

ADVANCING EDUCATION
INCOME AND HEALTH



GIVE. ADVOCATE. VOLUNTEER.
United Way of Central Jersey
uwcj.org
Annual Report 2016



Celebrating Your Impact

Thank You for Helping Create Community Change. When we Live United, we can take on challenges and tackle problems across the community.

In this report, you will learn more about how your contributions are making a difference in our community and how United Way of Central Jersey is continuing to help everyone to have the opportunity to succeed.

Thanks to you — our donors, advocates and volunteers — we have been able to bring partners together to address some of the greatest needs in our community. Your gifts not only allow us to help people secure needed resources and achieve stability, they enable us to provide opportunities to excel and thrive.

We know that education begins long before children set foot inside a classroom. That's why we invest in tools for parents and caregivers to help their children reach developmental milestones.

It's not enough simply to feed children; it's also important that they learn how to make healthy choices. And we know that it's not enough for students to simply graduate high school; diplomas should also open doors for higher education and/or a career.

United Way has been a force for change in this community for nearly 100 years. It is only because of our partnerships that we are able to make a lasting impact throughout Central Jersey.

But our work is not done. So, whether you are a lifelong or new supporter of United Way, we look forward to our continued partnership toward a greater community for all.



United Way works together

with Non-Profits, Businesses, Faith-based Groups, Schools, Government and Residents to create opportunities for a better life.

Thousands need our help, so we focus on early prevention before problems develop.

2016 Federal Poverty Guidelines (FPL)

# in Family	Income
1	\$11,880
2	\$16,020
3	\$20,160
4	\$24,300
5	\$28,440

Source: Federal Register 2016

Living Below the Poverty Line by County

	Children	Total
Middlesex	18,856	63,424
Union	20,921	51,568
Monmouth	14,097	41,725
Mercer	12,709	35,784
Somerset	6,169	15,121

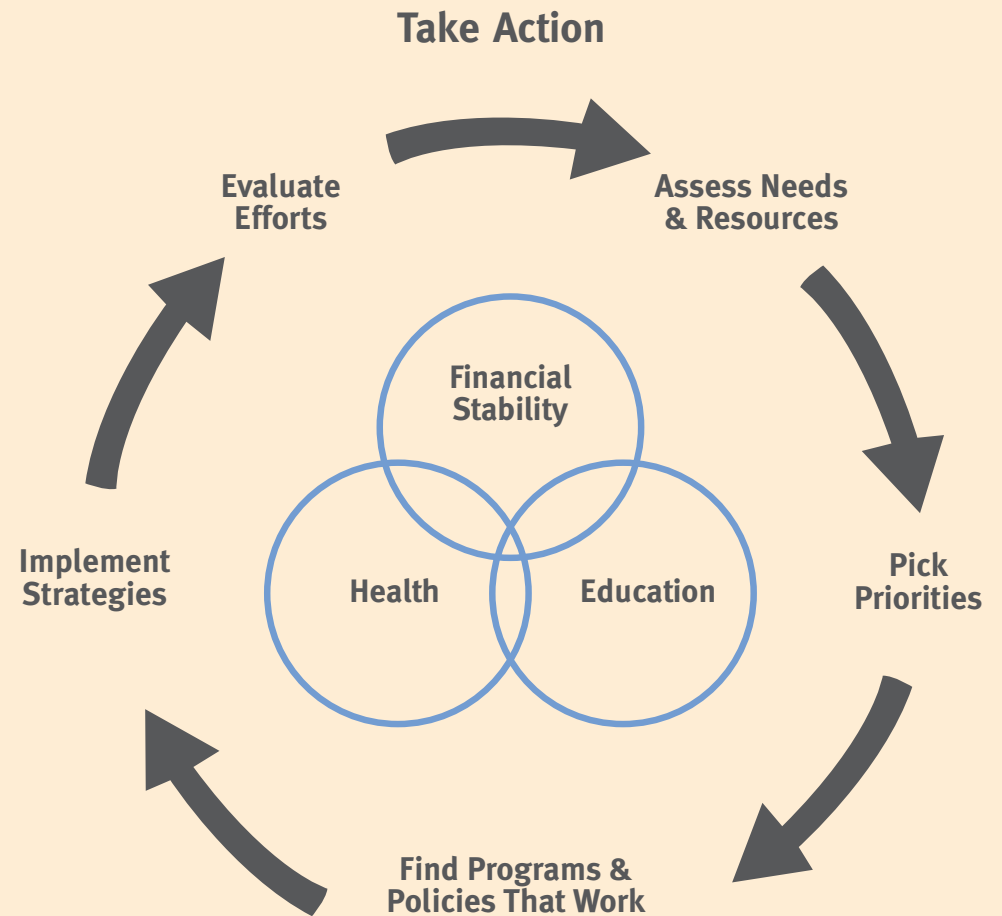
Source: U.S. Census 2015
<http://www.census.gov/did/www/saipe/data/interactive/#>

