2021 ANNUAL REPORT



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United Way of Central and Northeastern Connecticut



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TABLE OF CONTENTS

- 2. Letter from the Board Chair
- **3.** Farewell from Paula S. Gilberto
- 4. Welcome Eric Harrison

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- **5.** Letter from the 2021 United Way Community Campaign Co-Chairs
- 6. 2021 Community Service Award Winner
- 8. Reimagining Our Work
- **10.** United for Racial Equity
- 11. United Way Year of Caring
- **12.** United for ALICE



- 14. United We Recover
- 16. Expanding Our Work Access to Health
- **18.** Emerging Leaders Society
- 20. Women United
- 22. Leadership Giving
- **24.** How Your Gifts Were Directed
- **25.** Statement of Financial Position
- **26.** Statement of Activities
- 27. Volunteers and Staff
- 32. Leadership Roster

LETTER FROM THE BOARD CHAIR

Thank you for your continued support of United Way. As I approach the end of my term as Chair of United Way's Board of Directors, I'm particularly struck by the number of milestones we have experienced in the last three years.

Milestones mark significant changes in our development as an organization and a community. They represent the things that both challenged us and changed us, and are the moments that will propel us into the future.

We recently reached the two-year mark of COVID-19's arrival in Connecticut. We came together to learn to navigate new sets of challenging circumstances brought on by the pandemic. We mourned for those we lost to an unknown deadly virus. We learned to connect with loved ones and colleagues in new ways. And as we longed for a return to normal, we also realized that getting back to how things used to be was no longer good enough - we had to emerge better and stronger than before. United Way responded to the needs that were in front of us, while never losing sight of the issues that are core to our mission in ensuring that children succeed academically and families achieve financial security.



We also stepped up our organizational commitment to advancing equity. United Ways are built on the belief that diversity, equity and inclusion make us stronger. And while a commitment to equity has always been foundational to who we are, we worked this year to be more explicit, focused and intentional in this effort.

At the end of 2021, we reached another critical milestone for our organization. We bid a fond farewell to our long-time colleague and friend, Paula S. Gilberto, and announced that Eric Harrison would serve as the organization's next President and CEO.

I want to thank Paula for her long and steadfast commitment to the nonprofit sector, United Way and the people and partners in our community. I also want to thank the members of our Executive Committee who led the search for our organization's next leader. We are thrilled to welcome Eric Harrison to our community and are excited for the work that he will do to lead our United Way into its next chapter in transformation.

It has been an honor to serve in this role for the past three years. At Stanley Black & Decker, we are known for pushing the boundaries of what's possible by coupling experience and innovation. That philosophy has guided me in leading our United Way through times of great uncertainty, unprecedented need and rapid change. I am grateful to the many leadership volunteers, donors, corporate and community partners and municipal leaders I have had the opportunity to collaborate with for the wellbeing of children and families in central and northeastern Connecticut. Among them is the incoming Chair of United Way's Board of Directors, Vicky Pace of The Hartford. Vicky has a long history of involvement with our United Way, serving previously as Chair of United Way Women United and the Vice Chair of our Board of Directors. Vicky's passion for the organization's mission and her dedication to continued innovation and growth will set our United Way's trajectory for success as we reach nearly a century of service to the community.

Thank you for the opportunity to partner with you all. I am personally committed to United Way and look forward to continuing to work with you all in years to come.

Sincerely,

Donald Allan, Jr. **Board Chair**





com•ple•ment verb add to (something) in a way that enhances or improves it

As I reflect on my United Way career, the word 'complement' best describes my experience of the organization's uniqueness. We invite all to contribute their time, talent and resources in ways that enhance or improve the well-being of others. Visualize each as laying down a stepping stone, the past to present, present to future ... paving the best way forward.

I experienced complementary action at its best in working with two past Presidents and CEOs: the late George Bahamonde and Susan Dunn. Working with George was a daily master class in community building, servant leadership and being solution-oriented. Susan furthered the transformation begun by George; and, among her many accomplishments (including being the first woman to lead this United Way), established Women United and Emerging Leaders Society.

I sought to extend the path they laid; and, with the support of committed partners, leadership volunteers and talented staff, fostered public/private partnerships to address two key milestones for children and youth: third grade reading achievement and young adult employment. We also went beyond raising awareness of challenges faced by working families to increasing ways of ensuring their financial stability.

Women United grew from 11 founding members to 1,100, raising resources to launch a Financial Opportunity Center and supporting other financial stability services for women and families. Emerging Leaders Society embraced innovation and with it, designed Case Competitions where teams of young adults identify creative ways to address community challenges.

Support from local, regional and national foundations grew for innovative models advancing student achievement, workforce development and community engagement.

Philanthropic partners, individuals and corporate contributors also recognized United Way's ability to address both immediate and longer-term needs, with the health and economic consequences of COVID-19 being the most recent example.

We developed new partnerships with hospitals to together tackle the social determinants of health, early literacy and vaccine outreach; and, we are further addressing homelessness through a signature fundraising event by the commercial real estate and building industry.

Digital transformation also occurred, with technology and talent to support individual giving and group fundraising as well as new communication channels.

Most importantly, we built upon the organization's commitment to racial equity by further addressing disparities in education, financial stability and health.

And now it's time for the best way forward to be extended. I'm confident that United Way's new leadership, Board Chair Vicky Pace and President and CEO Eric Harrison, will find even better ways of bringing people and resources together to advance equity, meet immediate needs and find longterm solutions to challenges facing our community.

With sincere gratitude and excitement for United Way's next chapter,

Vaula S. Gilberto

Paula S. Gilberto Immediate Past President and CEO United Way of Central and Northeastern Connecticut

WELCOME ERIC HARRISON

Thank you for your partnership in achieving United Way's mission to improve community conditions for the well-being of children and families. I am honored to serve as this organization's next President and CEO and excited to join a dynamic team and community here in central and northeastern Connecticut.

This is a critical time in the organization's history and a time when the community needs United Way more than ever. Even before the pandemic, 38 percent of households in our region struggled to make ends meet - and we know that those numbers are growing. We have a tremendous responsibility to help children and families in our region recover from the long-term impacts of the pandemic and an opportunity, as we approach our Centennial year, to inspire our donors and volunteers to take action.

As I look ahead, I'm eager to engage internal and external stakeholders to solve relevant issues - this is vital to our evolution. I will work to bring public and private sector partners together around a shared vision of collective impact to achieve greater outcomes and change more lives. Together, we will tailor impact to the most pressing needs of the community and explore a signature issue to mobilize around.

