

ADVANCING EDUCATION
INCOME AND HEALTH



FOUNDATIONS FOR A BETTER FUTURE

Secure a better future for everyone
by investing in children



GIVE. ADVOCATE. VOLUNTEER.

United Way of Central Jersey

uwcj.org

Annual Report 2018



Letter from the President

The future of Central Jersey depends on all of us – especially the next generation. Are we doing everything we can to make sure our children grow up to be productive adults who can give back and strengthen our neighborhoods?

One place we can make a real difference is getting children off to a good start. Their education, health and financial stability are important focus areas for United Way of Central Jersey.

There are simple solutions with proven results that all of us can help achieve:

- Improved literacy
- Improved birth and early health
- Improved access to financial resources

We all benefit when children succeed: improved education leads to subsequent economic success as adults and can lead to lower public assistance and law enforcement costs for all of us.

For a better future in Central Jersey join the fight to improve children's success. That's how we LIVE UNITED.

Find out how you can help: 732 247-3727.

Gloria Aftanski
President

UWCJ prevents problems before they develop.

- UWCJ home visitors train care givers to help students succeed – so they don't cost us thousands later in unemployment-related costs
- UWCJ works with low-income, first-time mothers to help ensure healthy birth outcomes and early child development – so we can avoid unnecessary healthcare costs.
- UWCJ provides free tax filing, legal services, job training, temporary shelter and emergency rent - to prevent homelessness and the cost of public assistance or emergency services.

Here's how you can help

Improve Literacy

- Help develop literacy by donating books or reading to children
- Volunteer in classrooms and provide literacy materials
- Provide training for parents to stimulate brain development



Improve Health

- Provide nutritious food to children and families
- Educate families about preventive health
- Help generate access to health care

Improve Financial Stability

- Provide supplies for new mothers and babies that reduce costs
- Increase the number of families who receive the tax refunds they deserve



Here's how you benefit when you support UWCJ

- You help improve school outcomes, so fewer resources can be spent on grade repetition and special education classes.
- As a result of improved economic outcomes, students benefit from higher lifetime incomes.
- Members of society gain from reduced levels of delinquency and crime.

Education

Helping children and youth achieve their potential

Outcome: Measurable Change in the child's knowledge

| Program | Program Description | Investment | People Helped |
|-------------------------|--|------------|---------------|
| Early literacy | In home early literacy program | \$103,682 | 15 |
| Parental education | Parental education for school readiness | \$35,691 | 25 |
| Afterschool programming | Targeted to preschool children | \$16,350 | 61 |
| Preschool | Evidence based preschool | \$12,500 | 75 |
| Life skills training | Evidence based program teaching life skills to 2nd grade students | \$1,400 | 244 |
| Life skills training | Evidence based, research validated substance abuse prevention program for 5th grade students | \$2,400 | 112 |
| Summer School | Early childhood literacy program to address summer learning loss | \$11,755 | 33 |

Outcome: Measurable change in the child's behavior

| Program | Program Description | Investment | People Helped |
|-------------------|----------------------------------|------------|---------------|
| Mentoring program | Mentoring for children and teens | \$2,700 | 3 |
| Mentoring program | Mentoring for children and teens | \$16,200 | 22 |

Outcome: Measurable change in the child's skills

| Program | Program Description | Investment | People Helped |
|-------------------------|--|------------|---------------|
| Quality child care | Safe, secure affordable child care for working families | \$9,200 | 100 |
| Quality child care | Safe, secure affordable child care for working families | \$22,000 | 25 |
| Parental Education | Parental education and training | \$5,200 | 70 |
| Afterschool programming | Afterschool program including homework assistance and tutoring | \$7,100 | 39 |

Financial Stability

Promoting financial stability and independence

Outcome: Families with children are able to secure temporary emergency shelter

| Program | Program Description | Investment | People Helped |
|----------------------------|---|------------|---------------|
| Shelter services | Shelter for homeless families | \$23,450 | 218 |
| Shelter Services | Temporary shelter for homeless families | \$2,500 | 18 |
| Emergency shelter services | Shelter for abused women and their children | \$30,925 | 100 |

