

# MESSAGE FROM THE CEO



In the past year, much has happened here at United Way of Monmouth County.

First, our 14th Annual Spring Tee-Off was a huge success. This year's outing brought in over \$35,000, an increase of almost \$15,000 over last year. Thank you to the Golf Committee, sponsors, golfers and volunteers for making this year's outing so successful.

Second, we are excited about "Stuff the Bus", sponsored by J.F. Kiely Construction Co., which is an expanded version of the "SchoolTime Wishes" drive. For years, "SchoolTime Wishes" was very successful in helping collect backpacks filled with school supplies for needy low-income children. "Stuff The Bus" is a new and

exciting community-wide event that will raise awareness and help reach more needy children of Monmouth County. On Saturdays throughout the months of July and August, we will be at various locations in Monmouth County asking members of the community to help "Stuff The Bus" with backpacks, pens, pencils, notebooks, paper and all the other items needed by children in school. I want to thank First Student Inc. for donating the buses and Targets of Manalapan and Middletown, Kmart of Wall and Shoprite of Neptune for partnering with us on this new event.

Next, I want to thank all the generous donors of Monmouth County. Though this year we raised less money, we had some great news from companies and individuals who have increased their giving. Special thanks go out to the managers and staff at Nordstrom for doubling their campaign, to the employees of AT&T for increasing their giving by over \$73,000, to the teachers and administration of the Freehold Regional High School District for raising over \$21,000, to the management and employees at Enterprise Rent-A-Car for increasing their giving by 43% and to the employees of COSTCO for increasing their giving by over \$10,000. Also, thank you to both Wegmans Manalapan and Ocean for increasing their combined giving as well as in-kind donations. It is because of our generous donor base and incredible corporate leadership that we are able to make the changes necessary in Monmouth County. Because of you, we fully expect to announce increases in next year's campaigns.

The last item I want to update you on is the status of United Way of Monmouth County's transition to Community Impact. Over the past few years, the staff of United Way has been working closely with community leaders, agency experts and community volunteers to identify the pressing needs of Monmouth County. We have realigned our community investments to address those needs. We are currently reviewing proposals from agencies throughout the county to see which programs will best address the needs of Monmouth County. We expect to have the review process completed and will announce which programs will be funded by October, 2010.

Thank you for taking the time to read our newsletter. I hope that you find the enclosed information useful, as well as informative, and possibly eye-opening. Remember, it is thanks to you that we, along with our partners, are able to bring long-lasting change to Monmouth County!

Tim Hearne

President & CEO  
United Way of Monmouth County

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# LIVE UNITED

## SUMMER '10 NEWSLETTER

  
United Way  
of Monmouth County



## 14th Annual Spring Tee-Off Proves Successful



L-R: Tony Bellomo, Bill Clifford, John Geoghan, Tim Donnelly

On Monday, May 17, 2010, United Way of Monmouth County (UWMC) held its 14th Annual Spring Tee-Off at Hollywood Golf Club in Deal, NJ. UBS Financial Services was the corporate sponsor for the fourth consecutive year. This year's outing was co-chaired by Timothy Donnelly, UBS Financial Services, and John Nicklin, Star Installations. The 110 golfers and 14 volunteers were greeted with perfect weather for a round of golf. Golfers had the chance to drive away in a brand new Cadillac CTS valued at over \$70,000, as well as win season tickets to the Lakewood BlueClaws and many other great

hole-in-one prizes. Following golf, participants and volunteers were invited back to the clubhouse for dinner, an awards presentation, a silent auction and a short program. The featured speaker was Laura Marx, Director of the NJ 2-1-1 Partnership.

The silent auction, chaired by Maureen Bonney, was held throughout the day and raised over \$6,100. This, in addition to sponsorships and golf, brought this year's total to over \$35,000. The money raised from this event will fund United Way of Monmouth County's Community Impact Agenda, which focuses on work in the areas of Education, Income and Health.

"We're very excited to continue our partnership with United Way," said Tim Donnelly, co-chair of the event and Senior Vice President at UBS Financial Services. "This outing is just one of the many ways UBS Financial Services gives back to the community, and we hope to continue to do so for years to come." Sponsors included, but were not limited to: Brookdale Community College, New Jersey Resources, Birdsall Services Group, and Manasquan Savings Bank.

## EITC/VITA Program Completed



United Way of Monmouth County (UWMC) recently completed the second season of the VITA (Volunteers in Tax Assistance) program through the IRS. This season, we partnered with the Leon Hess School of Business at Monmouth University.

