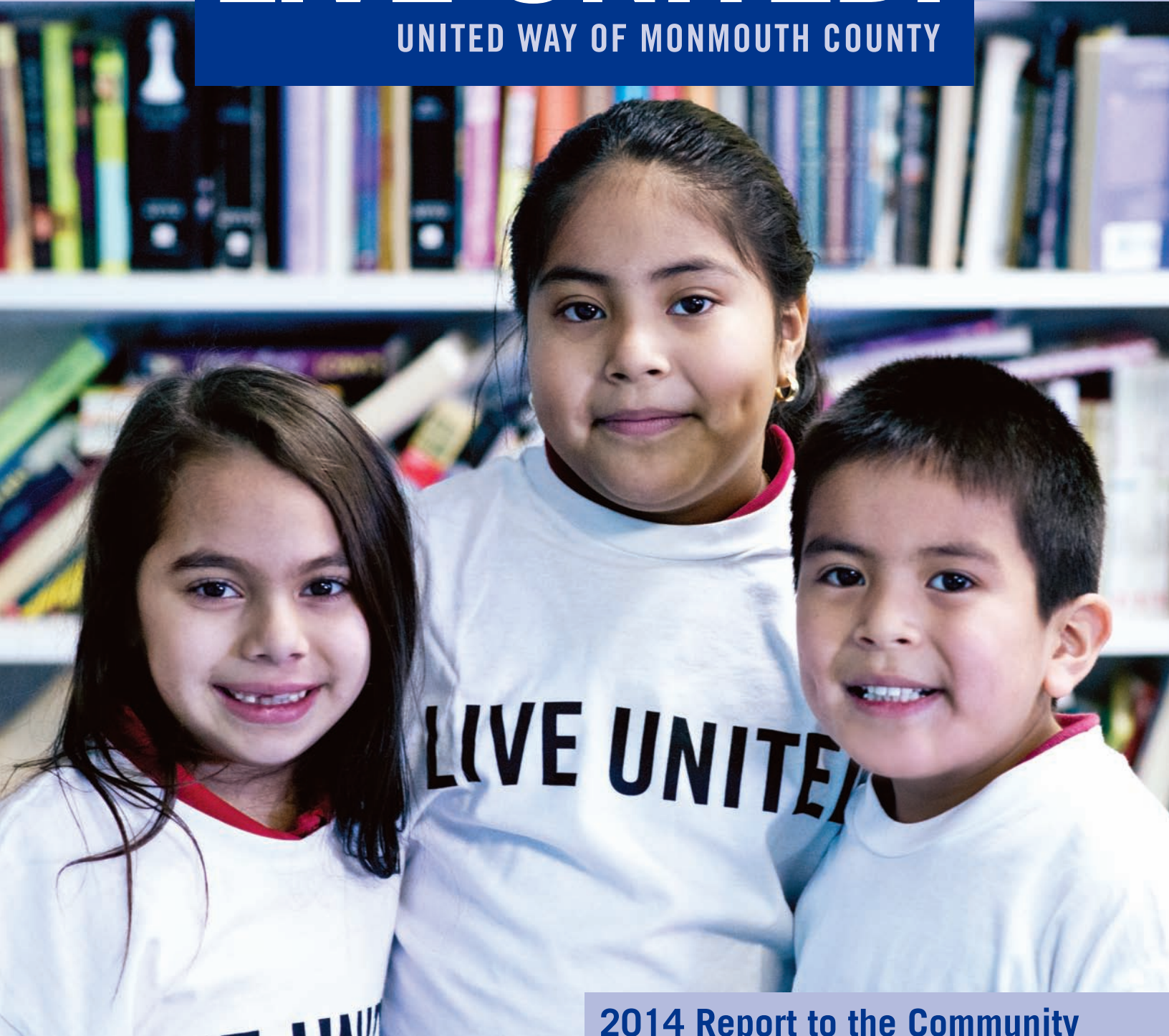


BE ENGAGED.

LIVE UNITED.

