REAL PEOPLE, REAL STORIES: TOGETHER WE ARE IMPROVING LIVES & INSPIRING HOPE

LIVE UNITED READER
2013 REPORT TO THE COMMUNITY

CHANGING THE ODDS for CHILDREN and FAMILIES

United Way of Greater New Haven
uwgnh.org
JOIN THE MOVEMENT
TO CHANGE THE ODDS
FOR CHILDREN AND FAMILIES
LIVE UNITED

United Way is focused on innovative solutions to the most pressing challenges in our community around Education, Income, Health, and Basic Needs in order to create a better community for all of us.

To make a difference, please consider a donation. Call 203.772.2010 or go to uwgnh.org/give.

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At a time when many people are faced with deeply challenging obstacles, United Way of Greater New Haven is there. Our goal: To change the odds so that everyone has the opportunity for a good life.

Having talked with and worked alongside residents and community organizations from across the region, we have heard people’s aspirations for this community: jobs that enable workers to support their families and save for college and retirement; young children who are healthy, nurtured, and ready for school; and youth who graduate high school with the skills they need for college and work. United Way has embraced these community aspirations, and is committed to reaching these goals.

However, for these goals to become a reality, we have to understand how the odds are stacked against many of our citizens and work in new and innovative ways to change them.

- Today, too many children face the burden of growing up in poverty, which significantly lessens their chances of getting the skills and opportunities they need to join the middle-class.
- Too many adults struggle to put their families on sound financial footing because they are unemployed or underemployed.
- Too many families – including many in towns we often assume have no financial need – suffer from food insecurity.

United Way plays a unique and powerful role in our community: We bring people and organizations together to create solutions to the most pressing challenges in our community around Education, Income, Health, and Basic Needs. Our strength is in our ability to identify partners and work collectively on the big issues that can’t be solved by any one group working alone. By marshaling the resources of our region – our collective brain power, human passion, donor contributions, and the sweat equity of hundreds of volunteers – we help students succeed, stabilize family incomes, find homes for the homeless, and make sure that children are not going hungry. We are focused on effective solutions that create a better community for all of us.

Achieving these community aspirations will not be easy. But we have a not-so-secret weapon: As a

Jack Healy (left) and Charles Mason, Jr.
region we are blessed with people who are grateful for what they have and care about those who aren’t as well off. Thousands of people support our work through workplace contributions, individual giving, and by volunteering. (You can help, too, by giving or volunteering. Log on to uwgnh.org for details.) We are grateful to the corporations, individuals, and local institutions that support our work, led by this year’s Corporate Community Champion, Yale-New Haven Hospital. A complete list of our corporate supporters can be found in the back pages of this publication.

We hope you’ll enjoy reading our Annual Report to the Community with stories about some of the people we work with and are inspired by. These stories demonstrate how, with all of us working together — as residents, businesses, not-for-profits, civic groups, and neighbors — we can improve lives and change conditions in our community. We have goals. We have knowledge. We have each other. And we have hope.

Be part of the change. Get involved with United Way of Greater New Haven and give, advocate, and volunteer. You can make a difference. Together, we can make our community stronger. We can truly Live United.

Charles Mason, Jr.
Chair, Board of Directors

Jack Healy
President & CEO, United Way of Greater New Haven
Parents Go to School

Her daughter is only in kindergarten, but Tawana Grant has her eyes on the prize: college.

She already is taking steps to instill a college-going attitude in her daughter, who attends L.W. Beecher Inter-district Museum Magnet School of Arts and Sciences. “Every chance I get to invest in my child’s future, I’m gonna do it,” she said. “She’s young but we’re gonna get it going.”

Grant was among the roughly 120 volunteers helping out at the second “Parent University New Haven” last April. The day-long event offered dozens of free workshops for parents of New Haven Public School students and drew 200 parents and 150 children.

Parent University was created by New Haven Public Schools as part of the School Change Initiative’s mandate to engage parents. It is supported by United Way staff through our partnership with New Haven Public Schools in Boost!, the groundbreaking effort built on the idea that children who are nurtured and supported will be successful in school and in life.

Workshop topics included how to make nutritious meals on a budget, how to effectively discipline your children without abuse, how to handle bullying situations, job search strategies for parents and how to navigate the public school system, among many more.

“Moms really need an outlet to talk about the things they go through,” said mom Chanel Deboise. Parent University, she said, “was very helpful in providing that outlet.”

Find out more about Parent University at punh.org.

Families Together

More than 50 volunteers came together on a Saturday morning in April, working to ready gardens in New Haven and Hamden for planting.

It was our first Hands-On Saturday, a family-friendly event geared to help parents connect their children to a tradition of volunteering and contributing to the community.

Volunteers of all ages pulled up weeds, composted, raked gardens, and helped construct new beds where fresh produce sprouted a few weeks later. The gardens bring fresh vegetables to the neighbors and support healthier lifestyles. Helping hands came from Comcast employees, who spent the morning sprucing up the Clinton Avenue School for its Comcast Cares day, and the swim team from Southern Connecticut State University, that pitched in at a New Haven Farms project on James Street in Fair Haven.

Francisco Rivera and his daughter Nayelis at our first Hands-On Saturday.

Francisco Rivera volunteered with his two daughters at the New Haven Land Trust site on Peck Street. “I’ve been wanting to volunteer for a while,” he said, “to make New Haven a better place.”

Find out about more Hands-On events at uwgnh.org.
Rosa’s Call to Action

U.S. Rep. Rosa DeLauro’s voice was rising. “Overwhelm the system,” she challenged the audience at New Haven’s Criterion Theater last May. “You call and you tell [elected officials] that they are at their own peril if they are willing to cut $20 billion from the food stamp program.”

DeLauro and the crowd had just watched “A Place at the Table,” a documentary about the rise of hunger in America. She was part of a panel brought together by the Connecticut Food Bank and United Way of Greater New Haven’s Women’s Initiative to lead a discussion about the film. (The other panelists: Nancy Carrington, the president & CEO of the Connecticut Food Bank; Lucy Nolan, the executive director of End Hunger Connecticut!; Rev. Bonita Grubbs, the executive director of Christian Community Action.) She was speaking about a Congressional vote on the Farm Bill that would cut funding for the SNAP program (formerly known as Food Stamps) by $20 billion. (The Bill was unresolved as this Annual Report went to press in mid-September 2013.)

“It’s not enough to witness this film tonight, with all of its power and poignancy, and watch children in the United States go hungry,” the congresswoman said.

It was a galvanizing call to action for United Way’s Women’s Initiative. The Women’s Initiative has made food security one of its signature issues, and “A Place at the Table” reaffirmed the need to support the nutritional needs of local families and children.

“Statistically,” DeLauro said, “Connecticut is the richest state in the union. In the 25 towns that I represent, one out of seven people do not know where their next meal is coming from. You can’t walk away from this movie tonight and dry your eyes and figure that your job is done. This has only just begun.”

Jack @ 30

Jack Healy remembers collecting pennies for United Way as a student at New Haven’s Betsy Ross School after watching Dwight Eisenhower deliver the annual presidential appeal on broadcast TV.

Healy is now United Way’s president and CEO, and was recognized this year by United Way Worldwide for having worked for the organization for 30 years.

United Way doesn’t collect pennies anymore, and is far removed from the organization that not too long ago raised money only to disperse it to other nonprofits.

With Healy’s leadership, United Way of Greater New Haven is at the forefront of a new kind of United Way: one that is finding long-term solutions to challenges in Education, Income, Health, and Basic Needs.

The new strategy: bring people and organizations together around innovative thinking and data-driven solutions to improve the quality of life in our region.

“Before United Way I spent eight years as a business owner, government official, and corporate manager,” Healy recalled. “All were fulfilling. But none have compared to the joy of working for United Way, as I now have the perfect combination of leadership, passion and a true sense of mission for my life.”

Taking the Bite Out of Taxes

VITA, or the Volunteer Income Tax Assistance program, is a partnership between many local organizations, and part of an initiative that has been serving Greater New Haven for more than a decade. This year VITA worked with 3,849 individuals and families, helping them to receive a total of $6.4 million in tax returns, with over half a million dollars estimated to have been saved from tax preparation fees.

