



GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED®

SUMMER/FALL 2010

A Community Newsletter
for Middlesex United Way

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Middlesex United Way

UNITED WAY FUNDING HELPS TO PROVIDE THE BUILDING BLOCKS FOR A GOOD QUALITY OF LIFE

Imagine a Middlesex County in which every child enters school ready to learn; every individual and family is economically self-sufficient; risky behaviors including substance abuse among youth are reduced; individuals and families are safe and have good health; and all individuals and families are able to attain affordable housing.

These are Middlesex United Way's five-year goals for the common good in our community. At its June meeting, the Middlesex United Way Board of Directors took a step towards achieving these goals by approving the investment of \$919,304 to 48 local programs in Middlesex County.

Programs supported by United Way fall into one of the following four key focus areas that advance the common good by providing the building blocks to a good quality of life:

- **Education** — \$189,900
- **Income** — \$156,954
- **Health** — \$442,872
- **Housing** — \$129,578

health and human services with them. Community Impact volunteers work in four teams that meet regularly throughout the year, evaluate program performance and financial health, and analyze program results and outcomes, the most important part of the review process. United Way's Community Impact Council then makes funding recommendations to the full board of directors for final approval.

James Mansey, vice president of operations at Tower Laboratories and chair of the Community Impact Council, says that donors can take heart in the process and its results. "Our funding decisions are based on the demonstrated ability of programs to help people change their lives and improve community conditions in Middlesex County," Mansey says. "Volunteers make strategic decisions and award funding in a

Story continues on page 9

Visit us online at
middlesexunitedway.org.

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Leading the program review process each year are United Way volunteers and staff who bring experience and knowledge in



Don't just wear the shirt, live it! Here's what you can do to Live United:

GIVE through your workplace campaign and special events or online on our website so that our partners can get things done all across the community. Your one gift to United Way advances the common good for us all.

In honor of our 75th anniversary, make a contribution to our endowment fund, managed by the Middlesex County Community Foundation.

ADVOCATE by standing up and taking action on behalf of issues you care about. Participate in a food or diaper drive. Tell someone who needs help to contact United Way 2-1-1. Write a letter to the editor. And be our champion by wearing your Live United t-shirt.

You can inspire others to get involved, too. Use your influence to help provide the building blocks for a good life.

VOLUNTEER and get involved in your community. Participate during *Day of Caring* each fall and help local nonprofit groups meet the increased demand for their services.

Browse local volunteer opportunities any time of year on our website to find the type of activity that matches your skills, interests, and time availability.

Visit middlesexunitedway.org and click on GIVE, ADVOCATE or VOLUNTEER to find information on these and other ways to Live United!



PRESIDENT'S MESSAGE

FAITH M. JACKSON

MIDDLESEX UNITED WAY BOARD PRESIDENT



You are receiving this newsletter because you are one of our loyal friends. You are joined by thousands of other donors, volunteers, companies, and organizations from all across the community comprising our circle of friends...our Live United champions.

The stories in this newsletter show the cycle of United Way and how we are working all year long to advance the common good in Middlesex County. We raise funds necessary to help meet the needs of the community and achieve our five-year goals. After we raise the money, the difficult work begins when those funds are strategically invested in local programs that report back to us on their results.

The Leadership Circle, those who contribute \$1,000 or more annually, is featured in the center of this newsletter. And on page four, you will see a list of companies and organizations honored at our Campaign Awards Breakfast. Together, all of us are helping to provide the building blocks for a good quality of life. My thanks to David Giuffrida of Giuffrida Engineering for chairing the 2009/10 campaign during this especially challenging time in our economy.

Our cover story is an overview of United Way's recent fund distributions of more than \$900,000 to 48 local programs. Volunteers, staff, and experts carefully determine how to invest funds. James Mansey of Tower Laboratories is the chair of the Community Impact Council which makes these tough decisions. I'm grateful to Jim and all of the volunteers who are ensuring that your United Way contribution is being used wisely.

On the opposite page you'll see some of the results of your contribution and how, together with our partners, we're creating real, lasting change. Please take a moment to read through these examples of how we are getting things done in Middlesex County. None of us could achieve these results alone.

We continuously work as a team to diversify our profile to address major issues in our community to promote the well being and quality of life not only for those who are less fortunate, but also for the common good of all our fellow citizens. We know what affects one, ultimately affects all.