UNITED WAY OF MONMOUTH COUNTY



2014 Report to the Community

FOUNDED IN 1967, UNITED WAY OF MONMOUTH COUNTY IS DEDICATED TO IMPROVING THE LIVES OF PEOPLE IN MONMOUTH COUNTY BY MOBILIZING THE CARING POWER OF OUR COMMUNITY AND ADVANCING THE COMMON GOOD IN EDUCATION, INCOME AND HEALTH. UNITED WAY OF MONMOUTH COUNTY PARTNERS WITH AREA NONPROFITS, BUSINESSES, GOVERNMENTS, INDIVIDUALS AND VOLUNTEERS TO BUILD INITIATIVES THAT CREATE LASTING CHANGE WHILE ENCOURAGING OTHERS TO GIVE, ADVOCATE AND VOLUNTEER FOR THE BENEFIT OF OUR COMMUNITY. THIS MISSION HAS TAKEN ON EVEN GREATER SIGNIFICANCE AS COUNTLESS PEOPLE THROUGHOUT OUR REGION CONTINUE TO RECOVER FROM THE DEVASTATION OF SUPERSTORM SANDY.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

PICTURED ON THE COVER: ASHLEY, ANGIE AND VICTOR ENJOYED PARTICIPATING IN UNITED WAY OF MONMOUTH COUNTY'S EARLY GRADE READING INITIATIVE LAST SUMMER AT THE BOYS & GIRLS CLUB OF MONMOUTH COUNTY THROUGH A PARTNERSHIP WITH THE RED BANK SCHOOL DISTRICT.

DEAR FRIENDS,

At United Way of Monmouth County, we see people being engaged every day. In fact, it's what enables us to do the work that we do. Our Board, our donors and our other volunteers are engaged in countless ways: they inspire children to love books as part of our early grade reading initiative, they restore homes damaged by Superstorm Sandy and they carry out our Stuff the Bus and Warmest Wishes drives for kids, just to name a few roles. As you'll see within these pages, these individuals embody the core meaning of Living United.

We're about to launch one more important way to engage with the community – and it's based on the startling fact that one in three households across Monmouth County are struggling to make ends meet. In April 2015, we're opening the Financial Success Center as part of the new Meridian Community



Resource Center at the Freehold Raceway Mall. In a seamless collaboration with Child Care Resources of Monmouth County, The FoodBank of Monmouth and Ocean Counties, Monmouth County Workforce Investment

Board and Navicore Solutions, the Financial Success Center will provide comprehensive resources under one roof to help Monmouth County residents move from financial instability to economic security. These free services will range from career, budget and home ownership counseling to tax return preparation and assistance in finding quality childcare.

As we continue to reach out and broaden our scope in helping those in need throughout the region, we thank you immensely for being engaged with us. With your ongoing support and commitment, we can truly LIVE UNITED!

SINCERELY,

Dianne Talbot
BOARD CHAIR

Timothy C. Hearne
PRESIDENT & CEO

READING MAKES AN IMPACT



When former NFL football player Carl Howard, Jr., opened the book *The Day the Crayons Quit* to read to the group of children seated before him, they all leaned in to get a better look. On this warm August day, the children were visiting Barnes & Noble in Freehold as part of the summer program for the YMCA of Western Monmouth County, a partner in United Way of Monmouth County's early grade reading initiative.



Carl and his wife, Patricia, a United Way of Monmouth County Board member, volunteered for the event because they understand the importance of fostering the love of reading at a young age. "It builds the foundation that children need to progress in their education and be successful in life," says Patricia.

Research shows that if children are still learning to read rather than reading to learn by fourth grade, it's nearly impossible to catch up – particularly for those of lower socioeconomic status. Through partnerships with area schools and youth programs, United Way's early grade reading initiative provides summer learning and enrichment opportunities to build reading skills and combat the "summer slide," along with tools for families to create a literacy-rich home environment.

"United Way's partnership provides us with resources to inspire more kids to want to read, and it's really amazing to see their excitement," says Mel O'Neal, Branch Director of the YMCA's Freehold Boro Branch. "If our young people aren't confident in their reading, I don't know that we're building a strong tomorrow."

Audrey "Ma" Evans, facilitator for the YMCA summer program, is a strong proponent of making reading fun. "We're able to help them learn to read, but also to experience reading on a deeper level," she says. "I don't have the words to explain the effect of the program – you have to see the enthusiasm and growth of the children to really appreciate it."

