



United Way
of Monmouth County

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LIVE UNITED



THE BUILDING BLOCKS FOR A BETTER LIFE

UNITED WAY OF MONMOUTH COUNTY

2013 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:

KEITH M. OF RED BANK LOVED PARTICIPATING IN UNITED WAY OF MONMOUTH COUNTY'S SUMMER PROGRAM AT MONMOUTH DAY CARE CENTER AS PART OF OUR EARLY GRADE READING INITIATIVE.

DEAR FRIENDS,

At United Way of Monmouth County, we continue to focus on improving lives and changing communities. In this year's annual report, we're pleased to share some of the results of our work in the areas of education, income and health – areas that are the building blocks for a better life and the foundation for a thriving, prosperous community.

THROUGHOUT THESE PAGES, YOU'LL LEARN HOW OUR WORK IN EDUCATION IS HELPING CHILDREN GAIN ACCESS TO SUMMER LEARNING OPPORTUNITIES THAT COUNTERACT THE "SUMMER SLIDE." THIS ENABLES STUDENTS TO STAY ON TRACK ACADEMICALLY – ONE OF THE BUILDING BLOCKS FOR SUCCESS LATER IN LIFE. YOU'LL SEE HOW TWO INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES HAVE ATTAINED MEANINGFUL EMPLOYMENT THROUGH ONE OF OUR INCOME INITIATIVES, AND HOW THEIR LIVES HAVE CHANGED AS A RESULT. IN THE AREA OF HEALTH, WE'LL SHARE HOW VOLUNTEERS ARE MAKING A DIFFERENCE IN THE LIVES OF CHILDREN BY KEEPING THEM SAFE AND HEALTHY.

We're also laying the groundwork for better lives in another important way: by helping "Rebuild Monmouth" following the devastation of Superstorm Sandy. This report outlines how we've been addressing unmet needs, engaging volunteers and moving displaced families back into homes. The journey will be a long one, but our work has always been focused on solving long-term issues in Monmouth County.

All of these efforts would not be possible without the support of our volunteers, donors and staff, and we thank you immensely for helping us to build a better community. We ask for your continued support of our work in improving the lives of the people of Monmouth County. As we celebrate our accomplishments and look ahead to our future challenges, we invite you to share the journey with us – and together, to LIVE UNITED.



Sincerely,

Dianne Talbot
Board Chair

Timothy C. Hearne
President & CEO

HEIDI ZAENTZ, EXECUTIVE DIRECTOR OF
MONMOUTH DAY CARE CENTER,
IS PROUD TO PARTNER WITH
UNITED WAY OF MONMOUTH COUNTY
IN OUR EARLY GRADE READING INITIATIVE.



EDUCATION

Prior to our early grade reading summer program at Monmouth Day Care Center,
38% of children tested below grade level in personal/social skills,
language/literacy or mathematical thinking.
Upon completion, 100% tested at grade level in these areas.

KEEPING KIDS ON TRACK

When children are not exposed to sufficient reading or enrichment experiences throughout the year, it's easy to fall behind academically – and it's very difficult to catch up. But with the right opportunities, including the ability to learn during the summer, all children can flourish.

“It's proven and I've seen it,” says Heidi Zaentz, Executive Director of Monmouth Day Care Center, a partner in United Way of Monmouth County's early grade reading initiative. “Children who get a good foundation do so much better. But when there's a gap in the learning process, they lose ground.”

According to our analysis of state data, the academic achievement gap in Monmouth County is closely linked to socioeconomic status. In fact, 62.4% of fourth grade students in the lowest socioeconomic status school districts are reading below grade level, compared to 20.5% of students in the highest socioeconomic districts. Our early grade reading initiative addresses this gap to ensure that more children flourish in school and in life. The summer program at Monmouth Day Care Center was one of six successful early grade reading programs held this past year.

“THROUGH THE UNITED WAY OF MONMOUTH COUNTY PARTNERSHIP AND IN COLLABORATION WITH THE SCHOOL DISTRICT, WE WERE ABLE TO PROVIDE A WONDERFUL SUMMER PROGRAM FOR 18 5-YEAR-OLDS WHO OTHERWISE WOULD NOT HAVE ACCESS TO SUCH AN EXPERIENCE,” ADDS HEIDI. “IN THE FALL, THEY ARRIVED FOR THE SCHOOL YEAR WELL BEYOND WHERE THEY LEFT OFF.”

From learning centers to field trips, the structured program was well met by participating children and their parents alike. Nuvia M. of Red Bank was thankful that her son Keith was able to attend, as she had limited time to support summer enrichment opportunities outside of work.

“I wanted my son to be able to learn and enjoy things,” she says. “At the end of the summer, he was more social and more confident. The kids loved the program, and it was an added level of reassurance for parents, too. It was great for all of us.”



