



UNITE COMMUNITIES *to* CHANGE LIVES

2020 CASE FOR INVESTMENT
IN OUR COMMUNITY



United Way
of Western Connecticut

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.

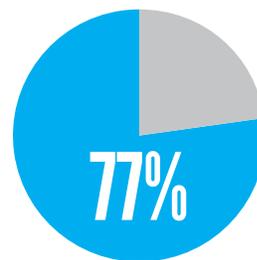
Explore a Totally New Giving Platform

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 on page 5.

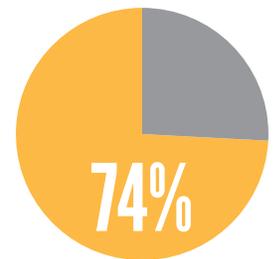


Community Investment is important to your employees.

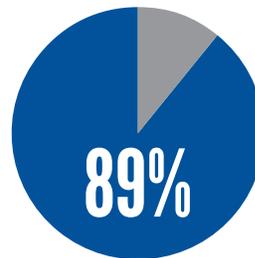
Employees are interested in making an impact in their communities now more than ever. Companies that embrace and cultivate this desire see the benefits.



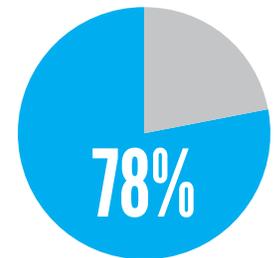
say company-sponsored volunteer activities are **essential to employee well-being**



think volunteerism provides an **improved sense of purpose**



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



of employees say it's **important to work for a company that gives back** to the community

Virtual and Social Distance Volunteering 2020

It's more important than ever that volunteers stay connected to the communities we serve. However, connectivity can be a challenge in the midst of a global pandemic. To ensure that volunteers can continue to support our communities, **United Way of Western Connecticut** is providing virtual volunteer opportunities for individuals to stay engaged from a distance. Below are some of examples of projects that can be used to implement virtual volunteering at your company. We also continue to offer some opportunities for safe, socially distanced in-person volunteering

Write a Note

Volunteers can write uplifting notes to a variety of audiences, including isolated seniors, medical personnel, front line workers, teachers, and students. Notes can be handwritten and uploaded to a pre-designed poster or a digital platform such as Formstack or Google Forms.

Career Day

Volunteers can record videos of themselves or participate in a live webinar in which they join a panel where they share details on their careers and how they acquired the education and skills to do their jobs.

Mock Interviews

Volunteers can be part of a mock interview workshop to provide unemployed, underemployed, or lower-income individuals or people just entering the workforce with coaching and training to help them ace the interview and obtain a living wage.

Resume Review

Volunteers can review and make edits to resumes from students, those in workplace development programs, and other individuals in search of work, to help them secure job placement.

Video Projects

Volunteers can record videos of themselves demonstrating a science experiment, sharing a talent, or more. With many after-school extracurricular activities currently on hold, this is a great resource for elementary/middle school students.

Read Aloud

Volunteers can foster a child's love of reading and promote child literacy to encourage life-long learning from the comfort of their own homes. Volunteers film themselves reading a popular children's book. Be sure to connect with your local library or legal team on copyright permissions.

In Kind Donations

Many United Ways are utilizing a variety of in-kind platforms as a virtual engagement strategy. Amazon Wish Lists and YouGIVEGoods are a few examples.

Safe, Social Distance Volunteering

Social distancing requirements have made on-site volunteering a little challenging so far this year, but we've still been able to conduct food drives, coordinate meal deliveries, and put volunteers to work delivering necessities to the homebound while maintaining safe protocols.

As the requirements for social distancing ease, we'll be back to running our usual events, such as creating Martin Luther King Day Literacy Kits for students in elementary schools and STEM Fairs. Let us know if we can customize an event for your workplace.

Contact Stacy Schulman at stacy.schulman@uwwesternct.org or 203-826-8479 to learn about how United Way can get your employees involved in volunteerism in the communities we serve.



Workplace Giving in 2020 and Beyond: We Make It Flexible, Meaningful, and Fun

This year, more than ever, we want to help your employees make a difference for the people who struggle in our corner of Connecticut. A new generation of workers are dedicated to supporting causes and their communities, and they want the flexibility to give from a variety of devices or via text. **Social distancing means giving through technology is the new normal.** United Way of Western Connecticut offers workplace giving solutions that are as comprehensive or as simple as your needs. **Whether you're still working remotely or your employees are out in the field or at their desks, we have a solution that allow your company to make a difference for people who are struggling during these challenging times.** Let us know what works best for you.

