



United Way
of Monmouth County

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LIVE UNITED



UNITED WAY OF
MONMOUTH COUNTY
2015 REPORT TO
THE COMMUNITY

**LIVE
UNITED**

TOGETHER,
WE'RE PLANTING
THE SEEDS FOR
SUCCESS.

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 | DANIEL AND JULIANA, PARTICIPANTS IN UNITED WAY OF MONMOUTH COUNTY'S EARLY GRADE READING SUMMER INITIATIVE AT RED BANK PRIMARY SCHOOL, TEND THE GARDEN THEY HELPED PLANT OUTSIDE THE SCHOOL.

DEAR FRIENDS,

At United Way of Monmouth County, we're planting the seeds for success through our initiatives and partnerships that focus on making a positive impact for Monmouth County residents. Starting with our early grade reading partnerships, we inspire young minds to embrace the love of reading while fostering literacy that builds the



foundation for success. Through health education, we help keep area youth safe and aware of high-risk behaviors that can lead them down the wrong path. We also promote opportunities for high school teens that help them successfully transition to college or careers via our Career Connections program.

As our residents continue along life's journey, one of the biggest concerns in our area is economic stability. Our newest initiative, the Financial Success Center, is fully focused on facilitating the steps to economic success, with an array of resources available under one roof. We invite you to stop by its location at the Meridian Community Resource Center at the Freehold Raceway Mall for free assistance with tax return preparation, financial goals, career advice and more.

Throughout these pages, you'll see the results of our collaborative work in these and other programs. Our next goal is to take a closer look at refining our health initiatives to

determine how we can best address the most pressing unmet health needs in our community today.

All of these efforts would not be possible without the commitment of our Board, our donors and our other volunteers, and we thank you immensely for your support. Working together, we will continue to LIVE UNITED and create greater opportunities for success for even more Monmouth County residents.

Sincerely,


George Destafney
BOARD CHAIR


Timothy C. Hearne
PRESIDENT & CEO

When children in the summer program at Red Bank Primary School shot marshmallows out of homemade cups fashioned with balloons and tape, they learned about force and motion. As they created intricate systems of ramps and marbles, they learned more about science and working as a team. And as they planted a garden behind the school, they marveled at how they could grow vegetables and make delicious soup with the results.

LEARNING AND GROWING TOGETHER

It's all part of United Way of Monmouth County's early grade reading initiative, which is designed to provide summer learning and enrichment opportunities to build literacy skills and combat the "summer slide." Through partnerships with area schools and youth programs, the initiative helps ensure that children have a strong foundation for success.

"Our partnership with United Way is a wonderful opportunity to have programs that combine academics and enrichment – something unique and special," says Luigi Laugelli, Principal of Red Bank Primary School. "It's summer and they're still learning, but at the same time they're having fun."

Reading is also a major component of the program. 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.

"The impact of this program is invaluable, and we're thrilled to be a part of it," says Jared Ramage, Ed.D., Superintendent of Red Bank Borough Public Schools. "These children are being given access to opportunities they wouldn't normally have. The program helps prevent regression and it's a great springboard for September."

The kids are just as enthusiastic. "We play together and I like to listen to my teacher and write sentences," says Liliana, age 6. "It's helping us get ready for school. We made friends and I'm happy."

PICTURED BELOW | JASMINE (LEFT) AND LILIANA BECAME CLOSE FRIENDS AND HAD FUN WHILE LEARNING AT UNITED WAY OF MONMOUTH COUNTY'S EARLY GRADE READING SUMMER INITIATIVE AT RED BANK PRIMARY SCHOOL.



Despite her extensive experience as a nurse with many desirable qualities to offer, Karen* had spent the last five years seeking a more permanent job than the on-call work she had been doing. In October, her career path turned a corner when she was referred to the Financial Success Center at the Freehold Raceway Mall.

BUILDING PATHWAYS TO SUCCESS

The Financial Success Center provides many free resources under one roof to help people reach their financial goals. The Center is a partnership among United Way of Monmouth County, Child Care Resources of Monmouth County, the FoodBank of Monmouth and Ocean Counties, Monmouth County Workforce Development Board and Navicore Solutions.

Karen went to the Financial Success Center and met with Christine Dykeman, a Monmouth County Division of Workforce Development employment counselor, who gave her immediate feedback on ways to better present her skill set on her resume. After submitting her updated resume to the first applicable job listing, Karen landed consecutive interviews and the job offer. Throughout the process, Christine guided Karen with interviewing and salary negotiating advice.

“Christine’s encouragement, coaching and reiteration of my value to potential employers were incredibly beneficial,” says Karen. “She was the driving force behind me securing a position that’s a great fit for me, and my life has changed because of it.”

In addition to the career counseling assistance offered to Karen, the Financial Success Center provides one-on-one services like budget guidance, home ownership counseling, tax return preparation and help in finding quality childcare. It also features workshops on topics ranging from LinkedIn to student loan advice and foreclosure prevention.