As the book reading concludes, 9-year-old Emilee reflects on her experience with the program. "Reading makes me feel happy and proud," she says. Her friend, 7-year-old Heaven, agrees. "They make it fun," she says. "You get smarter as it goes."

UNITED WAY BOARD MEMBER
PATRICIA HOWARD AND HER HUSBAND,
FORMER NFL FOOTBALL PLAYER
CARL HOWARD, JR., ENJOY A FEW
BOOKS WITH (LEFT TO RIGHT) EMILEE,
HEAVEN, ESMERALDA AND NORMA AS
PART OF UNITED WAY'S EARLY GRADE
READING INITIATIVE.

BUILDING SKILLS OUTSIDE THE CLASSROOM



Sixteen-year-old Jaysaan White knew he wanted to get a part-time job during high school, but he didn't know anything about creating a resume or interviewing – until he got involved with the Career Connections program at Asbury Park High School. A partnership between United Way of Monmouth County, Asbury Park High School and The Center for Vocational Rehabilitation (CVR), the program helped him polish his skills and land an afterschool/weekend job as a cashier at Wegmans in Ocean.



THANKS TO THE CAREER CONNECTIONS PROGRAM, JAYSAAN WHITE (CENTER) IS NOT ONLY ENJOYING WORKING AT WEGMANS IN OCEAN, BUT HE'S ALSO FORMED A SPECIAL RELATIONSHIP WITH JOHN ZAMMETTI (LEFT), UNITED WAY BOARD MEMBER AND MANAGER AT WEGMANS, AND LINDSEY BOWEN (RIGHT), CAREER CONNECTIONS COORDINATOR FOR THE CENTER FOR VOCATIONAL REHABILITATION.

"I was so surprised and happy when I got the job offer," recalls Jaysaan, a junior at the high school. "My mom and I love shopping at Wegmans, and I've always heard good things about working there. The people are great. It's so easy to come to work."

Jaysaan's involvement with the Career Connections program, combined with his own perseverance, paid off. "Talking with Jaysaan was one of the most enjoyable interviews I've ever conducted," says Chrissy Kreber, Acting Service Manager at Wegmans. "He's genuine, passionate and engaged. We're lucky to have him."

Over the past year, the Career Connections program has worked with 73 Asbury Park High School students to help them build skills that connect them to college or a career. "From encouraging goal setting to fostering people skills, we help students move forward in a way that positions them for success," says Lindsey Bowen, Career Connections Coordinator for CVR, who works with students one-on-one at the high school.

John Zammetti, Manager at Wegmans and a Board member for United Way of Monmouth County, understands and promotes this level of engagement by supporting the Career Connections program and many other United Way initiatives. In fact, he feels that United Way and Wegmans have a like-minded synergy that makes them a perfect match on many levels.

"The Career Connections program is important because it uniquely prepares young people in our area for success, and we want to be a part of that – whether it's sparking a passion or building a career," adds John. "The youth of our community is at the foundation of our workforce, and Jaysaan personifies everything we look for in an employee. He's an absolute joy."



EDUCATION

EARLY GRADE READING

There's an academic achievement gap among students in Monmouth County – and it's closely linked to socioeconomic status. In fact, 62% of fourth grade students in the lowest socioeconomic status school districts are reading below grade level, compared to 20% of students in the highest socioeconomic districts. Our early grade reading partnerships help ensure that more children are exposed to reading and enrichment opportunities that continue over the summer, fostering their success in school and in life. This program also provides tools for families to build a literacy-rich home environment.

RESULTS

- 174 students from pre-K to 3rd grade participated in the early grade reading initiative last year.
- 65% maintained or improved their reading levels after participation.
- 3,636 books were collected and distributed via our early grade reading partners.