Salesforce.org Philanthropy Cloud

United Way has partnered with Salesforce to offer a comprehensive, full-featured online giving platform that lets your employees engage in philanthropy year-round. Philanthropy Cloud offers an easy-to-use, intuitive, and intelligent interface that allows you to run employee giving campaigns, while also offering volunteering opportunities and tracking participation. You'll be able to assess your impact with detailed reports. Your employees will be able to track their giving and volunteering as well.

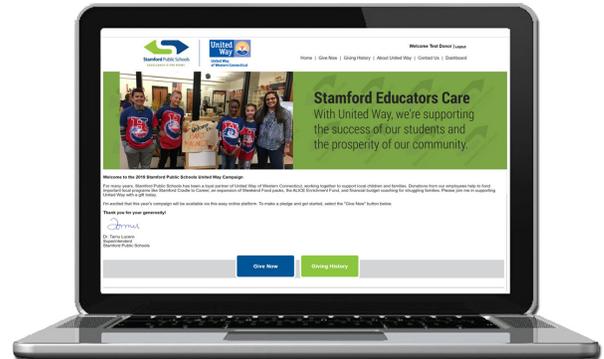


Digital Fundraising Through FrontStream

Online giving is easy and straightforward using FrontStream technology to automate your workplace campaign. Employees can make their workplace donations, seamlessly, online.

One-Time Event Fundraising Through Mobile Cause

We can also set up a single fundraiser for your employees through Mobile Cause. This is perfect for when you want to do a drive to support one of United Way's community initiatives, like collecting donations for the Food Collaboratives or the ALICE Enrichment Fund, which pays for out-of-school activities for low-income children. Or you can set up campaigns for one-time giving events, like Giving Tuesday.

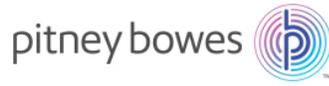


2020 CORPORATE SPONSORS

CHARTER OAK SPONSOR



NUTMEG SPONSORS



DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS:

Fairfield County Bank
Wofsey, Rosen, Kveskin & Kuriansky

SILVER SPONSORS:

Belimo
Branson
Eversource

BRONZE SPONSORS:

First County Bank
Franklin Templeton
Kimberly-Clark Corporation
Memry
The Network Support Company
Rain Carbon Inc.
TastyBite



"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*

*Former Board Chair
United Way of Western Connecticut*



Become a Sponsor. Be Visible in the Community Year Round.

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.

	CHARTER OAK \$20,000	NUTMEG \$15,000	DIAMOND \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,500	BRONZE \$1,500
DAYS OF ACTION* (TEAM & LOGO)	•	•	•	•	•	•	•
EXCLUSIVE ACCESS TO NATIONAL DAYS OF SERVICE VOLUNTEER PROJECTS*	•	•	•	•	•	•	•
PRIORITY ACCESS TO UW VOLUNTEER OPPORTUNITIES *	•	•	•	•	•	•	•
CUSTOM VOLUNTEER PROJECTS* (PARTICIPANTS)	100+	50	30	20	15	10	
KING OF THE HILL 5K* (RUNNERS & LOGO)	10	10	8	8	5	5	2
RECOGNITION AT EVENTS* (LOGO)	•	•	•	•			
RECOGNITION AT EVENTS* (NAME ONLY)					•	•	•
ANNUAL REPORT (LOGO)	•	•	•	•			
ANNUAL REPORT (NAME ONLY)					•	•	•
WEBSITE (LOGO)	•	•	•	•			
WEBSITE (NAME ONLY)					•	•	•
E-NEWSLETTERS (LOGO)	•	•	•	•			
E-NEWSLETTERS (NAME ONLY)					•	•	•
SOCIAL MEDIA RECOGNITION	•	•	•	•	•	•	•
E-GIVING PLATFORMS CUSTOM SUPPORT (TAILORED TO COMPANY NEEDS)	•	•	•	•	•		

**Note: Due to COVID-19, 2020-21 events and volunteer opportunities will be virtual.*



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® (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed). 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.