“When people walk in, they’ll find a multitude of resources right at their fingertips,” says Eileen Higgins, Director of the Monmouth County Division of Workforce Development.

“The partnering agencies zero in on each person’s needs, and it’s a better connection for participants. As we grow, we look forward to helping put more Monmouth County residents on the path to greater success.”

**Name changed for confidentiality*

PICTURED BELOW | CHRISTINE DYKEMAN, A MONMOUTH COUNTY DIVISION OF WORKFORCE DEVELOPMENT EMPLOYMENT COUNSELOR, HELPS A PARTICIPANT WITH HER RESUME AT THE FINANCIAL SUCCESS CENTER.



EDUCATION



EARLY GRADE READING

Research shows that children fall behind when they are still learning to read rather than reading to learn by fourth grade. 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 initiative also provides tools for families to build a literacy-rich home environment.

RESULTS

- 167 students from pre-K to 3rd grade participated last year.
- 84% maintained or improved their reading levels after participation.
- More than 5,400 books were distributed.
- 52 parents enrolled in the family literacy program.



EARLY GRADE READING PARTNERS

FREEHOLD BORO 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

FAMILY LITERACY PARTNER

Literacy Volunteers of Monmouth County



CAREER CONNECTIONS

Based at Asbury Park High School, our Career Connections program helps 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

- 89 Asbury Park High School students participated last year.
- 37 students gained employment.
- 81% of seniors graduated, and of these, 78% transitioned to college or career.

PARTNERS

Asbury Park High School (APHS)

APHS School-Based Youth Services Program - The SPOT Center for Vocational Rehabilitation (CVR)



WOMEN'S LEADERSHIP COUNCIL

Formed in 2015, our Women's Leadership Council (WLC) is a group of philanthropic volunteers focused on inspiring positive economic and social change to help meet the educational needs of children in Monmouth County. To date, the WLC has raised more than \$10,000 from donations and event proceeds throughout the year. Members support the efforts of the early grade reading initiative, the Career Connections program and the Stuff the Bus and Warmest Wishes drives both financially and by volunteering their time. For more information on getting involved, visit uwmonmouth.org/wlc.



STUFF THE BUS

In preparation for each new school year, our Stuff the Bus drive collects essential school supplies for students in need throughout the county. In 2015, items were collected through community drives at area Walmart stores, internal drives at local organizations and individual donations, helping to ensure that children have the supplies they need to be successful at school.

RESULTS

- Over 19,000 school supplies were distributed to 16 schools.
- 42 organizations participated.
- 66 people volunteered at store events and the warehouse.

SPONSORS

J.F. Kiely Construction Company
New Jersey Resources



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 Target store drives 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.
- 30 organizations participated.
- 41 volunteers helped coordinate the drive.

SPONSORS

J.F. Kiely Construction Company
New Jersey Resources

INCOME



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

- 48 adults with disabilities received employment training and participated in job skills development last year.
- 38 maintained/gained employment or are volunteering/job sampling.

PARTNERS

The Arc of Monmouth
LADACIN Network



FINANCIAL SUCCESS CENTER

As part of the Meridian Community Resource Center at the Freehold Raceway Mall, the Financial Success Center provides free, comprehensive resources under one roof to help Monmouth County residents move from financial difficulty to economic well-being. Services range from career, budget and home ownership counseling to tax return preparation and assistance in finding quality childcare.

RESULTS

- 198 people received assistance.
- \$288,917 was realized in tax refunds/credits and annualized monthly benefits.
- 82 people attended workshops.

PARTNERS

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



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

- \$302,428 was disbursed to 10 nonprofit agencies for utility assistance, food, emergency shelter and rent/mortgage assistance during 2014-2015.



FAMILYWIZE 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

- \$481,784 in savings was redeemed by Monmouth County residents last year.



GIFT OF WARMTH

United Way of Monmouth County acts as the fiscal agent for the New Jersey Natural Gas Gift of Warmth Program.

RESULTS

- \$265,915 was distributed to 962 households in Monmouth, Morris, Ocean and Middlesex counties for utility assistance.

PARTNERS

Affordable Housing Alliance
 Morris County Organization for Hispanic Affairs
 New Jersey Natural Gas
 Ocean, Inc.

HEALTH



SAFER KIDS

Our partnerships focus on keeping children safe and healthy by offering prevention education for children, parents and teachers. In addition, training programs enable volunteer advocates to provide intervention and support on behalf of children in foster care. These programs build resiliency in children, address unmet needs and give them the opportunity to talk to a caring adult when help is needed.

RESULTS

- 2,321 students and 146 parents and teachers attended workshops on the prevention of abuse, neglect and bullying last year.
 - 584 (25%) of those children identified significant issues that required intervention.
- 27 children in foster care were helped by volunteer advocates.
 - 7 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

Alcohol and substance use among young people is an ongoing problem in many communities, including Monmouth County. Our partnerships provide education to reduce these high-risk behaviors and enable access to outpatient treatment for teenagers with existing substance abuse issues.

