

## “Stuff The Bus” Campaign, A Great Success!



Young donor contributes to “Stuff The Bus”



L-R: Issie D'Agostino, Keith Kneser, Jenna Prendergast of Target Manalapan



The first annual “Stuff the Bus” campaign is complete, and thanks to the community and our partners, it was a rousing success. “Stuff the Bus” was a transformation of “SchoolTime Wishes”, which had previously been held with our corporate partners. We moved to a community-wide event, to go along with our continued corporate program, in order to raise awareness of the critical need for school supplies for children in Monmouth County. So far, we have collected over 2,000 backpacks and over 9,000 school supplies.

Backpacks filled with school supplies were distributed to students attending schools that were identified as high-risk by our Education Subcommittee, as part of our Community Impact Agenda. These high-risk areas were identified as having a combination of lower academic achievement and higher child poverty rates. Remaining backpacks and supplies were distributed to partner agencies throughout Monmouth County.

“Stuff the Bus” was sponsored by J.F. Kiely Construction Co. and had community partners in First Student Group, Inc., who donated a big yellow school bus to be placed at each “Stuff the Bus” location. United Way staff was joined by community volunteers at each location, including Kmart in Wall Township, Target stores in Manalapan and Middletown, and ShopRite in Neptune. Other partners included WRAT radio, Wall Township PBA and NJ American Water.

Thank you to all partners, more than two dozen volunteers of all ages and all the shoppers who generously donated backpacks, crayons, pens, pencils, notebooks and all the other items to ensure children were ready for school.

## SnowFlake Wishes Drive ❄️

The season is fast approaching for our annual SnowFlake Wishes Drive. Each year, corporate partners and community members work together with the goal of providing holiday gifts to local families and children. There are two different ways to get involved in SnowFlake Wishes: the new SnowFlake Gift Card Drive and/or the traditional SnowFlake Drive.

Participating in the SnowFlake Wishes Gift Card drive is easy – simply take up collections at work, schools or neighborhoods and purchase the cards at any local store. Donated cards can be dropped off at United Way of Monmouth County or a member of our staff or volunteer will be available to pick them up upon request. Last year, the most requested cards were from Target and Walmart in the amounts of \$10, \$15, and \$20 or more. Other requested cards were for grocery stores, movie theaters, Best Buy, malls and more. Special needs adults and children, families struggling to provide basic needs and children or teens with no custodial adults request gift cards each season. The cards are used to purchase food, warm clothing and personal items.

You may also choose to have your workplace or organization participate in the traditional SnowFlake Gift process; you receive personalized gift requests from those in need around Monmouth County and fulfill those gift wishes prior to the holiday season. Simply contact United Way of Monmouth County by October 26, 2010 with the number of “SnowFlakes” your company or organization wishes to fill, and they will be delivered mid-November.

For more information, contact Tara Maffei at 732-938-5988 ext. 21.

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# LIVE UNITED

## FALL '10 NEWSLETTER



United Way  
of Monmouth County



## MESSAGE FROM THE CEO



*“Change is the law of life. And those who look only to the past or present are certain to miss the future.” ~ John F. Kennedy*

It was another challenging year for the nonprofit sector. Despite these tough economic times, our donors were very generous to the people of Monmouth County through United Way of Monmouth County's annual campaign. Thanks to you, we are able to continue our mission and work toward advancing the common good in our focus areas of Education, Income and Health. Why Education, Income and Health? It is because these are the fundamental building blocks of a good life.

Everyone deserves a quality education, a stable job with a decent income and good health. Through our Community Impact Agenda, in Education, we will be working on early childhood development, after-school programs, and improving high school achievement. Income programs focus on meeting basic needs and accessing emergency services, gaining and sustaining employment and ensuring housing for all. Lastly, in Health, we will ensure people are aware of the services available to them, help residents understand eligibility and gain access to healthcare, and work to reduce the number of people involved in high-risk behaviors.

On September 14th, United Way of Monmouth County's Board of Directors took a huge step forward to change the lives of the people of Monmouth County by approving the first grants for this new Community Impact model. This agenda is aggressive and works toward creating long-lasting measurable change that addresses the root causes of key community issues.

