



United Way of Monmouth
and Ocean Counties

MONMOUTH COUNTY

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OCEAN COUNTY

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LIVE UNITED



COMING TOGETHER TO BROADEN OUR IMPACT

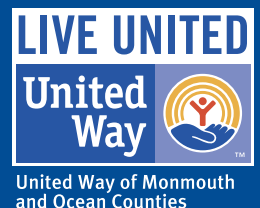
The United Ways in Monmouth County and Ocean County have merged to form United Way of Monmouth and Ocean Counties, with Timothy C. Hearne (left) serving as President and CEO and Jeremy Grunin (right) serving as Board Chair of the new entity.

FALL 2016 // WINTER 2017 NEWSLETTER

UNITED WAY OF MONMOUTH AND OCEAN COUNTIES IS DEDICATED TO IMPROVING THE LIVES OF PEOPLE IN OUR REGION BY MOBILIZING THE CARING POWER OF OUR COMMUNITY AND ADVANCING THE COMMON GOOD IN EDUCATION, HEALTH AND FINANCIAL STABILITY. WE PARTNER 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. TO LEARN MORE, PLEASE VISIT UWMOC.ORG.

LIVE UNITED



COMING TOGETHER TO BROADEN OUR IMPACT

It's an exciting time for United Way here at the Jersey Shore! This past summer, United Way of Monmouth County and United Way of Ocean County merged to create a new entity: United Way of Monmouth and Ocean Counties. We will now jointly serve the residents of both Monmouth and Ocean Counties by partnering with local organizations to build initiatives that address common goals in the areas of education, health and financial stability. Our new organization has a combined 30-member Board of Directors and will maintain its two offices in Farmingdale and Toms River.

"Separate entities can't make the same impact as a unified one," says Jeremy Grunin, new Board Chair of United Way of Monmouth and Ocean Counties, Executive Director of The Jay & Linda Grunin Foundation and Vice President of Grunin Holdings.

"Together, we'll continue to make a difference through initiatives that create lasting change, but we'll also extend our reach, build broader partnerships and deepen the impact of our efforts for the Jersey Shore," adds Grunin.

"We're adding scope, combining resources and taking best practices from both organizations in coming together to broaden our reach."

- George Destafney, Executive Board Member of the new joint board, and former Board Chair of United Way of Monmouth County

One of our first joint initiatives was the Stuff the Bus drive, which collected essential school supplies for students in need in both counties. Our Financial Success Center, part of the Meridian Community Resource Center at the Freehold Raceway Mall, is now open to residents of both counties to help them move from financial difficulty to economic well-being. In addition, our newly combined Volunteer Center makes it even easier to link local agencies with community members who want to volunteer (uwmoc.org/volunteer). In the months ahead, we will continue to undertake specific initiatives jointly as we re-examine our strategies to foster meaningful partnerships and measurable outcomes.

"As a unified entity, we're combining our strengths to better serve our residents, and we'll be working with a broader group of individuals who are engaged in helping us raise funds to support our communities," adds Timothy C. Hearne, former President and CEO of United Way of Monmouth County and now President and CEO of the new organization. "We're fully embracing our motto to LIVE UNITED – and we're all excited and enthusiastic to begin this new chapter in our organization's history."

REBUILDING THE JERSEY SHORE

No one will soon forget the images of wreckage following Superstorm Sandy, one of the most devastating storms ever to hit New Jersey. This record storm damaged or destroyed 346,000 New Jersey homes and wreaked havoc along our beautiful coastline. Since that fateful day, United Way of Monmouth and Ocean Counties has been there to help our residents rebuild their homes and their lives.

Through partnerships, coordinated efforts and the help of thousands of volunteers, we were heavily involved in rebuilding efforts for nearly four years. As a result, we were able to get hundreds of Jersey Shore families back on their feet and back in their homes. Here is a summary of the impact we've made:

UNITED WAY OF MONMOUTH AND OCEAN COUNTIES' REBUILD NEW JERSEY IMPACT

September 2013 through June 2016



252 FAMILIES
received rebuilding assistance from United Way of Monmouth and Ocean Counties.



6,921 VOLUNTEERS
joined United Way efforts to help rebuild homes and communities.



41,923 HOURS
of volunteer service were provided to families by United Way volunteers.



141 AMERICORPS MEMBERS
provided 44,915 hours volunteering and managing other volunteers.



\$2,046,000 IN ECONOMIC IMPACT
was realized based on volunteer hours.

