UNITE COMMUNITIES to CHANGE LIVES

2019 CASE FOR INVESTMENT IN OUR COMMUNITY
United in our love for community.

We’re proud to be part of this community. We know you are too. It’s a great place to be. Whether you’re in downtown Stamford, in the suburbs of Greater Danbury or in the beautiful hills and farms of Greater New Milford — this region has a way of making you feel good.

- Top 300 Fastest Growing Economies (Stamford) - WalletHub
- Top 100 Best Places to Live (Stamford) - Livability
- Best City of Live in CT (Danbury) - 24/7 Wall Street
- America’s 50 Best Cities to Live (Danbury) - 24/7 Wall Street
- Top 100 Safest Cities in U.S. (New Milford) - Neighborhoodscout.com

Caring people live here.

This community is full of people who give their time, talent, voice and financial support to causes they’re most passionate about.

$6.1M
raised during last year’s United Way community campaign

5,200
people donated to last year’s United Way community campaign

15,500+
hours logged last year by United Way volunteers in the community
We’re your Corporate Social Responsibility partner.

More than ever, employees are interested in making an impact in their communities. As a United Way corporate partner, your company and employees benefit from deep community engagement, broad visibility and measurable impact. We can help you achieve your Corporate Social Responsibility (CSR) and employee satisfaction goals by working with you to customize a partnership that fits with your corporate culture and meets your needs.

CSR Consultation and Services
Let United Way serve as your CSR department, or as an extension of your internal team, to help you define and achieve your CSR and employee engagement goals. We can manage internal email marketing, develop custom campaigns tied to your CSR goals, launch disaster relief efforts with ease, and execute custom volunteer opportunities for your employees.

Workplace Campaigns
Offer your employees meaningful and easy ways to give back to their community, to United Way, and to their preferred organizations. See more on page 5.

Volunteerism
Through events such as Day of Action and activities created just for your work site—such as assembling literacy kits—United Way makes it easy for company employees to be vital contributors to the life of the community. See more on page 4.

Corporate Sponsorship
Through a single donation that supports United Way’s special events, volunteerism, and marketing programs, you’ll gain visibility in the community and reinforce your reputation as a good corporate citizen. See more on page 6.

Explore a Totally New Giving Platform
United Way and Salesforce have partnered to create the future of philanthropy and employee engagement. Salesforce.org Philanthropy Cloud can help you engage employees in year-round philanthropy, give employees the flexibility to give and volunteer when and where they want, and give you detailed data about your impact with one click. See more, page 5.

Community Investment is important to your employees.
Employees are interested in making an impact in their communities now more than ever. Companies that embrace and cultivate this desire see the benefits.

77% say company-sponsored volunteer activities are essential to employee well-being

74% think volunteerism provides an improved sense of purpose

89% believe companies that sponsor volunteer activities offer a better overall working environment

78% of employees say it’s important to work for a company that gives back to the community

Memorable volunteer experiences that engage and inspire.

Volunteerism
Engage your employees in community work all year long. Through our many volunteer opportunities, your employees can give back at their own convenience.

Days of Action
Our annual Days of Action mobilize hundreds of corporate volunteers in meaningful service projects that support our local community.

Skills Based Volunteerism
Teams of corporate employees host workshops for clients or local nonprofits on topics that will help them improve their lives or the lives of the people they serve.

BoardServe
A full-day, in-depth governance training for individuals interested in serving on a nonprofit board. Graduates are then connected with a nonprofit that matches their skills and passion.

Business to Books Read-a-Thon
Groups of corporate employees volunteer an afternoon to read to children at local elementary schools, serving as role models for our youth.

Kit-Packing Projects
We can come in and manage a kit-packing project that engages your employees on-site. Collect school supplies, books, hygiene products or even household items and we’ll help your employees pack and distribute them to local nonprofits and schools.

The 2019 Day of Action engaged corporate employees in creative STEM activities with students from Danbury’s South Street School. The kids were literally jumping up and down with excitement over the activities, and the corporate employees left the day grinning from ear to ear—and knowing they had made a difference in the lives of students.

“Genworth has worked with United Way for decades because United Way demonstrates an ability to generate sustainable, measurable outcomes. Genworth’s employees are committed to giving back to the community with both time and dollars, and United Way has allowed them to easily do both in a meaningful way.”

Michael Shepherd
Associate General Counsel
Genworth

Board Member
United Way of Western Connecticut
We invented the Workplace Campaign. Now we’re re-inventing it.

Called one of the greatest social inventions in American history, the United Way workplace campaign is a way for companies and their employees to advance the common good and create opportunities for a better life for all. United Way contributions are used to create lasting change right where you live.

United Way will work with you to bring your company into a new era of corporate philanthropy by offering your employees meaningful and easy ways to give back to their community and their preferred organizations.