“To get people out of poverty, one of the first things we have to do is stabilize their finances,” said Amy Casavina Hall, United Way’s vice president for Income and Health Initiatives. “Our support for the coalition that provides free tax preparation, and our budget coaching, help people living paycheck to paycheck make the most of their financial resources and gives them the cushion they need to avert a crisis.”

There are more than a dozen local VITA sites taxpayers can visit for help with the tax credit and other tax preparation needs. Visit www.freetaxhelpnewhaven.org, call the 2-1-1 toll-free information line, or visit www.211ct.org for a list of sites and more details.
Kim Jackson wants the best for her son, 10-year-old Dior, a fourth grader at the Celentano Museum Academy, but she faces challenges. “Dior had a rough year,” said Jackson, a single mother. “I was very aggravated.”

Fortunately, she got the help she and Dior needed through Boost!, an innovative partnership between the New Haven Public Schools, City Hall, and United Way of Greater New Haven to increase focus and resources on critical student supports outside the classroom. Boost!, which is currently active in 16 New Haven schools, is as much a philosophy...
as it is an initiative. Boost!, in essence, is dedicated to the principle that children who are healthy and supported will be more successful in school.

“Boost! is our commitment that every child and every school is capable of excellence given the right conditions for learning — and that those conditions include supporting students and families both in and out of their school lives,” said New Haven Public Schools’ Chief of Wraparound Services, Susan Weisselberg, who is the schools’ point person for Boost! initiatives.

“A lot of us get intimidated when we don’t know what resources are available to us,” said Jackson. “But Boost! is very welcoming. You feel comfortable enough to ask someone to point you in the right direction.”

**“Boost! is our commitment that every child and every school is capable of excellence given the right conditions for learning.”** – Susan Weisselberg, Chief of Wraparound Services, New Haven Public Schools

Jackson attended a Boost! workshop to figure out how she could help Dior. “I got him a special education tutor, which made a big difference,” she said. “They helped me learn about resources. I now know what services are out there and how to access them. If the resources aren’t there, we find a way to create them.”

Jackson also attended Parent University, a biannual day of learning for parents about the programs, services and supports available to them.

A program called “Saving our Urban Boys” was particularly helpful. “It addressed the fact that many boys don’t have fathers involved in their lives. They talked about how that affects them,” Jackson said. “We learned that if boys’ fathers are in a correctional facility, it can stunt their emotional growth and result in bad decisions as they seek the attention they would have gotten from their fathers. It was an awesome workshop.”

Boost!’s holistic approach to education supports students and families in ways that foster success in life, as well as academic achievement.

It starts when a school fully adopts the Boost! model. School leadership and United Way first analyze the school’s assets, gaps and needs. Then they determine how best to fill the gaps by bringing in local nonprofit service providers with the expertise to address the specific needs.

For example, the Strong School, which serves pre-K through first grade, had a particularly compelling need for help: A survey revealed that 88 percent of its kindergarteners had shown signs of toxic stress as a result of violence in the community or struggles at home. Exposure to toxic stress can have lifelong effects impacting school performance, mental health, and learning potential. Yet the school had only one half-time social worker and one half-time psychologist.

“We really needed Boost! to come in and help,” said Rebecca Smith, the school’s literacy coach. Three therapists now work in the school four days a week for a total of 15 hours. They use drama therapy and dramatic play therapy, removing children who are showing signs of stress from the classroom to work with them for about 15 minutes. “When they bring the children back to class, they’re no longer disruptive. It’s been very helpful,” Smith said. And reading scores are also improving.

Strong was also able to attract a Ben Carson Reading Room, a project supported by the Carson Scholars Fund that is spearheaded by Dr. Ben Carson, which, Smith says, “has been wonderful. It’s a quiet, calming place where the kids can sit and read. The students can pick up any book that sparks their interest and just read for the joy of reading.” Smith adds that “if we can get more kids to read, we’re really making progress.”
Other schools have worked through Boost! to enhance their afterschool activities to encourage middle-schoolers to exercise, among many other diverse initiatives.

The effectiveness of Boost! is measured using the Boost! Status Card, which assesses annual indicators in the areas of physical health and wellness; social, emotional and behavioral health; and student and family engagement. The results are under review, but early indicators show that Boost! is contributing to academic success. Boost! schools have shown greater improvement than both state and district averages. Schools also saw significant improvement in behavioral problems at schools which placed additional focus on behavioral needs.

Laoise King, vice president of Educational Initiatives at United Way, said collaboration was the key ingredient to making Boost! a success. What makes Boost! different, King said, is that everyone is working together to meet students’ needs.

“It’s the collaborative piece, with everyone rowing in the same direction,” King said. The expression popularized by Hillary Clinton to describe raising children is really true, King said. “It does take a village, but what we’re learning is that there are many different ways to create that village.”

**NEXT STEPS FOR BOOST!**

**IN SCHOOLS:**
- In the past three years we’ve grown from 5 schools to 16. Next year we plan to grow and serve students in an additional 5 to 10 schools.
- Provide tools to all of NHPS to use to make deliberate decisions about wraparound interventions and engagement enhancements
- Continue to weave internal and external interventions together
- Bolster family engagement, in and out of school, so families can support their children to succeed in the classroom

**IN THE COMMUNITY:**
In collaboration with our partners at New Haven Public Schools and the City of New Haven, Boost! will:
- Implement a data warehouse to track and measure student success in wraparound service areas.
- Produce an interactive, comprehensive, web-based New Haven Youth Map
- Continue to work with the Coalition for Community Schools, gaining knowledge, tools, mentorship and critical relationships with other Community Schools efforts around the country

**Boost By the Numbers**

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YODALIS REY AND LUIS PABON

When Yodalis Rey’s son, Luis Pabon (age 2) started at LULAC he had a speech problem. “Now,” his mom says, “he says full sentences. He just talks and talks.”

Luis’ time at LULAC Head Start isn’t just helping him learn how to communicate — it gives mom the support she needs to grow, too. Rey is attending Gateway Community College, learning new skills to advance her career. “I can study now and not be nervous leaving him,” she says, “because I know he is safe here.”
Spend some time at a quality Early Head Start program, and you’ll see children beating the odds. They are engaged; their minds and bodies are active in directed play.

You’ll also note the bonds between the staff and family. These aren’t merely facilities where parents drop off their kids in the morning. They are places where children have a safe and nurturing environment in which to play and learn, while mom and dad (or guardian) get the time they need to work or go to school, and get the support they need from advocates, so that they are better equipped to be a healthy, thriving family.

What won’t be apparent is that there simply aren’t enough openings in quality programs to meet the community’s need. Even people who can afford to pay have a hard time finding high-quality infant and toddler care.

That’s why United Way of Greater New Haven pursued federal funding to help pay for the cost of infant and toddler care for families who wouldn’t otherwise be able to pay for them.

Having the opportunity to go to Early Head Start makes a difference. For example, preschool caregivers will tell you that children who have had books read to them are better prepared for learning than children who haven’t.

Investing in early childhood education also makes economic sense. Because of a reduced need for special education services and other later services, quality early childhood education returns between $14 and $17 for every dollar invested. Sadly, funding for these programs has been cut due to the sequester, reducing the number of families that United Way’s Early Head Start program can serve.

The children in the photos of the families on the following pages are all enrolled in UWGNH’s Early Head Start program, either at LULAC Head Start or at a family child care home that is part of All Our Kin’s network of family child care providers. When you observe children in this environment, you don’t need the economists or the experts to tell you the results. The children are relishing their first experience in school. You can see it in their play, hear it in their voices, and see it in their eyes.

Jaida (age 2) is Joshua Moses’s niece. She has been going to Little Flowers child care since she was 8 months old. “She’s grown a lot from being there,” says mom Jensine Moses, “because Little Flowers is small she gets one-on-one attention.” She appreciates that meals are included — “Jaida has a big appetite,” Jensine says — and they give her tips on what to do at home that reinforces what Jaida has been learning at school. Jensine, who works in vocational services and job coaching, says from the very beginning, she knew that they would “take care of Jaida,” and that she would be safe and happy.
CRISTAL LOPEZ AND JOSE VILARINO

Cristal Lopez’s son, Jose Vilarino (age 2) was only in the program for a week when this photo was taken last summer, but already he loves it, Lopez says. “He loves everything, the toys, the kids, the books, the painting, the slides, the Legos.”