EARLY GRADE READING PARTNERS

Freehold Boro School District

- *YMCA of Western Monmouth County*

Keansburg School District

- *Collier Youth Services*
- *The Girl Scouts of the Jersey Shore*

Red Bank School District

- *Boys & Girls Club of Monmouth County*
- *Horizons at Rumson Country Day School*
- *Monmouth Day Care Center*

FAMILY LITERACY PARTNER

Literacy Volunteers of Monmouth County

CAREER CONNECTIONS

Helping students make connections between high school learning and their future career is an evidence-based strategy for success in college, work and life. Our Career Connections program helps high school students stay in school, grow academically and developmentally and graduate with the skills they need to be successful. Students develop career pathways, learn work readiness skills and gain employment.

RESULTS

- 73 Asbury Park High School students participated in Career Connections last year.
- Nearly half (47%) gained employment during the year.
- 82% transitioned to college or career from high school.
- 98% of active 9th, 10th and 11th graders advanced to the next grade level.

PARTNERS

Asbury Park High School (APHS)

APHS School-Based Youth Services Program - The SPOT

Center for Vocational Rehabilitation (CVR)



STUFF THE BUS

Each summer, our Stuff the Bus drive collects essential school supplies for students in need throughout the county. In 2014, 17,000 items were collected through community drives held at Target and Walmart stores, internal drives at local organizations and individual donations, helping to ensure that children had the supplies they needed to be successful at school.



RESULTS

- Over 18,000 school supplies were distributed to 14 schools.
- 34 organizations participated.
- 90 people volunteered at five store events and helped sort donations.

SPONSOR

J.F. Kiely Construction Company

WARMEST WISHES

Our Warmest Wishes drive supplies area elementary school students in need with new winter clothing. This past year, with the help of two store drives at Target in Manalapan and internal drives at local organizations, children received coats, hats, mittens and more to keep them warm on the way to and from school.



RESULTS

- Over 3,900 items were distributed to 17 schools and nonprofits.
- 31 organizations participated.
- 135 volunteers logged 41 volunteer hours.

SPONSOR

J.F. Kiely Construction Company

INCOME

FINANCIAL STABILITY INITIATIVE

A recent analysis shows that one in three households in Monmouth County are struggling to keep up with the cost of living in this region. Through our Financial Stability Initiative, we work with our partners to provide easy access to a variety of services designed to help households manage their money, increase their income and build their assets.

RESULTS

- 17 households, including 20 adults and 32 children, received housing assistance, employment support and financial education last year.
- 90% stabilized their housing conditions.
- 100% gained, maintained or advanced their employment.

PARTNERS

Interfaith Neighbors
Navicore Solutions

SUPPORTED EMPLOYMENT

Households with a member who is living with a disability often have greater health care expenses and reduced earning power. Through our supported employment partnerships, we provide employment training and opportunities for adults with disabilities. The program enables them to become more financially stable, build self-esteem and participate more fully in the community.

RESULTS

- 32 adults with disabilities received employment training and participated in job skills development last year.
- 11 are currently employed.

PARTNERS

The Arc of Monmouth
LADACIN Network



EMERGENCY FOOD AND SHELTER PROGRAM (EFSP)

United Way of Monmouth County manages the Emergency Food and Shelter Program (EFSP), which allocates federal funds to help the hungry and homeless.

RESULTS

- \$305,969 was disbursed to nine nonprofit agencies for utility assistance, food, emergency shelter and rent/mortgage assistance during 2013-14.

FAMILYWISE PRESCRIPTION DRUG SAVINGS PROGRAM

Through this program, we distribute prescription discount cards to local pharmacies, agencies and individuals to assist those in need with their medication costs.

RESULTS

- \$529,719 in savings was redeemed by Monmouth County residents last year.

FINANCIAL SUCCESS CENTER

Opening in April 2015 as part of the Meridian Community Resource



Center at the Freehold Raceway Mall, the Financial Success Center will provide free, comprehensive resources under one roof to help Monmouth County residents move from financial difficulty

to economic well-being.

PARTNERS

- Child Care Resources of Monmouth County
- The FoodBank of Monmouth and Ocean Counties
- Monmouth County Workforce Investment Board
- Navicore Solutions

HEALTH

SAFER KIDS

We're focused on keeping children safe and healthy through partnerships that provide prevention education for children, parents and teachers. In addition, our partnerships enable training for volunteer advocates to provide intervention and support on behalf of children in foster care. These programs build resiliency in children, address unmet needs and provide the opportunity to talk to a caring adult to get the help they need.