Thanks to all of you, we are on the way to impacting Monmouth County, but we still have much to do. The grants mentioned above are only the first steps in addressing the critical issues facing our county. With your continued support, we will be able to continue working toward advancing the common good. I hope you will continue to be a generous supporter of United Way and its work, and together, we will make our community stronger.

Just remember, we all win when a child succeeds in school, when families are financially stable and when we all have good health. Together we will LIVE UNITED!

**Tim Hearne**

**President & CEO**  
**United Way of Monmouth County**

## United Way of Monmouth County's Community Impact Investment

United Way of Monmouth County began a new era on October 1, 2010 with the start of the new Community Impact funding cycle. Over the next few years, United Way will invest \$500,000 per year in fifteen initiatives that will create measurable and lasting change in the areas of Education, Income and Health. These initiatives were presented and approved for funding by the United Way Board of Directors at the September 14th meeting, and represents over two years of work by twenty-five dedicated community volunteers on our Education, Income and Health Impact subcommittees.

This process began in August 2008 with United Way's announcement to transform to an organization focused on creating long-lasting community change, a process referred to as Community Impact. Through a wide-ranging data collection and analysis effort that included statistics, community surveys and focus groups, nine critical

community issues were selected. These issues and the strategies to address them constitute our Community Impact Agenda, which was approved by the United Way Board of Directors in early Fall 2009.

Overall, 61 proposals were submitted for funding consideration. The fifteen requests that were funded each exemplified clear alignment with the Community Impact Agenda, the capacity to implement the project, the ability to join with collaborative partners, the leveraging of additional resources, the utilization of research-based evidence models and the capability to create long-lasting measurable change.

The fifteen Community Impact grants represent only our initial work through the new Community Impact model. Over the next few years, new initiatives and partnerships will be developed as we continue to invest resources to comprehensively address this agenda.

### Community Impact Agenda:

EDUCATION	INCOME	HEALTH
<ul style="list-style-type: none"> <li>• Early childhood development</li> <li>• After-school programs</li> <li>• High school achievement</li> </ul>	<ul style="list-style-type: none"> <li>• Basic needs and emergency services</li> <li>• Gaining and sustaining employment</li> <li>• Housing for all</li> </ul>	<ul style="list-style-type: none"> <li>• Information and awareness</li> <li>• Eligibility and access</li> <li>• High-risk behaviors</li> </ul>

## United Way of Monmouth County Accepts Secretary's "Connecting Kids to Coverage" Challenge

In February 2010, Department of Health and Human Services Secretary Kathleen Sebelius issued the "Secretary's Challenge" to local, state and national organizations, policymakers and individuals to find and enroll the five million eligible—but uninsured—children in health insurance.

United Way has accepted the Secretary's Challenge and has committed to covering uninsured kids in cooperation with United Way Worldwide — a reflection of the value United Way places on youth health and wellness.

"Every day a child remains uninsured is a lost opportunity to strengthen our future," said United Way CEO, Timothy Hearne. "Right now, many kids can't be healthy and active because they don't have health insurance. As part of the Secretary's Challenge, United Way will tackle this problem head on."

Over the next year, United Way will be undertaking a range of activities in response to the Secretary's Challenge, which will include incorporating health insurance coverage outreach into our existing work. This will span from our Born Learning work in early childhood education to assisting adults with income tax assistance.

For more information and to get involved in this effort, please contact Christine Jagerburger at 732-938-5988 ext. 14.

## Community Impact Investments

EDUCATION \$150,000 Investment			
INITIAL COMMUNITY IMPACT INVESTMENTS:	KEY STRATEGIES:	LEAD AGENCIES:	RESULTS:
After-school programs	Youth have access to high-quality out-of-school opportunities that are focused on their academic, social and emotional development.	Boys and Girls Clubs of Monmouth County Prevention First The First Tee of Monmouth County	Improved academic performance and social/emotional development.
High School Achievement	High school students have the academic and life skills they need to succeed.	The Center for Vocational Rehabilitation	Successful transition from school to work or advanced education.