Lopez said her older daughter had attended the program, “so I knew this was a good school.” She said it is a place where Jose really learns. For example, his teachers helped him with potty training. “He’s all set with that now,” Lopez says.

Lopez said Jose used to have a problem running around, going wild, when she took him on her errands. “Now he stays quiet and he listens to me.” “They say he’s a good kid. They’re nice here.”

NELSY ESPADA AND JESSE AND ORLANDO

Nelsy Espada has two children, Jesse (age 2) and Orlando, (four months old). Before coming to LULAC, both kids were at home. Espada wanted a more structured environment for Jesse. “Jesse loves it here. It’s a wonderful place,” Espada says. “When I pick him up, he says, “I don’t want to leave. I want to stay here.” Espada says of LULAC: “It’s like family. They just welcome everybody.” Espada says Jesse really enjoys playing with the other children, going outside, painting, and singing. “They do pretty much everything.”

“No kid runs to get to school, right?” jokes Espada. “Well, when Jesse sees the school, he runs to get here.”
Rochelle White is a survivor. LULAC “supported me in a lot of ways,” says White. “Not just with the children.” All are, or have been, LULAC students: Roger Williams (age 7) graduated and is currently attending Barnard Environmental Magnet School (Jaelyn Williams, age 3, at left, and Nilah Williams, age 1, at right). “LULAC prepared me for a job. They helped me to learn how to control my anger when I am stressed out, and helped me with reading to them.” White shows determination and strength in the way she moves and the way she talks — thanks, in no small part, to the support she and her children have gotten at LULAC. “It is,” she says, “like family here.”
He’s in a paint-splattered shirt and cargo shorts, feet clad in work boots, hopping into a white cargo van with his 5-year-old son, Jordan. The van is emblazoned with his company’s logo: Imperial Wall & Floor Covering. This is Jerome C. Richardson, Jr: father of two, motivated, hardworking small-business owner, and employer of six people.

One month ago, he was homeless.

“It can happen to anyone,” he says. “It can happen to the best. It doesn’t discriminate. It’s not always about drugs or alcohol. I’m drug free, alcohol free; I run my own business. And I still wound up homeless.”

That’s all behind him now, thanks to a new approach to reducing homelessness. The idea is to get newly homeless people back into stable housing as soon as possible. It’s called “rapid re-housing.” And as Richardson’s story attests, it’s working.

“Ninety-six percent of people in New Haven who have received rapid re-housing dollars have not returned to homelessness,” says Amy Cassavina Hall, vice president of Income and Health Initiatives at United Way of Greater New Haven. “If you target the right people and give them small amounts of dollars, they don’t need to return to shelters. And that keeps shelters open for families who really need them.”

The recession has been particularly hard on families. Since many homeless families end up staying with friends and family, it is difficult to define the scope of the problem. Nevertheless, New Haven’s family emergency shelter providers are reporting a doubling of requests for shelter services as compared to what they experienced before the economic downturn.
United Way of Greater New Haven is working with local and regional partners toward the federal goal of ending homelessness for single individuals in the next four years and for families in the next nine. From 2011 to 2013, UWGNH invested $1,048,000 in housing services. And $350,000 of that has gone to rapidly re-housing 267 households (individuals and families) living in shelters.

For people who have always maintained housing, a short term injection of cash, perhaps a security deposit and a few months rent, could mean the difference between a singular brush with homelessness and a chronic, long-term issue.
Take Richardson. His story is unique to his own circumstances, but shares a similar spiral with many individuals and families who end up without a place to live.

A year ago, Richardson decided to expand his contracting business with a storefront in Preston. Shortly after investing in the storefront, he started divorce proceedings.

“It really drained my finances,” he says. “All of a sudden, I was struggling.”

He took Jordan, leaving a newborn baby girl with his wife, and moved to an apartment in New Haven. A few months later, his landlord was foreclosed on (he wasn’t paying his mortgage), and Jerome and Jordan were unexpect-

edly evicted. Father and son bounced around, staying with friends, with Jerome’s father, even in the hallway of the apartment building some nights when they couldn’t find another place to go.

Eventually Jerome turned to shelters, but had little luck as a single man with a child.

“There are shelters for men, women, women with kids, shelters for families,” he says. But for a man with a child? “I couldn’t find anything.”

Finally, a bed opened up at a shelter in Waterbury.

“We went there and it was like a dungeon. I was grateful, of course. But it was dark, no windows. Stuffy little room, mildew up to here in the bathrooms,” he says, hand waist high.

Jerome and Jordan found their way to the Spooner House shelter in Shelton, where he says he felt safer and more respected. It’s there that he got hooked up with Carlos.

Carlos is Carlos Gonzalez, who works at New Haven Home Recovery on the Connecticut Rapid Re-housing Program.

Gonzalez helped Jerome with the paperwork and provided the financial support to get him started: first and last months’ rent and a security deposit.

“Sometimes things can move quickly,” Gonzalez says. “That’s not always the case, but this was easy. Motivation, determination. He has a lot of it. I think we housed him within a week or two.”

Jerome nods. “I was determined to get in [to an apartment]. The money was important. But the emotional support, the understanding, was even more important. I didn’t get the cold shoulder from Carlos; I got a smile. You automatically throw a wall up after bad experiences. I had that wall up. But after a couple conversations, the wall came down, and there was good communication.”

Jerome and Jordan are now fully moved into a three bedroom place with a big, fenced in backyard for their German Shepherd, Solomon. They’ll stay in touch with New Haven Home Recovery through a social worker for a period of up to a year, in case any more support is needed. But for now, Jerome says they’ll be fine.

“It was okay during the period of homelessness because I knew that tomorrow was another day. Yes, now I have a place, but that doesn’t make it okay automatically. I have to make it okay. But I feel more at peace now.”

“I’m glad I am where I’m at now. I’m glad I’m able to provide my son with a stable home environment. It’s a good feeling that he can lay his head down at night in his own bed.”
Taniesha Lowe is the kind of person you would want as a case manager if you needed help. A caseworker for STRIVE New Haven, she helps people looking for work learn the skills they need to make themselves employable. She radiates energy and passion for what she's doing and makes an emotional investment in her clients.

This year Lowe is able to do more for the people she works with than ever before. That’s because of a project initiated by United Way of Greater New Haven that gets people the help they need beyond her own agency, and empowers her clients to set their own goals and take control of their lives.

“It makes so much more sense to ask your client, ‘What do you want?’ rather than, ‘Here’s what you should do.’ It seems like a no-brainer now,” said Lowe. “As soon as I learned it, I couldn’t imagine it being any other way.”

Lowe is talking about the Service Delivery Improvement Initiative (SDII), a pilot project that has been rolled out at five New Haven community service agencies.

“SDII is holistic,” said STRIVE New Haven caseworker Taniesha Lowe. “It gets into the deeper meaning of what do you want? What are you willing to do to get there? How can we help you get there?”

A new, holistic approach to delivering services is making a difference.
People want to change the way they live, but nobody ever showed them how."
start with that?’ I’ve learned how important it is to get the client involved and interested in their goals. You can see the difference when they come in. They tell you, ‘Oh, I did this, or I did that, and they seem happy and excited to be working on their goals.”

Kellyann Day, CEO of New Haven Home Recovery and Life Haven and a United Way Board member, says NHHR has between 25-30 SDII clients. “I think it’s going well,” she said. “When you have STRIVE New Haven and other partners sitting with you at the table, and you have three people you’d like to refer, it streamlines the process and inevitably makes for a better outcome for clients.”

Day also welcomes data sharing and the common assessment form, which uses the same language for everyone. “The goal is to get folks connected with services as quickly as possible, and the assessment form is a key step in that direction,” Day said.

Taisha Franklin, resident service coordinator for the New Haven Housing Authority, thinks the assessment form has already proven to be an improvement. “I’m able to understand what the other four agencies do now. Since my involvement with SDII, I have a better understanding of the referral process. I was able to help get a child into a childcare program, and when somebody from All Our Kin reached out to me, I was able to assist him. We have a great networking system now, and we were able to develop that because of the pilot.

Lowen said people in the community are starting to hear about SDII, and they want to get involved. “I’ve had people come in and say ‘I heard you’re doing this. How can I join?’ They want to change the way they live, but nobody ever showed them how.”