RESULTS

- 2,547 children and 366 parents and teachers attended workshops on the prevention of abuse, neglect and bullying last year.
 - 373 (14.6%) of those children identified significant issues that required intervention.
- 23 children in foster care were helped by volunteer advocates.
 - 26% were placed in safe, permanent homes.

PARTNERS

- Child Assault Prevention (CAP) of Monmouth County
- Court Appointed Special Advocates (CASA) for Children of Monmouth County



HIGH-RISK BEHAVIORS

Research shows that 14.1% of Monmouth County middle school students have admitted to using alcohol in their lifetime, and 10.6% to using alcohol during the past year – with 5.1% using alcohol for the first time at age 11 or younger. Our partnerships provide education to reduce high-risk behaviors among young people, as well as access to outpatient treatment for teenagers with existing substance abuse issues.

RESULTS

- 269 youth participated in prevention/education programs last year.
- 57 adolescents received substance abuse counseling and treatment.
 - 74% successfully completed the program, and of these, 89% abstained from alcohol/drugs.

PARTNERS

Big Brothers Big Sisters of Monmouth & Middlesex Counties
 Boys & Girls Club of Monmouth County
 Community YMCA

THE VOLUNTEER CENTER

United Way of Monmouth County makes it easy to give one's time and talent through our Volunteer Center. Our searchable Volunteer Center website (uwmonmouth.org/volunteer) links local agencies with members of the community who want to give back, and vice versa. Businesses or organizations that wish to bring employees together to volunteer as a team-building activity can contact the Volunteer Center to coordinate a Day of Caring with a local agency. In addition, the Volunteer Center accepts volunteers ages 12 and up for our two internal drives: Stuff the Bus and Warmest Wishes.

RESULTS

- 81,460 Volunteer Center website visits last year
- 1,590 registered volunteers
- 170 registered nonprofit agencies
- 1,311 referrals to local agencies
- 31 Days of Caring with local companies and nonprofit organizations

SPONSOR

Monmouth County Board of Chosen Freeholders



REBUILD NEW JERSEY

Since Superstorm Sandy caused its devastation along the Jersey Shore,



United Way of Monmouth County has placed a special emphasis on helping to rebuild lives and homes – a priority we will continue to focus on

for the foreseeable future. Our partnerships have engaged individuals, corporations and community groups in rebuilding efforts that have had a direct impact on many Monmouth County residents.

RESULTS

- 125 families received rebuilding assistance.
- 2,572 volunteers joined us in rebuilding efforts.
- 28,170 hours of volunteer service were provided.

PARTNERS

- AmeriCorps
- Break a Difference
- Gateway, Church of Christ
- Monmouth County Long Term Recovery Group
- United Ways in New Jersey

NJ 2-1-1

United Way of Monmouth County funds NJ 2-1-1, a statewide help line



that connects the community with essential local and governmental services. From personal needs to disaster relief, the program provides a link to resources for food, housing, healthcare, childcare,

job search assistance, financial assistance and more. For details, dial 2-1-1 or visit nj211.org.

RESULTS

9,820 calls were received from Monmouth County households on the following topics:

- 55%: temporary financial assistance
- 25%: disaster services
- 8%: housing

PARTNERS

- State of New Jersey
- United Ways in New Jersey



INCOME/ FINANCIAL STABILITY

- \$150,000 invested
- 84 people impacted
- \$835,688 leveraged in prescription and emergency assistance



EDUCATION

- \$195,441 invested
- 255 youth impacted
- \$85,693 donations in-kind



HEALTH

- \$118,000 invested
- 2,869 youth impacted



REBUILD NJ

- \$932,000 distributed
- 125 families impacted
- Monmouth County Long Term Recovery Group: \$828,000 distributed

2013-2014 COMMUNITY IMPACT



NJ 2-1-1

- \$42,000 invested
- 9,820 calls for assistance



VOLUNTEER CENTER OF MONMOUTH COUNTY

- 1,590 registered volunteers
- 1,311 referrals to local nonprofits
- 31 Days of Caring

TOGETHER, WE ARE ENGAGED.
TOGETHER, WE ARE CHANGING COMMUNITIES AND LIVES.
TOGETHER, WE

LIVE UNITED!