RESULTS

- 220 youth participated in prevention/education programs last year.
- 59 adolescents received substance abuse counseling and treatment.
 - 88% 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's Volunteer Center makes it easy to give one's time and talent. Our searchable website (uwmonmouth.org/volunteer) links local agencies with members of the community who want to give back, and vice versa. Businesses or organizations can also use the Volunteer Center to bring employees together to volunteer for 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

- 83,437 Volunteer Center website visits last year
- 1,836 registered volunteers
- 178 registered nonprofit agencies
- 1,201 referrals to local agencies

SPONSORS

J.F. Kiely Construction Company
 Monmouth County Board of Chosen Freeholders
 New Jersey Resources



REBUILD NJ

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. 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 last year.
- 2,572 volunteers joined us in rebuilding efforts.
- 28,170 hours of volunteer service were provided to families.

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, an easy-to-remember statewide help line that connects callers to vital local and governmental services. The program provides a link to resources for food, housing, healthcare, childcare, job search assistance, financial assistance and more. To learn more, dial 2-1-1 or visit nj211.org.

RESULTS

- 8,220 calls were received and referred to resources on the following topics:
 - 49%: temporary financial assistance
 - 27%: disaster services
 - 10%: housing

PARTNERS

State of New Jersey
 United Ways in New Jersey

2014-2015 COMMUNITY IMPACT

TOGETHER,
WE ARE ENGAGED.

TOGETHER,
WE ARE CHANGING
COMMUNITIES AND LIVES.

TOGETHER,
WE LIVE UNITED!

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.



EARLY GRADE READING

84% of students maintained or advanced their reading levels in summer literacy programs



SAFER KIDS

2541 youth participated in education programs to help keep them safe, healthy and avoiding high-risk behaviors



CAREER CONNECTIONS

37 Asbury Park High School students gained employment



FINANCIAL SUCCESS CENTER

198 participants assisted with financial goals, with \$288,917 in economic impact



SUPPORTED EMPLOYMENT

38 individuals with disabilities gained employment or job sampling opportunities



NJ 2-1-1

8,220 inquiries from Monmouth County residents who were referred to the resources they needed



VOLUNTEER CENTER OF MONMOUTH COUNTY

1,201 referrals to local agencies to fill volunteer opportunities



REBUILD NJ

243 families receiving rebuilding assistance following Superstorm Sandy damage

2015 STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS FOR THE YEAR ENDING JUNE 30, 2015

FINANCIALS

UNITED WAY OF MONMOUTH COUNTY

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UNITED WAY OF MONMOUTH COUNTY

STAFF

Timothy C. Hearne // *President & CEO*
 Tamer Gouda // *Director of Resource Development*
 Jennifer Hakim // *Community Impact Coordinator*
 Deena Harmon // *Director of Finance*
 Christine Jagerburger
Vice President of Community Impact
 David Lee // *Major Gifts Consultant*
 Eric Levin // *Manager of Volunteer Construction*
 Stacy Patterson // *Administrative Assistant*
 Kaarina Romero // *Manager of Volunteer Center*
 Heather Salomon
Bookkeeper and Financial Assistant

SUPPORT AND REVENUE

Gross campaign results:	
Unrestricted	\$ 2,130,725
Restricted	<u>1,374,286</u>
Total gross campaign results	3,505,011
Less: Donor designations	(1,041,443)
Provision for uncollectible	<u>(96,300)</u>
Campaign contributions revenue	<u>2,367,268</u>
Other revenue and support:	
Grant revenue	560,208
Special events	102,534
Designations from other United Ways	188,799
Donations in-kind	137,704
Miscellaneous revenue	<u>26,270</u>
Total other revenue and gains	<u>1,015,515</u>
Total revenue and other support	<u>3,382,783</u>

EXPENSES

Program services:	
Gross funds awarded/distributed	1,473,836
Less: Donor designations	(1,041,443)
Net funds awarded/distributed	432,393
Community Service	259,306
Volunteer Center	245,377
Rebuild Monmouth	599,316
MCLTRG	2,650,390
Gift of Warmth/NJ 2-1-1	<u>235,109</u>
Total program services	<u>4,421,891</u>
Supporting services:	
Administrative	234,045
Fundraising	<u>264,910</u>
Total supporting services	<u>498,955</u>
Total expenses	<u>4,920,846</u>
Decrease in net assets	(1,538,063)

Net assets, beginning of year	4,533,066
Net assets, end of year	<u>\$2,995,003</u>

Data presented above was summarized from the June 30, 2015 audit report prepared by Tait, Weller & Baker LLP and dated December 7, 2015 in which United Way received an unmodified opinion.