

## FALL 2017 // WINTER 2018 NEWSLETTER

### VISION FOR OUR MISSION: \$1 MILLION CHALLENGE

United Way of Monmouth and Ocean Counties (UWMOC) recently underwent a rigorous strategic planning process in which the organization honed in on its mission, vision and community impact goals for the next four years. In order to support UWMOC's new mission to

mobilize donors, volunteers and community partners to improve the lives of youth and their families, the Jay and Linda Grunin Foundation will match all new or increased donations dollar for dollar up to \$1 million until June 30, 2021.

**UNITED WAY OF MONMOUTH AND OCEAN COUNTIES MOBILIZES DONORS, VOLUNTEERS AND COMMUNITY PARTNERS TO IMPROVE THE LIVES OF YOUTH AND THEIR FAMILIES. OUR VISION IS TO ENSURE THAT EVERY CHILD IS SUCCESSFUL, EVERY FAMILY IS FINANCIALLY STABLE, AND EVERY COMMUNITY WE SERVE IS STRONGER.**

# LIVE UNITED



# VISION FOR OUR MISSION: \$1 MILLION CHALLENGE

United Way of Monmouth and Ocean Counties strives to ensure that every child is successful, every family is financially stable, and every community we serve is stronger. Our 2017-2021 strategic plan focuses on five key areas: impact, partnerships, infrastructure, governance and financial sustainability. The impact work in our strategic plan targets not only the challenges of today, but prepares the youth of our community to be successful in the future.

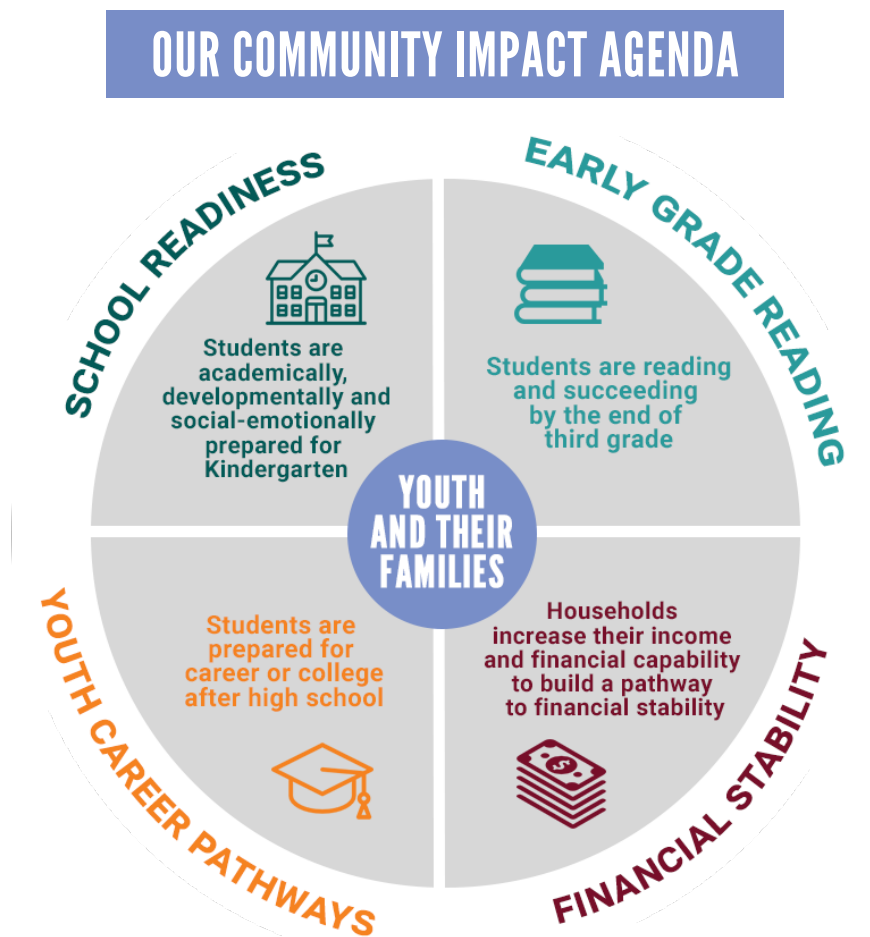
“The Jay and Linda Grunin Foundation uses philanthropy to increase citizen activity and economic development opportunities through the arts, healthcare and education, which fits perfectly with United Way of Monmouth and Ocean Counties’ new vision,” stated Jeremy Grunin, President of the Jay and Linda Grunin Foundation and Chairman of United Way of Monmouth and Ocean Counties. “The Grunin Foundation is proud to support the work of United Way and make a significant impact on our community with the \$1 Million Challenge grant.”

