Annual Report to the Community



United Way of Western Connecticut fights for the health, education, and financial stability of every person in Greater Danbury, Greater New Milford, and Stamford, with a focus on hard-working, struggling households that we call ALICE® (Asset Limited, Income Constrained, Employed).

GIVE. ADVOCATE. VOLUNTEER.



United Way of Western Connecticut

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Kimberly A. Morgan



Isabel Almeida



Cheryl Bakewell

LIVING UNITED TO SUPPORT EVERYDAY HEROES

Communities can be characterized in many ways—through culture, commerce, or a shared love of place. But for us, communities are best defined by how people care for one another in trying times. During 2020 and 2021, if you looked beyond the images of pandemics and divisiveness, you saw the images of people rising to the challenge of being part of caring communities. These are the everyday heroes who keep our communities alive.

People giving up free time on nights and weekends to get food to the unemployed and elderly. Child care providers risking exposure to COVID-19 to care for children of essential workers. Teachers working overtime to help kids who were struggling with remote learning. Parents holding it all together, despite the odds, to create some semblance of normalcy. And, of course, healthcare workers and first responders who did not miss a shift, despite the sickness and sorrow that surrounded them daily. When many days were like no other, everyday heroes got us and our families through the day.

At United Way of Western Connecticut, our goal is to support these everyday heroes, especially the ones we call **ALICE®** (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed). ALICE works hard but does not make enough money to pay the bills. They are among the helpers and the helped—and are oftentimes both. They are tightly woven into all aspects of our communities, doing the jobs we need to keep our pantries stocked, our cars on the road, and our children and elderly safe and well cared for.

Over the past year, United Way of Western Connecticut supported ALICE in countless ways, with a focus on:

- · Ensuring they could put healthy food on their tables;
- Making sure they had safe and affordable child care, and their children had access to enrichment activities; and
- Getting them on a more solid financial footing and helping them put some money in the bank.

We also continued to focus on creating innovative solutions for ALICE. As Fiscal Year 2020-2021 came to a close, we prepared to launch **Prosperi-Key**, a revolutionary digital platform designed to help ALICE. It puts nonprofit benefits and services—including pandemic relief benefits—all in one place, along with discount offers from businesses. And it can be accessed 24/7.

Thank you for helping us make life better for ALICE. Your support makes you an everyday hero, too, and an indispensable part of a caring community.

Kimberly A. Morgan

Chief Executive Officer

Isabel Almeida *President* Cheryl Bakewell

Bakewell & Mulhare LLC

Chair

huyL

Childhood Success

ALL CHILDREN DESERVE SAFE, QUALITY CARE AND THE OPPORTUNITY TO PARTICIPATE IN AFTER-SCHOOL ACTIVITIES AND EXPLORE THEIR INTERESTS.

Children and their parents have seen their day-to-day lives turned upside down by the COVID-19 pandemic.

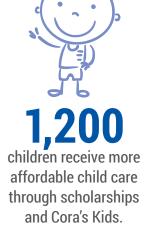
United Way of Western Connecticut works to make safe, quality child care and after-school care more affordable so parents can focus on their jobs and not worry about their children's care. We also provide support so that every child has the opportunity to participate in enrichment activities that cultivate their interests and build character, regardless of their parents' income.

Early Childhood and After-School Scholarships through licensed centers make child care more affordable for hardworking parents.

ALICE Enrichment Fund pays \$300 per child per year for activities like sports, music, arts, swimming lessons, and robotics.

Cora's Kids expands licensed family child care in Greater Danbury and New Milford, giving parents more quality, affordable child care options.









The funds from United Way of Western Connecticut have helped our children on the sliding fee scale. It allows them to attend and get a terrific start in life. Between the two of us — United Way and the Children's Center — we have sent over 3,500 children ready to succeed to public school.

Susan Johnston, Director, Children's Center of New Milford

Health & Food Security

EVERYONE SHOULD BE ABLE TO FEED THEIR FAMILIES NUTRITIOUS, HEALTHY FOOD.



households can get \$10 in free fresh produce every week through Healthy Savings.



^{\$}115,00+

raised to benefit clients of our community partners through the Feeding Our Neighbors Campaign.



pounds of food collected for Stamford and Danbury Food Collaboratives. Food pantries and other food providers are just starting to get their bearings after addressing a deluge of needs during the months immediately following the onset of the pandemic.