Workplace giving is evolving, and we can offer you various options to conduct an engaging and meaningful campaign via a digital platform that meets your company’s needs.

A New Way to Engage

United Way and Salesforce have partnered to create the future of philanthropy and employee engagement:

Salesforce.org Philanthropy Cloud

Engage employees in year-round philanthropy; respond to disasters with ease and speed; give employees the flexibility to give where they want, when they want; offer opportunities to donate outside of traditional payroll-deduction models; boost employee engagement and morale with purpose-driven volunteering; aggregate your company’s impact easily – all on one integrated, single-sign-on platform.

Empower every employee to change the world.

Stay Current in Corporate Giving. Philanthropy Cloud Helps You...

- **Engage Your Employees** - With Philanthropy Could, you get an easy-to-use, intuitive, and intelligent interface, combining giving, volunteering, campaign management, and real-time reporting to assess personal, corporate, and community impact.

- **Provide Personal Experience** - With Salesforce Einstein, you get AI-driven personalized recommendations, leading you to deeper, more meaningful ways to engage with your community and drive impact for the causes you are passionate about.

- **Build a Movement** - Philanthropy Cloud makes spearheading community fundraisers, mobilizing volunteers, reading inspiring content, and engaging like-minded changemakers easier than ever.

- **Tell the Story of Your Social Impact** - Inspire your employees to act by sharing impactful stories about campaigns, nonprofits, causes, and impact funds.

- **Elevate Your Brand** - Demonstrate leadership and responsibility for the challenges you face at the local community level and at the global level by inviting your stakeholders to lead in volunteering and giving activities with your backing through direct stewardship and involvement.

To schedule a demonstration of Philanthropy Cloud, call Tessa Coyne at 203-883-6712.
2019 CORPORATE SPONSORS

GOLD SPONSORS: Fairfield County Bank
Townsquare Media

SILVER SPONSORS: Belimo
Branson
Eversource

BRONZE SPONSORS: Ameriprise Financial Services, Inc. - Christian M. Morgan, CFP
First County Bank
Indeed
Kimberly-Clark
Legg Mason
Northern Trust
The Network Support Company
Patriot Bank
Preferred Brands International
Rain Carbon Inc.
Remedy Partners
Shipman & Goodwin, LLP
Wofsey, Rosen, Kweskin, & Kuriansky, LLP

NUTMEG SPONSORS
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PLATINUM SPONSORS
Deloitte
Newtown Savings Bank

“Union Savings Bank’s unwavering passion is to give back to the communities we serve. The commitment and dedication the Bank and our employees provide through volunteerism and charitable contributions truly makes a difference in the neighborhoods where we live, work and play. We are proud to partner with United Way on many of our commitments to the local community.”

Cynthia Merkle
President and CEO
Union Savings Bank

Board Chair
United Way of Western Connecticut
**CORPORATE SPONSORSHIP**

Our sponsors provide a single donation that supports United Way’s special events, campaign materials, volunteerism and marketing programs, helping to keep our administrative costs low. In return, your company’s support is promoted throughout the year and you’ll have access to exclusive events and volunteer opportunities.

**THE ADVANTAGES**

**BENEFIT** from year-round local visibility.

**INCREASE** your brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected non-profit brands in the country.

**REINFORCE** your company’s reputation as a good corporate citizen to your customers, employees and residents.

**EXPERIENCE** the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.

**RETURN ON YOUR INVESTMENT** as tangible impressions and measured media value far exceed the cost of sponsorship.

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<th>Days of Action (Team &amp; Logo)</th>
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<th>Platinum $7,500</th>
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Too many people are struggling.

While we are a strong and prosperous area, we are also home to great need.

United Way is committed to making a difference in the lives of households that live paycheck-to-paycheck and struggle to make ends meet, a group that we call ALICE® (Asset Limited, Income Constrained, Employed). These households earn more than the Federal Poverty Level, but less than the basic cost of living for our area. Combined, the number of ALICE and poverty-level households in our region is nearly 52,000. That’s 38% of our local population in Western Connecticut.

Together, we can do what no one person or one organization can do alone.

As great as this region is, we will never be our very best as long as so many around us struggle daily. We have to do something. We have to find solutions together and scale them.

“We all have people in our lives that we love and care about who fit the ALICE profile. That’s why we fight so hard, because they matter.”

Kim Morgan
CEO
United Way of Western Connecticut

United in a Shared Purpose - Helping ALICE Prosper.

By Leading

Make Sure Children Have Quality Care.
• Nearly 2,000 children ages 0-5 benefited from more affordable, high-quality childcare.
• More than 2,600 children participated in safe, healthy after-school programming.
• More than 820 children from nine cities and towns received scholarships to participate in activities like sports, arts, music and STEM programs through the ALICE Enrichment Fund.