2014 FINANCIALS

UNITED WAY OF MONMOUTH COUNTY

BOARD OF TRUSTEES

Dianne Talbot // Chair
Two River Community Bank

George Destafney // Vice Chair
OceanFirst Bank

Anthony Giordano // Treasurer
Colonial American Bank

Henry Hong // Secretary
Enterprise Rent-A-Car

Kathleen Abatemarco
Asbury Park Press

Wayne Boatwright
Meridian Health

Robert S. Bonney, Jr., Esq.
*Davidson,
Eastman & Munoz PA*

Robert Clifton
Comcast Corporation

Sonia Grant
TD Bank

Roger Hart
Community Representative

Thomas Hayes
New Jersey Natural Gas

Patricia Howard
Oskie Group, LLC

Mary Kiely
K. Moorea Co.

Maureen Lawrence
Brookdale Community College

James Markey
Jersey Central Power & Light

Brian Massey
Community Representative

Eric Menaker
IBM

Curtis Olson
AIG Benefit Solutions

Virginia Piccolo
WithumSmith+Brown

Donald Pignataro
Community Representative

Robert Rosone
Deloitte LLP

John Zammetti
Wegmans

Statement of activities and changes in net assets for the year ending June 30, 2014

SUPPORT AND REVENUE

| | |
|-------------------------------------|------------------|
| Gross campaign results: | |
| Unrestricted | \$ 2,189,152 |
| Restricted | <u>2,162,829</u> |
| Total gross campaign results | 4,351,981 |
| Less: Donor designations | (1,064,532) |
| Provision for uncollectible | <u>(99,244)</u> |
| Campaign contributions revenue | <u>3,188,205</u> |
| Other revenue and support: | |
| Grant revenue | 274,515 |
| Special events | 99,199 |
| Designations from other United Ways | 184,167 |
| Donations in-kind | 131,848 |
| Miscellaneous revenue | <u>24,385</u> |
| Total other revenue and gains | <u>714,114</u> |
| Total revenue and other support | <u>3,902,319</u> |

EXPENSES

| | |
|------------------------------------|---------------------------|
| Program services: | |
| Gross funds awarded/distributed | 1,530,416 |
| Less: Donor designations | <u>(1,064,532)</u> |
| Net funds awarded/distributed | 465,884 |
| Community service | 138,952 |
| Volunteer Center | 256,304 |
| Rebuild Monmouth | 434,906 |
| MCLTRG | 1,290,323 |
| Gift of Warmth/211 Contracts/DOVIA | <u>345,004</u> |
| Total program services | <u>2,931,373</u> |
| Supporting services: | |
| Administrative | 228,190 |
| Fundraising | <u>266,193</u> |
| Total supporting services | <u>494,383</u> |
| Total expenses | <u>3,425,756</u> |
| Increase in net assets | 476,563 |
| Net assets, beginning of year | <u>4,056,503</u> |
| Net assets, end of year | <u><u>\$4,533,066</u></u> |

Data presented above was summarized from the June 30, 2014 audit report prepared by Tait, Weller & Baker LLP and dated December 9, 2014 in which United Way received an unmodified opinion.

UNITED WAY OF MONMOUTH COUNTY

STAFF

Timothy C. Hearne
President & CEO

Beth Andrews
Administrative Assistant

Tamer Gouda
*Director of Resource
Development*

Deena Harmon
Director of Finance

Christine Jagerburger
*Vice President of
Community Impact*

Jenna Johnston
*Manager,
Rebuild New Jersey Project*

David Lee
Major Gifts Consultant

Eric Levin
*Manager,
Volunteer Construction*

Kaarina Romero
Manager, Volunteer Center

Heather Salomon
*Bookkeeper and Financial
Assistant*



THANK YOU

FOR YOUR SUPPORT OF UNITED WAY OF MONMOUTH COUNTY!
TO LEARN MORE, DONATE OR VOLUNTEER,
PLEASE CONTACT US AT 732.938.5988 OR VISIT UWMONMOUTH.ORG





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