The staff, volunteers, sponsors, and contributors help make all the great work that we do possible. We never stop forging ahead with new ideas and ways to make a difference. It is enjoyable knowing that the work being done, whether great or small, is changing lives. We thank you for your kindness and contributions towards our efforts and look forward to your continued support. Thank you!

"I have found that among its other benefits, giving liberates the soul of the giver. If you find it in your heart to care for somebody else, you have succeeded." – Maya Angelou

GETTING THINGS DONE: HOW YOUR UNITED WAY INVESTMENT IS ADVANCING THE COMMON GOOD



EDUCATION

Connecticut's pre-kindergarten expulsion rate of 12.3 expulsions per 1,000 students ranks seventh highest in the country among the states that fund pre-kindergarten education. This rate is ten times higher than Connecticut's K-12 expulsion rate of 1.2 students per 1,000. Along with our partners, **Middlesex United Way's School Readiness Initiative** works with school systems, early childcare providers and parents in all 15 Middlesex County towns to identify and assist our youngest children who have social and emotional problems before they enter school.

For example, the **Opportunity Knocks Preschool Children** collaborative in Middletown is assisting children to become school ready and educating their parents about the important role they play in their child's earliest years. The number of children in preschool programs who were expelled or suspended decreased 69% from the 2004-05 school year to the first half of the 2009-10 school year.

INCOME

United Way partners with organizations and volunteers who are also committed to helping working families. Families face tough choices about how to cover all the costs of living, especially now. Programs supported by United Way are getting more money back into the hands of working people and increasing their self-sufficiency.

Amazing Grace Food Pantry and **Shoreline Soup Kitchens & Pantries** each serve more than 780,000 meals per year. A family that visits Amazing Grace or Shoreline Soup Kitchens saves \$1,080 a year. In addition, the **Volunteer Income Tax Assistance** program offers free tax preparation to people of low- to moderate-income, saving them up to \$150 in tax preparation services. In 2009, 211 local residents received a total of \$362,540 in tax refunds. Of those served, 78 individuals or families qualified for the Earned Income Tax Credit for a total of \$109,642.

HEALTH

United Way partners with Youth & Family Service organizations in Middlesex County to implement the **Healthy Communities-Healthy Youth Initiative**. High-quality research and evaluation help people understand the assets kids need to succeed and take action based on that knowledge. This approach increases young people's participation in their local communities and results in reduced high-risk behaviors, especially the use of alcohol and drugs.

In the eight communities that have been surveyed at least twice, the number of youths reporting substance abuse has decreased 17%, the number reporting anti-social behavior has decreased 20%, and the number reporting violence has decreased 13%. For every youth who refrains from these behaviors, the entire family is impacted in a positive way.

HOUSING

United Way supports traditional housing and other programs throughout the county that help families acquire decent, safe and affordable housing and the skills necessary to maintain it long-term. Just two years into the **Ten Year Plan to End Homelessness**, the number of individuals who are homeless in Middlesex County has been reduced by 30%. The number of families who are homeless has been reduced by 36%. In addition, 49 new units of supportive housing have been created so far, including 10 units outside of Middletown and 16 in development.

Preventive efforts are also a key part of the Ten Year Plan. In Middlesex County, 65% of people who are homeless cite rent related problems as the primary reason for losing their home. **Homelessness Prevention Fund** grants have been used to pay for rent, utilities, car repairs, and other needs while waiting for unemployment to start, new job wages to begin, or other benefits to be provided. To date more than 70 people, mostly families, have been prevented from becoming homeless.

Rapid Re-housing grants move families and individuals quickly out of emergency shelter and into housing with appropriate supports. So far 70 people who were formerly homeless have benefited from the grants.

FROM THE CAMPAIGN AWARDS BREAKFAST

At the Campaign Awards Breakfast in April, Aetna received our highest honor for a company running a United Way campaign, the Corporate Spirit Award. Chris Montross, Managing Director and Chief Financial Officer of the Aetna Foundation, accepted the award. He is pictured with Martha Temple, Northeast Region Head at Aetna and a member of Middlesex United Way's Board of Directors. Martha is holding Aetna's "Top Ten" Award.



Michelle Raffles, right, of Cooper-Atkins Corporation received the Coordinator of the Year Award.



Chandler Howard, President and CEO of Liberty Bank, congratulated 2009/10 Campaign Chair David Giuffrida, in photo at right. Howard will co-chair the 75th anniversary United Way campaign in 2010/11 along with Larry McHugh, president of the Middlesex Chamber of Commerce, and Michael Roth, president of Wesleyan University.