Outcome: Families with children have access to emergency rental and utility assistance

| Program | Program Description | Investment | People Helped |
|------------------------------|---|------------|---------------|
| Social services for families | Provides a broad array of social services for families including emergency rent and utilities | \$2,000 | 362 |

Outcome: Families with children are able to secure temporary emergency shelter

| Program | Program Description | Investment | People Helped |
|--|---|------------|---------------|
| Legal assistance & homelessness prevention | Legal aid for those at risk of homelessness | \$69,625 | 673 |
| Information & referral | 24 hour a day, 365 days a year, multi-lingual information and referral helpline | \$29,500 | 17,904 |
| Free income tax preparation | Low-income tax payers get the credits and refunds they deserve | \$150,400 | 2,500 |

Health

Improving people's health

Outcome: Measurable change in the child's behavior

| Program | Program Description | Investment | People Helped |
|---------------------------------|--|------------|---------------|
| Specialized counseling services | Counseling services for youth in foster care | \$7,700 | 14 |

Outcome: Measurable change in the child's skills

| Program | Program Description | Investment | People Helped |
|--|---|------------|---------------|
| Early developmental testing and intervention | Provides intensive early intervention services for children from birth to age 2 1/2 in their home or child care setting | \$30,800 | 286 |

Outcome: Measurable change in the child's health

| Program | Program Description | Investment | People Helped |
|---|---|------------|---------------|
| In-home health services | Home visitation for first time mothers and their infants to ensure healthy development | \$806,003 | 216 |
| Mental health counseling | Counseling services for children and youth | \$1,400 | 127 |
| Mental health counseling | Multi-lingual counseling service for children and youth | \$4,550 | 25 |
| Substance abuse counseling | Substance abuse counseling for adults and teens | \$2,200 | 7 |
| Domestic violence counseling and support services | Education and counseling for victims of domestic abuse and their children | \$50,150 | 37 |
| Assistance for children in foster care | Serves abused and neglected children in out of home placements through the use of volunteers. | \$16,800 | 46 |
| Preventive care for children | School-based Dental Hygiene intervention | \$121 | 175 |
| Patient Care Coordination | Promote adoption of preventive oral healthcare | \$1,671 | 21 |

Outcome: Families with children have access to emergency food distribution programs including infant formula and Other Single Use Infant items

| Program | Program Description | Investment | People Helped |
|------------------------------|--|------------|---------------|
| Social services for families | Support for families with infants and toddlers | \$6,500 | 1279 |

2018 Federal Poverty Guidelines (FPL)

| # In Family | Income |
|-------------|----------|
| 1 | \$12,140 |
| 2 | \$16,460 |
| 3 | \$20,780 |
| 4 | \$25,100 |

Source: Federal Register 2018

Living Below the Poverty Line by County

| | Total |
|-----------|--------|
| Middlesex | 71,988 |
| Union | 58,897 |
| Monmouth | 44,435 |
| Mercer | 41,183 |
| Morris | 26,983 |
| Somerset | 17,355 |

Source: U.S. Census 2017
<http://www.census.gov/did/www/saipe/data/interactive/#>

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
Michael A. Albanese
Andrea E. Avigne
Steven Ball
Agnes Barenti
Candace Barnes
David & Maryann Belanger
Lise Ann Blair
Robert Bloomquist
James A. Bolognese
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Cesar Renteria
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Michael Rodriguez

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Michael Siegel
Steven Simmons
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Robert & Grazia Tagliente
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Cathleen L. Traphagen
Bradley Tucker
James Urban
Chris Van Der Stad
Gerda Van Werven-Fransse
Jagdish Vasudev
Frank Vitrano
Edward C. Waters Jr.
Jeffrey Watson
Dr. Richard H. Wildnauer
Xavier O. Winfield
Leonard Wohlgenuth
Jeffrey Wolfanger
Jacek Zaranski



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.

