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"We have found that there is the potential for over 4,000 donors in New Jersey to make a major gift to their local United Ways across the state," said DJ Hampton, Director of Major, Principal and Planned Giving for UWW. That equates to \$40 million of potential to meet the needs of our residents. "We also know that many New Jersey residents want to help improve education, help families increase their income and help everyone live a healthy lifestyle," he adds. "New Jersey is unique. This type of statewide collaborative has been attempted before, but has never gotten as far as this one."

The volunteers come to the table bringing their experience and networks together to work for the common good. Word has spread, and volunteers from the national level have offered to lend their expertise to ensure that the New Jersey Major Gifts Collaborative is a success. Involved volunteers

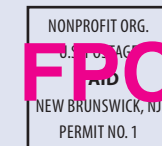
from the United Way Worldwide National Leadership Council include the 2014 UWW Tocqueville award winner, Mike Hayde, of Western National Group in Orange County, CA, and Bill O'Dowd, President of Dolphin Media and volunteer champion in Miami.

"It's very exciting to see national and local volunteers come together to build such a unique model," said Tamer Gouda, Director of Resource Development at United Way of Monmouth County. "Its success could lend itself to be a model for the United Way system, helping so many people in local communities."



United Way
of Monmouth County

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VOLUNTEERS LEAD THE WAY TO A BRIGHTER FUTURE

At United Way of Monmouth County, volunteers are the lifeblood of everything we do. United Way of Monmouth County Volunteers govern our boards, help us identify community needs and raise the resources necessary to address those needs. In that spirit, New Jersey United Ways are collaborating to facilitate having volunteers lead us in the next phase of resource development, leadership giving and major gifts as part of our new initiative, the New Jersey Major Gifts Collaborative.

Two of these leaders are shaping the way we fundraise right here in Monmouth County: our board members, Bob Rosone of Deloitte and Mary Kiely of K. Moorea Co. LLC. For the last two years, Bob has been helping members from the Resource Development staffs from United Ways around New Jersey and United Way Worldwide (UWW) to create this collaborative model centered around volunteers. "Bob has been very vital to the building of this collaboration, providing expertise and advice," said David Lee, a retired United Way CEO and now a consultant for the United Way of Monmouth County major gifts.

Mary, who serves on our Community Impact Education Subcommittee, was inspired to get involved when she saw how more major givers, like her family, could impact the community. "Mary, a former teacher, sees the power of our early grade reading initiative and is excited to encourage others to engage with our United Way," said Timothy C. Hearne, Jr., President and CEO of United Way of Monmouth County.

The potential impact is huge for our state. According to UWW, New Jersey is the second wealthiest state, with approximately 100 Tocqueville donors – those making an annual contribution of \$10,000 or more.

Continued

TO FURTHER THE COMMON GOOD THROUGHOUT OUR STATE, UNITED WAY BOARD MEMBERS BOB ROSONE AND MARY KIELY ARE HELPING TO ENGAGE OTHER LEADERS IN OUR NEW JERSEY MAJOR GIFTS COLLABORATIVE.

PRESIDENT'S MESSAGE

What does being engaged mean to you? At United Way of Monmouth County, we live and see it every day. Our Board, our donors and our other volunteers never cease to amaze us in the countless ways they are engaged. They work long hours and days to restore homes damaged by Superstorm Sandy, they inspire children to love books as part of our early grade reading program and they carry out our Stuff the Bus and Warmest Wishes drives for kids, just to



TIMOTHY C. HEARNE, JR.

name a few roles. These individuals are involved, they are committed and they embody the core meaning of being engaged. As we work to further our Community Impact Agenda by partnering on programs that meet pressing needs in the areas of education, income and health, there are many ways that you can become engaged. Our online Volunteer Center makes it easy to

volunteer through United Way for one of its more than 170 nonprofit partners in Monmouth County. Simply visit uwmonmouth.org/volunteer to join the nearly 1,600 individuals already registered, search more than 200 current volunteer opportunities and find one that's right for you. If you're with a nonprofit agency that's seeking volunteers, you can also connect with them via this website.

Within these pages, you'll read just a few of the stories about those who are engaged in efforts that are making a difference right here in Monmouth County. They inspire us, and we hope that they'll inspire you, too.

Thank you for helping us LIVE UNITED!

