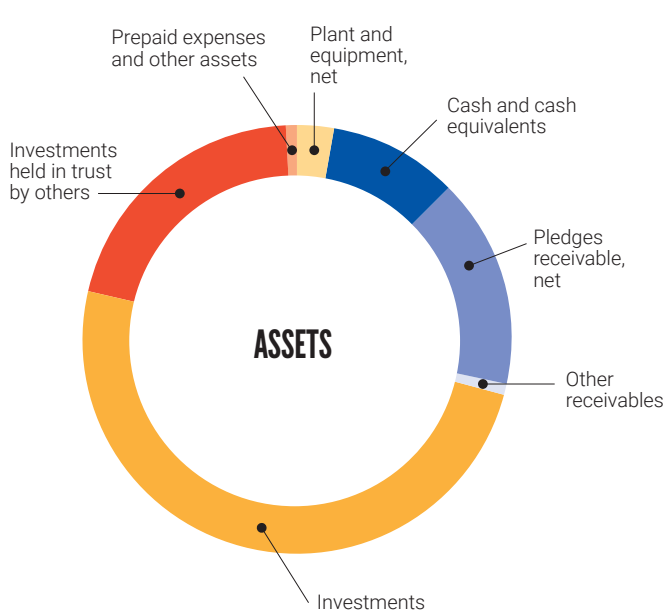
Total liabilities **\$13,182,300**

Net assets

Without donor restrictions	\$12,467,982
With donor restrictions	8,429,113

Total net assets **\$20,897,095**

Total liabilities and net assets **\$34,079,395**



STATEMENT OF ACTIVITIES

JUNE 30, 2019

Campaign amounts raised	\$17,717,576
Add:	
Contributions from other United Way campaigns, net of donor designations	206,419
Less:	
Uncollectible pledges	(549,800)
Amounts designated by donors	(7,188,974)
Net campaign revenue	10,185,221
Other revenue:	
Investment income, net of fees of \$25,000	544,620
Income from trusts held by others	442,944
Community grants, initiatives and service income	1,232,611
Administrative fees on amounts raised on behalf of others	290,718
Rental income	83,192
Gifts in kind	149,411
Miscellaneous revenues	103,114
Total other revenue	2,846,610
Total public support and revenue	\$13,031,831
Community Investment and program services:	
Community support and gross funds distributed	\$13,188,974
Less:	
Amounts designated by donors	(7,188,974)
Community Investment (program support)	6,000,000
Grants and initiatives	1,139,812
Community Investment services	1,661,507
Total Community Investment and program services	8,801,319
Support services:	
Resource development	2,361,611
Management and general	1,523,861
Total support services	3,885,472
Total Community Investment, program and support services	\$12,686,791
Operating Income	\$345,040
Non-operating revenues and expenses:	
Realized gain on sale of investments	115,970
Change in unrealized (loss) on investments	132,547
Change in investments held in trust by others	(23,283)
Pension-related changes other than net periodic pension cost	(841,430)
Change in net assets	(271,156)
Net assets, beginning of year	21,168,251
Net assets, end of year	\$20,897,095

RESPOND.
RECOVER.
REIMAGINE.
REBUILD.



RESPOND. REIMAGINE.

The health and economic effects of COVID-19 has touched many, and particularly those already struggling to make ends meet. Thanks to the support of generous donors, business and philanthropic partners, we raised more than \$1 million for COVID-19 response efforts, serving more than 15,000 people.

These efforts and others by United Way include:

- » **Funding for community agencies** to ensure 15,000 children and youth received academic support; adults got job training; telehealth and counselling services were available; and, emergency assistance was provided for rent, utilities, food and shelter;
- » **Direct financial assistance** in partnership with municipal social service directors to more than 900 individuals who lost their jobs, were furloughed, or were experiencing other hardships;
- » **Financial coaching** to help individuals navigate COVID-19 relief resources, manage debt and rebuild savings;
- » **Distributing more than 30,000 face masks** to parents, neighborhood associations and nonprofit agency staff and clients;
- » **Public awareness campaigns** on coronavirus health protocols, flu vaccinations and financial management services; and,
- » **Mobilizing volunteers** in sending caring messages to essential workers and homebound seniors; virtual reading to students and STEM activities to youth; and, safe, socially distanced support and food distributions and other community events.

RECOVER. REBUILD.

Recovering from the effects of COVID-19 will be long term. Children may have fallen behind academically. People may find it harder to find jobs and family savings may be depleted. One's health may be compromised. More people may need immediate, emergency assistance for food, housing and other basic needs.