One incident stands out in Lowen’s mind. She came into the office one morning and saw a note on her desk, written by one of her clients. It said, ‘Oh my God. You opened my eyes. I had no idea what was possible.’ This is a person who has had so many case managers in her lifetime, so many chances for someone to say, ‘What do you want to do?’ Really, it’s as simple as that.”

Dr. Michael Pantalon, a Yale psychologist and motivation and addiction expert, has been working with United Way to teach case managers the art of motivational interviewing, a client-centered approach that encourages people to consider making positive changes. “We try to focus on people’s motives for their actions, not just the outcomes,” Pantalon said.

“For example, a counselor might ask, ‘Why might it be important to you to fill out this application?’ The answer will focus on positive results, Pantalon said, such as, ‘I could get hired, I need the money, my kids will respect me.’ Whereas, if you ask, ‘Why didn’t you fill out that application?’ you’ll just get a lot of negative thinking, like, ‘I was sick,’ or ‘I had to take care of the baby because my sitter’s car didn’t start.’”

Sometimes the strategy can seem counter-intuitive. For example, a counselor asks his client, “On a scale of 1 to 10, how ready are you to go to that job interview, one being not ready, 10 being totally ready?” When the client says “six,” the traditional counselor’s response is to ask: “Why not more?” At that point, the client starts listing excuses: “I don’t have anything to wear, I don’t have anyone to watch my kid, it sounds like a lot of computer work; I’m not good with computers.” If the counselor had asked, “Why not a lower number?” the client would have listed the reasons he’s motivated: “I really want this job. I know I can do the work, I really enjoy that kind of work.”

Pantalon said he first started using his adaptations of motivational interviewing when he was a rookie psychologist working in a hospital in the Bronx. “All I heard were the doctors arguing with their patients: ‘Why didn’t you take your medication? Why didn’t you go to treatment?’ And I had an aha moment. I thought, I’ve got to find a different way of talking with people.”
When she first heard about Smart About Money (SAM), Susan didn’t think the budget coaching program was for her. The Branford resident has a steady, well-paying job in the medical field and pays her bills on time. She figured she didn’t need SAM.

Then Susan (not her real name; she wishes to remain anonymous) started having financial problems, spurred in part by some costly circumstances pertaining to her child. Making only the minimum payments on her credit cards, she soon felt she was losing her grip over her finances as her debt snowballed.

“I had paid my bills on time and make decent money (but) it got away from me,” she said. Suddenly, SAM seemed like just what she needed.

The program, geared toward low- to middle-income households, helps people increase their odds of becoming – and staying – finan-
cially stable through one-on-one sessions with trained volunteer budget coaches.

You don’t have to have fallen on hard times to benefit. Few people these days receive any kind of financial management training, and the incentives to overspend — via high-interest credit cards, rent-to-own sales pitches, or low-cost of entry car loans or mortgages you can’t afford — are enticing.

Smart About Money helps people learn basic household budgeting, avoid traps, and make the most out of their resources. The goal: moving beyond survival mode and into a place where people can afford to make healthy choices for themselves and their families.

Smart About Money was offered in 2013 by the Women & Family Life Center in Guilford with support from United Way of Greater New Haven and Guilford Savings Bank. Smart About Money serves residents of Branford, Guilford, Madison, West Haven, Hamden and East Haven, as an increasing number of Shoreline residents are struggling to stay on top of their finances amid the challenging economy.

In fact, federal statistics show there are 23 percent more Shoreline families below the poverty level than there were at the time of the last census, according to Peggy Britt, executive director of the Women & Family Life Center.

“Whether due to divorce, unemployment or under-employment, unexpected health expenses, caring for a parent, or other changes in the family, an increasing number of families on the Connecticut Shoreline have fallen into financial instability,” Britt said. “Many of these families have used all their means to stay afloat, often taking on large amounts of debt. Others are struggling to make one income stretch over two households. Often these families are at risk of homelessness.”

SAM serves a crucial role, she said. “An important component of regaining self-sufficiency is gaining new skills and knowledge.”

People like Susan, who was eager to get to work with budget coach Carole Weisberg.

“The greatest thing I had to offer for her was getting a handle on her own money,” said Weisberg, who helped Susan track where her money went and what it costs to have outstanding credit card debt. “I could see what she couldn’t see. She was paying everything but not getting ahead.”

It was eye-opening for Susan. “I quickly found out I had no idea what money was spent on,” she said. “I was surprised. It forced me to make quick changes.”

With Weisberg’s help she realized her high credit card interest rates were making it extremely difficult to get out from underneath the debt. She began keeping a ledger book to track income and expenses, and explored various benefits offered by her employer.

The new habits, she said, will stick with her “forever.” She has cut back on dining out (a former guilty pleasure), is more mindful of what she spends at the grocery store and has significantly limited her credit card use.

Weisberg, who works for Charter Oak State College, enjoyed being a SAM coach. “It’s a great experience,” she said.

Susan said she’d recommend SAM to others like her who may not initially think they need it. “People have access to their money; they just don’t know how to best manage it,” she said. She is determined to keep using the skills she has gained. Without them, she said, “I’d be in a much worse position.”
MEET BASIC NEEDS

UWGNH INVESTS in data-driven programs that move people who want to work but lack opportunities.

UWGNH LEVERAGES Funding for benefits and basic needs, like emergency food and housing, providing the critical support needed to get on the path to financial stability.

POVERTY START HERE

HOW UWGNH CHANGING for CHILDREN and FAMILIES

United Way of Greater New Haven

ILLUSTRATION: DESIGN MONSTERS
have barriers – like low literacy, limited skills, or criminal records – into lasting employment.

GET A PAYCHECK!

UWGNH PROVIDES services, like volunteer budget coaching, and connects people to services, like free tax-preparation, so people can make best use of the resources they have.

LEADERSHIP brings the community together to get more done, more quickly and effectively, to improve people’s lives.
United Way’s Women’s Initiative is making sure our children are growing up healthy.

A small group of women got together at an area YMCA several years ago to discuss ways they could improve their community.

“We had a very engrossing discussion about the power of women together,” recalled Barbara Healy, a founding member of United Way’s Women’s Initiative.

The women — busy with work, family and other philanthropic endeavors — wanted to focus on the “big picture but also very small, impactful things we could do,” Healy said.

It was the holiday season, and they decided to send out a note to their friends to see if they could collect donations of robes and slippers. Their friends responded

Learning how to cook at a Cooking Matters class.
with rousing support, and the women collected, packaged, and delivered the items to women at an area homeless shelter.

“It was thrilling,” said Healy, and it got the women thinking about what larger projects they could tackle.

The Women’s Initiative has been on a mission to improve the health of families and children in our region ever since.

What started as a small group of women has grown to more than 60 members strong.

When they learned that 80 percent of the children in New Haven qualify for free or reduced price school lunches during the academic year, but many don’t have access to the meals during summer vacation, the group invested in an innovative solution to the problem: They bought a food truck. The idea: If the kids can’t come to the meal, bring the meal to the kids.

Members understood that children who are hungry are more prone to illness, won’t do as well in school, and are less likely to graduate from high school, making it more probable that they will continue a cycle of poverty.

The truck served 25,000 meals in its first two summers alone. The third year totals were still being tallied as our Annual Report went to press.

Next, the Women’s Initiative took on another challenge. Many families, especially those living in poverty, have become disconnected from traditions of home cooked meals. So the Women’s Initiative sought ways to empower families with the knowledge and tools they need to make healthy meals themselves. They partnered with Cooking Matters, an organization that teaches families how to prepare nutritious and affordable meals.

In the past year, members have volunteered at Cooking Matters classes, where participants learn how to navigate a grocery store, shop for healthy ingredients on a budget, read food labels to make smart choices, plan nutritious menus, and cook for their families. Many participants brought their children with them to the classes and graduated from the program with a newfound enthusiasm for cooking and nutrition.

“The best part of my volunteer experience was meeting the wonderful families who took part in

Most participants reported that they made recipes from the Cooking Matters cookbook after the class had ended.
Cooking Matters, “said Women’s Initiative member Carol Koziatek. “It provided perspective on the real need that exists in our very own community. I volunteer because I really worry about people not getting enough of their basic needs. This troubles me when so many of us have so much.”