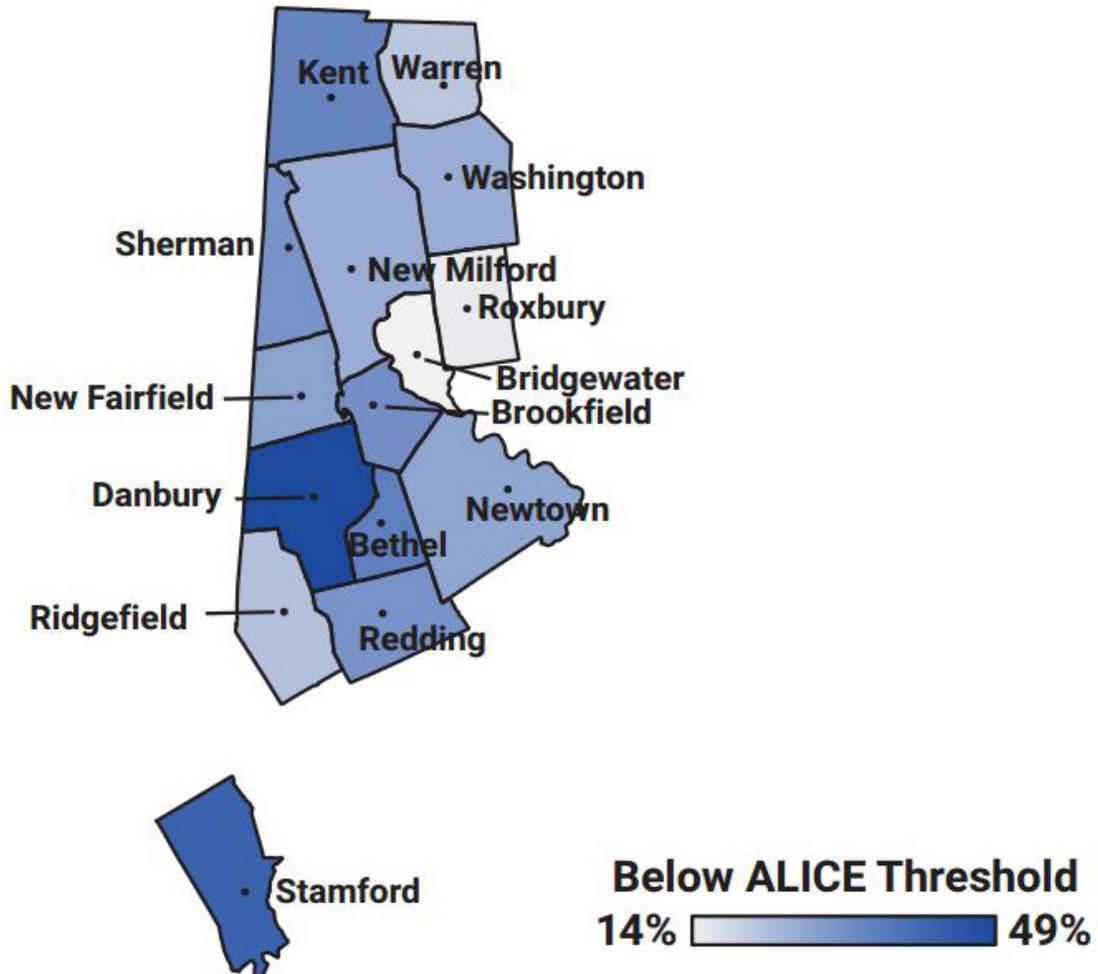
Together, we can do what no one person or one organization can do alone.

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.

- More than **2,700** children benefit from scholarships to attend early childhood and after-school programs that help to put them on the path to success.
- More than **900** children from nine cities and towns have received scholarships to participate in activities like sports, arts, music and STEM programs through the ALICE Enrichment Fund.

Reduce Food Insecurity

- **650** people are offered the Healthy Savings Program, allowing them to purchase healthy food at a reduced cost at the grocery store.
- **\$50,000+** in funding to food pantries across the region during the COVID-19 pandemic..

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. During the pandemic, our coordination of these groups made it easier for food pantries to respond to the overwhelming demand they faced by families that found themselves suddenly without jobs or that lost wages.