Jay Grunin, Co-Founder and Co-Chair of the Jay and Linda

Grunin Foundation, echoed these sentiments during his announcement of the \$1 Million Challenge grant at UWMOC’s Leadership Reception on November 2, 2017:

**“United Way’s collaborative spirit, its fight for the education, healthcare and financial stability of its partners, and its mission to mobilize donors, volunteers and community partners to improve the lives of all of our citizens in the Central Jersey Shore area, is something worthy of the highest admiration and support.”**

Cover photo // Left to right: Timothy Hearne, President & CEO of United Way of Monmouth and Ocean Counties; Jay Grunin, Co-Founder and Co-Chair of the Jay and Linda Grunin Foundation; and Jeremy Grunin, President of the Jay and Linda Grunin Foundation and Chairman of United Way of Monmouth and Ocean Counties at UWMOC’s Leadership Reception where the Grunin Foundation Challenge was announced on November 2, 2017.





## SUMMER LITERACY PROGRAM HELPS PREVENT SUMMER SLIDE

As part of our early grade reading focus area, our summer literacy initiatives help ensure that more children are exposed to reading and enrichment opportunities over the summer months, fostering their success in school and in life. Without access to the enriching activities available to more affluent peers, research shows that children from low-income families can lose as much as three months of reading comprehension skills over the summer.

Each of the summer literacy programs featured experiential learning, reading, parent engagement, physical activity, nutrition and access to books. Students went on field trips to Barnes & Noble stores in Holmdel and Freehold, where they received free books to start or expand their home libraries and volunteers read stories to the groups. Members of our board and Women United council also visited our partner programs to read to the children on-site.

UWMOC's Women United leadership group is focused on our early grade reading summer literacy programs. Funds raised from events were used to provide the following: attendance of a first grade classroom of Red Bank Primary School students at the Horizons summer program, a Smart Board for the YMCA of Western Monmouth County, and three literacy specialists for Horizons and Red Bank Primary School to provide one-on-one reading instruction to students who need the most intervention.

United Way of Monmouth and Ocean Counties worked with the following partners in order to make the summer



*A student from the YMCA of Western Monmouth County receives free books as part of United Way's summer literacy program.*

literacy program possible:

### **B.E.A.T. Center**

- Fulfill, JBJ Soul Kitchen, People's Pantry
- Freehold Borough School District**
- YMCA of Western Monmouth County
- Keansburg School District**
- Collier Youth Services
- Red Bank School District**
- Boys & Girls Club of Monmouth County
- Horizons at Rumson Country Day School
- Monmouth Day Care Center
- Red Bank Primary School

## WOMEN UNITED HOSTS SECOND ANNUAL CASINO NIGHT



*Women United members whose hard work and dedication made Casino Night possible.*

Women United hosted its second Casino Night on October 12, 2017 at the Shadowbrook at Shrewsbury. Over 140 guests enjoyed classic casino games, dinner, open bar, and the chance to win a 50/50 raffle and 78 chance auction baskets. Sponsored by Atlantic Auto Body, Branning Collision Centers, CAPP General Contractors, the Jay and Linda Grunin Foundation, OceanFirst Bank, Optum360 and Patricia & Carl Howard, the event raised over \$34,000. Event proceeds will benefit United Way of Monmouth and Ocean Counties' early grade reading initiative.

**For more information about how to support the work of Women United or become a member, please visit [uwmoc.org/WomenUnited](http://uwmoc.org/WomenUnited).**

# FREE TAX PREP AT THE FINANCIAL SUCCESS CENTER

The Financial Success Center (FSC), located in the Meridian Community Resource Center at the Freehold Raceway Mall, provides free, comprehensive resources under one roof to help Monmouth and Ocean County residents move from financial difficulty to economic well-being. It provides services through a seamless collaboration among Child Care Resources of Monmouth County, Fulfill, Monmouth County Workforce Development Board, Navicore Solutions, and United Way of Monmouth and Ocean Counties.

Services include free tax preparation for eligible individuals by certified tax professionals from our partner, Fulfill. Last tax season, the FSC assisted with 429 tax returns, resulting in \$653,447 in federal and state refunds for participants.