Our efforts to date include:

- » **Launching United Way's COVID-19 Fund** to raise resources that will support job training, financial coaching and basic needs for ALICE* households;
- » **Participating in recovery planning work groups** on a local and regional basis, anticipating needs and identifying solutions; and,
- » **Working with community leaders to innovate and increase** service delivery.

NEIGHBORS IN NEED COVID-19 RESPONSE GRANT RECIPIENTS

Behavioral Health

- » Community Mental Health Affiliates
- » Hockanum Valley Community Council

Childcare/Educational Supports

- » ConnectiKids
- » Nutmeg Big Brothers Big Sisters
- » Women's League Child Development Center

Food and/or Emergency Assistance (grocery store cards, food, utility and rental assistance, basic household supplies)

- » American Red Cross
- » American School for the Deaf
- » ALS Association-CT Chapter
- » Catholic Charities Diocese of Norwich (Windham service office)
- » Catholic Charities, Inc. Archdiocese of Hartford
- » Chrysalis Center
- » Community Health Resources
- » Community Renewal Team

- » COMPASS Youth Collaborative
- » Connecticut Food Bank
- » Consolidated School District of New Britain
- » Educational Resources for Children
- » Family Life Education
- » Foodshare
- » Healing Meals Community Project
- » Hispanic Health Council
- » Human Resources Agency of New Britain
- » Jewish Family Services of Greater Hartford
- » KNOX
- » Mental Health Connecticut
- » New Horizons
- » Operation Fuel
- » Our Piece of the Pie
- » Salvation Army Southern New England Division
- » Services for the Elderly of Farmington
- » The Village for Families & Children
- » United Services

- » Windham Area Interfaith Ministry
- Domestic Violence Shelters and Related Services**
- » Prudence Crandall Center
- » The Network Against Domestic Violence
- Homeless Shelters and Related Services**
- » Connecticut Coalition to End Homelessness
- » Journey Home
- » Mercy Housing and Shelter Corporation
- » Soromundi Commons – YWCA Hartford Region
- » South Park Inn
- » Windham No-Freeze Project
- » YMCA of New Britain – Berlin
- Intellectual/Developmental Disabilities Services**
- » CCARC
- » FAVARH, The ARC of Farmington Valley
- » HARC
- Workforce Development Supports**
- » Access Agency

*ALICE is a United Way-coined acronym that stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE represents nearly one out of four households in our region, whose earnings are above the Federal Poverty Line but below a basic cost-of-living threshold. Combined, nearly two out of five households are struggling financially.

A SPECIAL MESSAGE FROM THE 2019 UNITED WAY COMMUNITY CAMPAIGN CHAIR

United Way is an organization whose community impact spans 95 years – bringing the right people and resources together to solve tough problems faced by residents. The way people assess, and support organizations has changed over the years. What hasn't changed in that time is the need for help. The COVID-19 pandemic has caused many people unexpected hardship. In times like these, United Way is here



to step in and help children and families with basic needs. As you evaluate ways to help during this time of crisis and after, I encourage you to support United Way.

I have been a United Way donor since the beginning of my career. This personal commitment has been a constant for me. As company president, I have invited ConnectiCare employees to

contribute as donors and volunteers as part of United Way's Community Campaign. The campaign provides excellent opportunities for employee engagement, team building and fun. At the same time, we all work together to raise money for important causes. In business, it is critical for me to not just lead with knowledge but with action by demonstrating a commitment to corporate responsibility to our community.

That's why, when I was asked to serve as Chair of the 2019 United Way Community Campaign, I said yes without hesitation. I know that my actions will not just help local children and families succeed but also lead the way for future generations.

Our next generation of United Way donors are here and a fast-growing percentage of our workforce. I had the opportunity to work with young talent from other organizations by being involved with United Way's Emerging Leaders Society (ELS) Case Competitions, first in 2017 as a mentor and in 2019 as

the emcee at the championship round. Through United Way's ELS, early-career employees have an opportunity to learn about their community and ways they can make a difference in the lives of others. My ELS experience has helped me appreciate my opportunity to mentor these emerging leaders to be more connected to United Way than ever before.

Over the year as Campaign Chair, I have been fortunate to witness the generosity of our local companies and donors; the commitment of dedicated United Way volunteers; and, the innovative spirit of the immense number of extremely talented young professionals in our region.

Our United Way is a vehicle for change, mobilizing nearly 5,000 volunteers annually to raise funds for those in need. This vital funding ensures that children succeed in school, families are healthy and financially secure, and that basic human needs are met. Some of these basic human needs include food and shelter.

I am confident in this community's generosity and in United Way's ability to continue to find innovative ways to ensure opportunities for all residents to succeed.