Following the model of the Food Truck, the Women’s Initiative also supported CitySeed’s Mobile Market, a program that brings fresh, local produce to New Haven neighborhoods underserved by grocery stores. In July and August alone, the Women’s Initiative made it possible for the market to provide 4,250 pounds of fruits and vegetables to 10 underserved neighborhoods.

“I am so proud of what Women’s Initiative members have achieved in our first two years,” said Linda Masci, chair of the Women’s Initiative. “I have been truly inspired by the commitment demonstrated by many in this community, a commitment that comes from the heart. It is this sincere caring that is the basis of true community spirit — a spirit which bodes well for our future.”

**Cooking Matters results**

- **78** percent of participants who reported an improvement in cooking skills after the Cooking Matters course.
- **83** percent who said they made healthy recipes from the Cooking Matters curriculum.
- **78** percent of participants who said they increased their intake of water, low-fat dairy/cheese, lean meats/fish and/or whole grains after the Cooking Matters course.

**CitySeed Mobile Market’s results**

More than **100** visits to low-income and senior population sites throughout the city of New Haven.

More than **1,320** transactions from more than 1,000 unique individuals.

**24** sites.

More than **6,700** lbs of produce sold

**12** cooking demonstrations and tastings.

How hungry are we?

- **20** percent of people living in Greater New Haven said they don’t have enough money to buy food they need.
- **31** percent of people in the City of New Haven said they don’t have enough money to buy food they need.
- **24** percent of people in the inner ring suburbs said they don’t have enough money to buy food they need.
- **10** percent of people in the wealthier outer-ring suburbs said they don’t have enough money to buy food they need.

Source: The 2012 Community Wellbeing Survey conducted by the Siena College Research Institute on behalf of DataHaven.
“The best way to find yourself is to lose yourself in the service of others.” – Mohandas Gandhi

Pick up a rake. Paint a wall. Help people learn how to prepare healthy meals. Welcome families to kindergarten. These are all activities that volunteers took up on behalf of our community last year. Their work is critically important to the nonprofit agencies they support. Equally impressive, though, is how it lifts the spirits of the volunteers and creates a stronger and more connected community. Volunteerism is an important part of United Way of Greater New Haven’s mission.

The contributions of volunteers are significant: 28.5 percent of Connecticut residents volunteer, according to the Corporation for National and Community Service. They supply 81.7 million hours of service, equal to $1.8 billion in services provided. In our last fiscal year, United Way helped connect more than 2,000 volunteers to opportunities in our region. Our signature volunteer efforts included:

- **Days of Caring**, a two-week effort in the fall in which companies and individuals got together to support local nonprofit agencies by beautifying neighborhoods, sprucing up buildings, and organizing food banks.
- A family-friendly **Hands-On Saturday** in the spring of 2013, in which 50 people came together to help prepare four community gardens for spring planting.
- The **Kindergarten Canvas** in which about 200 volunteers fanned out across New Haven welcoming new students and their families to kindergarten.
- The **Point In Time Count** of the region’s homeless, in which hundreds of volunteers gathered data that makes sure that we have enough resources to support and shelter our homeless neighbors.
- **Smart About Money**, which trains budget coaches to help families stabilize their finances.

Our volunteers often tell us that the work they do is a deeply moving experience. We thought we’d share some of their feedback.

**ALINA AKSYOTE BENARDETE**

Volunteer, Point In Time Count of the region’s homeless population

I volunteer because I get back so much more than I could possibly give. It is as selfish as it is selfless... and it will change your life. Volunteering in the 2013 Point In Time Count was pretty eye-opening. Not only am I more aware of the numbers and realities of homelessness in our community, I was also able to join the effort to make others — the government, NGOs — more aware of these numbers and realities, too. I approached and talked to people on the street who I would have never approached otherwise and learned so much.
PAULA CROMBIE
Volunteer, Campaign Coordinator

I live by the statement ‘Change won’t happen without you.’ I view United Way of Greater New Haven as the best organization I can partner with to create change, and my work — as small as it may be at times — is my effort to create a stronger, more livable community, especially for our most vulnerable neighbors and residents.

CLAIRE CRISCUOLO
Volunteer, Women’s Initiative

When you volunteer, you give of yourself. It’s not work, it’s not paid in dollars but in knowing that you are helping others. When you volunteer you help to make the lives of others better, and you make your life better, too. That’s why I volunteer.
**Kenny Chitacapa**  
Volunteer Income Tax Preparer  

The best part of my volunteer experience (with Volunteer Income Tax Assistance) was getting to meet new people and helping people do their taxes while I learn along the way. What I like most about volunteering is spending my time helping strangers; maybe in the future they can help me. I volunteer because I learned from my grandmother that one should always spend time not busy helping others.

**Shelly Stackhouse**  
Volunteer, Point In Time Count  

I worked on this year’s Point in Time Homeless Count. I did this because I think all the people of New Haven DO count, whether or not they have an address, and that their needs should be cause for concern and public action. I loved getting to know the young women with whom I walked the streets of Fair Haven that night. I loved talking to people in the neighborhood, many of whom were helpful to us and concerned about our safety. I volunteer because I can.

**Ashika Brinkley**  
Volunteer, Women’s Initiative  

What I like most about volunteering is the opportunity to get a better understanding of the issues facing families in my community. I volunteer because I think we are obligated to be of service.
2013-14 Board of Directors

Chair Charles Mason, Jr.

- Alfred Smith
- Carl Amento
- Patricia Andriole
- Andrew Boone
- Ashika Brinkley
- Kermit Carolina
- Jack Cockerill
- KellyAnn Day
- Judith Dozier-Hackman
- Andy Eder
- Lawrence Flanagan
- Lindy Lee Gold
- Jonathan Holloway
- Dr. Gloria Holmes
- Liz Lasater
- Lawanda Leslie
- Linda Masci
- Jay Morris
- David Salinas
- Mr. Roger Sciascia
- Michael Thomas
- Ms. Diane Turner, Ex-Officio
- Justin Walsh

Community Impact Cabinet Members

- Darlene Butler
- Andrew Boone
- Penny Canny
- Paula Crombie
- Kellie Byrd Danso
- Malwin Davila
- Michelle Duprey
- Merry Eaton
- Gloria Holmes
- Candice Kohn
- Liz Lasater
- Fran Martin
- Jay Morris
- Ann Marie Paone-Mullin
- David Parachini
- Marcus Rivera
- Gerardo Sorkin
- Stephen Monroe Tomczak
- Cathy Velez
- Sherese Ward

Success By 6 Advisory Council

- Judith Antignani
- Chet Brodnicki
- Cheryl Burack
- Katrina Clark
- Nancy Creel-Gross
- Judith Drenzek
- Xia Feng
- Alice Forrester
- Dr. William Gilliam
- Dr. John Leventhal
- Dr. Tina Mannarino
- Kate Marsland
- Christine Montgomery
- Judith Meyers
- Liza Petra
- Bob Petruceili
- Susan Rubino
- Jessica Sager
- Elisabeth Teller
- Marjorie Weiner

United Way of Greater New Haven is led by local volunteers who represent the diversity of our region, including a volunteer Board of Directors, Community Impact Cabinet, and the Success By 6 Advisory Council.

- Directors of our board serve many important roles at UWGNH, including oversight responsibilities to make sure that the public interest is being served, giving guidance and advice for strategic planning, and helping in fundraising efforts.

- Our Community Impact Cabinet, in conjunction with our skilled, professional staff, makes recommendations about how and where our funds are invested.

- Our Success By 6 Advisory Council serves in an advisory role. Volunteer members use their content expertise and knowledge of early childhood-related issues in the community to promote leadership, collaboration, and regional planning to help connect Success By 6 to other early childhood work in the region.

Our thanks and appreciation to these individuals who give of their time and talent in an effort to build and strengthen our community.

Photo, above: Knights of Columbus employees participated in the 2013 Days of Caring volunteer activities at three different sites, including Roses for Autism in Guilford.
United Way of Greater New Haven is a nonprofit organization, supported by contributions from individuals, corporations, funding agencies and the government, who back our mission to strengthen the community through strategic investments in programs that deliver long-term change.