We are strongly committed to supporting our community food pantries and ensuring that struggling families have the opportunity to access more affordable, healthy foods. During the fall and winter of 2020, we partnered with Danbury's community banks—Union Savings Bank, Savings Bank of Danbury, and Newtown Savings Bank—to raise more than \$115,000 to help member pantries of the Danbury Food Collaborative address increased need. We also expanded our Healthy Savings program to put more fresh produce on the tables of ALICE households.

Healthy Savings Program provides \$10 in free fresh produce to 500+ families each week, along with savings on other healthy food items.

Stamford and Danbury Food Collaboratives bring food providers together to pool resources and address the needs of food insecure individuals in a coordinated way.

Financial support to partners like The New American
Dream Foundation and our backbone support to Danbury's
Age Well Community Council and Age Well Ambassadors
helps to get food to the elderly and other isolated residents.



When you're older and you're on a fixed income, well I've found Healthy Savings has really helped me a great deal. With this program I am able to get plenty of fresh vegetables and fruits, and the coupons are wonderful.

New Milford Senior Center Client

Financial Stability

HARDWORKING PEOPLE SHOULD BE ABLE TO PAY THEIR BILLS AND WORK TOWARD FINANCIAL GOALS.

Low-income workers were hit hard during the pandemic. Many people already living below the ALICE threshold found themselves suddenly and unexpectedly without any paycheck at all, and with no money in the bank. With rent and child care often eating up 50 percent or more of their income, these workers continue to struggle, even as the economy inches its way back to normal.

While the financial challenges facing ALICE households are vast and seemingly insurmountable, we offer programs to help people manage limited finances, save a little money for emergencies, and access the tax benefits they deserve—while we continue to advocate for public policies that will have a deeper, longer-impact to benefit these workers who are so crucial to our communities.

ALICE Saves provides matched savings incentives so hardworking people can begin to save for emergencies and build assets for future financial independence. They also receive access to free online budget coaching through TrustPlus, a national program partner.

Budget Coaching and Financial Workshops provided through partner agencies help ALICE develop household budgets, set financial goals, and improve their credit scores.

Volunteer Income Tax Assistance (VITA) makes sure low-income tax filers get the tax refunds and credits they deserve, including the new expanded Child Tax Credit.







VITA tax preparation.



United Way could be a life saver for many, many people. I personally have been treated with respect and dignity. I'm very thankful that they are in my life.

Tina, ALICE Advisory Board Member

Stamford Cradle to Career

STAMFORD CRADLE TO CAREER (SC2C) IS A STRIVETOGETHER COLLECTIVE IMPACT INITIATIVE WORKING TO ENSURE THAT ALL STAMFORD CHILDREN SUCCEED IN EDUCATION, CAREER, AND LIFE.



children enrolled in the Sparkler app by their caregivers.



Stamford high school seniors received one-on-one support through Bridge to College.



school staff and community partners trained to improve restorative practices and school climate.



Stamford Cradle to Career is rooted in racial equity and is committed to finding ways to provide access to

opportunities to all students and families in Stamford, regardless of their race, zip code, or income.

By working in partnership with a network of more than 60 nonprofit organizations, public school personnel, early childhood providers, and community members, SC2C effectively coordinates resources and activities while eliciting broad community buy-in and support.

During the past year, SC2C expanded its signature initiatives:

- Monitoring early childhood development through Sparkler and Ages & Stages Questionnaire
- Stamford Summer Literacy Initiative
- Bridge to College
- Restorative Practices

They also conducted professional development for early childhood and after school providers, provided data support to Stamford Public Schools, and conducted a series of Community Racial Justice sessions in partnership with Stamford Stands Against Racism.



Sparkler was piloted as an educational tool for parents of children ages 0-5 to help them follow and support their child's developmental progress.

Stamford Summer **Literacy Initiative** worked to reduce summer literacy loss in the early grades through literacy rich summer camps, literacy intervention in camps, and public awareness about summer reading.

Bridge to College

completed its second summer, helping to combat "summer melt." The program helps graduating seniors take the steps they need to ensure that they are enrolled in college in the fall.

Professional Development workshops were provided for staff at early childhood and after school programs on community resources, Kindergarten registration, and a five session series on early literacy.

Community Racial Justice virtual trainings were conducted in

partnership with Stamford Stands Against Racism.