EDUCATION

EARLY GRADE READING PARTNERS:

Boys & Girls Club of Monmouth County
Collier Youth Services
The Girl Scouts of the Jersey Shore
Horizons at the Rumson Country Day School
Monmouth Day Care Center
YMCA of Western Monmouth County
Red Bank School District
Keansburg School District
Freehold Borough School District

FAMILY LITERACY PARTNERS:

Bridge of Books
Horizons at the Rumson Country Day School
Literacy Volunteers of Monmouth County

CAREER READINESS COLLABORATIVE PARTNERS:

Center for Vocational Rehabilitation
Monmouth County Workforce Investment Board
Asbury Park High School (APHS)
APHS School-Based Youth Services Program - The SPOT

ADDRESSING THE ACADEMIC ACHIEVEMENT GAP

Last year, our **early grade reading** partners served 253 students entering kindergarten through third grades in the Keansburg, Freehold Borough and Red Bank school districts. Over 75% of these students maintained or advanced their reading level after participating in these programs. A family literacy program was also initiated for parents, and 2,195 books were provided to participating children and families.



Studies show that youth who miss out on an early work experience are more likely to endure later unemployment and less likely to achieve higher levels of career attainment. Our **Career Readiness Collaborative** helps high school students stay in school, graduate with the skills they need to be successful, develop career pathways and gain employment.

In 2013, we provided youth employment training, placement and career development for 67 Asbury Park High School students as part of this program. Of the involved seniors, 96% graduated, compared to a general Asbury Park High School graduation rate of 49%. The program helped 65% of participating seniors become employed, with an overall 82% retention rate.

STUFF THE BUS

Each summer, our Stuff the Bus drive collects essential school supplies for students in need throughout the county. In 2013, a record 27,500 items were collected through community drives held at Target and Walmart stores, internal drives at 32 local organizations and individual donations. A total of 918 backpacks were distributed to children via six school districts, ensuring they had the supplies needed to be successful at school.



WARMEST WISHES

Now in its second year, our Warmest Wishes drive supplies area elementary school students in need with new winter clothing. With the help of a Target store event and internal drives at 32 local organizations, last year's drive collected more than 2,700 items. Eleven schools and two agencies received coats, hats, mittens and more to help kids stay warm on the way to and from school.



Thanks to J.F. Kiely Construction Company for its sponsorship of the Stuff the Bus and Warmest Wishes drives.



LADACIN CLIENTS MINDY (LEFT) AND LIZ GAIN GREAT SATISFACTION FROM THEIR WORKING ROLES, WHICH ARE MADE POSSIBLE THROUGH UNITED WAY OF MONMOUTH COUNTY'S SUPPORTED EMPLOYMENT INITIATIVE.



INCOME

**FINANCIAL STABILITY
PARTNERS:**
Interfaith Neighbors
Novadebt

**SUPPORTED EMPLOYMENT
PARTNERS:**
The Arc of Monmouth
LADACIN Network

**EDUCATIONAL SUPPORT
PARTNER:**
Project Paul

FINDING FULFILLMENT THROUGH EMPLOYMENT

For the past three years, United Way of Monmouth County has partnered with LADACIN and the Arc of Monmouth to provide employment training, placement and support for those with developmental disabilities as part of our supported employment initiative. For participants, the program fills important financial and emotional needs.

“As an adult, employment is a key part of your life – something we sometimes take for granted,” says LADACIN Career Developer Andrea Aikins, who promotes the program throughout the community. “The ability to work is essential to build self esteem, financial stability and connections with other people.”

Andrea's role has enabled Mindy, who has a developmental disability and works on-site at LADACIN, to spend Fridays at her dream job: she helps hold, feed and play with babies and young children at LADACIN's Give and Take Child Care program. “It makes me feel very good inside,” she says.

The program has especially impacted Liz, who has cerebral palsy. Gaining the opportunity to work three days a week at the Jersey Shore University Medical Center lab has been one of the most important things in her life. Communicating through her iPad, she says, “My dad always said I need a purpose in life, and I now have one. I always forget I'm working when I'm at the hospital. It's like home.”

“I can do it,” she adds. “It makes me feel like I don't have a disability.”

ADDRESSING THE ECONOMIC SECURITY GAP

In Monmouth County, 28% of households are struggling to meet their most basic needs, and 7% are living below the poverty line. Our **Financial Stability Initiative** is geared toward closing this economic security gap, which is the difference between the cost of living in Monmouth County and a household's income. The program provides easy access to a variety of services designed to help households manage their money, increase their income and build their assets.

Over the past three years, the Financial Stability Initiative has served 46 adults and 62 children, helping 46% of households to reduce debt, 64% to improve financial literacy and 64% with employment placement or retention. The program also resolved emergency situations and stabilized housing for 100% of participants.