The bare-minimum, "Household Survival Budget," for a single adult is \$21,492.
 Source: ALICE Report 2016 - Update for New Jersey

Health, Education and Financial Stability

are inter-related factors that determine quality of life. That's why United Way takes a comprehensive approach.

Join us to find new solutions to old problems, by mobilizing resources, and inspiring individuals to join the fight.
 Join us to Live United.



Education

United Way of Central Jersey is working at critical points along the school spectrum to help children achieve their potential through education. We're engaging the community to support youth by volunteering and by improving access to quality, affordable child care and early learning opportunities. We are working with schools and parents to improve graduation rates and providing after-school and mentoring programs for at-risk youth.

More Successful Students

UWCJ works to address low literacy rates among economically disadvantaged students.

- UWCJ Home Visitors take materials into the home of qualified children to train care givers to stimulate brain development and literacy.
- Summer literacy programs, literacy kits for students to take home and reading mentors help improve school success.
- 50% of "Summer Sprouts" School Program participants improved reading scores.
- Children enrolled in high quality pre-school are 30% more likely to graduate from high school.



Every year, students suffer summer learning loss. Some teachers have to spend a significant portion of the first two months repeating the prior year's instruction.

United Way of Central Jersey, working with corporate partner UPS, founded a summer program at one elementary school to address this issue. Called "Summer Sprouts," the program included 25 students over a 5 week period in July and August.

The result: rather than suffering summer learning loss, over half the participating students actually improved their literacy scores! It's a dramatic reversal of what research had indicated we should expect.



Education

Helping children and youth achieve their potential

Outcome

Children are developmentally on track and demonstrate readiness to succeed in school.

Program	Program Description	Investment	People Helped
Quality Child Care	<i>Safe, secure affordable child care for working families</i>	\$8,505	100
Quality Child Care	<i>Safe, secure affordable child care for working families</i>	\$21,517	86
Quality Child Care	<i>Safe, secure affordable child care for working families</i>	\$13,925	67
Early Literacy	<i>In home early literacy program</i>	\$121,153	30
Parental education	<i>Parental education for school readiness</i>	\$34,189	30
Afterschool programming	<i>Targeted to preschool children</i>	\$1,250	72

Outcome

Youth demonstrate improved personal and academic success

Program	Program Description	Investment	People Helped
Mentoring	<i>Mentoring for children and teens</i>	\$7,000	87
Afterschool programming	<i>Afterschool program including homework assistance and tutoring</i>	\$30,885	110
Afterschool programming	<i>Afterschool program including homework assistance and tutoring</i>	\$7,175	138
Afterschool programming	<i>Afterschool, mentoring, tutoring and other services for youth at risk of involvement in the juvenile justice system</i>	\$5,525	11
Mentoring program	<i>Mentoring for children and teens</i>	\$19,028	143
Services for youth with disabilities	<i>Assists youth and their families in navigating educational and other systems to provide the support needed for youth to thrive in school</i>	\$5,125	260
Parental education	<i>Parental education and training</i>	\$16,320	117

Financial Stability

Helping families become stable and financially independent by supporting basic needs, like emergency food distribution, while increasing financial education, helping hardworking people obtain job training and family sustaining wages, and increasing affordable housing.

Financially Stable Families

- Over \$3.3 million returned to the community as a result of UWCJ's Volunteer Income Tax Assistance program.
- Over 2,300 tax returns filed by over 50 volunteers at 11 locations throughout Central Jersey.