## FINANCIAL SUCCESS CENTER LOCATION

Meridian Community Resource Center  
Freehold Raceway Mall // First Floor (Macy's Wing)  
3710 Route 9 // Freehold, NJ 07728

## HOURS

Tuesday - Thursday: 10am - 7pm  
Second and fourth Saturday of the month: 10am - 2pm

## CONTACT / APPOINTMENTS

732-414-6745 // [info@uwfinancialsuccess.org](mailto:info@uwfinancialsuccess.org)  
[uwfinancialsuccess.org](http://uwfinancialsuccess.org)  
[facebook.com/UWFSC](https://facebook.com/UWFSC)

**Qualifying residents of Monmouth and Ocean counties can get their taxes prepared for FREE from January 26 - April 18, 2018:**

**FINANCIAL SUCCESS CENTER AT THE FREEHOLD RACEWAY MALL**

Tuesday - Friday: 12pm - 7pm | Saturdays: 10am - 2pm

To make an appointment, call NJ 2-1-1 at 877-652-1148 or schedule online at [fulfillnj.org](http://fulfillnj.org).



**FINANCIAL  
SUCCESS  
CENTER**

# THANK YOU FOR HELPING STUFF THE BUS!



Stuff the Bus sponsor J.F. Kiely Construction Co. collected over 300 items for the school supplies drive to benefit local students.

Each summer, our Stuff the Bus drive collects essential school supplies for students throughout our community, ensuring that they begin the school year with the tools they need to succeed. Sponsored by J.F. Kiely Construction Co. and New Jersey Natural Gas, the 2017 drive had an incredible outpouring of support. Five events were held at Walmart and Wegmans stores in Monmouth and Ocean



Mayor Ducey of the Township of Brick presented their generous donations on behalf of the Stuff the Bus drive.

counties, and 71 local organizations participated by collecting school supplies. More than 70 people volunteered at our store events and warehouse to count and sort donations. Thanks to the generosity of our community, we collected over 24,000 items (including 1,150 backpacks) for students in our partner schools and nonprofits. Thank you to all who participated!



## SCHOOL BASED NURSE PRACTITIONER PROGRAM OFFERS FREE HEALTH SERVICES TO LOCAL STUDENTS



*Nurse Catherine, one of the Nurse Practitioners with the VNA program, whose services to the community are funded by UWMOC.*

In partnership with VNA Health Group, UWMOC has launched a School Based Nurse Practitioner Health Services Program that serves all PreK - 8 students in the Freehold Borough and Keyport school districts. This free program increases access to health care services for students in these at-risk communities, resulting in reduced absences due to health issues. Research shows that the leading cause of absenteeism in the early grades is illness, and reducing lost school time is a major factor in academic success.

Nurse Catherine is a bilingual Nurse Practitioner (PNP, APN) through the VNA who works in conjunction with the school nurses. "I am an RN with additional training that allows me to get a license so that I can prescribe medication," said Catherine.

**"If a student is sent home by the nurse, the child misses half a day of school and the parent has to leave work. I'm able to determine if the health issue isn't contagious or serious, and they can go back to class or I can write them a prescription so they don't have to make a trip to the doctor. This program is great because it brings healthcare to where the kids are."**

Along with episodic acute care for illnesses such as strep throat and ear infections, Nurse Catherine also treats more chronic and pervasive conditions such as asthma and obesity: "Asthma and obesity are big problems in the community. I've seen many kids who are inadequately treated for asthma, which is responsible for a lot of missed school and work days. I'm able to provide asthma treatment plans with prescriptions that tell the school nurses what medication to give the child when they need it. I also teach kids the importance of healthier foods, better portion sizes and exercise, and I try to do it in a positive way."

The School Based Nurse Practitioner Health Services Program is a valuable presence in these underserved communities, as all students are able to receive health care services at no cost. This program is a prime example of how United Way provides effective collaborative initiatives to improve the academic success of youth in our community.

## TEERING OFF FOR UNITED WAY

The 2017 Spring Tee-Off was held on June 26, 2017 at Hollywood Golf Club. Over 100 golfers enjoyed a round of golf at one of New Jersey's premier courses, lunch, dinner, a 50/50 raffle, awards and the chance to win over 35 silent auction items.

Thanks to the attendees and top sponsors of the event for helping UWMOC raise over \$55,000: Enterprise Rent-A-Car, Jay and Linda Grunin Foundation, New Jersey Natural Gas, Asbury Park Press, Deloitte, OceanFirst Bank, Tait Weller and Hackensack Meridian Health. Funds raised from the event will benefit our Community Impact programs that make a difference in the lives of youth and their families throughout Monmouth and Ocean counties.