More than one dozen business students under the supervision of Professor Douglas Stives received up to 3 service learning credits for becoming IRS certified tax preparers under the VITA tax program, along with months of real-life tax preparation experience. UWMC received several compliments on the professionalism of the student preparers, and many students have indicated they will be returning next year to continue as volunteers.

Although only in its second year, there was a marked increase in the number of returns completed. A total of 107 tax returns were completed this year for area residents resulting in an average refund of \$1,130 for working families. In all, the program created a total of \$124,738 in refunds to the area.

Monmouth County Freeholder Amy Mallet says "I applaud UWMC, its partners and the many volunteers who are helping residents access money they are entitled to. This is money that will likely be spent on goods and services right here in our county."

## How Do You LIVE UNITED?



“How Do You LIVE UNITED?” A feature story where we will be spotlighting donors and volunteers of United Way of Monmouth County. This month, we asked John Kiely, of J.F. Kiely Construction Co., how he LIVES UNITED. John has been a loyal and generous supporter of United Way of Monmouth County, and his company is the title sponsor of United Way of Monmouth County’s Stuff the Bus program (formerly SchoolTime Wishes, see article on Stuff the Bus for more information) and SnowFlake Wishes.

### How long have you been supporting United Way of Monmouth County?

I have supported United Way of Monmouth County ever since graduating from Boston University and beginning work for my family business over twenty years ago.

### With all the choices in giving, what drew you to United Way?

United Way has always focused on improving the lives of human beings. I believe that the concepts of caring for

each other, maintaining self-respect, and getting an education can ultimately change our world for the better.

*You have been a loyal Tocqueville Society member and sponsor of the Wishes Drives for many years. If you had the opportunity to ask others to give, what would you say is a compelling reason to support United Way?*

United Way focuses every day on human services. When I donate money to them, I feel assured that they are investing my contribution in a way that makes sense and has a strong impact on the community in which I work and live. My mother and father taught me at an early age that each of us has a right and a responsibility to help those in need. United Way helps me fulfill that duty.

### Of the three impact areas of Education, Income and Health, which one speaks to you the most and why?

I have always taken a special interest in health, especially among senior citizens. The seniors are the ones that made this country great, overcoming challenges of World Wars and economic collapse. In today's environment, senior citizens have different types of challenges, and they need our help. United Way recognizes that need.

J.F. Kiely Construction Co. is a family owned utility construction company established in Long Branch, N.J. in 1952. Providing underground construction services for gas, water, electric, and sewer, its clients include New Jersey Natural Gas Company, South Jersey Industries, Public Service Electric and Gas, and New Jersey American Water Company. J.F. Kiely Construction Co. operates throughout New Jersey from four locations and employs over two hundred unionized employees. For more information about the company please visit [www.jfkiely.com](http://www.jfkiely.com).

## Letter from The Chairman of the Board

Over 1,000 strong, United Way staff and their volunteer leaders presented a compelling focus and endorsement for financial support of the 2-1-1 National Call Help Line. This monumental task was accomplished by group visits to every legislative leader in Washington, DC who both pledged to support the bill and more importantly, the ones who had yet to sign endorsement of the pending bill. The objective for the day was to get more legislators to co-sponsor H.R.211 so that Congress could move closer to passing this important piece of legislation. This experience was one of many that I had the privilege of participating in during our United Way Worldwide Community Leaders Conference, which took place at the National Harbor in our nation's capitol. Give, Advocate and Volunteer was in full glory. The energy, the colleague interaction, the debated issues and problem-solving environment was exceptional. I continue to learn and be amazed by the broad reach United Way has throughout our nation. We discussed short term tactics and long term strategies with an emphasis on Community Impact. The need is everywhere and Monmouth County is no exception!



The concept of creating lasting and permanent change has transitioned us from reactionary to preventive mode. It will surely take time for results to present themselves, at which point the short term impact will be felt. Although finances are understandably important, it is when we expend effort and leadership that we find great success.

We encourage you to visit our website at [www.uwmonmouth.org](http://www.uwmonmouth.org) to see our efforts and involvement in the community, develop a sense of understanding and give us feedback. We ask that you continue your engagements with UWMC in the manner that suits you best—but most importantly, please refer us to those who are willing to participate and help serve those in need!

- Brian Massey

**Brian Massey is the former Interim President/CEO and current Board Chair of United Way of Monmouth County's Board of Directors.**



United Way of Monmouth County will be kicking off a new and exciting campaign this summer called “Stuff the Bus”, which is designed to collect school supplies for area children. Stuff the Bus has been used by organizations like the NBA to generate donations for families around the country, and United Way offices have found that it's a fun way to engage community partners around a great cause.