Visit our website at www.uwmoc.org/superstorm-sandy to access a full report on our rebuilding efforts, including stories on those who were impacted and the volunteers who made a difference.



ESTHER MITCHELL AND HER FAMILY ARE BACK TOGETHER IN THEIR REBUILT UNION BEACH HOME THANKS TO THE ASSISTANCE OF UNITED WAY, THE AMERICORPS TEAM (LED BY ERIC LEVIN, MANAGER OF VOLUNTEER CONSTRUCTION AT UNITED WAY, PICTURED RIGHT) AND OTHER VOLUNTEER EFFORTS.

STARTING OVER WITH A HELPING HAND

When Esther Mitchell and her children returned to their Union Beach home after the wrath of Superstorm Sandy, their house was still standing. But it didn't take long to realize that due to a 12-foot surge, their only remaining belongings were the clothes on their backs.

"It was like returning to a third-world country; it was heartbreaking," recalls Esther. "My husband passed away seven years ago, and this was his family's home, full of memories. It was all gone."

With their house in ruins, Esther's daughter was able to stay with a friend and her grandmother, while Esther scrambled to find temporary housing for herself and her son.

"Kids shouldn't have to worry about where they're going to live, but that's what we were faced with," she adds. "It was such a difficult time. I used to donate to the local food bank, and now I was the one using it."

When the rebuilding process began, the limited funding available to Esther from state grants quickly ran out, and she also faced problems with contractors. She was then connected to volunteer groups through Gateway Church of Christ,



a United Way rebuild partner. In addition, United Way's AmeriCorps volunteers stepped in to contribute heavily to rebuilding her home, from flooring and carpet installation to repairs and painting. The AmeriCorps volunteers' involvement in rebuilding efforts was made possible through a grant to United Way of Monmouth and Ocean Counties from the New Jersey Department of State Office of Volunteerism.

"The AmeriCorps team went above and beyond," says Esther. "When they arrived, we were sleeping on subfloors with air mattresses during the cold winter, but at least we were finally back together as a family. They helped make sure that I was safe, and that my kids were safe. They were amazing."

More than two years after the storm hit, Esther's home was finally completed and elevated. She now has a new appreciation for the little things in life, like being able to flush a toilet or wash a load of laundry.

"If it weren't for United Way, I don't know what we would have done — there are no words for how grateful I am," says Esther.

"My 11-year-old son now wants to do what the AmeriCorps team does," she adds. "That's a true testament to the difference they made in our lives."

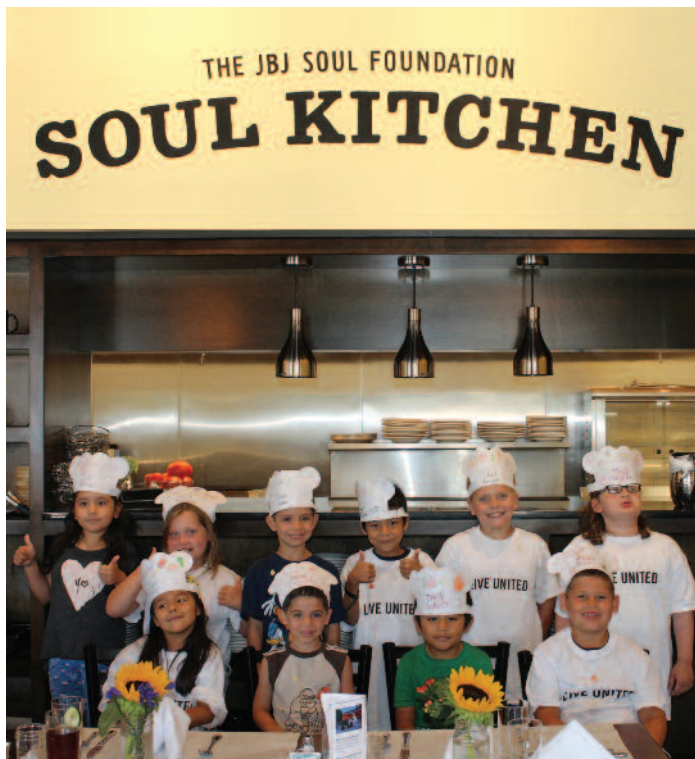
SUMMER LITERACY PROGRAM GROWS

Over the summer, many volunteers participated in our Summer Literacy Program, part of United Way of Monmouth and Ocean Counties' early grade reading initiative. The program featured field trips to Barnes & Noble stores in Holmdel and Freehold, where students received free books to start or expand their home libraries and volunteers read stories to the groups. Members of our Board and Women's Leadership Council also visited our partner programs to read to the children on site.

