## ADVANCING EDUCATION INCOME AND HEALTH



GIVE. ADVOCATE. VOLUNTEER.
United Way of Central Jersey
uwcj.org
Annual Report 2017



# **United Way Fights**

## to help every person in every community

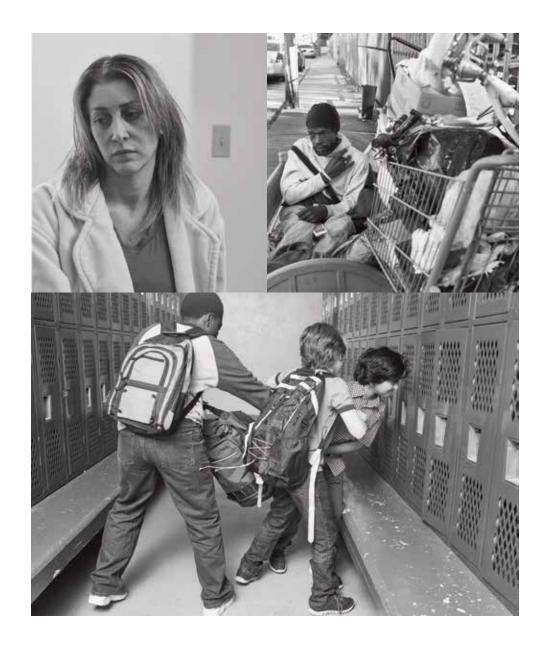
## Who needs your help:

- People who need temporary shelter, emergency rent and utility payments to avoid homelessness.
- People who need food
- People who are in pain or need money to pay for medical care
- Children who need a healthy environment for brain development

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

2017 Federal Poverty Guidelines (FPL)			
# in Family Income			
1	\$12,060		
2	\$16,240		
3 \$20,420			
4 \$24,600			
Source: Federal Register 2017			

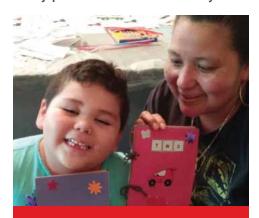
Living Below the Poverty Line by County		
Total		
Middlesex	71,988	
Union	58,897	
Monmouth	44,435	
Mercer	41,183	
Morris	26,983	
Somerset	17,355	
Source: U.S. Census 2016 http://www.census.gov/did/www/saipe/data/interactive/#		



## Here is how you can make a difference

United Way creates opportunities for a better life by working together with residents, non-profits, businesses, faith-based groups, schools and government.

By helping to fund these initiatives you will join the fight for the health, education and financial stability of every person in our community.



**Abriendo Puertas - Parent Education** 

## Sponsor program staff to reach more parents

\$5,000 can fund a 10 workshop series to help a group of parents improve their ability to be their child's first teacher and influence the lives of young children.



Volunteer Income Tax Assistance – low-income workers get the credits and refunds they deserve

## Fund volunteer training and outreach

\$5,000 can fund more outreach and tax preparers in order to help more low-income tax payers.



Parent-Child Home Program - early literacy training

### Sponsor program materials

\$500 funds books and literacy development materials for one child on a 50 week course. Research indicates that participants graduate from High School at 25% greater rate than non-participants at a similar level.



Increase preventive dental care

## Fund visits to schools and treatments

\$2,500 can fund assessment, preventive care and follow up for 100 children.



Increase access to health coverage

### Fund outreach

\$10,000 can reach more low-income citizens who otherwise would default to emergency room care.



Nurse-Family Partnership – improves birth outcomes

### Sponsor nurse home visitors

\$5,000 can fund a year of nursing for one family that reduces at-risk pre-natal conditions and improves early childhood development. If we don't help children succeed in school now they will cost us thousands later in unemployment-related costs.

Roughly half of low-income third graders are not reading proficiently.

United Way of Central Jersey has identified early child development as the most promising route to making improvements in our community conditions.

### You can help by funding these evidence-based strategies:

- UWCJ home visitors take materials into the home of low-income, qualified families with children to train care givers to stimulate brain development and literacy skills.
- Summer Literacy Programs, literacy kits for students to take home and reading mentors help to improve school success by reducing summer learning loss.
- Children enrolled in high quality pre-school are 30% more likely to graduate from high school.

Every day, people in Central Jersey struggle with education problems that may seem impossible to solve. Children starting school without the skills necessary to succeed. Kids who can barely read by third grade and who are far more likely to quit school later.