Corporate sponsors were also honored at the event. Below are the Tocqueville Family Business Partners:

Kelly Smith of AmeriBen Alliance/KGS Insurance; David Giuffrida of Giuffrida Engineering; David Director of Connecticut Lighting Centers; and Harry E. Burr of McCutcheon Burr & Sons. Please see the back page of this newsletter to view our other sponsors.



2009/10 Campaign Award Winners

Top Ten Accounts

- Aetna
- AT&T, Inc.
- Citizens Bank
- Jarvis Products Corporation
- Liberty Bank
- Middlesex Hospital
- Connecticut Light & Power and Yankee Gas (Northeast Utilities Companies)
- Pratt & Whitney
- Webster Bank
- Wesleyan University
- Zygo Corporation

Corporate Spirit Award - Aetna

Leadership Award - Laura Pedersen
A.R. Mazzotta Employment Specialists

Funding Partner Achievement

YMCA of Northern Middlesex County

Coordinator of the Year - Michelle Raffles

Cooper-Atkins Corporation

Special Achievement

- Comcast - Godiva Chocolatier
- Mahoney Sabol & Company LLP - New Alliance Bank
- Regional School District #13

Honor Roll Recipients (for 5+ years of campaign growth)

- City of Middletown & Russell Library - Colebrook Financial
- Godiva Chocolatier - NAPA Connecticut - New Alliance Bank
- Seasons Federal Credit Union - Suburban Stationers
- Tower Laboratories - Wright-Pierce

10% or Greater Increase in Employee Participation

- Henkels & McCoy - Mercy High School
- Rushford - Town of Old Saybrook

75% or More Employee Participation

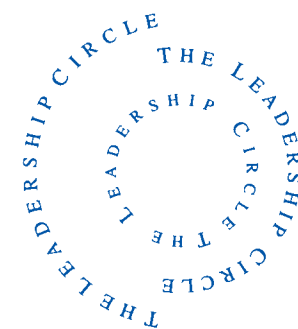
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50% or More Employee Participation

- American Red Cross, Middlesex Central CT Chapter - Child & Family Agency of Southeastern CT - Cooper-Atkins Corporation - East Hampton Schools - Gibble Norden Champion Brown Consulting Engineers - Howard and McMillan - Independent Day School - Kuhn Employment Opportunities, Inc. - Liberty Mutual - Oddfellows Playhouse

2010 Leadership Circle

The members of Middlesex United Way's Leadership Circle are advancing the common good through their annual gifts of \$1,000 or more. These generous individuals truly Live United by giving, advocating and volunteering on behalf of our work. United Way extends its sincere thanks to the following individuals and companies for their support.



United Way Tocqueville Society

Membres de la Société

\$10,000—\$24,999

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The HJ Promise Foundation

The Director Family

Chandler Howard

*Jacqueline Hubbard &
Norman Needleman*

Thomas C. Hutton & Raquel Rivera

David & Judith Reynolds

Kelly Smith

The Whelen Family

We would also like to extend our gratitude to two members of the United Way Tocqueville Society who wish to remain anonymous.

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Wilfredo Nieves
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Lynn & Martha Temple
Kevin & Laurie Wilhelm

KEY:

Italicized names indicate members who have increased their gift by 10% or more.

Bold names indicate first time members.

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*If we have made an omission or
mistake in this listing, please accept
our apologies and notify our office
immediately so that we may correct
the error.*

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members of the Leadership Circle for
15 years or more.*

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Barbara-Jan Wilson & Tim Napier

Young Leaders Society

*Donors under the age of 40 who have
indicated on their pledge form that
they are interested in taking an active
role with United Way. If you would like
to learn more about the Young Leaders
Society, please contact Andy Heuer at
United Way, (860) 346-8695 or
andy.heuer@middlesexunitedway.org.*