This year, we introduced a new eight-week summer literacy program called "Summer Reading, Summer Feeding" at the BEAT Center in Toms River. Through a 2 Million & Change Grant from the Staples Foundation, 17 children practiced reading; participated in activities focusing on nutrition, bullying, manners and



CHILDREN RECEIVE FREE BOOKS TO INSPIRE THE LOVE OF READING AS PART OF UNITED WAY'S SUMMER LITERACY PROGRAM.



CHILDREN PARTICIPATING IN UNITED WAY'S "SUMMER READING, SUMMER FEEDING" PROGRAM ENJOY LUNCH AT THE JBJ SOUL KITCHEN IN TOMS RIVER.

heroes; and received a free lunch every week at JBJ Soul Kitchen. They also received a USDA MyPlate for healthy food portioning, a stuffed animal reading buddy, school supplies, books donated by Kohl's and ShopRite gift cards to help provide meals for their families. While the children participated in the program, their parents or guardians volunteered at JBJ Soul Kitchen or the People's Pantry.

Vincent, a parent whose two sons participated in the new program, is thankful that it was available for his family.

"I lost my job, and my wife and I were worried about making ends meet," he said. "Summer camps are expensive, so we were very happy when the kids had this opportunity to learn, grow and interact with other children. Volunteering makes us feel good about it; we love being able to give something back."

GET CONNECTED: NEW VOLUNTEER PORTAL

Powered by Get Connected, our mobile-friendly Volunteer Center 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 directly through the site. For more information or to register, visit uwmoc.org/volunteer.

THANKS FOR HELPING US STUFF THE BUS!

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 Resources, the 2016 drive featured an incredible outpouring of support. Nine events were held at Boscov's, Walmart and Wegmans stores

in Monmouth and Ocean Counties, and 55 local companies participated by collecting school supplies. More than 100 people volunteered at our store events and warehouse to count and sort donations. Thanks to the generosity of our community, we collected over 23,000 items for students in our partner schools and nonprofits. Thank you to all who participated!



UNITED WAY STAFF MEMBERS DELIVER DONATED SCHOOL SUPPLIES TO BARACK OBAMA ELEMENTARY SCHOOL IN ASBURY PARK.



VOLUNTEERS DISTRIBUTE FLYERS TO SHOPPERS TO HELP COLLECT DONATIONS AT WALMART IN FREEHOLD.

FINANCIAL SUCCESS CENTER UPDATE

The Financial Success Center, 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, The FoodBank of Monmouth and Ocean Counties, Monmouth County Workforce Investment Board, Navicore Solutions and United Way of Monmouth and Ocean Counties. Since its opening in March 2015, the Center has:

- Assisted 514 participants with multiple services
- Provided 43 community events and educational workshops with a total of 448 attendees

Services include free tax preparation for eligible individuals by certified tax professionals from The FoodBank of Monmouth and Ocean Counties. Last tax season, the Financial Success Center assisted with 219 returns, resulting in \$359,915 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, Wednesday, Thursday: 10 a.m. to 7 p.m.
Second and fourth Saturdays each month: 10 a.m. to 2 p.m.

CONTACT/APPOINTMENTS

732-414-6745
info@uwfinancialsuccess.org
uwfinancialsuccess.org
www.facebook.com/UWFSC



**FINANCIAL
SUCCESS
CENTER**

SCHOOL RECEIVES MUCH-NEEDED HELMETS

The Keansburg School District, one of our community partners, recently reached out to United Way with a specific need for bicycle helmets at its Joseph J. Caruso School. As part of a “walking” district, most students walk to school or ride bicycles since there is no bussing. Although staff members reinforce the importance of wearing helmets, few students had them since many families do not have the means to purchase them.

Thanks to a grant from the Lakewood BlueClaws, United Way was able to purchase more than 60 helmets to donate to students at the Joseph J. Caruso School. The helmets were distributed during a bike safety assembly by the BlueClaws mascot, Buster.