Ms. Jane Gets a Refund

Jane, not her real name, was used to paying a lot of money to have her taxes prepared. Like all of us, she wanted to find a lower cost alternative – especially after losing her job in September.

Jane called the IRS to see if there were any other options, and they gave her United Way of Central Jersey's number because United Way had over 50 volunteers in the VITA (Volunteer Income Tax Assistance) program. Eleven locations across Central Jersey had volunteers who prepared tax filings at no cost for qualified tax payers.

"It is a great service, and the people are so nice," she said, "I got more back than I have in years!" How is she going to use the money she received? "I'm going to pay bills and make repairs to the house," said Ms. Jane. "I have a back door that I've needed to repair for years. So, now I'm going to get it done." Thank you United Way VITA program.



Financial Stability

Promoting financial stability and independence

Outcome

Families with children have access to emergency food distribution, shelter and crisis intervention

Program	Program Description	Investment	People Helped
Social services for families	<i>Provides a broad array of social services for families including emergency rent and utilities</i>	\$8,325	511
Shelter services	<i>Temporary homeless shelter for families</i>	\$6,750	47
Nutrition and food services	<i>Addresses the needs of those in the community who are food insecure</i>	\$11,250	1,068

Outcome

Families are able to function effectively and achieve and maintain economic independence

Program	Program Description	Investment	People Helped
Legal assistance & homelessness prevention	<i>Legal aid for income eligible families with children</i>	\$93,500	1,597
Career training	<i>Culinary training focused on obtaining a job in the food industry</i>	\$5,125	70
Social services for families	<i>Provides a broad array of social services for families who are new immigrants to the United States</i>	\$13,382	251
Job training	<i>Work skills training for displaced homemakers</i>	\$6,125	149
Transitional housing	<i>Transitional housing and support services for women with children</i>	\$2,500	21
Transitional housing	<i>Transitional housing and support services for families living with HIV/AIDs</i>	\$4,000	26
Legal assistance	<i>Helping families navigate the legal immigration system</i>	\$14,800	422
Information & referral	<i>24 hours a day, 365 days a year, multi-lingual information and referral</i>	\$29,500	13,478
Immigration Services	<i>Free immigration, legal and insurance counseling</i>	\$92,810	712
Free income tax preparation	<i>IRS-certified tax preparers help low income families file tax returns</i>	\$115,669	2,306

Health

We're helping people in our community improve their health. We're working to increase access to critical healthcare services; reduce substance abuse, child abuse and domestic violence; and increasing health education and preventive care.

Healthier Families

UWCJ works with low-income, first-time mothers to help ensure healthy birth results. Research results show:

- 48% reduction in child abuse and neglect
- 56% reduction in emergency room visits for accidents and poisonings
- \$5.70 return per dollar invested

Joann, not her real name, was referred to United Way by a health clinic in New Brunswick. She had just recently become pregnant and fit the criteria for a high-risk pregnancy. Joann was homeless and was pregnant with her first child.

The Nurse Home Visitor working in United Way's program helped to stabilize Joann's living arrangements. United Way of Central Jersey contributed to the rental deposit, so Joann could occupy a safe place when she brought her baby from the hospital.

Today, Joann is free of her addiction, working and going to school. The Nurse visits with her twice a month to help her achieve her goals and monitor the baby's development.

You can help do this work by supporting UWCJ's health programs.



Health

Improving people's health

Outcome

Families are able to achieve and maintain good health and nutrition

Program	Program Description	Investment	People Helped
Respite care	<i>Respite care for families of children with developmental disabilities</i>	\$4,125	50
Respite care	<i>Respite care for families of school-aged children with developmental disabilities</i>	\$2,500	15
Mental health counseling	<i>Counseling services for children and youth</i>	\$6,000	322
Domestic violence counseling and support services	<i>Intensive in-home support to preserve families and avoid out of home placement of their children</i>	\$3,750	51
Mental health counseling	<i>Multi-lingual counseling service for children and youth</i>	\$3,000	105
Substance abuse counseling	<i>Substance abuse counseling for adults and teens</i>	\$9,339	274
Health care	<i>Provides clinical health services</i>	\$8,784	118
Health care	<i>Provides clinical health services</i>	\$88,123	6,273