UWCJ funds a comprehensive range of programs to improve student success. For example, thanks to the support of the UPS Foundation, UWCJ funds the Summer Sprouts summer learning sessions for children at John F. Kennedy Elementary School in Jamesburg, NJ. In addition, a grant from Johnson & Johnson Health Care Systems funded the purchase of books for classroom libraries.



Instead of children who are unable to read – and more likely to drop out during high school – we have increased reading proficiency and increased the chance that these children will get good jobs and be financially self-sufficient. Thanks to you and UWCJ.

## **Education**

Helping children and youth achieve their potential

Outcome: Measureable Change in the child's knowle	dge

Outcome: Measureable onan	ge in the office knowledge		
Program	Program Description	Investment	People Helped
Early literacy	In home early literacy program	\$138,879	23
Parental education	Parental education for school readiness	\$2,058	55
Afterschool programming	Targeted to preschool children	\$9,050	103
Lifeskills training	Evidence based, research validated substance abuse prevention program for 5th grade students	\$2,400	112

## **Outcome: Measureable Change in the child's behavior**

Program	Program Description	Investment	People Helped
Mentoring	Mentoring for children and teens	\$3,000	34
Afterschool programming	Afterschool program including homework assistance and tutoring	\$20,470	132
Afterschool programming	Afterschool, mentoring, tutoring and other services for youth at risk of involvement in the juvenile justice system	\$2,250	4
Mentoring program	Mentoring for children and teens	\$22,500	156

## Outcome: Measureable 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	102
Quality child care	Safe, secure affordable child care for working families	\$24,460	64
Parental education	Parental education and training	\$13,558	119
Afterschool programming	Afterschool program including homework assistance and tutoring	\$7,075	127

## **Outcome: Measurable Change in the Child's Academics**

Program	Program Description	Investment	People Helped
Services for youth with disabilities	Assists youth and their families in navigating the educational and other systems to provide the support needed for youth to thrive in school	\$2,625	127

## Outcome: Families with children are able to function effectively and achieve and maintain economic independence

Program	Program Description	Investment	People Helped
Information & referral	24 hour a day, 365 days a year, multi-lingual information and referral	\$29,500	17,025
Immigration services	Free immigration, legal, education and insurance counseling	\$92,232	475

## 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	\$3,825	314

If we don't help families with children become financially stable, we will all have to pay the cost of public assistance or emergency services.

Over 60,000 people live in poverty in Central Jersey.

United Way of Central Jersey has identified basic safety net services to provide for those most in need.

### You can help by funding these evidence-based strategies:

- UWCJ volunteer tax preparers help over 2,000 low-income tax payers to claim the credits and refunds they have earned.
- Over \$2 million in refunds were generated during 2018 tax season to enable low-income families pay the cost of essential needs like rent, utilities and food.
- UWCJ provides job training, temporary shelter, food services and emergency rent to avoid homelessness.
- UWCJ funds legal services for low-income families at risk of homelessness.

Every day, people in our community struggle with economic issues that may seem impossible to solve. Families who can't afford to put food on the table. Unemployed people who lack the skills needed for a good job that offers a living range.

Roberta, not her real name, and her two children who struggled to make ends meet. Besides the basics like helping with food, job training and school supplies, UWCJ funded a lawyer to help defend the family during an eviction hearing.



Instead of a family on the street, there is another family that is financially stable and on the road to self-sufficiency. Thanks to you and UWCJ.

**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	Homeless shelter for families	\$36,314	371
Shelter services	Temporary homeless shelter for families	\$2,250	22
Emergency shelter services	Shelter for abused women and their children	\$35,599	192

## 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	\$3,825	314

## Outcome: Families with children are able to function and maintain economic independence

Program	Program Description	Investment	People Helped
Legal assistance & homelessness prevention	Legal representation for those at risk of homelessness	\$90,000	1792
Career training	Culinary training focused on obtaining a job in the food industry	\$2,625	33
Social services for families	Provides a broad array of social services for families who are new immigrants to the United States	\$6,854	114
Job training	Work skills training for displaced homemakers	\$2,625	70
Legal assistance	Helping families navigate the legal immigration system	\$6,800	67
Information & referral	24 hour a day, 365 days a year, multi-lingual information and referral	\$29,500	17,025
Free income tax preparation	IRS-certified tax preparers help low income families file tax returns	\$102,173	2,099

If we don't promote preventive care, we will all continue to suffer from unnecessary and higher healthcare costs.

Roughly 300,000 people have no health insurance in NJ.