“UNITED WAY OF MONMOUTH COUNTY'S PARTNERSHIP HELPS OUR CLIENTS GROW AND BE THE BEST THEY CAN BE THROUGH EMPLOYMENT OPPORTUNITIES THEY MAY NOT OTHERWISE HAVE HAD. IT'S SUCH A POSITIVE EXPERIENCE FOR THEM...YOU CAN SEE IT IN THEIR FACES.”

- Janice Veglia,

Coordinator of Vocational Programs, LADACIN Network

Over the past three years, this initiative provided **educational support** to help 45 adult students attend college or an advanced training program to build their

skills and expand their employment opportunities. Of these adults, 15 have graduated and 17 are still enrolled in school. Our **supported employment** efforts in this area have helped 57 adults with disabilities, with 23 gaining employment and 13 maintaining employment.

As part of our income initiatives, United Way of Monmouth County manages the Emergency Food and Shelter Program (EFSP), which allocates federal funds to help the hungry and homeless. During 2012-2013, \$292,248 was disbursed for food, shelter, rent, mortgage and utilities expenses through local nonprofits.



VOLUNTEER ADVOCATE ELLEN HERRICK (LEFT), AND CINDI VAN BRUNT, EXECUTIVE DIRECTOR OF CASA, SEE FIRST-HAND HOW CHILDREN ARE HELPED THROUGH THE VOLUNTEER ADVOCACY PROGRAM.

HEALTH

HEALTH AND WELLNESS PARTNERS:

Child Assault Prevention
Court Appointed Special Advocates (CASA)
for Children of Monmouth County
Big Brothers Big Sisters of
Monmouth & Middlesex Counties

Boys and Girls Club of Monmouth County
Community YMCA
Jersey Shore University Medical Center

PROTECTING THE MOST VULNERABLE

All children deserve an advocate to keep them healthy and safe. But when a parent or guardian is unable or unwilling to assume that role, it can leave a gap that may impact a child for a lifetime.

Through United Way of Monmouth County's partnership with CASA (Court Appointed Special Advocates) for Children of Monmouth County, more children in foster care now have access to that vital person in their lives. This is possible through the Volunteer Advocacy Program, which trains volunteers and supports their work on behalf of abused or neglected children in need of permanent home placement.

"After an intense training process, these volunteers are matched to a case to gather pertinent information and make insightful recommendations," says Cindi Van Brunt, CASA's Executive Director. "By enabling this process, United Way of Monmouth County is helping to build bright, healthy futures for more children in our region."

Ellen Herrick, a QuickBooks consultant from Colts Neck, was looking for another way to enrich her life when she noticed a volunteer advocate ad and decided to undergo training. One of her first cases involved a teenager who had been in special education classes since grade school for undocumented reasons. When she realized his true potential, she facilitated moving him to honors classes, where he is thriving and better positioned for future success. Ellen's work also enriched his love of music, enabling him to own a rare instrument and involving respected musicians in his life.

"It's amazing to be able to make such a difference," she adds. "In changing these children's lives, my life has changed forever."

ADDRESSING GAPS IN KIDS' HEALTH AND WELLNESS

Our health partnerships build resiliency in children, address their unmet needs and keep them **safe and well** through advocacy initiatives and prevention education. Last year, 149 workshops were provided on the prevention of child abuse, neglect and bullying for 2,828 students, along with 12 workshops for 679 parents, teachers and staff. By helping to train volunteer advocates, 33 children in foster care received the services they needed, and 47% have been placed in safe, permanent homes.

Through partnerships that provide education to reduce **high-risk behaviors** among young people, we've involved 123 young people in evidence-based prevention education through SMART Moves and supported mentorships for another 120 youth. Of students with mentors, 90% showed positive attitudes about resisting or not engaging in risk behaviors after the program, compared to just 60% at pre-test.

For teenagers with existing substance abuse issues, our partnership provided access to outpatient treatment. Of the 52 adolescents participating in this program last year, 87% abstained from drugs/alcohol and 90% improved self-esteem, coping and communication skills.

In addition, through our participation in the FamilyWise Prescription Drug Saving Program, we distributed prescription discount cards to local pharmacies, agencies and individuals to assist those in need with their medication costs. The total value redeemed by Monmouth County residents was \$333,325.



THE VOLUNTEER CENTER

United Way of Monmouth County makes it easy to give your time and talent through our Volunteer Center. Sponsored by Investors Savings Bank, the Monmouth County Board of Chosen Freeholders and J.F. Kiely Construction Company, the Volunteer Center has many ways for individuals and groups to get involved in our community. Our online database connects prospective volunteers with local nonprofits that need their assistance, and vice versa. An organization that is interested in bringing employees together to volunteer as a team-building activity can contact us to coordinate a Day of Caring with a local agency. The Volunteer Center also accepts volunteers ages 12 and up for our two internal drives: Stuff the Bus for school supplies and Warmest Wishes for children's winter clothing. To learn more, visit uwmonmouth.org/volunteer.