VOLUNTEERS EMBRACE DAY OF ACTION

Every year on United Way Day of Action, we harness the power of the volunteer spirit to improve lives and conditions in our community. On June 21, we mobilized 266 volunteers to participate in 13 projects at nine local nonprofits, including a blood drive and a golf outing. Efforts also included a mural painting created by an area artist on the walls of the addiction counseling area of the Preferred Behavioral Health building in Lakewood.



THE ABOVE IS A PORTION OF THE MURAL CREATED BY LOCAL ARTIST ELIZABETH PASELER AS PART OF UNITED WAY'S DAY OF ACTION.

TEEING OFF FOR UNITED WAY

The 2016 Spring Tee-Off, sponsored by Enterprise Rent-A-Car, was held on May 23 at Hollywood Golf Club. As our largest fundraiser for the year, it surpassed our event fundraising record by raising \$58,000 to fund Community Impact programs that make a difference in the lives of residents throughout Monmouth and Ocean Counties.



LEFT TO RIGHT: UNITED WAY BOARD MEMBER GEORGE DESTAFNEY OF OCEANFIRST BANK, BRUCE GARZA OF QUICK QUALITY RESTAURANTS, JOHN BONAFORTE OF MONMOUTH RUBBER AND PAUL FRIED OF SMOLIN LUPIN ENJOY THE DAY OF GOLF.

WOMEN'S LEADERSHIP COUNCIL ACTIVITIES

Our Women's Leadership Council hosted a Casino Night on October 6 at the Shadowbrook at Shrewsbury, where more than 130 guests enjoyed casino games, dinner, raffles and auction baskets. The event raised over \$35,000, making it the largest Women's Leadership Council fundraiser to date. Generous sponsors who made the evening possible included Advanced Patient Advocacy, Atlantic Auto Body, Branning Collision Centers, CAPP General Contractors, HealthCheck, HR Control Solutions, The Jay & Linda Grunin Foundation, Maaco, New Jersey Resources, Novus Health Systems, OceanFirst Bank, TaTa Consultancy Services and TaxFirm.

The Women's Leadership Council has raised over \$50,000 for United Way of Monmouth and Ocean Counties. A portion of these funds has enabled an additional classroom of students to attend the Horizons at Rumson Country Day School program, keeping more underprivileged Red Bank children engaged and learning over the summer break. The Horizons program is one of six partners that received funding to provide summer learning experiences on behalf of the early grade reading initiative.

For more information on how to support the Women's Leadership Council or become a member, please visit www.uwmoc.org/WLC.



WOMEN'S LEADERSHIP COUNCIL (WLC) MEMBERS PRESENT A CHECK TO THE HORIZONS AT RUMSON COUNTRY DAY SCHOOL PROGRAM. LEFT TO RIGHT: WLC MEMBER KAY O'KEEFE, EXECUTIVE DIRECTOR OF THE HORIZONS PROGRAM LORI HOHENLEITNER, HORIZONS ADVISORY BOARD PRESIDENT PATTY WHITTEMORE, WLC CHAIRWOMAN PATRICIA HOWARD OF OPTUM 360, WLC MEMBER DIANNE TALBOT OF TWO RIVER COMMUNITY BANK AND WLC MEMBER MARY MASSEY.



LEFT TO RIGHT: WOMEN'S LEADERSHIP COUNCIL MEMBER NANCY MAZZA, MAUREEN CLARE OF OCEANFIRST BANK, AND SUSAN COLLIN OF RONALD MCDONALD HOUSE ENJOY THE CASINO NIGHT FUNDRAISER.

LEADERSHIP GIVERS RECOGNIZED

Our Tocqueville and Leadership Givers were acknowledged for their generous support of United Way at an October 20th reception at McLoone's Asbury Grille. With more than 40 attendees, the event featured remarks from Dena Russo, Vice Principal of the Red Bank Primary School, on the importance of our partnership in fostering summer literacy and school supply donations. In addition, Bob Rosone, Chair of our Major Gifts Committee, discussed our engagement with United Ways throughout New Jersey to celebrate and foster major donors.



LEADERSHIP GIVERS FROM ENTERPRISE RENT-A-CAR, THE COMPANY WITH THE THIRD LARGEST NUMBER OF LEADERSHIP GIFTS TO UNITED WAY OF MONMOUTH AND OCEAN COUNTIES, INCLUDE (LEFT TO RIGHT) KRISTAL KEOGH, JOHN KEOGH, JOSEPH GEARY, ANGIE GEARY, PAUL CHRISTIAN AND ALYSSA CHRISTIAN.