Outcome

Children are developmentally on track and demonstrate readiness to succeed in school

Program	Program Description	Investment	People Helped
Early developmental testing and intervention	<i>Provides intensive early intervention services for children from birth to age 2 1/2 in their home or child care setting</i>	\$26,639	382
In-home health services	<i>Home visitation by skilled nurses for mothers and infants</i>	\$13,055	79
In-home health services	<i>Home visitation for first time mothers and their infants to ensure healthy development</i>	\$809,336	163

Outcome

Families with children have access to emergency food distribution, shelter and crisis intervention

Program	Program Description	Investment	People Helped
Domestic violence intervention and referral	<i>Rapid response teams working with local police departments to provide information and referral to victims of domestic violence</i>	\$4,000	64
Shelter services	<i>Homeless shelter for homeless families</i>	\$41,223	424
Nutrition and food services	<i>Addresses the needs of those in the community who are food insecure</i>	\$30,800	1,700
Social services for families	<i>Support for families with infants and toddlers</i>	\$10,000	639
Specialized counseling services	<i>Counseling services for youth in foster care</i>	\$16,919	38
Domestic violence counseling and support services	<i>Education and counseling for victims of domestic abuse and their children</i>	\$36,158	2,337
Emergency shelter services	<i>Shelter for women and their children</i>	\$41,300	227
Domestic violence counseling	<i>Services for families experiencing domestic violence</i>	\$4,375	54

Thank You!

United Way's volunteers are the heart of the organization. They give their time, talent and treasure to build a stronger, healthier Central Jersey community. Through their support and leadership, United Way is able to create opportunities for a better life for all.

UNITED WAY OF CENTRAL JERSEY

2016-17 Community Impact Committee Volunteers

Dale Callendar
Terry Danzig
Justin Footerman
Sol Heckelman
George Heinze
Christine Hines
Bridget Kennedy
Suzanne Siverio Kreie
Jane S. Leal
Carmen Maietta
Bruce Marich
Justin Mastykarz
Ana Monroy

2016-2017

Program Investment Committee Members

Children Ready to Succeed

Ana Monroy*
Michelle Latona
Bruce Marich
Justin Mastykarz
Tania Ray

Families Living Well

Jane Leal*
Terry Danzig
Justin Footerman*
Carol Goldin*
Adrienne Jones
Phyllis Kinsler
Melyssa Lewis
Debby Miller
Janien Reeves
Rachel Silverman*

Youth on Track

Bill Auer
Dale Callendar*
Sol Heckelman*
Christine Hines
Ainsworth Kiffin
John Morgan

Safety Net Services

Tiffany Edmonds
Michelle Latona
Carmen Maietta*
Jennifer Tanner

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and Chief Professional Officer
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William Auer
Candace Crane
William Dennison
Patricia Desiderio
Stuart Grant
Patricia Guevara
Elizabeth Hance
Helga Herrera
Richard Hyjack
Mirielle Jocelyn
Melissa Lagera
June Launay
Alliene Matonti
Daneane McLaughlin
Cynthia Moorhead
Charmaine Rodriguez
Mary Schwartz
Theresa Shields
Victoria Silverio
Jill Smith
Sara Spatz
Jagdish Vasudev
Carolyn Williams
Anthony Zecca

*Chair

2016 - 2017 Board of Trustees

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Sol Heckelman – Vice Chair, Community Impact
Jane S. Leal – Vice Chair, Brand Strategy
Chris Van Der Stad – Treasurer
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Ana Monroy
Giselle Mudge
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Robert L. Bramson
George Heinze
Louis Kilian
Joseph P. Nirschl, Ph.D
Walter C. Vertreace, Esq.
Richard Wildnauer



Never underestimate the power of a few committed people to change the world. Indeed, it is the only thing that ever has.

– Margaret Mead

2016 Contributors

of time, talent, treasure and goods in kind

United Way of Central Jersey thanks our corporate supporters and their employees for their workplace and corporate giving.