Sincerely,

Timothy C. Hearne, Jr.
President and CEO



GOLFING FOR A GREAT CAUSE

In May, United Way of Monmouth County held its most successful Spring Tee-Off in recent years, raising over \$47,000 for Community Impact initiatives throughout the region. A total of 91 golfers participated, including (left to right) Henry Hong, Kevin Kenney and Joe Satkowski from Enterprise Rent-A-Car and Shawn Maloney from Pine Belt Chevrolet. Thank you to all the sponsors, golfers and volunteers who helped us reach this milestone!

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.

GET CONNECTED:

JOIN OUR EMAIL LIST AT
UWMONMOUTH.ORG,
OR LIKE US ON FACEBOOK!



LIVE UNITED

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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 STILL STRUGGLE TO RECOVER FROM THE DEVASTATION OF SUPERSTORM SANDY. TO LEARN MORE ABOUT UNITED WAY OF MONMOUTH COUNTY, PLEASE VISIT UWMONMOUTH.ORG.

LIVE UNITED



United Way
of Monmouth County

A SUMMER OF GIVING BACK

When 22-year-old Julia Lautenschleger of Albuquerque, New Mexico decided she wanted to do something other than waitressing this past summer, her sorority sister, Andrea Luce, had the perfect idea. "If you want to be adventurous, I have a program for you," said Andrea.

A few months later, the pair traveled from New Mexico to the Jersey Shore to spend the summer as AmeriCorps volunteers for the Rebuild NJ program, a collaboration among the United Ways of Monmouth County, Ocean County, Essex and West Hudson, and Northern New Jersey, along with AmeriCorps and Break a Difference. From June through August, Julia and Andrea spent 35 hours a week helping to renovate and repair homes destroyed by Superstorm Sandy.

"It's given me such a bigger picture of the world," said Andrea, age 22. "It's been amazing to work with different volunteers whose ideas and goals align with mine, and seeing the gratitude of the homeowners has given me a real sense of fulfillment."

Lauren Bricker, a 23-year-old volunteer from Staten Island, has had a similar experience. A graduate school student in social work, she enjoyed challenging herself to learn new construction skills in an effort to help others.

"I grew up going to the Jersey shore, and it's nice to give back to a place that's close to my heart," she said. "It makes me feel good to know that I'm really making a difference in someone's life."

The Rebuild NJ program has been made possible in part through an AmeriCorps grant for 20 AmeriCorps volunteers, shared with United Way of Ocean County. Once trained, these individuals have acted as site leaders to instruct other volunteers as they work on rebuild projects. Eric Levin, Volunteer Construction Manager at United Way of Monmouth County, oversees the process. He took on this role after retiring from a long career in the homebuilding industry.



AMERICORPS VOLUNTEERS, INCLUDING ANDREA LUCE (THIRD ROW DOWN ON LEFT), JULIA LAUTENSCHLEGER (THIRD ROW DOWN ON RIGHT) AND LAUREN BRICKER (BOTTOM ROW ON LEFT), CAME FROM FAR AND WIDE TO SPEND THEIR SUMMER RENOVATING MONMOUTH COUNTY HOMES DAMAGED BY SUPERSTORM SANDY THROUGH UNITED WAY'S REBUILD NJ PROGRAM.

ARE YOU ENGAGED?

COMMUNITY ENGAGEMENT

"Training and managing volunteers is my opportunity to give back the knowledge and experience I've gained over the past 40 years," said Eric. "It's a wonderful, satisfying way for people to volunteer, especially when homeowners don't have the resources to accomplish this on their own."

Volunteers range from corporate teams and faith-based groups to individual volunteers, who give their time for a day, a week or longer. To date, the initiative has renovated more than 120 houses with the help of more than 2,200 volunteers. Volunteers are still needed, and interested individuals can call 848-206-2042 or visit uwmonmouth.org/volunteer to learn more.

"The program provides a light at the end of what these homeowners thought was a very dark tunnel," said Eric. "To see the joy on people's faces when homes are finished – there's nothing better than that."

HERE ARE MORE EXAMPLES OF HOW VOLUNTEERS ARE ENGAGED IN EFFORTS TO MAKE A DIFFERENCE IN MONMOUTH COUNTY AND IMPROVE THE COMMUNITIES IN WHICH THEY LIVE.



PICTURED ABOVE VOLUNTEER EILEEN OLSEN READS TO CHILDREN AT BARNES AND NOBLE - HOLMDEL AS PART OF OUR EARLY GRADE READING PROGRAM.

"Part of our mission is to support childhood literacy, and United Way is a perfect partner. They work with a variety of groups whose mission is to foster a childhood love of reading. They've been so wonderful and our Barnes & Noble store is grateful to assist with their amazing efforts!"