My hope for United Way as we approach a century of service is to inspire transformational giving to innovative programs that are game changing for struggling households. My entire career has been of service to the most vulnerable. From my time in the Peace Corps as a teacher in rural Madagascar, more broadly through my work with United Way and specifically in the areas of affordable housing for low-income seniors and LGBT advocacy. I am here to serve, and I'm honored to be leading this United Way at such a monumental time.

My husband and I are excited to be a part of this community. We are thrilled to have settled in Granby, a charming community that offers a quality of life in a place that will embrace us and our growing family.

I look forward to meeting many of you and am excited for the work that we will do together.

Sincerely,

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Eric Harrison President and CEO United Way of Central and Northeastern Connecticut





ILETTER FROM THE CAMPAIGN CO-CHAIRS

The last year has been unique in many ways. We served a second term as Co-Chairs of the United Way Community Campaign to help provide continuity in a time of uncertainty for all of us. The pandemic continued to evolve, bringing moments of gradual reopening and an ability to connect; and, times when we had to exercise increased caution to help keep each other safe.

While the effects of the pandemic continue to bring challenges, we also saw great innovation, creativity and most importantly, the desire to do good from people and partners throughout our region. Here are some of the highlights:

Companies found new ways to bring colleagues together Golf Tournament to raise funds for virtually. Travelers hosted 90 virtual special events, raising long-term COVID-19 recovery. approximately \$665,000 for United Way. HSB partnered with United Way to hold their annual auction virtually raising And, members of United Way Women United and the Emerging more than \$3,000 to support local children and families. **Eversource** ran a robust employee giving campaign, engaged Leaders Society continued to find employees across their footprint in building emergency unique ways to bring members together to raise funds and preparedness kits for families, and spurred generosity awareness about important issues affecting our community. through a generous match on Giving Tuesday.

Many local workplaces challenged team members to determine whose pet is in fact the cutest through a virtual Cutest Pet Contest, raising nearly \$32,000 collectively.

The City of Hartford brought back their incredibly popular Battle Against the Badge event, a competitive basketball tournament featuring teams from Department of Public Works, the Police Department, Fire Department and Aetna, a CVS Health Company.

Our long-time, committed partners at **Raytheon** Technologies awarded United Way \$1 million to advancing the organization's core vision of a community where children have opportunities to succeed in school and families have opportunities to achieve financial security.



We held our first ever LIVE UNITED





These are just a few examples of what is possible when we come together. We also want to thank the leadership volunteers who made up this year's Campaign Cabinet and our partners in city government, education, financial services, health care, law firms, organized labor and nonprofit organizations. We invite you to read on to learn more about the impact you've made on thousands of lives throughout the region and thank you for your renewed commitment to LIVE UNITED.

If you were involved in this year's campaign, we thank you. If you have not yet partnered with United Way, it is not too late. Please ioin us.

Thank you for your continued support.

Shellyé Davis

Shellye Davis President Greater Hartford Labor Coalition AFL-CIO

Show Mitcapol

Steven Litchfield Regional Vice President TD Bank

2021 COMMUNITY SERVICE AWARD

"Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek." – President Barack Obama

Community. Trust. Action. Care. These are just a few words that come to mind when thinking of the committed team at Upper Albany Neighborhood Collaborative (UANC).

Upper Albany Neighborhood Collaborative is dedicated to the empowerment of the residents of the Upper Albany neighborhood in north Hartford through the establishment of block clubs, job initiatives, educational programs, economic development and youth council initiatives.

UANC is often best known for their role in the Volunteer Income Tax Assistance (VITA) campaign. Twenty years ago, the late Ms. Patricia (Pat) Williams reached out to her good friends Ms. Naomi McKoy and Ms. Dorothy (Dot) Biggs to explore offering free income tax preparation to the UANC's office in the Collin Bennet Building. What began as a small group of committed volunteers preparing taxes, quickly grew to the highest producing VITA tax site in the Greater Hartford region.

When they're not helping residents prepare their taxes, UANC also leads school supply and holiday meal distributions in their neighborhood; organizes *Get Out the Vote* and *National Night Out*; brings their community together for awareness meetings to discuss, explain and explore issues affecting the neighborhood; offers computer literacy classes for senior citizens and those anxious about using technology; and, provides youth service programs to instill civic leadership.

Most importantly, UANC answers their phones at all hours of the day and night to provide any additional assistance they can when their neighbors are in need – resume building, job searches, repairs and maintenance ... you name it, and they know someone who can offer support.



"We don't turn anybody away. We have a team that's a family. That's LIVING UNITED. No one is ever alone." – Ms. Naomi McKoy, UANC Leader

UANC at its core believes that every individual is equal and important, no matter their title, sector or circumstance. It also operates on bringing the next generation of community leaders into the fold, preparing them to take over when the time comes. The work this team does is all in service to the citizens in their neighborhood, offering a hand up when people need it most.

United Way's mission is to engage and bring together people and resources committed to the well-being of children and families in our community. UANC embodies the spirit of our mission and puts it into action. Thank you, Upper Albany Neighborhood Collaborative, for demonstrating what it looks like to LIVE UNITED. Congratulations on receiving United Way's highest volunteer honor, the Community Service Award.

- IN MEMORY

In fond memory of Ms. Patricia (Pat) Williams, 1947-2021 Community leader, advocate and champion.

LEARN MORE ABOUT MS. PAT

to the committed team of VITA volunteers at Upper Albany Neighborhood Collaborative:





HOW IT STARTED

Hartford, CT was one of four cities selected for the Ford Foundation's Neighborhood and Family Initiative Program study in 1990. Through this study, Upper Albany Neighborhood Collaborative (UANC) was born.

Though the study and funding concluded by 2002, UANC had become so deeply rooted in the community that it was able to make a successful transition to a nonprofit organization managed by a talented group of volunteer staff and governed by a dedicated Board of Directors.