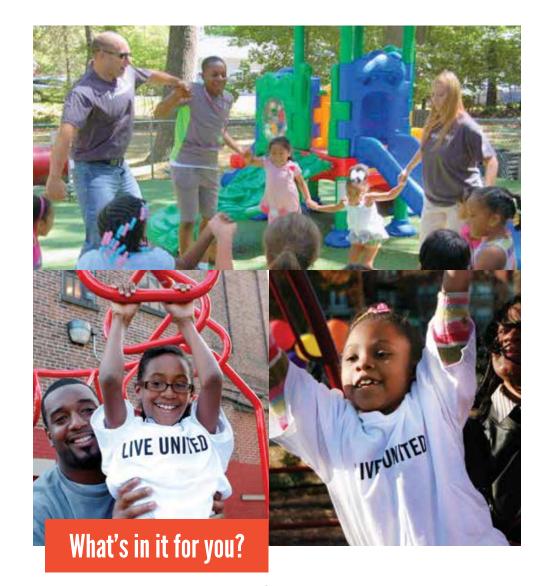
United Way of Central Jersey has identified access to health care and prevention as the most promising route to making improvements in community health.

### You can help by funding these evidence-based strategies:

- UWCJ funds outreach to people who are uninsured in order to enroll them in programs that offer no or low-cost preventive care.
- Almost half of Medicaid-eligible children have never seen a dentist, so UWCJ funds programs to provide care.
- UWCJ works with low-income, first-time mothers to help ensure healthy birth outcomes.
- UWCJ provides food, diapers and formula to low-income families with children.
- UWCJ provides domestic violence, substance abuse and mental health counseling

Every day, some of our neighbors in Central Jersey struggle with health issues that may seem impossible to solve. Families who cannot afford medical care for their children. People who don't know where to go for help. There are even people who don't get check-ups when they know they should. And, that can lead to complications that can be more expensive.

UWCJ increases access to healthcare by increasing enrollment in health insurance. It is a proven strategy. More people can get preventive care to identify disease early. People who are sick, need treatment or counseling and cannot afford healthcare may go to school or work leading to additional suffering.



You can reduce pain and costs for low-income people, and, at the same time, lower the incidence of costly emergency room care which drives up costs for all of us. Thanks to you and UWCJ.

**Health** Improving people's health

Outcome: Measurable Change in	AL OLD BLACK		
_	n the Child's Behavior		
Program	Program Description	Investment	People Helped
Specialized counseling services	Counseling services for youth in foster care	\$11,973	43
Outcome: Measurable Change ir	n 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	\$31,500	396
Outcome: Measurable Change ir	n 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	\$806,162	163
Mental health counseling	Counseling services for children and youth	\$6,800	328
Mental health counseling	Multi-lingual counseling service for children and youth	\$2,400	109
Substance abuse counseling	Substance abuse counseling for adults and teens	\$5,333	312
Health care	Provides clinical health services	\$52,873	3386
Domestic violence counseling and support services	Education and counseling for victims of domestic abuse and their children	\$46,425	1595
Assistance for children in foster care	Serves abused and neglected children in out of home placements through the use of volunteers.	\$8,000	58
Outcome: Families with children	have access to emergency food distribution programs, including infant formula and other	single use infant items	
Program	Drawing Description		
	Program Description	Investment	People Helped
Nutrition and food services	Addresses the needs of families with children in the community who are food insecure	Investment \$6,750	People Helped <b>346</b>
Nutrition and food services Social services for families			
Social services for families	Addresses the needs of families with children in the community who are food insecure Support for families with infants and toddlers	\$6,750	346
Social services for families	Addresses the needs of families with children in the community who are food insecure Support for families with infants and toddlers	\$6,750	346
Social services for families Outcome: Families live in safe h	Addresses the needs of families with children in the community who are food insecure  Support for families with infants and toddlers  omes and communities	\$6,750 \$1,000	346 726
Social services for families  Outcome: Families live in safe h  Program  Domestic violence counseling	Addresses the needs of families with children in the community who are food insecure  Support for families with infants and toddlers  omes and communities  Program Description  Services for families experiencing domestic violence	\$6,750 \$1,000 Investment \$1,875	346 726 People Helped
Social services for families  Outcome: Families live in safe h  Program  Domestic violence counseling	Addresses the needs of families with children in the community who are food insecure  Support for families with infants and toddlers  omes and communities  Program Description	\$6,750 \$1,000 Investment \$1,875	346 726 People Helped
Social services for families  Outcome: Families live in safe h Program  Domestic violence counseling  Outcome: Food insecure familie	Addresses the needs of families with children in the community who are food insecure  Support for families with infants and toddlers  omes and communities  Program Description  Services for families experiencing domestic violence  s with children have access to emergency food programs that serve prepared, nutritious me	\$6,750 \$1,000 Investment \$1,875	346 726 People Helped 27
Social services for families  Outcome: Families live in safe h Program  Domestic violence counseling  Outcome: Food insecure familie Program  Nutrition and food services	Addresses the needs of families with children in the community who are food insecure  Support for families with infants and toddlers  omes and communities  Program Description  Services for families experiencing domestic violence  s with children have access to emergency food programs that serve prepared, nutritious me  Program Description  Addresses the needs of those in the community who are food insecure	\$6,750 \$1,000 Investment \$1,875 Pals	346 726  People Helped 27  People Helped
Social services for families  utcome: Families live in safe h Program  Domestic violence counseling utcome: Food insecure familie Program  Nutrition and food services  utcome: Families with children	Addresses the needs of families with children in the community who are food insecure  Support for families with infants and toddlers  omes and communities  Program Description  Services for families experiencing domestic violence  s with children have access to emergency food programs that serve prepared, nutritious meters are program Description	\$6,750 \$1,000 Investment \$1,875 Pals	346 726  People Helped 27  People Helped
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Social services for families  Dutcome: Families live in safe h Program  Domestic violence counseling  Dutcome: Food insecure familie Program  Nutrition and food services  Dutcome: Families with children Program  Information & referral	Addresses the needs of families with children in the community who are food insecure  Support for families with infants and toddlers  omes and communities  Program Description  Services for families experiencing domestic violence  s with children have access to emergency food programs that serve prepared, nutritious meterical program Description  Addresses the needs of those in the community who are food insecure  are able to function effectively and achieve and maintain economic independence  Program Description  24 hour a day, 365 days a year, multi-lingual information and referral	\$6,750 \$1,000  Investment \$1,875  eals  Investment \$31,600  Investment	346 726  People Helped 27  People Helped 2600  People Helped
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## 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. Though their support and leadership, United Way is able to create opportunities for a better life for all.