Reduce Food Insecurity
• 450 people are offered the Healthy Savings Program, allowing them to purchase healthy food at a reduced cost at the grocery store.
• 40 additional children in Stamford receive weekend food.

Strengthen People’s Financial Stability.
• More than 1,300 individuals have increased their financial stability through one-on-one budget coaching and financial workshops.
• More than 1,800 individuals were able to get their taxes done for free, obtaining more than $2.9M in tax refunds.
• More than 200 people were building up savings through the ALICE Saves program.

Connect People with Urgently Needed Services.
18,000 Western CT residents called 2-1-1, United Way’s 24/7 help line; most sought housing & shelter and mental health & addiction services.

By Partnering

To Improve Our Communities.
We partner with companies, government, nonprofits, and school systems, serving as a community catalyst, objective convener, strategic investor, and champion for many projects and initiatives. We also serve as the backbone organization for several large-scale collective impact and collaborative initiatives in our region, including:

Stamford Cradle to Career. United Way is the backbone organization for Stamford Cradle to Career (SC2C), a collective impact initiative which aligns more than 60 partners around the goal of ensuring equity and excellence in education for every child in Stamford.

DanburyWORKS. A Boston Federal Reserve Bank sponsored economic development collaborative, DanburyWORKS brings together more than a dozen Danbury area organizations and institutions focused on lifting 30% of immigrants and people of color out of poverty within 10 years.

Stamford and Danbury Food Collaboratives. These collaboratives bring together food pantries, nonprofits and grocery stores to increase their capacity to provide healthy food to residents in need. Accomplishments include writing grants for refrigeration units and rescuing food valued at more than $1 million.
A busy, working Stamford mom with three children under the age of 12, Kiysha was concerned that her children had not had the opportunity to learn how to swim.

She considered swimming an important skill, both for her children’s safety, and so they could enjoy water activities throughout their lives. Pool parties, trips to the beach, and outings to water parks—these were all things she wanted her children to be able to participate in. But if they didn’t know how to swim they wouldn’t be able to safely enjoy these activities.

The problem: how would she afford swimming lessons for three children on her salary?

Kiysha learned about swimming lessons available through the Stamford Italian Center, but she just didn’t think she could cover the cost, which would be more than $100 per child for a two-month session of swimming lessons.

After hearing about the ALICE Enrichment Fund in Stamford, Kiysha immediately applied for funding for her three children. They were approved, and all three children were able to attend lessons at the center.

“I was worried at first that they would be afraid of the water,” Kiysha said. “But they learned a lot. I was really proud of them.”

Now her children can join other children in water activities, and she can have peace of mind, thanks to the ALICE Enrichment Fund.
José and Maria depend on us.

José and Maria are hard working parents of two beautiful boys. They both work as Certified Nursing Assistant (CNAs) in home healthcare, with a dream of starting their own business in the field. They struggled with work schedules and family obligations with only one car between them to share. Having a second car would allow Maria to increase her hours and bring in additional income.

By working with one of United Way’s financial stability partners, José and Maria were able to itemize their monthly spending and bills to see where their money was going. By cutting back on expenses and sticking to a monthly budget, they found they had enough at the end of the month to afford the second car.

Their financial coach also gave them information about business start-up workshops from SCORE (Service Corps of Retired Executives) in English and Spanish, to get sound advice to make their dream a reality. Now José and Maria are on track to finance the start of their own new business. Thanks to the community’s investment in United Way’s financial stability work, we are empowering hard-working families to reach their goals.

John and his mother depend on us.

A car accident last year sent 7-year-old John’s world crashing down: his father was killed, and his mother now struggles to raise him alone while caring for his ill grandmother. The stressors on the family are immense.

John’s mother had applied for state tuition assistance so she could enroll him in a quality after-school program, but the applications are backlogged. Through United Way funding, John was able to go a local center after school while his mother works.

When he first enrolled, John’s literacy skills were two levels below what they should be for a second grader. After receiving personalized instruction, he is now reading at grade level. Now, he can read with confidence, and his literacy skills are one less thing his family has to worry about.
Get or Give Help with United Way 2-1-1
Need help or know someone who does?
Dial 2-1-1 to speak to a trained professional who can connect you to essential community services.
Or visit 211ct.org.

INTERESTED IN GETTING INVOLVED or LEARNING MORE?
Call Stacy Schulman at (203) 826-8479

Charity Navigator
United Way of Western Connecticut has achieved the top 4-star charity rating by Charity Navigator indicating that we adhere to good governance and other best practices that minimize the chance of unethical activities and consistently execute our mission in a fiscally responsible way.

GuideStar
United Way of Western Connecticut is committed to transparency and consistently receives the highest Platinum Level Seal of Transparency from GuideStar.

www.uwwesternct.org