- THANK YOU

- Annette Brooks*

- Carole Nelson
- Celestia Simmons
- Deborah Breedlove - Diana Lestz
- Ms. Dot Biggs*
- Evelyn Williams - Eileen Feliciano
- Erma Esangbedo
- Holly Wilson - Iris Martinez
- Irma Davis*
- John Perkins - John Schuller - Karona Richards

- Isaiah Harvey

- Janadel Francis

- Kizzy Weekes
- Kolby Hawkins - Marie Kulesza
- Marilyn Logan - Mary Beth Carey
- Ms. Mary Young* - Matt Fitch
- Sally Vasquez

- Mike Fournier

- Mike Randish

- Ms. Sally Belin*

- Ms. Naomi McKov*

- Patrina Thompson

* UANC team members

FRIENDS —

of Upper Albany Neighborhood Collaborative:

- Caroliss Williams
 - Diane Williams - Elaine Hatcher

- Eric Calloway

Helen Boutte
Mariam Meade
Wayne Calloway

6 | United Way of Central and Northeastern Connecticut



VITA

One way Upper Albany Neighborhood Collaborative and United Way partner together is the VITA campaign. In the last decade alone, the dedicated team at UANC has filed **nearly 10,000 income tax returns,** helped residents claim **more than \$5 million** in the Earned Income Tax Credit and returned **more than \$16 million** to families.

REIMAGINING OUR WORK

UNITED WE READ

The pandemic has been challenging for all of us, but for many children in our region, recovering from the academic and developmental impacts of remote learning, social distancing, isolation, and general disruption of every day routines will be a longer-term endeavor.



United WE READ focuses on ways to increase reading proficiency of children by the start of fourth grade. Research shows that when children read on grade-level by the start of the fourth grade, they are more likely to achieve academic milestones, such as graduating high school on time prepared for college or career.

United Way supports programs which focus on improving literacy through curriculum, volunteer and family engagement and connection to community resources. In addition to investing in community partners that provide direct services to children, United Way has increased public awareness about the importance of early literacy, mobilized volunteers to help students achieve reading proficiency and increased access to books for young children and their families.



EARLY LITERACY AND DOLLY PARTON'S IMAGINATION LIBRARY

Research shows that the earliest years of life can set the stage for physical development, mental health and academic success. Children thrive when they participate in consistent, enriching learning experiences, eat healthy food and have time for active play. Yet, for many children in our community, these opportunities are out of reach.

United Way provides access to quality programs for children ages birth to five that help ensure children meet critical developmental milestones while also increasing their early literacy skills.

In addition, United Way is convening local workplaces and community leaders including Connecticut Children's, Hartford Hospital, Trinity Health Of New England/Saint Francis Hospital and partners of the Hartford Campaign for Grade-Level Reading on Dolly Parton's Imagination Library. Dolly Parton's Imagination Library is a free subscription program that provides one book per month to Hartford children from birth to age five. The books are delivered directly to a child's home to help build their home libraries. Since August 2020, the program has enrolled more than 3,000 Hartford children who have collectively received more than 18,000 books.

8 | United Way of Central and Northeastern Connecticut

To our partners for committing resources and volunteers to advance our collective goal of improving childhood literacy in our community.

MILLION MINUTE CHALLENGE

All children experienced some form of learning challenges during the pandemic despite the innovative efforts of educators. Summer is traditionally a time where students are at risk of losing ground academically due to breaks in instruction and a lack of access to guality programs when school is not in session - this was only exacerbated by the necessary safety protocols and capacity limits of the pandemic. To help accelerate progress toward learning, United Way and our partners in the Campaign for Grade-Level Reading introduced the Million Minute Challenge to families in central and northeastern Connecticut during the summer of 2021. Together, we challenged children in our community to collectively pledge to read 1 million minutes during the summer break. Not only did we achieve this goal in July, but more than 4.1 million reading minutes were pledged by the end of the summer!



United Way Readers matches a caring volunteer with a student who is behind in reading. The pandemic has hindered volunteers from going into schools to read with children inperson and as a result, United Way teamed up with Stanley Black & Decker and a technology partner, VELLO, to allow volunteers and students to read together securely online. The virtual program provides access to a digital library with thousands of age and grade appropriate books. The platform tracks student progress in real time and that data is shared with classroom teachers.

To date, 119 students have been paired with 119 volunteers in eight Hartford schools.

Special thanks to Stanley Black & Decker, Inc. and Aetna, a CVS Health Company - in addition to funding the program, both companies have mobilized many volunteers who take the time every week to read with students.



UNITED WAY READERS

For a decade, United Way has mobilized volunteers to read weekly with students to help more children improve literacy skills and reach the critical milestone of reading proficiency by the start of the fourth grade.

of students participating in United Way Readers demonstrated improvement in their grade-level literacy skills

UNITED FOR RACIAL EQUITY



Advancing equitable outcomes is, and always has been, core to United Way's values.

While Connecticut is widely recognized as one of the top states in the country for the quality of our public education system, we also are ranked in the top five for the greatest racial disparities in both student achievement and income and wealth inequity. Additionally, the pandemic shined a spotlight on these and other longstanding inequities that exist in our region due to systemic racism and discrimination.

In 2021, the organization worked to advance equity for children and families most impacted by systemic racism in education, financial stability and health through our newly established United for Racial Equity initiative.

In January, United Way awarded more than \$1 million to advance equity in education, financial stability and health. Of that, \$435,000 was invested to support organizations working to address racial inequity through enhanced organizational practices and training, community organizing and/or policy and advocacy approaches.

Thank you to our phenomenal volunteers who serve on Impact Teams and reviewed dozens of applications to help make funding recommendations in support of this important work. Join us this year as a United Way Impact Team volunteer and see firsthand how your donations to United Way make a difference. Visit unitedwayinc.org for more information.

JOIN US

May 23, 2022

at Shuttle Meadow Country Club for United Way's 2nd Annual LIVE UNITED Golf Tournament. This year, we are getting together on the golf course to raise awareness and resources for our United for Racial Equity initiative. Sponsorship and golfing opportunities are available.



UNITED WAY YEAR OF CARING

United Way of Central and Northeastern Connecticut mobilizes the community to make a difference in the lives of children and families. We focus on connecting people in our community to causes they care about, and helping businesses reach their goals around philanthropic giving, employee engagement and community involvement.

LEARN MORE ABOUT *YEAR OF CARING* OPPORTUNITIES

GLOBAL ATLANTIC FINANCIAL GROUP (GAFG)

In addition to running their inaugural United Way employee giving campaign, 50 volunteers from GAFG's Hartford office participated in three unique volunteer opportunities during the first week of November 2021. Projects included educational activities about pressing community conditions, 300 outreach kits for individuals experiencing homelessness and an inperson community project sorting and organizing food at Connecticut Foodshare, one of our long-time trusted community partners.

9/11 DAYS OF SERVICE

Nineteen workplace supporters in our region hosted United Way hosted several volunteer projects in honor school supply drives in 2021. ConnectiCare team of the 20th Anniversary of September 11, 2001. As a members also donated their time to sort enough school part of a national effort with United Way Worldwide, supplies to support 20,000 local students with the 100 volunteers assembled kits for 400 families to supplies needed for the school year. help equip them with items needed in an emergency. Participating groups included: Women United, Emerging Leaders Society, USI Consulting Group, Enterprise, Webster Bank. The Hartford and HYPE.