United Way of Western Connecticut RESPONSE TO THE COVID-19 PANDEMIC



When the grocery and cash registers at the local food pantry neighbor who always line to get out would be out of business, there was the COVID-19 relief ALICE (Angel Limited Income Electronic Enclosure)

We collected cash and food for the pantry in the first few weeks of the crisis, and mobilized volunteers to collect requests for the pantry and for those who lost jobs and wages.

Across the state, United Way of Western Connecticut was at the forefront of efforts to provide relief, implementing critical programs that provided support to local food banks to help them continue to be a part of our local food system.

FOOD ASSISTANCE

640+ people were eligible for **\$20** of free, fresh produce and other grocery discounts each week through June 2020 through our **Healthy Savings** program

\$50,000 worth of fresh produce was provided to local Healthy Savings participants

18 food pantries and providers received **\$45,000+** in grants to purchase food

1,200 pounds of food donated to the New Milford Food Bank

1,170 pounds of pet food donated to The New Milford Food Bank and New Milford Senior Center



VOLUNTEERS MOBILIZED

95+ volunteers mobilized in Glastonbury and Danbury to deliver food and necessities to seniors, the homeless, and at low-income families in need of food.

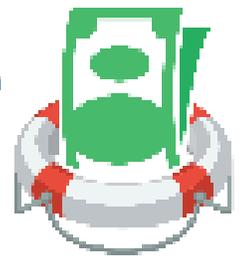


200+ calls received from individuals in need, and their needs were being met

FINANCIAL ASSISTANCE

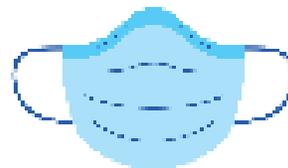
3,400 people across the state received **\$200** in cash assistance through more than

\$680,000+ from local and state health and welfare agencies



CHILD CARE SUPPORT

35 family child care providers received support in extending Payment Protection Program (PPP) loans through March 2021. They also received Personal Protective Equipment (PPE) and other supplies to keep them safe.



INFORMATION PROVIDED

3,000+ visitors to our COVID-19 Resource Page on our website

Since **400** food guides downloaded



"We are so grateful for the ongoing support of the United Way of Western Connecticut. You have been absolutely incredible during this pandemic – such a gift to our community, agencies and constituents alike."

Rebekah Kanetsky, LPT, Director of Case Management, Family Life Education Coordinator
Lloyd and James Schires Jewish Family Services of Lower Fairfield County



Latesha Struggles to Provide Healthy Food, Despite Working Hard

Latesha and her husband have two children in elementary school. They both work—Latesha works full time as a client manager at an accounting management company, and her husband works in the grocery industry. His hours vary and are unpredictable, but he typically works 20 to 30 hours per week.

Despite working hard, Latesha often depends on food pantries to feed their children. She said she has learned to make paying rent the number one priority in her budget, sometimes leaving her a little short on money for food. This was especially true when her husband was laid off of work for a period of time.

“I filled penny rolls and pawned jewelry to come up with the rent,” she says. Last year, her husband had to make a visit to the hospital emergency room, and they are still paying off the bill.

When COVID-19 closed her children’s school and her offices, Latesha found herself trying to juggle the demands of her job—conference calls, deadlines, communicating with clients—while also helping her children with their daily coursework, and assisting her kids when they had a meltdown or conflicts with each other.

“It was so stressful,” she said. “I often broke down and cried. I explained to the teachers and my boss that we had to take two days off for our mental health.”

She uses United Way of Western Connecticut’s Healthy Savings program to help her receive discounts on groceries, providing her with up to \$10 in free produce for every \$20 she purchases, in addition to discounts on other healthy foods. She also uses United Way’s ALICE Enrichment Fund to pay for out-of-school activities for her children.

Latesha and her husband count on United Way of Western Connecticut’s programs to make their lives just a little easier during a very stressful time. For more information on how we help struggling families obtain healthy food, go to www.uwwesternct.org/health

LIVE UNITED

Greater Danbury

301 Main Street, Suite 2-5
Danbury, CT 06810
203.792.5330

Stamford

1150 Summer Street
Stamford, CT 06905
203.348.7711

Greater New Milford

24 Bank Street, PO Box 29
New Milford, CT 06776
860.354.8800

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

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.

www.uwwesternct.org



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.



**United Way
of Western Connecticut**