Organizations with an * participated in Gifts of the Season, Stuff the Bus or provided other in-kind support for United Way.

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FMC Corporation
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Hersha Hospitality
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New Jersey Institute for Disabilities
New Jersey Resources
New States Contracting
NYC Combined Federal Campaign
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Pfizer
Phillips 66 Company
Planned Parenthood of Central and Northern New Jersey
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Walgreens
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Wegmans*
Wells Fargo*
William Grant & Sons*
Williams
Women Aware
Xerox
Zebra Pen*
Zipp, Tannenbaum & Caccavelli, LLC*

Giving Societies

Giving Societies enable members the opportunity for deeper engagement in United Way's work. Members work with United Way to address specific needs in our communities through volunteering while also developing skills and expanding their personal and professional networks.

LINC (Lead, Impact, Network and Change)

Join the LINC group if you're interested in getting involved with United Way and your community! Help fight for the health, education and financial stability of every person in every community.

The LINC group is open to all young professionals in their 20's or 30's. By signing up, you'll receive our newsletter, invitations to volunteer and networking events and opportunities to meet community and business leaders.

Connect with like-minded young professionals at fun, casual networking events.

- Create Literacy Kits for low-income children to take home
- Meet for a beer tasting and plan the next event
- Join our group for a Park or Beach clean up and pizza to celebrate

This is one of United Way's national LINC groups <http://www.uwlinc.org>



UNITED WAY WOMEN UNITED®

Women United

When Women Unite, Our Community is Stronger.

No one understood the power of women to effect change better than Frances Wisebart Jacobs, founder of the nation's first United Way 125 years ago.

The philanthropic spirit is alive right here in Central Jersey where the Women United members can give, volunteer and advocate to support children and families.

Through fundraising and sponsorship activities they can support programs to ensure that children enter kindergarten ready to learn.

Programs like the Parent-Child Home Program, which provides books for children and trains parents how to stimulate healthy brain development and literacy skills, provide a platform for academic success.

The annual Women United donation is \$1,000, alone or in combination with a matching gift. For information and to join Women United at the United Way of Central Jersey please contact June Launay at jlaunay@uwcj.org

Thomas Edison Society

Our Thomas Edison Society members are the foundation of the work we do. They go above and beyond to transform our community every day. They recognize the power that each of us has to improve the lives of our neighbors.

An annual gift of \$1,000 or more – that’s less than \$20 per week – allows you to join a dynamic group of like-minded individuals focused on tackling the community’s most pressing issues. It’s proof that a little goes a long way when it comes to helping others.

Members receive special updates from United Way and exclusive invitations to events throughout the year. Initiatives include preparing children to succeed in school, addressing critical health issues and building financial stability for low-income families.

For more information about the Thomas Edison Society and Leadership Giving please contact William Dennison at wdennison@uwcj.org.



Alexis de Tocqueville Society

Alexis de Tocqueville Society

Members of the Tocqueville Society are building a community where people have enough to eat, a safe place to live and children are prepared to succeed in school.

They use their talents and resources to accelerate positive change in lives and communities. Their impact is powerful and lasting, creating a better life for all.

Part of a nationwide network of like-minded individuals who wish to make a greater impact with their gifts, members have access to a variety of events. They include social get togethers like wine tastings as well as events that offer a close examination of the strategies to address the most difficult problems in our community. You choose the kind of involvement you prefer.

You can join the Alexis de Tocqueville Society by making an annual contribution of \$10,000 or greater. New members can join through our step-up contribution plan with a first-year gift of \$6,000, a second-year gift of \$8,000 and a third-year gift of \$10,000.

For information about the Alexis de Tocqueville Society, please contact June Launay at jlaunay@uwcj.org

Thomas Edison and Alexis de Tocqueville Societies

The individuals listed below are helping to make a difference here in Central Jersey through a Leadership level donation of \$1,000 or more. Thank you for understanding that it takes the entire community working together to address the basic building blocks of Education, Health and Financial Stability in order to ensure a good life for all. We gratefully acknowledge your continued support of United Way of Central Jersey.