AETNA, A CVS HEALTH COMPANY

Aetna, a CVS Health Company, continues to be a key supporter of United Way's community engagement efforts. They invested \$10,000 for meaningful volunteer engagement opportunities through United Way Readers, kit projects and community events.

EVERSOURCE

Our United Way planned and facilitated nine emergency preparedness projects across three states (Connecticut, Massachusetts and New Hampshire). 1,000 volunteers assembled kits that were distributed to 3,375 families.

Eversource also served as our match donor for #GivingTuesday and helped us raise an additional \$15,000+ in support of local children and families, and ongoing COVID-19 recovery!

UNITED WAY STUFF THE BUS PRESENTED BY CONNECTICARE INC. & AFFILIATES

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UNITED FOR ALICE

ALICE is a United Way-coined acronym that stands for Asset Limited, Income Constrained, Employed. ALICE families are working, in some cases multiple jobs, but are still living below the basic cost of living in Connecticut. ALICE households often have a difficult time establishing savings and are vulnerable to unexpected expenses, such as medical emergencies or car repairs.

Prior to the arrival of COVID-19, more than one in three - 35 percent - of households in central and northeastern Connecticut struggled to make ends meet. For many families in our region, the impact of the pandemic has added to their already daily struggle. For many children and families in our region, recovery from the impacts of the pandemic will not be immediate.

United Way's vision is a community in which opportunities are available for all families to achieve financial security. We invest our resources of volunteer, staff and financial support in programs and partnerships to ensure that:

- Youth and young adults have the skills and education needed to get a job; •
- People get good jobs with opportunities for career advancement; and,
- Individuals have access to benefits, financial education, and asset building opportunities. •

VOLUNTEER INCOME TAX ASSISTANCE

United Way has been involved in the Volunteer Income Tax Assistance (VITA) campaign for nearly two decades. Through VITA, United Way mobilizes IRS-certified volunteers to help families prepare and electronically file their state and federal tax returns at no cost. This work is done in partnership with Human Resources Agency (HRA) of New Britain and The Village for Families & Children. Over the last two years, we have expanded our efforts to include virtual and drop-off services to help people continue to access services while safely navigating the COVID-19 pandemic. VITA partners and volunteers have also worked together to connect filers with tax time savings and financial education opportunities to help maximize refunds and save for the future.





Connecticut Department of Revenue Services retroactively enhanced the 2020 Connecticut Earned Income Tax Credit (EITC) from 23.0 percent of the federal credit to 41.5 percent. The additional state tax refund will provide needed economic support to working individuals and families who have been disproportionately burdened by COVID-19 and its negative economic impacts. This is an important piece of Connecticut United Ways' advocacy efforts as it is a critical way to help families achieve financial security.

HARTFORD WORKING CITIES

This year, with support from The Hartford, the Hartford Working Cities initiative expanded to Asylum Hill. Hartford Working Cities aims to increase employment among Hartford's young adults. This year we focused on engaging community members in conversations about barriers to employment and opportunities in Asylum Hill. In the coming year, we will work to engage additional residents, increase peer outreach to raise awareness among young adults about available resources, and expand our efforts to engage both young adults and employers to increase the number of people who get guality jobs with opportunities for advancement.

The Hartford for taking action for ALICE.





The ALICE Challenge, facilitated by United Way, engages residents to design meaningful community solutions that address barriers and help accelerate progress towards families achieving financial security. In 2021, the Town of Bloomfield completed the ALICE Challenge and leveraged United Way support to start a resident fund to help people struggling because of COVID-19. The ALICE Challenge was also used to inform the work around young adult employment in Hartford's Asylum Hill neighborhood, noted above. United Way is currently facilitating an ALICE Challenge in Windham with support from the Town of Windham, our Regional Advisory Board volunteers, Windham Public Schools, community providers and the Community Foundation of Eastern Connecticut. We look forward to identifying and implementing a solution that is driven by ALICE households in this community. To get involved, visit us at unitedwayinc.org.

American Savings Foundation, Annie E. Casey Foundation, Bank of America, Community Foundation of Eastern Connecticut, Deloitte, Farmington Bank Community Foundation, Federal Reserve Bank of Boston - Connecticut Working Cities Challenge Steering Committee, Hartford Foundation for Public Giving, JP Morgan Chase, Key Bank, Liberty Bank Foundation, Middlesex United Way, National Fund for Workforce Solutions, Nutmeg Foundation, U.S. Department of Health and Human Services Office of Minority Health, Santander Bank, Siemer Institute, State of CT Department of Economic and Community Development, The Hartford, The Prudential Foundation, and Wells Fargo for committing resources and volunteers to advance our collective goal of helping families get on the pathway to a financially secure future.



adults enrolled in job training programs to improve their education and employment potential

ALICE CHALLENGE

UNITED WE RECOVER



ALICE households, who were already vulnerable before COVID-19, have been disproportionately affected by the pandemic. Families walking a financial tightrope found themselves facing new sets of challenging circumstances, including: reduced work hours or job loss; limited access to childcare and out-of-school time programs; and, increased health risks for those working in front-line occupations. United Way mobilized people and resources to respond to the needs of people in the following ways:

- Awarded funding to community partners to ensure that basic needs were met.
- Distributed personal protection equipment to nonprofit agencies and municipalities to help keep people safe while ensuring that essential services could be delivered.
- Promoted vaccine awareness and uptake through public awareness campaigns and vaccination events.
- Administered federal funds to provide food, shelter and homelessness prevention programming.
- Provided direct cash assistance through mobile/physical credit cards.

As the pandemic evolves, United Way will continue to work with our trusted network of community partners to help respond to immediate needs while also recovering from the long-term health, economic and educational impacts of COVID-19.

United Way awarded more than \$4 million to local programs in support of **COVID-19 recovery**

More than 107,000 people in our region called United Way 211 for information referral services

EMERGENCY FOOD AND SHELTER PROGRAM

The Emergency Food and Shelter Program (EFSP) was created in 1983 by Congress to help meet the needs of hungry and homeless people throughout the United States and its territories by allocating federal funds for the provision of food and shelter. United Way of Central and Northeastern Connecticut is proud to have been the administrator of EFSP funding on behalf of the local Board in Hartford County since 1990.