Restorative Practices trainings and convenings,

in coordination with Stamford Public Schools. helped improve school climate and promote equity in education to foster better outcomes for all students

Volunteerism

MORE THAN EVER, EMPLOYEES WANT TO KNOW THAT THEIR WORKPLACE IS CONNECTED TO THE COMMUNITY.

During the pandemic, our volunteerism activities have focused primarily on addressing food insecurity, with Days of Action dedicated to collecting staples to refill local pantries.



We also engaged local workplaces in creating literacy kits for preschoolers and continued with annual favorites, such as Operation Thanksgiving in Southern Litchfield County. As we look toward the upcoming year corporate volunteer opportunities will include both virtual and in-person opportunities, including one-on-one virtual tutoring, a community baby shower, and new projects to benefit lowincome preschoolers.

In Danbury, our administration of the City's SAVE (Seniors Add Valuable Experience) program gives seniors the opportunity to volunteer 100 hours in a local nonprofit to receive a property tax credit. Last year, 30 seniors volunteered, providing 2,423 volunteer hours to 14 Danbury agencies.



volunteers coordinated.



750 hrs

volunteer hours of service worth over \$21,000.



\$21,000

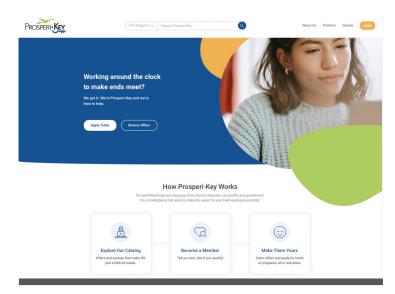
in tax savings to Danbury seniors through the SAVE program.

Prosperi-Key

AT UNITED WAY OF WESTERN CONNECTICUT, WE HAVE A BIGGER VISION OF INNOVATIVE, LONG-TERM SOLUTIONS FOR ALICE.



In 2019, we took the bold step of creating a nonprofit subsidiary called Prosperity Digital Marketplace, LLC to build the Prosperi-Key marketplace for households living paycheck to paycheck..



It came from the realization that ALICE is too busy, often juggling multiple jobs and the needs of children and family members, to track down the services and supports available to them. Its purpose was to create a digital platform that would provide ALICE with a "one-stop" marketplace where they could find programs, benefits, and discounts to make their lives easier. Our ALICE Advisory Board, which includes ALICE community members, played an integral role in every step of its development. In August 2021, Prosperi-Key was launched with additional hubs in Buffalo, New York and Dayton, Ohio.

Features a unique income qualification process that's confidential, fast, and friendly. It's the first platform of its kind to offer a unique qualification process for people who earn above the poverty level but below the ALICE income threshold.

Connects ALICE with nonprofit programs and benefits, including pandemicrelated benefits, that can help their households get on better financial footing. A flex-fund payment system is in development to get cash benefits to ALICE using debit cards (digital or plastic).

Gives businesses the opportunity to support ALICE through discounts on goods and services, while also driving new customers to our small businesses.

CORPORATE PHILANTHROPIC PARTNERS

THANK YOU to all our corporate partners who support United Way through a workplace campaign, special event, or corporate gift.

Listed below are our corporate partners in descending order of total contributions. **Bolded** corporations are those that generously made a corporate gift and/or matched their employees' contribution during the campaign year of 2020-2021.