2018 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. Thanks to organizations that participated in Gifts of the Season, Stuff the Bus or provided other in-kind support for United Way.

| | | | |
|--|---|---|--------------------------------------|
| AAA Mid-Atlantic | EnerSys | Lowes | Silverline |
| Acme Markets - Supervalu | Enterprise Rent-A-Car | LT Apparel | Sirius Computer Solutions |
| ADP | Ernst & Young | LyondellBasell | Somerset Patriots |
| Advanced Specialty Contractors | Estate of George D. Martin | Macy's | Sosinski Family |
| Allstate | Experis Finance | Manpower | South County Day Care |
| AmazonSmile Foundation | Express Scripts | Middlesex Water Company | Southern Company Gas |
| American Express | Exxon Research & Engineering | Miller-Coors | Stantec Consulting Services |
| Andersen Corp | Federal Business Centers | MOMS Club of South Plainfield, Piscataway, & Dunellen | Stern Strategy Group |
| AT&T | Federal Express | Monro Muffler & Brake | Stop & Shop |
| AT&T - Piscataway | Federal Reserve Bank | Morgan Stanley | Structure Tone |
| Banana Republic | FedEx Ground | Myron Linfield Living Trust | Suez |
| Bank of America | Fidelity Charitable | Nationwide | Sun Trust |
| Bank of NY Mellon | Fidelity National Title Group | NBCU | SWM |
| BASF | First Energy Corporation | New Jersey Institute for Disabilities | Synchrony Financial |
| BB&T | FMC Corporation | New Jersey Resources | Target |
| Beckman Coulter | Foresters Financial | NJ SECC | TATA Consultancy Services |
| Best Buy | Fulton Financial Corporation | New States Contracting | TD Bank |
| Black & Veatch | Gannett Fleming | Nordstrom | TD Charitable Foundation |
| Blair H. and Lee D. Temkin Family Fund | Gap Inc. | North Highland Company | Tekmark Global Solutions |
| Bristol-Myers Squibb | General Electric | Old Navy | The Brunetti Foundation |
| Brother International | Gilbane | P&G Associates | The Learning Experience - Sayreville |
| Brown Brothers | GRC Solutions | P&G Auditors and Consultants | The P&G Foundation |
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| Campbell Soup | HB Fuller Company | Paychex | THS Multimedia |
| CDM Smith | Health Fitness Lake Forest | People's United Bank | TIAA-CREF |
| Central Jersey Legal Services | Henkel | Perdue Farms | TKC Holdings |
| CenturyLink | High Hotels | Perry Family | Travelers |
| Cigna | HVHC | Pestka Biomedical Labs | TXB LLC |
| City National Bank | Hyatt Regency Hotel | Pfizer | United Health Group |
| Civic League of Greater New Brunswick | IBM | PGX LLC | United Way of Central Jersey |
| Clarke Family | Imperial Distributors | Planned Parenthood | United Way of Long Island |
| Click n Give | Independence Blue Cross | PNC Bank | United Way of Northeast Florida |
| Colgate | International Jain Sangh | Pomeroy | United Way Tri-State |
| Colonial Pipeline Company | International Paper | Princeton Manor | Unum |
| Comcast | ITW | Princeton Radiology Oncology | UPS |
| Computer Generated Solutions | Jack & Jill of America | Prosperity Now | US Bank |
| Constellation Energy | JCPenney Combined | Provident Bank | Vanguard |
| CostCo Stores | Johnson & Johnson | Prudential | Walmart |
| Croda | Johnson & Johnson Global Quality Services | PSE&G | Wegmans |
| CVS | Johnson & Johnson Health Care Systems | Puerto Rican Association for Human Development | Weinberg Family |
| Delta Airlines | Johnson & Johnson Technology Quality | Raymour & Flanagan | Wells Fargo |
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| DiLeo Family Foundation | JWG Fine Wine & Spirits | Ricoh | William Grant & Sons |
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| Dr. Pepper Snapple Group | LabCorp | Rockwell Automation | Wilson Family |
| DTCC | Land O' Lakes | Rockwell Sales Offices | Women Aware |
| DuPont | Lederman Family | RSK Compliance Solutions | Xerox |
| Ecolab | Lenovo | Sabert | Zebra Pen |
| Educational Testing Service | Lincoln Financial Group | Santander Bank | Zipp, Tannenbaum & Caccavelli |
| Eli Lilly & Company | L'Oreal USA | Schneider Electric | |