EFSP funds help to supplement the work of nearly 30 nonprofit and municipal social service organizations to provide shelter, food and homeless prevention services including rent/mortgage and utility assistance.

In the past few years, Hartford County was awarded \$3.2 million through EFSP Phases 37, 38, 39, Coronavirus Aid, Relief, and Economic Security Act (CARES Act) and the American Rescue Plan Act – Regular (ARPA-R). More than 10,000 people have been provided emergency assistance and funds will continue to provide resources through April 2023.

COVID-19 CARD PROGRAM

The early days of the COVID-19 pandemic brought widespread closures, causing many people in our state to experience disruptions in work and lost income. Connecticut United Ways acted quickly to launch a joint response and raised more than \$1.2 million with the goal of providing people facing financial hardship with cash assistance to ensure basic needs were met.

Each local United Way partnered with community-based organizations and town social services providing direct services to ALICE families, in addition to United Way of Connecticut/211 and Connecticut Restaurant Association, to help identify eligible recipients. To date, more than 6,000 gualified households statewide experiencing loss of income or employment as a result of the pandemic were issued a \$200 (digital or physical) cash assistance card.

BUILDING FOUNDATIONS

Last year, members of the commercial real estate and building industry came to United Way with an idea to raise funds to address and prevent homelessness. Their concept was to replicate in Greater Hartford a successful industry event that takes place annually in Boston, to include recognition of a leader in their profession and to provide a networking opportunity.

The committee acted guickly to respond to the growing needs of local families as a result of COVID-19 and organized a successful virtual experience on February 4, 2021. More than 400 people attended. Contributions from the live event, coupled with the support of 70 sponsors, raised more than \$300,000 in Building Foundations' inaugural year.

JOIN US

This year's Building Foundations Breakfast will be held in person on

April 28, 2022.

Join us as we honor Alan Lazowski, Chairman, CEO and Founder of LAZ PARKING with the Jeffrey Digel Award.

CLICK HERE TO LEARN MORE

EXPANDING OUR WORK - ACCESS TO HEALTH

North Hartford Triple Aim Collaborative (NHTAC) was founded in 2017 to bring cross-sector leaders and individuals together to work on health and well-being initiatives in North Hartford. The Collaborative is an action-oriented partnership that mobilizes residents, community organizations, businesses and government to work together in new and different ways with United Way serving as the backbone for this group.

NHTAC has always put the community at the center of the work; but, over the last year, the membership prioritized embedding racial justice in all it does. For example, NHTAC updated its mission - to cultivate a healthy Hartford by advancing racial justice, equitable



systems and community capacity - to explicitly call out the role of structural and systemic racism and how that contributes to inequal health outcomes between people of color and white people in our community. Research tells us that disparities in health and lifespan can be determined by the neighborhood you live in. According to DataHaven's 2019 Greater Hartford Community Wellbeing Index, there is more than a six-year life expectancy gap between residents of the North Hartford Promise Zone (76.1 years), and their counterparts just four miles away in West Hartford (82.4 years).

The COVID-19 pandemic further emphasized the deep inequities that already exist in health. The challenges of the pandemic also required partners to work together in different ways which spurred innovation and gave way to new strategies rooted in a community approach. A silver lining is that these synergies have allowed United Way to expand our work in health improvement across more of our region.

"The City of Hartford Health and Human Services Department was excited to collaborate with United Way to expand COVID-19 safety awareness and vaccine opportunities in our Black and Latino communities. United Way's strong relationship with community partners helped engage and elevate community voices, creating meaningful outreach initiatives that reached vulnerable populations we could not serve through our work. Together our efforts ensured Hartford residents received the crucial COVID-19 information they needed to stay safe and get vaccinated."

- Liany Arroyo

Director, Health and Human Services Department, City of Hartford

PUBLIC AWARENESS:

One way we worked to close COVID-19 education and immunization gaps was to collaborate with health care providers, municipalities, resident leaders and community-based organizations to design public awareness campaigns about COVID-19 education and access to testing and vaccinations in Hartford. By talking to residents and developing messaging delivered by well-known community representatives such as police officers, shop owners and teachers, NHTAC'S hope was that hearing from these community influencers would resonate with other residents. The Collaborative also worked to make COVID-19 education and vaccination opportunities available by partnering with community-based organizations that are not traditionally focused on public health. These trusted messengers were able to reach deeper into the community to help combat misinformation, offer access to vaccinations and other health services.

EXPANSION:

United Way partnered with the Town of East Hartford to better understand community needs resulting in a bilingual COVID-19 public awareness campaign and the establishment of a youth ambassador program to help reach East Hartford families. Through this partnership, we were able to increase access to COVID-19 educational resources and vaccine clinics.

United Way is currently launching similar efforts around education, testing and vaccinations in northeastern Connecticut with support from the State and the CDC.



"The East Hartford Health Department partnered with United Way to develop and disseminate a COVID-19 vaccination campaign to address hesitancy concerns among communities of color and vulnerable populations. We knew United Way's history of content creation would result in a high-quality product featuring local residents as trusted messengers, and their partnerships with community-based organizations would broaden the reach of our campaign to our target population."

- Laurence Burnsed, MPH, MBA
- Director, Health & Social Services, Town of East Hartford

WHAT MAKES SUCH A SIGNIFICANT EXPANSION OF FAST-PACED WORK POSSIBLE?

United Way is uniquely positioned to connect, convene and provide resources for implementation. We provide organization and support to turn ideas into action, especially in challenging times.

We do not do this work alone and we cannot do it without you. Thank you to all of the businesses, philanthropic partners and individuals who have generously supported United Way and our COVID-19 Fund. Because of you, thousands of our neighbors received critical information and services that helped protect them throughout all stages of the pandemic.

THANK YOU

- Advocacy to Legacy

- Catholic Charities
- Charter Oak Health Center
- City of Hartford Department of Children, Youth, Families and Recreation
- City of Hartford Department of Health & Human Services
- Community Catalyst
- Connecticut Children's
- Connecticut Health Foundation

to North Hartford Triple Aim Collaborative Partners

- InterCommunity
- East Hartford Public Schools
- Family Life Education
- First Choice Health Centers
- Free Center
- Hartford Foundation for Public Giving
- Hartford HealthCare
- Hartford Health Initiative
- Hartford Knights

Hear directly from a resident on how this vaccination effort made a positive impact.