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Wesleyan University	34	D'Aquila Law Offices, LLC	1
Liberty Bank.....	32	Dzialo, Pickett & Allen, PC	1
Middlesex Hospital.....	21	Electric Boat.....	1
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Aetna	5	Family Practice Group	1
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Community Health Center	3	Howard and McMillan	1
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McCutcheon Burr & Sons	2	Bristol Meyers-Squibb	1
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Northern Middlesex YMCA	2	Mohawk Manufacturing	1
The Connection	2	Orthopedic Associates of Middletown	1
Tower Laboratories	2	PrimePay, LLC.....	1
A & A Office Systems, Inc.	1	Real Estate Service of CT.....	1
American Magic-Lantern Theater	1	Richard W. Tomc & Associates, PC.....	1
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Bidwell Industrial Group, Inc.	1	Rushford Center, Inc.	1
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Carrier	1	Seasons Federal Credit Union.....	1
Child & Family Agency of SE CT.....	1	The Clark Group.....	1
CIGNA	1	The Hartford Financial.....	1
Clinton Board of Education.....	1	The Travlers.....	1
Connecticut Lighting Centers.....	1	Town of Durham	1
Connecticut State Employee Campaign	1	UPS	1
Cooper-Atkins Corp.	1	Wellpoint/Anthem Blue Cross & Blue Shield	1
Community Renewal Team.....	1	Whelen Engineering	1

Story continued from page 1

manner that will help achieve the five-year goals.”

“We invest funds that enable us, with our partners, to meet immediate needs and also get to the root causes of problems that can prevent problems from happening in the first place,” says United Way Board President Faith M. Jackson, director of human relations at the City of Middletown. “We can offer assurances to donors that their contributions to United Way are making a real difference and moving the needle on community issues.”

Terri DiPietro, director of outpatient behavioral health at Middlesex Hospital, says, “For the past 75 years, Middlesex Hospital has had the privilege to be a partner with United Way. Through programs supported by United Way such as Perinatal Case Management and the Opportunity Knocks Collaborative,” DiPietro continues, “We have been able to provide services that help people improve the lives of their families. We are truly grateful for their ongoing support.”

Tony Lyons with HOPE Partnership in Old Saybrook notes, “HOPE Partnership would not have been able to accomplish all that we have without the early support of Middlesex United Way. With a project now well underway in Old Saybrook, United Way’s most recent funding will allow HOPE to expand its work to Westbrook and Clinton, where leaders in both communities have been very supportive.” HOPE Partnership develops attainable housing for working families.

Visit our website to view a list of all funding partners and allocations at middlesexunitedway.org.

COMCAST INSTALLS FIRST BORN LEARNING TRAIL IN MIDDLESEX COUNTY

On Comcast Cares Day in April, Comcast employees and their families volunteered at six sites throughout Connecticut including at Snow Elementary School in Middletown where they sponsored and installed a Born Learning Trail. This is the first trail in Middlesex County and only the fourth in the entire state.

The trails are a set of fun, physical learning activities that parents or caregivers can play with young children in an outdoor setting, arranged on a walking trail. Volunteers painted stencils on the ground and posted signs that explain the activities along the way.



Born Learning is a United Way public engagement campaign in partnership with the Ad Council that helps parents, grandparents and caregivers explore ways to turn everyday moments into learning moments with children. The tools and activities, including the trails, take advantage of the critical early years when children are still developing.

Learn more about how you can sponsor a trail at middlesexunitedway.org.

The Middlesex United Way Women’s Initiative Announces Grants

At its May meeting, the Women’s Initiative (WI) approved the following grants:

- \$400 to the 2010 Diaper Appeal to purchase disposable diapers;
- \$1,000 to Even Start Family Literacy towards the purchase of furniture and safety equipment to meet eligibility requirements for state funding; and
- \$500 to Teenzone to provide scholarships for two young women to attend the program aimed at building self-esteem.

Small, one-time grants are available through the WI. If your group is interested in applying, go to middlesexunitedway.org/site/wi.php to download an application and funding guidelines. To be considered, your program must address one or more of the WI’s focus areas: early childhood development; empowering young women; and/or financial stability.

The WI celebrates the power of women to bring about positive change in our community through philanthropy and service. Our vision is to provide opportunities for women of all ages and backgrounds to invest their time, talents, and treasures to help strengthen the lives of women and children in Middlesex County.

We always welcome new members! Membership is just \$25 annually. Visit the web address noted above for more information and to download a membership brochure and form.



Middlesex United Way

100 Riverview Center, Suite 230
Middletown, CT 06457
(860) 346-8695

Save the Date:

Women's Networking Breakfast
Wednesday, September 29 at
Middletown Health Care Center
Hosted by the Women's Initiative

United Way Annual Meeting
Tuesday, January 25, 2011 at
Riverhouse at Goodspeed Station

Campaign Awards Breakfast
Tuesday, May 3, 2011 at
Crowne Plaza

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