Giving Societies

Giving Societies provide 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 network if you are 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 and 30's. By signing up, you will receive our newsletter, invitations to volunteer and networking events and opportunities to meet community and business leaders.



Women United

When Women Unite, Our Community is Stronger.

The philanthropic spirit is alive right here in Central Jersey where the Women United members give, volunteer and advocate to support children and families. 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 members to join a dynamic group of like-minded individuals focused on tackling the community's most pressing issues.



Alexis de Tocqueville Society

Alexis de Tocqueville

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.

UWCJ Volunteers Improve Lives

Promoting Academic Success

A group of volunteers focused on helping pre-school children become familiar with STEM projects during events at John F. Kennedy School in Jamesburg. The students counted acorns and pinecones into similar size baskets and then put the results into a graph. They talked about why it takes more small items to fill a basket than the larger items. “This is just one example of how volunteers are taking STEM into the classroom,” said Jane Leal, Vice Chair of UWCJ Board.



Promoting Children’s Health

Roughly 300,000 people have no health insurance in NJ. “If you haven’t got your health, you haven’t got anything. That’s one reason I believe we should help low-income families get the nutrition and healthcare they need,” – Lee Livingston, Vice Chair of UWCJ Board. J&J volunteers worked together to provide food items for low-income children during weekends when school lunches are unavailable and packed kits for new mothers.



Promoting Financial Stability

“There are few ways to spend your time that are more gratifying than to put money into the pocket of a low-income family.” – Lawrence P. O’Connell, Chairman of the UWCJ Board. Over 60,000 people live in poverty in Central Jersey. Volunteer tax preparers helped over 2,000 low-income tax payers to claim the credits and refunds they have earned.



Thank You!

United Way's volunteers are the heart of our 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

2018-19 Community Impact Committee Volunteers

Sol Heckelman
Jane Leal
Dale Callender, Esq.
Debby Miller
MaryJane DiPaolo
Laura Taylor
Carmen Maietta

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Justin Footerman
Carol Goldin
Jane Leal
Carmen Maietta
Bruce Marich

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Terry Danzig
Christine Hines
Evelyn Jeffries
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John Morgan
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Tess Tobin
Shakira Linzey
Pete Clark
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Jessica Nitti
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Candace Crane
William Dennison
Patricia Desiderio
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Cynthia Moorhead
Madeleine Perez
Heidye Rodriguez
Mary Schwartz
Jill Smith
Sara Spatz
Jagdish Vasudev
Carolyn Williams
Anthony Zecca

2018 - 2019 BOARD OF TRUSTEES

Officers

Lawrence P. O'Connell, Chair, Chief
Volunteer Officer
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Sol Heckelman, Vice Chair,
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Jane S. Leal, Vice Chair, Brand Strategy
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Joseph P. Nirschl, Ph.D
Walter C. Vertreace, Esq.