CLICK HERE

- Hispanic Health Council
- The Latino Way
- Ministerial Health Fellowship
- My People's Clinic - North Hartford Promise Zone NRZ Resident Leader
 - Peace Center of Connecticut
- Saint Francis Hospital/ Trinity Health Of New England

- San Juan Center
- State of Connecticut Office of Health Strategy
- Town of East Hartford Health Department
- Urban League of Greater Hartford
- Union Baptist Church
- The Village for Families & Children
- Wellville
- Wheeler Clinic

EMERGING LEADERS SOCIETY



A YEAR OF GROWTH AND IMPACT

2021 was a year full of learning, innovation and connection for United Way Emerging Leaders Society (ELS) powered by ConnectiCare. We continued to pursue education and action around local food insecurity, a long-time challenge in our community that has been exacerbated by COVID-19.

Last spring, ELS partnered with two local celebrity chefs, Chef Xavier Santiago and Chef Victoria Ward, for the 2nd ELS Virtual Cooking Challenge raising awareness and more than \$10,000 to support families most affected by hunger as a result of the pandemic. The final battle was thrilling, resembling a local version of "Chopped" and hosted live by Chef Xavier at Carbone's Prime.

Immediately following the ELS Virtual Cooking Challenge, we dove into planning for our third *ELS Case Competition*. In 2021, we collaborated with our nonprofit partners to identify a real community challenge on the topic of food insecurity that we would present to participating teams as their "case".

The 2nd ELS Virtual Cooking Challenge raised more than \$10,000!

WATCH THE RECAP VIDEO



CONGRATULATIONS **STEAM UNITED** from HSB for winning the 2021 ELS Case Competition

WATCH THE RECAP VIDEO

PRESS RELEASE



Fully virtual, the ELS Case Competition brought together seven teams of emerging leaders from across the country, executive mentors, judges, sponsors and volunteers to help address the barriers that contribute to hunger and access to food in central and northeastern Connecticut. Teams were immersed in learning about food insecurity.

ELS created this "Shark Tank" style competition to allow for innovative thinking, problem-solving and professional development, all while offering up ideas that may have a long-term impact on our community. With more than 70 people (between participating companies and individuals), thanks to the generosity of our sponsors and supporters, together we raised more than \$50,000 to help address the barriers that contribute to hunger and access to healthy food across our region.

Today, we are working with the winning team to implement their solution as well as elements from the incredible recommendations we received from every team that participated.

We are thrilled to announce that the ELS Case Competition will now be held annually.

TOP ROW:

Universal

Join us in September 2022!

2021 ELS Case Competition Judges







Michael Goldbas. Retired Partner, Deloitte



18 | United Way of Central and Northeastern Connecticut

Erica Dean, Vice President, Diversity, Equity, and Inclusion (Northeast Division). Comcast/NBC

Joe Gianni, Head Judge President, Bank of America of Greater Hartford

MIDDLE ROW:

Rob Kosior, United Way **Board Member**

Tiffany Donelson, President and CEO, **Connecticut Health** Foundation

Dr. Jacquelynn Garofano Chief Technology Officer. **Connecticut Center for** Advanced Technology

BOTTOM ROW:

Diane Cantello, Vice President, Social Impact, Stanley Black & Decker, Inc

Chris Preston, Vice President, Corporate Relations, United Way Worldwide

Taylor Kinzler, Host, CT Live!. NBC Connecticut

WOMEN UNITED



LEADING THE CHARGE. INSPIRING THE CHANGE.

Women United has been a leader in the community raising awareness and funds for families to achieve financial stability for more than a decade. Amid the pandemic, Women United was able to sustain a sense of camaraderie, hold signature events and raise funds for United Way-supported family financial stability initiatives.

Our members came together and organized virtual engagement and personal development opportunities to remain connected to the mission and to each other. They designed a four-part LeadHERS series focused on physical health and well-being, fostering a sense of community and learning new ways to navigate the transition back to the office. The Engagement Committee hosted a *Cocktails and Conversations* virtual social event to bring members together to demonstrate mixology skills and strengthen relationships. Women United also continued a partnership with Grace Academy to pair mentors with seventh grade girls, providing emotional and educational growth through a connection with an adult.

We are proud to share that our signature events were a bright spot in 2021 for our members and for the community. The *8th Annual Red*, *White and Chocolate*, Women United's second largest fundraiser, was held virtually on February 25, 2021. Guests were entertained by a cooking demonstration led by Chef Chris Prosperi of Metro Bis and engaged in networking breakout sessions. The successful

- SAVE THE DATES: -

April 19, 2022 Women United's 9th Annual Red, White & Chocolate presented by Sun Life

June 16, 2022 Women United's 11th Annual Power of the Purse Luncheon and Silent Auction presented by Key4Women

BECOME A MEMBER

virtual event exceeded our fundraising goal raising \$27,900. Women United's *10th Anniversary Power of the Purse Fundraiser and Silent Auction presented by Key4Women* took place virtually on June 17, 2021. Guests heard keynote remarks from Lucinda Cross and had an opportunity to learn from Lucinda in a virtual discussion from her bestselling book "The Big ASK: 21 Keys to Get Everything You Desire and Deserve". The successful virtual event exceeded our fundraising goal raising \$240,840. Proceeds from both events support United Way economic mobility programs.

We are pleased to celebrate our success over the past year and show up for our community even stronger in the coming year. We encourage you to please look for ways to support our efforts through membership, volunteering, joining a committee or making a leadership gift as we transition back to in-person events to raise funds for our community. Join us in taking action to address the significant impact that COVID-19 continues to have on working families. We need your help now more than ever. Get involved today!

Julia Johnson Brison Women United Chair



Warmly,

Frica M. Dean

Erica Dean Women United Vice Chair



LEADERSHIP IN A TIME OF GREAT NEED

With United Way's mission in mind, our Tocqueville and Constitution Societies are dedicated to developing a stronger sense of community and connection among local philanthropists to positively impact the lives of children, adults and families in our community.

This past year, more than 1,000 Tocqueville and Constitution Society members collectively donated more than \$2.5 million through the United Way Community Campaign. Because of their generosity, members created significant positive impact in the lives of those served by the programs, initiatives and collaborations supported by their donations.

Members of our local United Way Tocqueville Society are also considered members of United Way Worldwide's Tocqueville United, which is comprised of more than 23,600 philanthropic leaders from throughout the United Way global network.

Engagement opportunities offered throughout the year to members of both Societies included exclusive virtual town halls providing members with the opportunity to learn more about issues adversely affecting the well-being of local families and how collectively, as well as individually, members can help create positive community change. Town halls covered such topics as innovative approaches to food insecurity, the importance of early childhood literacy and health racial inequities; and, connected members to community, government and business leaders, and subject matter experts, promoting conversation and thought leadership in identifying solutions to issues.