### UNITED WAY OF CENTRAL JERSEY

### 2017-18 Community Impact Committee Volunteers

Sol Heckelman Jane Leal

Dale Callender Debby Miller

### 2017-2018 Program Investment Committee Members

### **Committee Chairs**

Dale Callender Justin Footerman Carol Goldin Sol Heckelman Jane Leal Carmen Maietta

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### **Past Chief Volunteer Officers**

Robert L. Bramson 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

## 2017 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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## **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

United Way of Central Jersey is proud to be an inaugural LINC community. For information please contact Candace Crane at ccrance@uwcj.org.









## **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**

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 ¡launay@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 James Angelillo Steven Ball Agnes Barenti **Candace Barnes David Belanger Christopher Black** Robert Blomquist Ricardo Blumberg James A. Bolognese Alexander Borgida **David Brennan** John Campagna Wendy Campagna Anthony P. Carter Priscilla Carter **Jitender Chopra** Glen Chua Robert L. Ciatto Susan M. Cohen Jose J. Coronas Robert Croce Saul Cruz Hannah Dailey Robert Dailey Robert Daretta William Dennison Alicia Dermer Ravi Desiraju Russell C. Deyo Mary Echevarria

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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 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 2017 campaign. Final Report available after the 2017 audit.

FINANCIAL REPORT 2017	
Total Resources Under Management	\$5,298,536
Program Services, Community Administered:	
Investment in Community Programs	\$435,700
Donor Designations Distributed	\$1,142,024
FEMA Awards to Community Agencies	\$350,033
Net Funds Awarded/Distributed	\$1,927,757
Program Services, UWCJ Administered	
Community Impact & Investment	\$382,453
Nurse-Family Partnership Program	\$ 793,978
PCHP & Abriendo Puertas	\$141,817
Bloustein Fellowship	\$50,000
New Americans/Immigrant Services Programs	\$92,857
Volunteer Income Tax Assistance (VITA)	\$107,148
Holiday Gifts, School Supplies, Other in-kind	\$224,615
Evaluation and 'Child Success' Studies	\$105,000
Volunteer Hours provided to Community	\$123,385
Other Program Services	\$76,400
Net UWCJ-Administered Program Expenditures	\$2,097,653
Total Investment in Community Solutions	\$4,025,410
Support Services	
Administrative	\$481,704
Fundraising	\$270,133
Total Support Services	\$751,837
Total Expenditures & Distributions	\$4,777,247

# 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!



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



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



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



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



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



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

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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