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.”

Donald Allan, Jr.  Paula S. Gilberto
Board Chair    President and CEO,
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 YOUR 2019 GIFTS WERE DIRECTED

- 54% Our United Way
- 39% Other 501(c)(3)s
- 3% Designations to our Partner Agencies
- 1% Other United Ways
- 1% United Way’s Philanthropy Fund

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$3,381,294</td>
</tr>
<tr>
<td>Pledges receivable, net of estimated uncollectibles</td>
<td>5,385,155</td>
</tr>
<tr>
<td>Other receivables</td>
<td>243,209</td>
</tr>
<tr>
<td>Investments</td>
<td>16,887,062</td>
</tr>
<tr>
<td>Investments held in trust by others</td>
<td>6,947,331</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>272,923</td>
</tr>
<tr>
<td>Plant and equipment, net</td>
<td>962,421</td>
</tr>
</tbody>
</table>

**Total assets**  

$34,079,395

#### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,599,957</td>
</tr>
<tr>
<td>Agency program support payable</td>
<td>6,968,510</td>
</tr>
<tr>
<td>Donor designations payable</td>
<td>2,200,748</td>
</tr>
<tr>
<td>Grants payable</td>
<td>2,413,085</td>
</tr>
</tbody>
</table>

**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. 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.

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**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
- Frudence 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
- FAVORH, The Arc of Farmington Valley
- HARC

**Workforce Development Supports**

- Access Agency

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*ALICE is a United Way-coined acronym that stands for Asset Limited, Income Constrained, Employed. 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.*
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,
Eric Galvin
Chair, 2019 United Way Community Campaign
President, ConnectiCare
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.
MEET THE 2020 UNITED WAY COMMUNITY CAMPAIGN CO-CHAIRS!

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

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

A: "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."

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

A: "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."

Steven Litchfield, Regional Vice President, TD Bank
You’re invited! Join our LIVE UNITED movement and help create lasting change for local children and families.

**2020 CONNECTICUT UNITED WAYS ALICE REPORT**

**Building Foundations: THE Commercial Real Estate and Building Industry**

**FEBRUARY 4**

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

**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.*

**MAY 25**

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

**JUNE 17**

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

**JUNE 21**

*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.*

**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