"I find great value in United Way's Leadership Town Hall series. These virtual events give me first-hand information that I otherwise would not have access to, directly from community experts and leaders on important issues that impact the well-being of local children and families. I'm grateful to have the opportunity to learn how our dollars make a significant difference."

- Paul Guogina

Member, United Way Tocqueville Society; Associate General Counsel, Pratt & Whitney

As restrictions associated with the COVID-19 pandemic are eased, Tocqueville and Constitution Society members will look forward to in-person exclusive social events in the future providing members access to and networking with other like-minded individuals, professionals and community leaders.

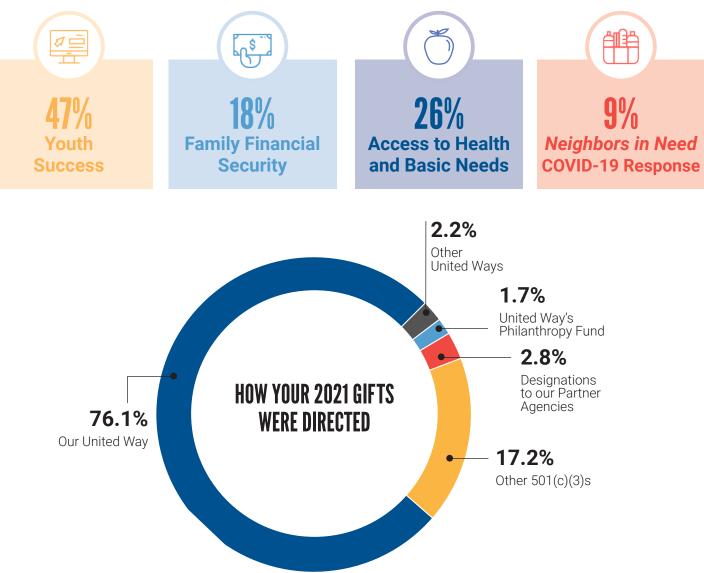
Both Tocqueville and Constitution Society members are kept up-to-date on issues aligned to United Way's focus areas of education, financial security, health and basic needs, as well as on the variety of both virtual and inperson events offered by United Way, through quarterly e-newsletters targeting each respective Society. Our goal is to provide members with information they care about in a single e-communication.

United Way of Central and Northeastern Connecticut is grateful for our generous Tocqueville and Constitution Society members' dedication to making a difference. THANK YOU for your generosity, compassion and commitment to LIVE UNITED.



LEARN MORE ABOUT LEADERSHIP GIVING OPPORTUNITIES

HOW YOUR GIFTS WERE DIRECTED THIS YEAR



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, 2021



Cash and cash equivalents Pledges receivable, net of estimated uncollectibles Other receivables Investments Investments held in trust by others Prepaid expenses and other assets Plant and equipment, net

Total assets

Liabilities and Net Assets

Accounts payable and accrued expenses Agency program support payable Donor designations payable Grants payable Refundable Advance - PPP

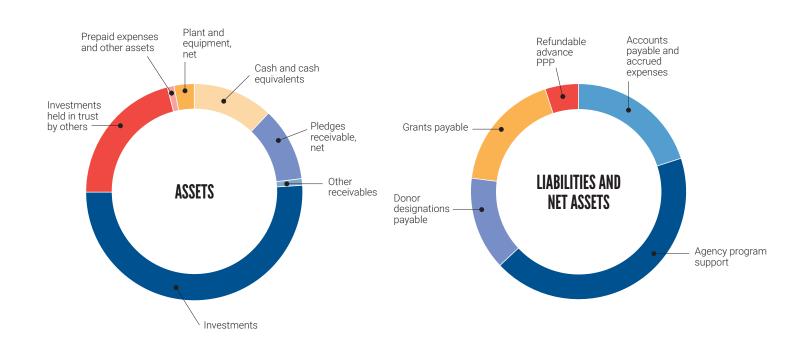
Total liabilities

Net assets

Without donor restrictions With donor restrictions

Total net assets

Total liabilities and net assets



\$2,908,432 2,702,856 148,466 18,221,119 8,772,986 120,221 764,852

\$33,638,932

\$1,829,946 5,368,405 759,209 2,109,663 724,252

\$10,791,475

\$12,629,683 10,217,774 \$22,847,457

922,047,437

\$33,638,932

STATEMENT OF ACTIVITIES JUNE 30, 2021

Net assets, end of year	\$22,847,457
Net assets, beginning of year	19,358,860
Change in net assets	3,488,597
Operating income Non-operating revenues and expenses: Realized (loss) on sale of investments Change in unrealized (loss) on investments Change in investments held in trust by others Pension-related changes other than net periodic pension cost	(831,339) 696,123 1,456,037 1,841,528) 326,248
Total Community Investment, program and support services	\$13,303,935
Support services: Resource development Management and general Total support services	2,312,068 1,431,665 3,743,733
Grants and initiatives Community Investment services Total Community Investment and program services	2,734,504 1,625,698 9,560,202
Community Investment (program support)	5,200,000
Less: Amounts designated by donors	(2,415,049)
<i>Community Investment</i> and program services: Community support and gross funds distributed	\$7,615,049
Total public support and revenue	\$12,472,596
Other revenue: Investment income, net of fees of \$25,000 Income from trusts held by others Community grants, initiatives and service income Administrative fees on amounts raised on behalf of others Rental income Gifts in kind Contribution - PPP Miscellaneous revenues Total other revenue	394,180 547,712 2,887,781 143,566 89,141 279,065 576,506 703,078 5,621,029
Less: Uncollectible pledges Amounts designated by donors Net campaign revenue	(25,328) (2,415,049) 6,851,567
Add: Contributions from other United Way campaigns, net of donor designations	68,589
Campaign amounts raised	\$9,223,355

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2021 Annual Report | 27



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28 | United Way of Central and Northeastern Connecticut

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Juliene Phelan The Hartford

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Tisa Rabun-Marshall

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Laurie Palmer Hartford Investment Management Company

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Stephanie Berman HSB

Trish Hesslein TEGNA's FOX61 & CW20

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Jazna Stannard Launc[H]artford

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Lindsay Sliva Travelers

Richard J. Tavolieri Deloitte LLP

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Journey Home

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Vittoria Pace The Hartford

Karen Prendergast Greater Hartford Labor Coalition, AFL-CIO



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YukShan Li Town of Windham

Daniel Paquette Windham Public Library

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Angela Smart Liberty Bank

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

- CORETTA SCOTT KING

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Aetna, a CVS Health Company Stanley Black & Decker, Inc. Travelers Peoples Bank First Suffield Bank Otis Elevator Company Elevator Company