United Way is a fully transparent organization. Our finances are posted on our Web site, uwgnh.org. This financial information is a snapshot from our most recent, audited financial report, from fiscal year 2012 through 2013. The full financial report will be available after November 1 on our Web site.

United Way of Greater New Haven staff at our office at 370 James Street in New Haven.

1 Other revenue includes investment returns and pension benefit changes.
2 Program expenses include donor directed gifts, direct grant expenses and program services.
Yale-New Haven Hospital’s leadership understands that good health is a “building block” for a good life, and that community wellness is inexorably linked to a stronger, more vibrant Greater New Haven.

This philosophy goes beyond the walls of Yale-New Haven Hospital (YNHH), Yale-New Haven Children’s Hospital, the Smilow Cancer Hospital, and numerous YNHH satellite sites throughout the state. It’s what makes Yale-New Haven Hospital a natural selection for this year’s United Way of Greater New Haven Corporate Community Champion.

Thanks to the strong executive leadership team, contributing to the greater good of the community is a message that has reverberated throughout Yale-New Haven Hospital at every level. Hospital employees increased their contributions to United Way of Greater New Haven in 2012 by 28 percent, with more than one-quarter of the contributions coming from first time donors.

“This was a banner year for the United Way at Yale-New Haven,” said Jay Morris, vice president of education and executive director of the hospital’s Institute for Excellence, and administrative chairman of last year’s YNHH United Way campaign. “Because of the caring spirit and generous donations from YNHH employees through our United Way campaign, our dollars are hard at work strengthening our communities.”

Yale-New Haven Hospital employees do more than make financial contributions. The executive team encourages volunteerism, from serving on nonprofit leadership boards to providing sweat equity for community-building projects. Over the last decade, employees have collected and donated over a quarter of a million school supplies as part of their annual United Way school supply drive, participated in dozens of community service projects through our Days of Caring, and collected more than 20,000 diapers for low-income families in need.

“It is a real honor to be named corporate community champion by United Way this year,” said Richard D’Aquila, president and chief operating officer, YNHH. “It acknowledges the giving spirit of our employees who are extremely generous in sharing with the communities in which we live and work. It is especially significant to receive this award for the very first year in which YNHH participated in the campaign as a newly integrated hospital with our colleagues on the Saint Raphael Campus,” he added.
COMPANIES THAT LIVE UNITED

We recognize and celebrate the following companies and organizations for demonstrating their commitment to creating lasting change in our community through their United Way employee giving campaign and leadership.

3M
AAA
ACE Group*
Aetna
Agilent*
Albertus Magnus College
Alcoa
Amphenol Products
Anthem Blue Cross & Blue Shield of CT*
Area Cooperative Educational Services
AT&T*
Automatic Data Processing*
Bank of America*
Best Buy*
Big Y
Bon-Ton
Brenner, Saltzman & Wallman LLP*
Brescome Barton, Inc.*
Bristol-Myers Squibb*
Burzenski & Company, P.C.*
C. Cowles and Company*
C.A. White, Inc.
Carmody & Torrance LLP
Chubb Group of Insurance Companies*
Cigna
Citizen’s Bank
City of New Haven
City of West Haven
Claire’s Cornucopia
Comcast Cablevision of New Haven*
Composition Materials
Connecticut Container Corporation*
Connex Credit Union
Covidien*
Connecticut Federal Employees
Connecticut State Employees
Day Pitney LLP
Deloitte & Touche LLP
Donald L. Perlroth & Company
East Haven Board of Education
Eder Brothers, Inc.*
Eli Lilly*
Enterprise Rent-a-Car Fedex
First Niagara Financial Group*
Foote School
General Electric Company*
George Ellis Co.*
Halsey Associates, Inc.
Hopkins School
IBM Corporation
ING Direct*
Janney Montgomery Scott LLC
Johnson & Johnson
Knights of Columbus*
Kohl’s*
KX Technologies LLC
L.L. Bean*
Laticrete International, Inc.*
Liberty Bank Foundation*
Macy's*
Magellan Midstream Partners, L.P.*
Marshall’s
Mason, Inc.
McKesson Health Solutions
MFund Inc.
Microsoft Corporation*
Murtha Cullina LLP
Nationwide
Naugatuck Savings Bank Foundation*
NEU Specialty Engineered Materials, LLC/PolyOne Corporation*
New Haven Investment Fund, LLC*
New Haven Public Schools
New Haven Register
NewAlliance Foundation*
Newman Architects*
New York Life
Northeast Utilities
PCL Civil Constructors, Inc*
Pelli Clarke Pelli Architects*
People’s United Bank*
Peter Indorf Jewelers
Petra Construction
Pfizer*
Pratt & Whitney
Principal Financial Group*
Quinnipiac University
Regional Water Authority of South Central Connecticut*
Response Marketing*
Sargent Manufacturing
Schick Manufacturing
Seward and Monde*
Shuster-Mettler Corp.*
Sikorsky Aircraft
Sleepy's Inc.
SMB Networks LLC
Start Community Bank
Stop & Shop*
T.M. Byxbe Co.
Target Corporation*
TD Bank*
The Bilco Company*
The John D. and Catherine T. MacArthur Foundation*
The United Illuminating/Southern CT Gas Company*
The Weigand Memorial Foundation*
TIAA-CREF*
TJ Maxx
Town Fair Tire Centers, Inc.*
Town of Branford
Town of East Haven
Town of Guilford
Town of Hamden
Town of North Branford
Town of North Haven
Town of Woodbridge
Travelers Companies
UBS Financial Services
United Aluminum Corporation*
United Health Group
United Parcel Service*
United Technologies*
University of New Haven
US Airways
Vine Products
Manufacturing Co.*
Walmart*
Webster Bank*
Wells Fargo Advisors*
West Haven Board of Education
West Haven Fire Department – Allingtown
Wiggin & Dana LLP
Woodbridge Board of Education
Yale University*

*Denotes companies that made a corporate gift.
United Way Tocqueville Society

We are pleased to present the members of United Way’s Tocqueville Society and recognize their exemplary level of commitment with deep gratitude and sincere appreciation. Members of the society include philanthropists who support United Way’s work in helping to transform our communities.

ORDRE D’INDEPENDENCE
($250,000 - $499,999)
William C. and Jean M. Graustein
The Seedlings Foundation

LA SOCIETE NATIONALE
($100,000 - $249,999)
Anonymous
Andrew and Eileen Eder
Helen Kauder and Barry Nalebuff

ORDRE D’EGALITE
(50,000 - $99,999)
Nancy and Hank Bartels
Guido and Anne Tyler Calabresi
Linda Lorimer and Charles Ellis
Jim and Cathy Smith

ORDRE DE LIBERTE
($25,000 - $49,999)
Bruce D. Alexander
Marna and Eric Borgstrom
Dr. and Mrs. Harold D. Bornstein, Jr.
Maureen and George Collins Foundation
Carol and Bob Lyons, Jr.
Minot and Alycyn Nettleton
Margie and Ed Pikaart
William and Wendy Platt
Gerald Rosenberg and Cheryl Wiesenberg
Anne Schenck
Pavur R. Sundaresan, M.D., Ph.D.
Ellen Tillotson
Mr. and Mrs. Joseph A. Zaccagnino

MEMBRES DE LA SOCIETE ($10,000 - $24,999)
Anonymous (2)
Robert J. Alpern and Patricia Preissig
Charlie and Lisa Andriole
Donald and Joyce Calcagno
Judith Chevalier and Steve Podos
William Curran
Robert L. and Linda J. Fiscus
Chris and Toddie Getman
Dr. Peter and Maureen Herbert
Edward Kamens and Mary Miller
Frank and Joan Kenna
Candice and Donald Kohn
Nancy Kops
Robert and Bonnie Kreitler
Miles and Liz Lasater
John M. Leventhal and Beverly J. Hodgson

Denotes an investment of $10,000 or more in United Way’s impact initiatives

Denotes Women’s Initiative Leadership Council member

Leadership Circle Members

GOLD ($5,000-$9,999)
Anonymous
Donald and Anne Andrews
Urs Berchtling and Janelle McElhany
Shannon Callaway and Phil Haile
Kathleen and Lee Conney
Lawrence J. Fox
David and Cindy Leffell
Tom and Patty Pollard
William Michael Reisman
Sandra V. Semich
Aryan Shraygani and Frank Bruno
Stephanie Spangler and Robert Shulman
Alexander Welsh