- Jessica Gottlieb, Community Business Development Manager, Barnes & Noble, Inc.



PICTURED ABOVE THIS SUMMER, [HOW MANY] CHILDREN HAVE BENEFITED FROM OUR EARLY GRADE READING PROGRAM, WHICH HELPS PREVENT THE SUMMER SLIDE THROUGH READING AND ENRICHMENT ACTIVITIES.

PICTURED BELOW



"VONAGE REMAINS COMMITTED TO CORPORATE SOCIAL RESPONSIBILITY AND TAKING AN ACTIVE ROLE IN STRENGTHENING LOCAL COMMUNITIES. WE HAVE MAINTAINED A STRONG PARTNERSHIP WITH UNITED WAY FOR THE LAST SEVERAL YEARS TO HELP REBUILD AND RESTORE HOMES AND COMMUNITIES THAT WERE DEVASTATED BY SUPERSTORM SANDY. UNITED WAY HAS DONE TREMENDOUS WORK TO IMPROVE THE LIVES OF THOSE WHO NEED IT THE MOST, AND WE'RE PROUD TO BE A PART OF IT."

- BRIAN DUNNE, CORPORATE COMMUNICATIONS, VONAGE



HOW I LIVE UNITED

Microsoft has been a generous and loyal supporter of United Way of Monmouth County for the past few years. From participating in clothing drives to disaster preparedness and disaster relief efforts, Microsoft has remained committed to help where it's needed most.

WITH ALL THE CHOICES IN GIVING, WHAT DREW MICROSOFT RETAIL STORES TO ENGAGE WITH UNITED WAY?

Microsoft partners with United Way chapters across the country due to their large investment in education and STEM-focused programming, which is one of our priorities. We're also drawn to United Way because they help children and families in need on a very local level. For example, we partnered with United Way on its Warmest Wishes campaign with an event hosted here at our Freehold location, collecting much-needed winter clothing for children in need. It was a great way to give, and our employees were very eager to support it.

IN WHAT OTHER WAYS DO YOU PARTNER WITH UNITED WAY?

Here in Freehold, Microsoft has made an ongoing commitment in which teams of volunteers work with United

Way to repair homes damaged by Superstorm Sandy so that families can move back in. We are now in our second year of these efforts, and we will continue to help where we are needed most. This issue is near and dear to our hearts, and United Way is our conduit in continuing to rebuild our community.

OVER THE PAST FEW YEARS, MICROSOFT HAS INCREASED ITS EMPLOYEE AND CORPORATE PARTNERSHIP NONPROFIT SUPPORT SIGNIFICANTLY, ESPECIALLY SINCE OPENING IN THE FREEHOLD RACEWAY MALL. WHAT DO YOU FEEL ATTRIBUTED TO THIS INCREASE IN SUPPORT OF UNITED WAY?

Partnering with community organizations to support their missions is an important aspect of each Microsoft Store's commitment to its local community – particularly organizations focused on developing science, mathematics and technology programs for children. Microsoft employees also actively volunteer for nonprofits, especially when an important need is identified. United Way has been a great partner in leading the charge to support the community, and Microsoft is happy to stand behind those efforts.

WHAT WOULD YOU SAY TO OTHERS WHO ARE CONSIDERING SUPPORTING UNITED WAY?

United Way has proven time and again to be a great partner in helping us achieve our goals of creating lasting and meaningful partnerships with nonprofits and helping people in local communities to reach their full potential through access to technology. You can also count on United Way to take an active role in responding to immediate needs. Supporting United Way allows our volunteers to get involved with issues that are both very local and near and dear to our hearts.

WHAT DOES IT MEAN TO YOU TO "LIVE UNITED?"

To Live United means to stand united with your community to create a sum greater than its parts. By working with United Way on projects like our rebuilding efforts and the Warmest Wishes drive, we are serving the community where we work and live. In doing so, we can all make a direct impact and help each other build lives of greater opportunity and promise.



SINCE SUPERSTORM SANDY, MICROSOFT EMPLOYEES HAVE PARTNERED WITH UNITED WAY OF MONMOUTH COUNTY TO VOLUNTEER FOR "DAYS OF CARING," HELPING TO RESTORE HOMES IN SHORE TOWNS HARDEST HIT BY THE STORM.

YOU, TOO, CAN HELP US LIVE UNITED!

To learn more about volunteer opportunities, please visit uwmonmouth.org/volunteer or contact us at 848-206-2042 or volunteer@uwmonmouth.org. To donate to United Way of Monmouth County, please visit uwmonmouth.org/give.