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.

REBUILDING AFTER THE STORM

Throughout 2013, United Way of Monmouth County placed a special emphasis on helping to rebuild lives and homes following the devastation of Superstorm Sandy – a priority we will continue to focus on for the foreseeable future. To date, our accomplishments include the following:

- Through the creation of the Rebuild Monmouth Fund, we began taking immediate and long-term action to rebuild Monmouth County and meet the evolving needs of the community.



- By helping to form the Monmouth County Long-Term Recovery Group, we built a formal framework for addressing and prioritizing unmet needs throughout the county. These efforts have helped raise over \$3 million for long-term recovery needs.

- Through an AmeriCorps grant for 20 AmeriCorps members, shared with United Way of Ocean County, we deployed site leaders on rebuild projects throughout Monmouth County. In partnership with Break a Difference and with the additional help of corporations, faith-based and civic organizations and volunteers from other United Ways throughout the state, we have worked on 75 houses involving more than 1000 volunteers.
- To restore local nonprofit capacity and their ability to serve impacted communities, we provided \$79,000 to 18 nonprofits with grants geared at helping them recover from the impact of Superstorm Sandy and prepare for future disasters.



- We provided Catholic Charities with \$60,000 in funding to assist 36 families with security deposits, rental assistance and related needs, helping them move back into homes as soon as possible.
- We mobilized and engaged volunteers at our warehouse, which provided 3,700 relief supplies to 40 partners in our relief efforts.

Thank you to the countless companies, foundations and individuals who donated or volunteered to help us rebuild!



2013 FINANCIALS

Statement of activities and changes in net assets for the year ending June 30, 2013

**United Way of Monmouth County
Board of Trustees**

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Automatic Data Processing

John Zammetti
Wegmans

SUPPORT AND REVENUE

Gross campaign results:	
Unrestricted	\$ 2,172,539
Restricted	<u>2,716,088</u>
Total gross campaign results	4,888,627
Less: Donor designations	(960,793)
Provision for uncollectible	(123,965)
 Campaign contributions revenue	 <u>3,803,869</u>
 Other revenue and support:	
Grant revenue	58,670
Special events	162,253
Designations from other United Ways	139,182
Donations in-kind	204,660
Miscellaneous revenue	<u>22,182</u>
 Total other revenue and gains	 <u>586,947</u>
Total revenue and other support	<u>4,390,816</u>

EXPENSES

Program services:	
Gross funds awarded/distributed	1,472,278
Less: Donor designations	<u>(960,793)</u>
 Net funds awarded/distributed	 511,485
 Community service	 116,094
Volunteer Center	325,937
Rebuild Monmouth	288,085
MCLTRG	145,022
Gift of Warmth/211 Contracts/DOVIA	<u>190,604</u>
 Total program services	 <u>1,577,227</u>
 Supporting services:	
Administrative	165,387
Fundraising	<u>275,184</u>
 Total supporting services	 <u>440,571</u>
 Total expenses	 <u>2,017,798</u>
 Increase in net assets	 2,373,018
 Net assets, beginning of year	 <u>1,683,485</u>
Net assets, end of year	<u><u>\$4,056,503</u></u>

Data presented above was summarized from the June 30, 2013 audit report prepared by Tait, Weller & Baker LLP and dated December 12, 2013 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
*Resource Development
Director*

Deena Harmon
Finance Director

Christine Jagerburger
Community Impact Director

Jenna Johnston
*Rebuild New Jersey
Project Manager*

David Lee
Major Gifts Consultant

Eric Levin
*Volunteer
Construction Manager*

Kaarina Romero
Volunteer Center Manager

Heather Salomon
*Bookkeeper and Financial
Assistant*



TOGETHER, WE ARE CHANGING COMMUNITIES AND LIVES.

TOGETHER, WE ARE ABLE TO MAKE A DIFFERENCE IN THE COMMUNITIES IN WHICH WE LIVE AND WORK.

TOGETHER, WE ARE MAKING THE FUTURE BRIGHTER FOR MONMOUTH COUNTY.

TOGETHER, WE LIVE UNITED!

THANK YOU FOR YOUR SUPPORT OF UNITED WAY OF MONMOUTH COUNTY!

**TO LEARN MORE ABOUT OUR WORK, TO DONATE OR TO VOLUNTEER,
PLEASE CONTACT US AT 732-938-5988 OR VISIT UWMONMOUTH.ORG.**