SILVER ($2,500-$4,999)
Anonymous (2)
Steven Berry and Lauren Pinzka
Martie and Larry Bingaman
Rob and Robin Bores
Michael Brown
Sean M. Busby
Bertie Chung, MS, RN, CCRN
Drew S. Days, III and Ann R. Langdon
Matt DeRienzo
John and Kathy DeStefano
Ravi Dhar
John E. Donatich
Clare R. Feldman
Sue and Ray Fitzsimons
Mrs. Constance Fleming
Tamar Szabo Gendler and Zoltan Gendler Szabo
Paul Gencin and Victoria Morrow
Earl Glusac and Marie Robert
Joanne and David Goldblum
John Goldin
Julie Grant
Jack and Barbara Healy
Marcia K. Johnson
E. Neil Jordan
Roger and Connie Joyce
Paula Kavathas
Jean Russell Kelley
Gretchen and Charlie Kingsley
Penelope Laurans-Fitzgerald
Janet Lindner
Juan and Rocie Linz
Ruth Lord
James Lynch
Mr. and Mrs. Robert J. Lyons, Sr.
Lawrence and Ruth Manley
Jerry L. Mashaw and Anne U. MacClintock
Mr. and Mrs. Charles T. Mason Jr.
Bill Massa
Reginald R. Mayo, Ph.D.
Ian P. McClure
Debbie McGuire
Robert Nelson
Efen and Katrina Osorio

Daniel and Jan O’Sullivan
Hap and Stacey Perkins
Dorothy K. Robinson
Peter Salovey and Marta Elisa Moret
Stephen L. Saltzman
Lance Sauerfeig
Mr. Aamer Sheikh
Mary Shropshire
Agnes Siniscalchi
John Skelly
Alfred E. Smith, Jr.
Ronald B. and Sigrid R-P. Smith
Michael E. Sproule
Elizabeth Stauderman
Caesar Thomas Storlazzi
Mark J. Trouble
Barry J. Waters

BRONZE ($1,000-2,499)
Anonymous (22)
Harry and Manette Adams
Joseph Altonji and Cynthia Nethercut
Peter Amato
Linda Anderson
Steven R. Angeletti
Richard and Mary Antaya
Marcella Applewhite
Stephan Ariyan
Maria and Andrew Arnold
Peter Aronson and Marie Landry
William Aseltyn
Harold and Janis Attridge
Lesley Baier and Richard S. Field
Tom Balcezak and Soni Clubb
Betsy H. Barnson
Barbara Barrett
Kathedral Bayl
Thomas and Kim Beckett
Barbara and Jack Beecher
Meg Bellinger and Jim Rhodes
Donald A. Berkowitz Memorial Fund
Tim Bertaccini
C. Bradford Bevers, AIA
Maureen G. Bogan
Mr. and Mrs. Anthony and Stefanie Bole
Andrew P. Boone
April N. Bower
Elizabeth and John Bradley
Susan Brady
Lisa C.O. Brandes
Jeffrey and Saini Brenzel
Thomas and Patricia Brockett
Katherine Brown
Gary and Colleen Bruvod
Bernadette Brugman
Patricia A. Byrne
James S. and Heidi L. Bzdya
Donna M. Cable
Eileen N. Cain
Thomas R. Candrick, Jr.
strong commitment to the community. Please accept our apologies for any omissions or mistakes in this listing. Please contact us at 203.691.4215 if there is an error.

v Indicates Women’s Leadership Council Member  *Indicates deceased

United Way remains committed to recognizing those who demonstrate a
## COMMUNITY PARTNERS

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<th>COMMUNITY PARTNERS</th>
<th>RECEIVED</th>
<th>EDUCATION</th>
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**SUCCESS BY 6**: United Way’s initiative to ensure that more children enter school developmentally on track.

**SCHOOL AGE YOUTH**: Helps children and youth do better in school by having access to safe and enriching after school programs, appropriate mental health support, and tutoring and mentoring services.

**BOOST!**: United Way’s partnership with the City of New Haven and the New Haven Public Schools to provide non-academic support to New Haven public school students.

**INCOME**: Helps increase the number of financially stable working families and individuals by supporting workforce development, connection to benefits, and financial education.

**HEALTH**: Helps improve people’s physical and emotional wellbeing, and access to nutritious food.

**BASIC NEEDS**: Addresses people’s basic needs of housing and food to move them out of crisis.

**COMMUNITY ENGAGEMENT**: Connects people and information and supports community mobilization work, including conferences and volunteer efforts.
UNited Way of Greater New Haven
2012-2013 OvervIEw Of Work And RESULTS

GOAL: Families and individuals achieve greater financial success.

FOCUS: Low- to moderate-income families and individuals.

STRATEGIES:
1. Support workforce development opportunities for people with multiple barriers to employment
2. Increase access to benefits and income supports
3. Increase and coordinate services to improve the financial capability of lower-income individuals and families
4. Develop increased coordination of services and systems

United Way Work

<table>
<thead>
<tr>
<th>Role</th>
<th>RESULTS</th>
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<tbody>
<tr>
<td>Supported workforce development programs to train individuals with soft and hard skills to increase their employability and secure jobs.</td>
<td>Strategic grantmaker</td>
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<tr>
<td>Convened multiple organizations providing workforce development services to share data, promising practices, and ways to work together.</td>
<td>Collective impact partner</td>
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<td>Implemented Smart About Money budget coaching program on the Shoreline to help heads of households set and achieve personal financial goals with the help of volunteer budget coaches.</td>
<td>Direct service provider</td>
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<td>Supported the Volunteer Income Tax Assistance coalition serving New Haven to improve marketing and outreach to consumers and volunteers, and helped honor and thank VITA volunteers.</td>
<td>Key partner</td>
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<tr>
<td>Launched Service Delivery Improvement Initiative to test new ways of helping low-income families achieve their goals through enhanced case management, data sharing, and increased access to life skills training.</td>
<td>Direct service provider</td>
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</table>

INCOME

Over the past year, our workforce development partners helped 91 people with significant barriers to employment get a job.

- 78% of those individuals increased their household income as a result of their involvement with a United Way program.
- 57% are in jobs that pay $10 or more an hour.
- 23% moved above 200% of the Federal poverty Level (considered a measure of financial self-sufficiency in CT).

Through VITA, over 3,800 low-income working individuals received free assistance to complete their tax returns and secured more than $6.4 million in returns. These dollars helped working families provide food and clothing for their children, and in turn benefited the local economy.
EDUCATION – Success By 6

**GOAL:** All children enter school developmentally on track in terms of health, literacy, social, emotional, and intellectual skills.

**FOCUS:** Communities in our region with largest percentage of children living in poverty: New Haven, East Haven, West Haven, Hamden, and Branford.

**STRATEGIES:**
1. Create opportunities for children (ages 0-5) from low-income families to have access to early care and education.
2. Improve the quality of early care and education.
3. Increase parents’ knowledge of the important developmental milestones their children must meet to come to school success-ready.

**UNITED WAY WORK**

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<tr>
<th>Role</th>
<th>Results</th>
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<tbody>
<tr>
<td>Implemented United Way’s Early Head Start program, providing high-quality, full-day, year-round early care and education, and comprehensive support services for infants and toddlers from low-income families.</td>
<td>Direct service provider In FY13, through United Way strategies, more than 800 children ages birth through five benefited from high-quality early care and education opportunities, giving them a strong foundation for school and for life.</td>
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<tr>
<td>Provided funding to child care centers to underwrite the cost of serving low-income families in high-quality infant/toddler and preschool programs.</td>
<td>Strategic grantmaker Through Success By 6, over 450 parents benefited from learning more about child development and how they can best support their child’s learning.</td>
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<tr>
<td>Supported expansion of licensed family child care so that more licensed spaces are available for families.</td>
<td>Strategic grantmaker UWGNH’s leadership and fiduciary role helped community collaboratives in the region secure more than $275,000 for early childhood efforts.</td>
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<tr>
<td>Helped improve the quality of child care centers and licensed family child care through early childhood consultants, literacy coaches, museum visits, and books.</td>
<td>Strategic grantmaker</td>
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<tr>
<td>Supported a wide range of programs that provide information and learning opportunities for families of young children (home visits, playgroups, learning nights, etc.).</td>
<td>Strategic grantmaker</td>
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<td>Provided leadership on community collaboratives, helping to secure additional resources, create community plans, and promote collaboration.</td>
<td>Key partner</td>
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<tr>
<td>Served as fiscal agent for community collaboratives focused on young children and their families.</td>
<td>Key partner</td>
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</table>

EDUCATION – School Age Youth

**GOAL:** All school-age youth succeed in school and are prepared for college and work.

**FOCUS:** Communities with largest percentage of children living in poverty: New Haven, Hamden, and West Haven.

**STRATEGIES:**
1. Create coordinated wraparound services and learning supports.
2. Expand after-school programs and behavioral health supports.