Deloitte	Principal Financial Group	Bain Capital Community	NVIDIA
PricewaterhouseCoopers	Belimo	Partnership	Daikin Applied
LLP	uBreakiFix	Wells Fargo	UnitedHealth Group
Genworth	General Motors	US Bank	Bank of America Western
Webster Bank	FedEx Corporation	Cigna	CT Team
Synchrony	HLW Architecture	Bank of America	Salesforce
Kimberly-Clark	Connecticut LLC	New Milford Public Schools	Guardian Life Insurance Co. of America
Union Savings Bank	Del-Tron Precision, Inc.	L.L.Bean	McGladrey & Pullen, LLP
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IBM	Preferred Brands International	Keystone House, Inc.	Stanley Engineered
Savings Bank of Danbury	EFH Site - Milford Plant	Boys & Girls Club of	Fastening
•		Okamada wali lura	ATOT
Barden Foundation Inc		Stamford, Inc.	AT&T
Barden Foundation, Inc.	Ion Bank	Travelers Group	Energizer (Edgewell)
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Brown Brothers Harriman & Co. Duracell, Inc.	Ion Bank Chromatics - Avient formerly Polyone BMO Harris Bank	Travelers Group Macy's Morgan Stanley Odyssey Reinsurance	Energizer (Edgewell) TD Bank
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Brown Brothers Harriman & Co. Duracell, Inc. PepsiCo People's United Bank United Way of Western	Ion Bank Chromatics - Avient formerly Polyone BMO Harris Bank PNC Bank Carrier Caterpillar Inc. Robinson & Cole LLP	Travelers Group Macy's Morgan Stanley Odyssey Reinsurance Company Eli Lilly & Company Eaton CorpAerospace Sensing & Controls Division	Energizer (Edgewell) TD Bank Verrill Dana LLP BASF City of Danbury Housing Authority BlueTriton Brands Verizon
Brown Brothers Harriman & Co. Duracell, Inc. PepsiCo People's United Bank United Way of Western Connecticut	Ion Bank Chromatics - Avient formerly Polyone BMO Harris Bank PNC Bank Carrier Caterpillar Inc. Robinson & Cole LLP City of Stamford	Travelers Group Macy's Morgan Stanley Odyssey Reinsurance Company Eli Lilly & Company Eaton CorpAerospace	Energizer (Edgewell) TD Bank Verrill Dana LLP BASF City of Danbury Housing Authority BlueTriton Brands Verizon BNY Mellon
Brown Brothers Harriman & Co. Duracell, Inc. PepsiCo People's United Bank United Way of Western Connecticut Costco Wholesale	Ion Bank Chromatics - Avient formerly Polyone BMO Harris Bank PNC Bank Carrier Caterpillar Inc. Robinson & Cole LLP	Travelers Group Macy's Morgan Stanley Odyssey Reinsurance Company Eli Lilly & Company Eaton CorpAerospace Sensing & Controls Division Green Chimneys Children's	Energizer (Edgewell) TD Bank Verrill Dana LLP BASF City of Danbury Housing Authority BlueTriton Brands Verizon

Exelon

Trident (An ITW Company)

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Stop & Shop

CORPORATE PHILANTHROPIC PARTNERS cont.

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Community Fund of Darien

Connecticut Council for Philanthropy

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Fairfield County's Community Foundation

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First County Bank Foundation

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Patriot Bank

Pitney Bowes Foundation

Stamford Health Foundation

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Stamford Rotary Trust Fund

StriveTogether

Synchrony Foundation

Tufts Health Plan Foundation

Zion Lutheran Church

PATHWAYS TO PROSPERITY CAMPAIGN & DONORS



In 2018, United Way of Western Connecticut launched the **Pathways to Prosperity Campaign** to make life better for our hardworking neighbors in Greater Danbury, Southern Litchfield County, and Stamford. Approximately \$3.5 million was raised during the guiet phase of the campaign. Those dollars were used to find innovative solutions to food, child care, and emergency savings needs. They were also used to help develop Prosperi-Key, so that ALICE workers could access services online, during the limited hours when they are not working.

Campaign co-chairs, Eric Duenwald of Synchrony and George Garrett of Deloitte, are working closely with Pathways to Prosperity Cabinet Members and United Way of Western Connecticut staff to broaden the campaign with the goal of raising an additional \$500,000 to address the needs of ALICE.

We are grateful for all gifts. Our generous donors are essential to our mission and our vision for ALICE households in our 15 communities. Recognition is offered at the full pledge amount, inclusive of matching gifts, regardless of the payment term.

TOCQUEVILLE SOCIETY DONORS

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Below are our leadership donors for the 2020-2021 campaign year. These generous donors are leading the way to measurable, long-term change in the lives of our neighbors throughout Western Connecticut.



The Tocqueville Society recognizes Alexis de Tocqueville's admiration for our country's spirit of volunteer effort for the common good. Its members are recognized for the generous contribution of \$10,000 or more in a regional membership roster and in the annual national registry.

Membres de la Société

Mark and Patti Beckwith

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(\$1 million plus)

Estate of Ernest T. Moorey

Ordre d'Indépendance (\$250,000-\$499,999)

Dr. Peter Buck

La Société Nationale (\$100.000-\$249.999)

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Ordre d'Egalite (\$50,000-\$74,999)

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william ratt

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continued on next page

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Samantha LaBonne

Greg Manning

Ralph Mcintosh, Jr.