INCOME \$200,000 Investment			
INITIAL COMMUNITY IMPACT INVESTMENTS:	KEY STRATEGIES:	LEAD AGENCIES:	RESULTS:
Basic Needs + Emergency Services: Financial Stability Initiative	Emergency assistance joined with case management and wrap around services to address barriers to achieving long-term self-sufficiency.	Interfaith Neighbors	Increased financial stability through life skills training, debt reduction, and financial literacy.
Gain and Sustain Employment: Employment Barriers	Meet transportation and other key barriers to employment and educational opportunities for lower-income households.	Project Paul	Employment placement, retention or advancement.
Gain and Sustain Employment: Supportive Employment	Expanding employment opportunities for people with disabilities by addressing and overcoming barriers to employment, as well as placing an emphasis on developing skills to enhance independence.	The ARC of Monmouth County LADACIN Network	Employment placement, retention or advancement.

HEALTH \$150,000 Investment			
INITIAL COMMUNITY IMPACT INVESTMENTS:	KEY STRATEGIES:	LEAD AGENCIES:	RESULTS:
Eligibility & Access: Access to Dental Care	To expand access to free preventative & regular dental care for uninsured or underinsured children.	Jersey Shore University Medical Center Parker Family Health Center	Improved dental health.
High-Risk Behaviors	Evidence-based programs that address the risk and protective factors associated with high risk behaviors, child abuse and maltreatment.	CASA of Monmouth County Child Assault Prevention of Monmouth County Big Brothers, Big Sisters Boys and Girls Clubs of Monmouth County Community YMCA	Children have a safe, permanent home. Children, teachers and parents recognize and respond to the signs of child abuse. Reduction in high-risk behavior by youth, such as alcohol, drug use and violence.

Learn more about our Community Impact Agenda at: [www.uwmonmouth.org/ci](http://www.uwmonmouth.org/ci)

## How Do You LIVE UNITED?



We asked Dr. Carol Roche, Ph.D, a Community Impact volunteer on the Education Impact Subcommittee "How Do You Live United?"

For an extended version of Dr. Roche's "How I Live United" interview please visit: [www.uwmonmouth.org/liveunitedcarol](http://www.uwmonmouth.org/liveunitedcarol)

### How do you LIVE UNITED?

First, I strive to know and understand what's happening. Being well informed helps me understand issues and people better and is fundamental to being part of any change. Next, I try to "Live United" by working with my friends and neighbors to create new opportunities that benefit all. I know and appreciate the work that United Way of Monmouth County does; and am proud to be part of the change by serving on their Education Impact Subcommittee.

### Why is education such a critical need in Monmouth County?

In the school districts of Monmouth County, there are wide differences in poverty rates, academic achievement, high school graduation rates, dropout rates, and young adults who are ready to transition successfully from school to work. Although there are some excellent high achieving districts, there are also a large number of low achieving ones, consistent with the disparity in socio-economic levels from one community to the next.

### How does the Education Impact Subcommittee's agenda address these concerns?

The Education Impact Subcommittee has targeted three issues: early childhood development, after-school programs and high school achievement. The committee has also targeted ten Monmouth County districts identified as having the greatest needs in these areas. By focusing its resources on these specific issues and by creating new strategic partnerships within the community, the committee seeks to have a deep and lasting community impact.

Also, the specificity of the objectives will enable a more accurate assessment of the outcomes to be measured. As a result of this strategy, the committee hopes that in those targeted towns, the new opportunities available will enable more young children to come to school with the readiness skills and attitudes needed to learn, more middle school students to have enriching after-school experiences that will increase their overall academic achievement, and more high school students to find success in school and graduate ready for work or college.

You have been a loyal volunteer for a few years. If you had the opportunity to get others to support United Way, what would you say are the most compelling reasons to do so?

United Way works hard to allocate its resources fairly and equitably to "get the most for its buck." It has amassed extensive information about the demographics and needs of Monmouth County residents, and has a close relationship with the numerous nonprofit agencies operating in the county. It consists of people, your neighbors, who care about our community and want to make it a better place to live and work for all. With your help, we can do an even better job.

**Dr. Roche's Background:** Dr. Carol Roche is a longtime educator with a passion for all things school-related. Her experience crosses a variety of school districts. Dr. Roche has worked in a variety of positions including teacher, guidance counselor, school psychologist, elementary and middle school principal, deputy superintendent, assistant superintendent, interim superintendent, and adjunct instructor at several different universities. Dr. Roche currently serves on the Board of Literacy Volunteers.