There's still more work to be done. We must lead the way just as those before us have done and begin to shape the next generation of leaders to continue to drive impact. To truly achieve the type of community we all want, it's going to take all of us, working side-by-side. To live better, we must **LIVE UNITED.**

Sincerely,

A handwritten signature in black ink, appearing to read 'Eric Galvin'.

Eric Galvin
Chair, 2019 United Way Community Campaign
President, ConnectiCare



When we found out we were eligible for the United Way [emergency] funds we were ecstatic. This past year has been very difficult for our family. We have endured many turbulences including loss of job, increase problems with my health, and then of course the rise of COVID-19. Through all this we are survivors and are very grateful for United Way and their support. It's ironic because in the past we have supported them and now they are helping us.
- Resident, Avon, CT

LIVE UNITED®

Thank you to the individual donors and the following organizations who contributed to the *Connecticut COVID-19 Response Fund*, our local *Neighbors in Need Fund* and/or donated face masks.

- » 3M Purification Inc – Stafford Springs
- » The Aetna Foundation
- » AIS, Inc*
- » American Savings Foundation
- » Bank of America**
- » Berkshire Bank
- » Chiraj*
- » Community Foundation for Greater New Britain
- » Connecticut Health and Educational Facilities Authority
- » Connecticut Health Foundation
- » Connecticut State Employees Campaign
- » Deloitte
- » Eversource Energy **
- » Farmington Bank Community Foundation
- » Farmington Valley Mask Group*
- » HSB-Hartford Steam Boiler
- » J. Walton Bissel Foundation
- » Minuteman Press*
- » Navigate Affordable Housing Partners
- » Nutmeg Foundation
- » Pratt & Whitney*
- » Regeneron
- » Santander Bank, N.A.
- » Sentry Insurance Company
- » Sun Life
- » Stanley Black & Decker
- » TD Bank, through the TD Charitable Foundation
- » Timken Foundation
- » The Travelers Companies, Inc.
- » Ulku Logistics, LLC*
- » UPS
- » U.S. Health & Human Services Department*
- » Wells Fargo Bank

* contributed face masks

** contributed both face masks and a financial gift

GIVE. ADVOCATE. VOLUNTEER.



Q: Why did you say “yes” to co-chairing the 2020 United Way Community Campaign?



Shellye Davis, President,
Greater Hartford Labor
Coalition AFL-CIO

“We have all together watched the last couple of months,” said Davis. “We have watched people lose their jobs. We’ve watched people lose their homes. We’ve even watched a lot of people lose their lives to COVID-19. We have families that are struggling. We have people that need help. We have people that need hope. And United Way has been that force.”



Steven Litchfield,
Regional Vice President,
TD Bank

“Several years ago, when my father was ill, one simple phone call to United Way put us in touch with many agencies and organizations that were able to provide my family with the support and the resources that we needed to support my father,” said Litchfield. “We never expected it, but we’re glad that when we made the call, the resources were there, and the support was there.”



CELEBRATE THE NEW YEAR WITH US

SAVE THESE DATES

You're invited! Join our LIVE UNITED movement and help create lasting change for local children and families.

2020 CONNECTICUT UNITED WAYS

ALICE REPORT

Connecticut United Ways ALICE Report Town Hall Series

January 19, 8:00 – 9:00 a.m. | Homelessness and Affordable Housing

March 25, 5:30 – 6:30 p.m. | The Cost of Health Care

May 18, 8:00 – 9:00 a.m. | Workforce Development

THE Commercial Real Estate
and Building Industry Breakfast



FEBRUARY 4

Building Foundations: THE Commercial Real Estate and Building Industry fundraiser to prevent homelessness
February 4, 8:00 – 9:00 a.m.



Presented By:



FEBRUARY 25

Women United's Red, White & Chocolate presented by Sun Life
February 25, 6:30 – 8:00 p.m.



MARCH 2

Read Across America Day is an annual celebration of diversity and fosters a love of reading in young students.



The Live United Golf Tournament brings local companies, organizations and donors together on the golf course in support of local children and families.

MAY 25



JUNE 17

Women United's 10th Annual Power of the Purse and Silent Auction



United Way Day of Action is a volunteer event that takes place across the globe June 21st each year, commemorating the day with the longest amount of sunlight.

JUNE 21

United Way's 96th Annual Meeting and Presentation of the Community Service Award:

April 6th | 5:30 - 7:00 p.m.

By Uniting together, we can go beyond creating a "new normal" and create a "better normal".
Join us: Give. Advocate. Volunteer. and create a stronger community for all unitedwayinc.org

YOUTH SUCCESS | ECONOMIC MOBILITY | ACCESS TO HEALTH | BASIC NEEDS



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Northeastern Connecticut