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

– Margaret Mead

Financial Report

United Way of Central Jersey sets high standards for our 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 2018 campaign. The Final Report will be available after the 2018 audit.

| FINANCIAL REPORT 2018 | |
|---|--------------------|
| RESOURCES UNDER MANAGEMENT | \$3,324,278 |
| Expenditures | |
| Program Services, Community Administered | |
| Investment in Community Programs | \$483,789 |
| Donor Designations Distributed | \$127,030 |
| FEMA Awards to Community Agencies | \$357,177 |
| Net Funds Awarded/Distributed | \$967,996 |
| Program Services, UWCJ Administered | |
| Community Impact & Investment | \$333,798 |
| Nurse-Family Partnership | \$806,003 |
| Parent-Child Home Program | \$103,682 |
| Abriendo Puertas Program | \$35,691 |
| Early Grade Reading | \$30,198 |
| Child Success Studies | \$58,337 |
| New Americans/Immigrant Services Programs | \$61,241 |
| Volunteer Tax Assistance Program | \$150,400 |
| Holiday Gifts, School Supplies, Other In-kind | \$248,384 |
| Volunteer Hours provided to Community | \$177,977 |
| Other Program Services | \$47,657 |
| Net UWCJ-Administered Program Expenditures | \$2,053,368 |
| Total Investment in Community Solutions | \$3,021,364 |
| Support Services | |
| Administrative | \$432,544 |
| Fundraising | \$254,163 |
| Total Support Services | \$686,708 |
| TOTAL Expenditures & Distributions | \$3,708,071 |



Reduce deficits and strengthen the economy by investing in disadvantaged families as early as possible.

– Professor James Heckman, @heckmanequation

Join the fight for the health, education and financial stability of every person in our community.

Help to do this work: call Gloria Aftanski, President, at 732 247-3727 or visit <https://bit.ly/2zcTjRJ> to donate at our website. Thank you!



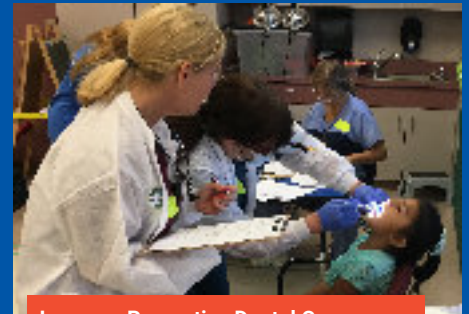
Tax Refunds for Low-income Workers
- Volunteer Income Tax Assistance
Sponsor volunteer training and outreach to help more tax payers - \$5,000



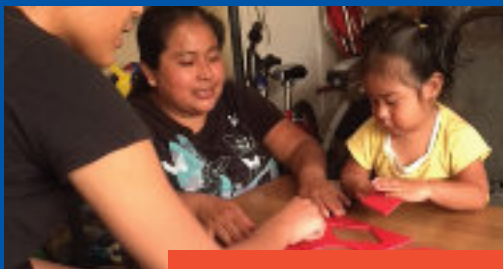
Improve Birth Outcomes – Nurse-Family Partnership
Sponsor a year of nursing that reduces at-risk pre-natal conditions and improves early childhood development. - \$5,000



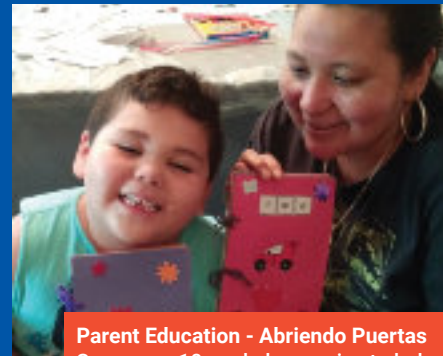
Increase Access to Health Coverage
Sponsor outreach to more low-income citizens who otherwise would default to emergency room care. - \$10,000



Increase Preventive Dental Care
Sponsor in-school assessment, preventive care and follow up for 100 children - \$2,500



Early Literacy Training – Parent-Child Home Program
Sponsor books and literacy development materials for one child in a 50 week course. Research indicates that participants graduate from High School at 25% greater rate than non-participants at a similar level. - \$500



Parent Education - Abriendo Puertas
Sponsor a 10 workshop series to help a group of new parents improve their ability to be their child's first teacher and influence the lives of young children. - \$5,000

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



32 Ford Ave
Milltown, NJ 08850
732 247-3727
www.uwcj.org