Bronze Sponsors

The Hartford HSB ConnectiCare, Inc. & Affiliates Santander Bank WordCom

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Paula S. Gilberto* President and CEO

Jennifer Gifford* Vice President of Community Resources

Helen M. Berain* Human Resources Manager

Katelyn Blackburn* Marketing Communications Senior Manager

Philip Blonski* Community Engagement Senior Manager

Kimmy L. Boulier* Finance Administrative Assistant

Kristin Brisbon* Community Investment Senior Manager

Liz Buczynski* Community Investment Director Rebekah Castagno* Emerging Leaders Society Manager

Anyeline Céspedes López Digital Marketing Manager

Selma Chandler Leadership Giving and Community Investment Coordinator

Rosemarie Church* Donor Services Data Entry Assistant

Amanda Cohen Graphic Design and Production Manager

Joanne Cohen Executive Assistant to the Office of the President

Maura Cook* Community Engagement and Marketing Senior Director

Diana Desnovers* Community Engagement and Marketing Manager

Steven Diaz* Community Investment Senior Manager

Kimberly Evans Development Administrative Assistant

Gina Federico Health Initiatives Director

Tatiana Gay New Business Development Coordinator

Kavla Hernandez* Accounts Receivable Coordinator

Enrique Juncadella Workforce Solutions Director



Tiauna Laing* Finance Senior Manager

Jesse Mejia Workplace Giving Director

Amy Nguyen-Le

Mark Olynciw

United WE READ Assistant Angela Paydos

Data Manager

Controller Lauren Pereira Women United Manager

Shirvani Piersa Development Partnership Manager

John Prescod* Community Investment Senior Manager

David Reeves Development Partnership Manager

Kimberly Reeves* Leadership and Major Giving Director

Annie Sommers Fazzino Community Engagement and Marketing Manager

Amanda Trothier Development Partnership Senior Manager

J. Robert Williamson* Development Partnership Manager

*Employed 5 years or more

CONSULTANTS AS OF **DECEMBER 31, 2021**

Bob Bernarduci Marketing Communications

Virgen Guadarrama Community Investment

Naomi Lerner Marketing Communications

Allyson McGinty Community Investment

Gail Millerick Marketing Communications

Donna Taglianetti Community Investment

INTERNS AS OF DECEMBER 31, 2021

Claire Faulkner Marketing Communications

Samuel Giguere Community Investment

DEDICATIONS

Manira Wilson Bassett in memory of Ina McCorquindale Wilson and Earl Wilson

Robert Bernarduci in memory of Robert Easton

> Filomena Bova in memory of Laura Botelho

> > Elizabeth Casasnovas in honor of Steven Litchfield



GIVE. ADVOCATE. VOLUNTEER.

Andrew Crouse in honor of Sister Lawrence

James and Pamela DelVecchio in memory of Linda and Conway Dodge

William Dowling in honor of United Way Staff

Karen Doyon in memory of ET2 Dustin Doyon US Navy

Daniel Frey in memory of Alexandra Elizabeth Frey

Hannah Glickman in honor of Jeff Glickman

Karen Haraghey in memory of Olivia Porriello

Nicholas Hersh in memory of Thomas R. Smith

Venkatachala Krishnan in memory of Rajiv Krishnan

Joseph Lander in memory of Howard Lander

Michelle Loseke in honor of Colton Weverka

Patricia MacRae in memory of Patrcia LeConche Susan Noe in memory of Patricia Montgomery

Suzanne Obedzinski in memory of Catherine Obedzinski

Dianne Quigley in memory of Ruth Bader Ginsburg in honor of Stacy Walsh

Virginia Rollefson in honor of Kevin Wilhelm

Partick Rvnn in memory of **Richard Dardia**

Lori Simons in memory of Linda Dodge

Michael Stewart in memory of Connor Young

Peter Trama in memory of Linda Dodge

Janis I. Turner in memory of Linda Ingledue

Anne Willoughby in honor of Nora Machuga

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2021 LEADERSHIP ROSTER

UNITED WAY TOCQUEVILLE SOCIETY

TOCQUEVILLE SOCIETY

La Société Nationale Annual Gifts of \$100,000 to \$249,999

Dave Albrycht Virtus Investment Partners

Robert C. Vance Foundation Community

Ordre d'Egalité Annual Gifts of \$50,000 to \$74,999

Nancy and Bill Trachsel United Technologies Corporation -Retiree

Ordre de Liberté Annual Gifts of \$25,000 to \$49,999

Jill Albertelli and Nick Tomassetti Pratt & Whitney

Pamela and Paul Beach United Technologies Corporation -Retiree

Mary and Ed Budd Travelers- Retiree

Stephan and Francine Christiansen Community

Vincent J. Dowling, Jr. Community

Rahul Ghai Otis Elevator Company Elevator

The Elizabeth M. Landon and Harriett M. Landon Charitable Foundation *Community*

Chris and Christine Motl Webster Bank

Lee and Bernadette Olivier *Eversource*

John M. Trani *Community*

Membres de la Société Annual Gifts of \$10,000 to \$24,999

Donald Allan, Jr. Stanley Black & Decker, Inc.

W Women United member

32 | United Way of Central and Northeastern Connecticut

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Jim and Kristine Bankowski Pratt & Whitney

Greg and Denise Barats

Carl Benker and Elizabeth Wegner *Eversource*

Nancy Bernstein Women's Health USA

Andy F. Bessette and Cheryl Noel-Bessette *Travelers*

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Jay and Alissa Buth Eversource

Greg and Nancy Butler Eversource

Christopher Calio Raytheon Technologies

Andrew and Nathalie Caso Pratt & Whitney

The Cheryl Chase and Stuart Bear Family Foundation *Chase Enterprises*

The Rhoda and David Chase Family Foundation *Chase Enterprises*

The Sandra and Arnold Chase Family Foundation Chase Enterprises

Rick and Kate Deurloo Pratt & Whitney

Dave and Dianne Doot Day Pitney LLP

Emerging Leaders Society member

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Robert and Darlene V. Hermann United Technologies Corporation – Retiree

Steven Horowitz ConnectiCare, Inc. & Affiliates

Harold Horwich Community

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Mary Ellen and Steve Jones *Pratt & Whitney*

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42 | United Way of Central and Northeastern Connecticut

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Seventy three members wish to remain anonymous

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*Two members of the 1924 Society have asked to be anonymous

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