Gloria Aftanski
Suzanne Anderson
Agnes Barenti
James A. Bolognese
Susan M. Cohen
James M. Dailey
William Dennison
Matthew Dodds
Michael L. Donahue
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Todd E. Wilkerson
Leonard Wohlgemuth



The highest rate of return in early childhood development comes from investing as early as possible, from birth through age five, in disadvantaged families. Starting at age three or four is too little too late, as it fails to recognize that skills beget skills in a complementary and dynamic way. Efforts should focus on the first years for the greatest efficiency and effectiveness. The best investment is in quality early childhood development from birth to five for disadvantaged children and their families.”

– James J. Heckman, December 7, 2012

Some corporations and pledge processors do not share donor information. To the best of our knowledge, the information above was correct as of the publication of this Annual Report. In case of changes, please contact Gloria Aftanski at 732 247-3727.

Financial Report

United Way of Central Jersey sets high standards for its conduct. We must always be above reproach. Our investors and volunteers trust United Way to be a good steward of their investments.

For every child or family we reach, there are many more that need the kinds of programs that we support. The United Way is working hard with our community partners and volunteers to increase the return on your investment, but ultimately, the impact of the current level of funding can only go so far. We hope that you will consider helping us close the gap – a gap that spans literally millions of dollars – so that every member of our community who needs help can reap the benefit of your investment.

United Way strives to maximize the amount of donor dollars available to support our community programs, and we are pleased to have maintained a reasonable level of overhead costs.

While overhead costs do not highlight a nonprofit’s effectiveness, they should reflect a nonprofit’s investment into the people and resources needed to effectively do its work.

The focus should be on the IMPACT donor dollars are making in our communities. The table on the right depicts how United Way invested in Community Impact based on the revenue from the 2016 campaign. Final Report available when the 2016 audit is completed.

FINANCIAL REPORT 2016	
Total Resources Under Management	\$8,860,619
Program Services, Community Administered:	
Investment in Community Programs	\$698,665
Donor Designations Distributed	\$4,280,542
FEMA Awards to Community Agencies	\$399,061
Net Funds Awarded/Distributed	\$5,378,268
Program Services, UWCJ Administered	
Community Impact & Investment	\$396,447
Nurse-Family Partnership Program	\$810,399
Parent-Child Home Program	\$122,754
Abriendo Puertas Program	\$34,190
New Americans/Immigrant Services Programs	\$117,810
Volunteer Income Tax Assistance (VITA)	\$115,669
Holiday Gifts, Schools Supplies, Other in-kind	\$197,019
Superstorm Sandy Recovery	\$47,834
Volunteer Hours provided to Community	\$125,877
Other Program Services	\$59,869
Net UWCJ-Administered Program Expenditures	\$2,027,868
Total Investment in Community Solutions Support Services	
Administrative	\$483,214
Fundraising	\$345,059
Total Support Services	\$828,273
Total Expenditures & Distributions	\$8,234,409

Strategies for Success

Consider support for United Way of Central Jersey's community impact. Financial resources make successes like these possible and result in more self-sufficiency - reducing expenses for us all.



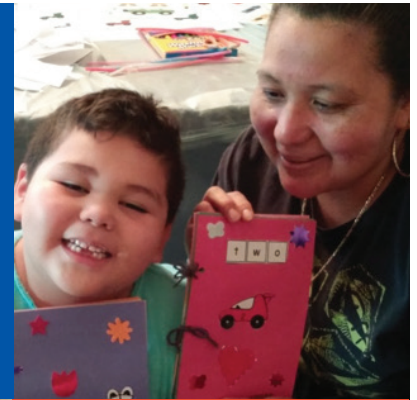
Champion for Coverage

Assisted health insurance enrollment and applications for citizenship.



Abriendo Puertas/ Opening Doors

More parents can advocate for their children's health, education and financial stability.



Volunteer Income Tax Assistance

Over \$3.3 million returned to over 2,300 working families and individual tax payers.



The Nurse-Family Partnership

Children born to mothers in the NFP Program had:

- Higher IQs and fewer behavior problems by age 7.
- 38% reduction in language delay.



The Parent-Child Home Program

Children participating are 50% less likely to be referred to special education services.

Tell us what you think about the most important challenges in your community and what can be done about them at www.uwcj.org



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