A school bus donated by First Student, Inc. will be parked at local popular shopping venues where UWMC staff and volunteers will hand out lists of suggested items to shoppers. The items are then placed on the school bus, and by the end of the season, we hope to have the bus filled to capacity for our kids!

### There are four dates and locations planned for Stuff the Bus events around Monmouth County.

- July 10, 2010 Kmart – 1825 Rt. 35, Wall, NJ 07719 11am – 3pm
- July 17, 2010 Target – 55 Rt. 9, Manalapan, NJ 07726 11am – 3pm
- July 24, 2010 ShopRite – 2200 Rt. 66, Neptune, NJ 07753 11am – 3pm
- Aug 7, 2010 Target – 2105 Rt. 35, Middletown, NJ 07748 11am – 3pm

**Volunteers are needed to help at each site to greet shoppers, hand out lists and help load the bus. We would welcome donations of refreshments for the events.**

**If your organization would like to participate, or you would like to sponsor a collection of backpacks and other supplies at your own location, please call our office to make arrangements and become part of the county-wide Stuff the Bus event for 2010! Call Tara Maffei at 732-938-5988 x 21 or email [tmaffei@uwmonmouth.org](mailto:tmaffei@uwmonmouth.org)**

## Did You Know?

**In Monmouth County, 80.2% of high school students report that they have used alcohol at least once in their lifetime.**

According to the High School Risk and Protective Factor survey conducted in 2008 by the NJ Department of Human Services, Division of Addiction Services, Monmouth County students had the highest rate of alcohol use compared to other county respondents within the past 30 days of the survey, with 59.2% of students responding positively to questions of use. In addition, Monmouth County high school students reported attending high school while under the influence of alcohol at a prevalence rate of 20.5%. Marijuana use was also measured in this study, whereby Monmouth County high school students reported the highest rate of lifetime use (39.6%) and the highest rate of usage for the period of 30 days before the study at a rate of 23.4% as compared to other NJ counties.

These numbers are overwhelming and clearly

indicate that there is an issue of drug and alcohol use that must be addressed in a county-wide effort.

United Way of Monmouth County is moving towards creating lasting community changes in the areas of education, income and health, and we recognize that the use of alcohol and drugs by teens is a critical focus area in order to help everyone achieve success both in school and as adults. As a result, United Way of Monmouth County is investing significant resources towards fighting high risk behaviors, such as drug and alcohol abuse, which will have a direct impact on reducing use among teens here in Monmouth County.

**Members of the county government, community, schools, non-profit organizations and local businesses have become involved in the community impact plan affecting education, income and health; for information on participating with United Way of Monmouth County contact 732-938-5988 or visit us at [www.uwmonmouth.org](http://www.uwmonmouth.org).**

## Project EAT



L-R: Maureen Lucas, Leslie Decker, Lori Sienkiewicz, Amanda Hahn, Ana Linton

Project EAT recently caught the attention of USI Affinity, a national insurance provider with area offices located in Matawan, NJ. The group leaders originally sought a volunteer opportunity to engage employees in local corporate offices. After hearing about the need for food at their local food pantry, they created a 3-week engagement that included both a food collection and a hunger awareness campaign.

In 2009, 37 million Americans used local food pantries or soup kitchens for emergency food assistance just to provide basic meals to their family members or themselves. This growing need for food provided by local food pantries is a strain on pantries who cannot afford to purchase supplies from their area Foodbank or who do not receive regular funding and donations to maintain supplies.

USI Affinity had a great time participating in Project EAT. In the end, the company collected an amazing 1,586 pounds of food and baby supplies – bottled

water, peanut butter, soup, pasta, ready-to-eat items, diapers and rice. A group of employees even delivered the huge collection to the designee - St. Mark's Food Pantry and Soup Kitchen in Keansburg, NJ. USI Affinity employee Denise Cartiglia said, “All of us, by contributing even one can of food, made a difference in someone's life. We often get so wrapped up in our own lives and our own problems that we forget there are others significantly less fortunate. There are people—perhaps our neighbors—who have so little to eat that they cannot feed their own children.”

Thanks to the generous employees at USI Affinity, area families will have access to food for their children this summer.

**If you have a group who may be interested in participating with Project EAT, contact United Way of Monmouth County Volunteer Center at 732-938-5988 or email [tmaffei@uwmonmouth.org](mailto:tmaffei@uwmonmouth.org).**