Nelson Merchan

MaryAnn Murtha Katie Pearson

Sandra L. Rankin

Dawn Reshen-Doty

Jeff Ryer

Michael L. Stern Kasey Yakavonis

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NORTHERN FAIRFIELD COUNTY DAY OF ACTION FOOD DRIVE

Vicky Breece Dina Francisco Pereira Mike Green Sean Hargraves Greg Manning Michele Skidmore Donna Terenzio Norman Urguhart

SAVE OFFICE VOLUNTEER

Eleanor Gianfortune

SOUTHERN LITCHFIELD COUNTY PROJECTS BACK TO SCHOOL

Christine Blonski Walter Coffey Francis Corleone Joan Conn Lizz Czaika Susan Denino Jeanne Faure Patti Guastello Nancy Macklin Mike Scofield

Candy Yaeger

STEWARDS

Our staff members take pride in making a difference in Western Connecticut every day. Below are the those staff who supported our work during the 2020-2021 Campaign Year.

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Isabel Almeida

President

Arlene Ajami

Chief Financial Officer

Akosua Agyei

College and Career Readiness Manager, Stamford Cradle to Career

Farah Ahmad

Community Impact Program and **Operations Coordinator**

Lisa Alexander

Grants Resource Development Manager

Zaida Coraizaca

Cora's Kids & Early Childhood **Initiatives Coordinator**

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Resource Development Manager

Sofia Dupi

Associate Director, Digital Marketing

Bridget Fox

President, Stamford Cradle to Career & Chief Impact Officer

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Restorative Practices Coordinator, Stamford Cradle to Career

Katy Francis

Community Impact Coordinator

Tida Infahsaeng

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Surline Jolicoeur

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Tanya Petushok

Finance Associate

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Early Childhood Initiatives Director

Gabriela Ramon

Child Care Benefits Specialist, Cora's Kids & Early Childhood Initiatives

Stacy Schulman

Director, Corporate Engagement

Victoria Scofield

Community Impact Coordinator

Lauren Scopaz-Daunais

Vice President of Strategy & Operations, Stamford Cradle to Career

Tashi-Iyana Shuler-Drakes

Community Engagement Manager, Stamford Cradle to Career

Jennifer Smith

Comptroller

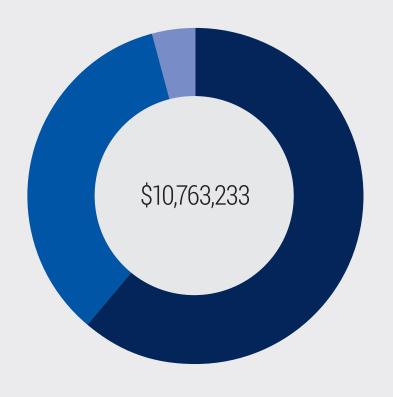
Barry Sobolewki

Director, Data Management and IT Systems

M. Cecilia Veiga

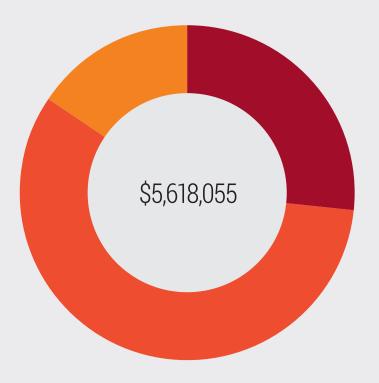
Executive Assistant

FINANCIALS



2020-2021 REVENUE

- **CAMPAIGN REVENUE**
- **CONTRIBUTIONS AND GRANTS**
- INVESTMENTS, IN-KIND AND OTHER



2020-2021 EXPENSES

- COMMUNITY IMPACT GRANTS AND OTHER DISTRIBUTIONS
- **COMMUNITY IMPACT PROGRAMS** AND SHARED SERVICES
- **SUPPORTING SERVICES**

Fiscal year 2020-21.

For our complete audited financial statements and Form 990, please visit www.uwwesternct.org/financials.

CHARTER OAK





NUTMEG



DIAMOND



PLATINUM







GOLD Fairfield County Bank | Linde

SILVER Belimo | Branson | Eversource | uBreakiFix by Asurion

BRONZE Franklin Templeton | Kimberly-Clark Corporation

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STAMFORD 1150 Summer Street Stamford, CT 06905 203-348-7711



United Way of Western Connecticut