**UNITED WAY WORK**

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<thead>
<tr>
<th>Role</th>
<th>Results</th>
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<tbody>
<tr>
<td>Implemented the Boost! Initiative to support students’ non-academic needs by improving access to and coordination among wraparound services in 11 schools.</td>
<td>Collective impact partner Boost! schools demonstrated better academic performance as measured by the CMTs than non-Boost! schools.</td>
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<tr>
<td>Organized and managed the New Haven Kindergarten Canvass in which school employees and volunteers visited the homes of incoming kindergarteners to welcome them to school, answer questions, and share information about the ART of School Success.</td>
<td>Key partner/volunteer organizer Through Boost!, schools were able to identify, contract with, and monitor 194 partner organizations that provided more than 380 non-academic programs and services to Boost! students.</td>
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<td>Supported after-school programs that provide safe, structured, learning environments for children during out-of-school time.</td>
<td>Strategic grantmaker Boost! schools saw dramatic decreases in behavioral problems and discipline incidents, increases in family involvement, and improvements in school climate.</td>
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<tr>
<td>Supported mental health services for children to address the impact of trauma in their lives by funding therapeutic interventions and helping to form the New Haven Trauma Coalition.</td>
<td>Strategic grantmaker and key partner Boost! impacted more than 5,600 students in 11 schools.</td>
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<tr>
<td>Supported mentoring and tutoring programs that connect children and youth with trained volunteers.</td>
<td>Strategic grantmaker More than 1,200 kindergarten students and their families (more than 80% of the incoming kindergarten class) received a home visit welcoming them to school along with a children’s book and helpful information about the ART of School Success.</td>
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<tr>
<td>Helped develop New Haven Public Schools’ Parent University, which provides workshops and information to parents about how to support their child’s success in school.</td>
<td>Key partner Through Parent University, over 500 parents attended 90 workshops aimed at helping parents support their kids in school and learn the skills they need to get a better job and take their family in a positive direction.</td>
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<td>Served on community collaboratives focused on youth issues.</td>
<td>Key partner Through United Way funding, more than 1,300 school-age youth benefited from mentoring or counseling services.</td>
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Thanks to United Way support, nearly 1,350 school-age youth benefitted from high-quality afterschool programs that provided safe, enriching environments during out-of-school time.
### HEALTH

**GOAL:** People are physically and mentally healthy, and have access to nutritious food.

**FOCUS:** Children, youth, and families in New Haven and the inner-ring communities of East Haven, West Haven, and Hamden.

**STRATEGIES:**
1. Increase access to healthy food and nutrition education for children and youth and their families.
2. Support access to mental health services for children and youth.

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<th>UNITED WAY WORK</th>
<th>ROLE</th>
<th>RESULTS</th>
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<td>Increased children’s access to healthy food through the New Haven Public Schools Food Truck, which serves free meals to children and youth during the summer in underserved New Haven neighborhoods.</td>
<td>Key partner and strategic grantmaker</td>
<td>- Served over 24,000 meals to children and youth through the Food Truck during its first two summers in service.</td>
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<tr>
<td>Offered Cooking Matters classes to teach nutrition information, healthy food shopping, and new cooking techniques through the Women’s Initiative</td>
<td>Key partner, strategic grantmaker, and volunteer</td>
<td>- Almost 30 people completed a six-week session on healthy cooking through our Women’s Initiative Cooking Matters classes.</td>
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<tr>
<td>Supported mental health services for children and youth (aligns with our Education work).</td>
<td>Key partner and strategic grantmaker</td>
<td>- 74% of students participating in counseling services at Clifford Beers saw a decrease in behavioral problems.</td>
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</table>

### BASIC NEEDS

**GOAL:** People’s basic needs for food and shelter are met.

**FOCUS:** Low-income individuals throughout the region

**STRATEGIES:**
1. Increase availability of food to meet the needs of those who are food insecure.
2. Support emergency housing and homelessness prevention services.
3. Make information about health and human services available to community members through 2-1-1, a 24/7 staffed hotline with a statewide database of services.

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<th>UNITED WAY WORK</th>
<th>ROLE</th>
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<td>Supported Opening Doors – Greater New Haven, a coalition of service providers, by funding staff person, providing in-kind office space, and providing leadership on the Opening Doors Steering Committee.</td>
<td>Key partner and strategic grantmaker</td>
<td>- More than 270,000 meals were served at soup kitchens and shelters.</td>
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<td>Supported emergency shelter and food providers through Neighbor-To-Neighbor LifeLine, a partnership with the Jewish Federation of Greater New Haven, and through federal Emergency Food and Shelter Program dollars, managed by United Way.</td>
<td>Advocate and strategic grantmaker</td>
<td>- 375 people received emergency shelter or housing services through United Way support for Neighbor-to-Neighbor LifeLine.</td>
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<td>Supported 2-1-1 call center.</td>
<td>Key partner and strategic grantmaker</td>
<td>- Residents from our region made 94,998 service requests to 2-1-1 for assistance during FY13. The top three inquiries were for public assistance, housing, and utilities/heat.</td>
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<td>Supported residents and not-for-profit organizations negatively affected by Hurricane Sandy.</td>
<td>Strategic grantmaker</td>
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<td>Recruited volunteers for a successful Point-in-Time count of the region’s homeless population.</td>
<td>Advocate and volunteer coordinator</td>
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TOP 5 REASONS TO SUPPORT UNITED WAY

1. **HELP OTHERS** United Way is changing the odds so that every child and family has the opportunity for a good life. We are leading a community-wide effort to improve the lives of those in need. Giving to United Way is the most powerful way to give to your community. Your donation multiplies community impact by combining your gift with gifts from others.

2. **MAKE AN IMPACT** United Way focuses on three main areas: Education, Income, and Health/Basic Needs. If you care about improving schools, helping people attain financial stability, or want to make sure that families have enough healthy food to feed their children, a small investment in United Way’s strategic interventions will make a difference in people’s lives.

3. **IMPROVE OUR QUALITY OF LIFE** By transforming our schools and creating educational opportunities, we can stimulate the local economy, reduce crime, and make our region an even more attractive place to live and work.

4. **INVEST LOCALLY** The money you donate to United Way supports local programs and agencies. Dollars raised in our community, stay in our community to help build a better place for us all to live, work, and raise our families.

5. **BE PART OF REAL SOLUTIONS** When you invest in your community through United Way, you have the satisfaction and confidence of knowing you are helping to sustain and improve the lives of your friends, neighbors, co-workers, and maybe even your own family members.

GALE ZUCKER
GIVE United Way supports programs and initiatives that create change. Your contribution to United Way is the easiest and most powerful way to help people right here in Greater New Haven lead better lives.

ADVOCATE You can make change happen with your voice. Whether you’re speaking out to improve education, income stability, health, and basic needs; reaching out to members of Congress; or wearing the LIVE UNITED shirt to show your support, you can help inspire hope and create opportunities for a better tomorrow.

VOLUNTEER Discover the rewards of volunteering and give the gift of your time and talents. Whether it’s reading to children, leading financial literacy classes for hard-working families, or delivering meals to homebound seniors, there are hundreds of volunteer options available every day.

GET CONNECTED
Visit uwghn.org/signup to get email updates and learn how you can help.

FIND US 203.772.2010
facebook.com/unitedwayofgreaternewhaven
twitter.com/uwgnh

To make a difference, please consider a donation.
Call 203.772.2010 or go to uwgnh.org/give