*Left to right: Jim Bujold, Scott Garley, United Way Board Member Bob Rosone and Bill Walton teeing off to benefit United Way.*

## HOW I LIVE UNITED

Karen Brodwater is an early childhood educator who volunteered as an instructor with one of our summer literacy programs at the B.E.A.T. Center in Toms River. This six week program featured activities that focused on reading and nutrition with elementary school-aged children. Karen is a dedicated volunteer whose talent and experience was invaluable to the program.

### For the past two years, you volunteered with the Summer Reading Summer Feeding program. What did you enjoy most about volunteering?

In 2016, we launched the Summer Reading Summer Feeding Program at the B.E.A.T. Center in Toms River with much success. Due to the positive feedback from the parents selected for the program and from the community, we were able to continue the program in the summer of 2017. The best part of volunteering was the support I received and the freedom I was allowed to create the program that addressed the needs of our community.

### How important is it to work to combat the “summer slide” that children in Monmouth and Ocean counties experience?

Research shows that children who engage in reading during the summer months show sustained growth, and even improvement, in their reading ability; those who do not engage in reading will often slide backward, also known as the summer slide. If the summer slide can be eliminated, the need for teachers to reteach skills and strategies will be significantly reduced, allowing the teachers to focus instruction on higher level critical thinking skills in the new school year.



### What differences could you see in the children that participated in the program?

The Summer Reading Summer Feeding program was successful on many levels. Several of our students were quiet, shy, lacked confidence in reading, and some showed limited verbal and reading skills as well. Each week, we read the students a different book that we felt would interest them and included activities that would touch on all of the different modalities of learning across the spectrum.

As we progressed, I could see the development of the skills that our children were lacking. They started to come out of their shells; they developed the confidence to read out loud, their verbal skills increased, and most of all they developed a love of reading. The parents told us that their children finally loved to read and couldn't wait to go home to read the books that were given to them. When children finally develop the love of reading you know your program has been a success!

### What does it mean to you to “Live United”?

For me, to “Live United” means to make a positive impact in education and health for our children throughout Ocean and Monmouth counties.

For more information on UWMOC's summer literacy programs, visit [uwmoc.org/EarlyGradeReading](http://uwmoc.org/EarlyGradeReading)

*Pictured above // Karen Brodwater leads a group of children in an activity as part of the Summer Reading, Summer Feeding curriculum.*



## VOLUNTEERS GIVE BACK ON DAY OF ACTION



JCP&L employees sorted food and stocked the shelves at Fulfill on behalf of UWMOC's Day of Action.

United Ways around the nation hold an annual Day of Action on June 21 where we ask our friends, family and valued business partners to join us in improving lives and conditions in our community. This past June, UWMOC was joined by dozens of employees from L'Oréal, Exelon Generating, JCP&L and Cowan, Guteski & Co., P.A. Our volunteers worked tirelessly to assist with painting a warehouse for Holiday Express, repairing picnic tables and power washing playground equipment for Head Start, harvesting sweet potatoes at Collier Youth Services, stocking the shelves at Fulfill and Lunch Break, and clearing trails at a Boy Scouts camp. We also held a Red Cross blood drive at the Ocean County YMCA while volunteers worked to beautify the building's entryway. This Day of Action, 85 volunteers spent 340 hours making a difference in our community.

**UWMOC offers year-round volunteer engagement opportunities for corporations and individuals. To get involved, contact us at 732-938-5988.**

## GET CONNECTED: VOLUNTEER PORTAL

Powered by Get Connected, our mobile-friendly Volunteer Portal is a free tool that makes it easy to connect volunteers to local organizations. It allows nonprofits across Monmouth and Ocean counties to post opportunities and special events, and interested individuals or groups can register to volunteer directly through the site. For more information or to register, visit [uwmoc.org/volunteer](http://uwmoc.org/volunteer).

## UPCOMING EVENTS



United Way of Monmouth and Ocean Counties'  
*50th Anniversary Gala*  
Celebrating 50 Years Serving the Jersey Shore

**50TH ANNIVERSARY GALA**  
Friday, April 20, 2018  
Eagle Oaks Golf and Country Club in Farmingdale



**2018 SPRING TEE-OFF**  
Monday, May 21, 2018  
Hollywood Golf Club in Deal



United Way of Monmouth  
and Ocean Counties

**MONMOUTH COUNTY**

1415 Wyckoff Road  
Farmingdale, NJ 07727

**OCEAN COUNTY**

253 Chestnut Street  
Toms River, NJ 08753

PH: 732.938.5988

[uwmoc.org](http://uwmoc.org)

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**LIVE UNITED**