

UNITE COMMUNITIES to CHANGE LIVES



2019 CASE FOR INVESTMENT
IN OUR COMMUNITY

United Way
of Western Connecticut

United in our love for community.

We're proud to be part of this community. We know you are too. It's a great place to be. Whether you're in downtown Stamford, in the suburbs of Greater Danbury or in the beautiful hills and farms of Greater New Milford — this region has a way of making you feel good.

- **Top 300 Fastest Growing Economies (Stamford) - *WalletHub***
- **Top 100 Best Places to Live (Stamford) - *Livability***
- **Best City of Live in CT (Danbury) - *24/7 Wall Street***
- **America's 50 Best Cities to Live (Danbury) - *24/7 Wall Street***
- **Top 100 Safest Cities in U.S. (New Milford) - *Neighborhoodscout.com***



Caring people live here.

This community is full of people who give their time, talent, voice and financial support to causes they're most passionate about.

\$6.1M

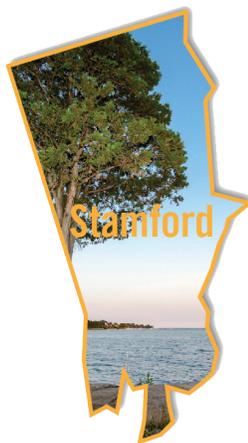
raised during last year's United Way community campaign

5,200

people donated to last year's United Way community campaign

8,000

hours logged last year by United Way volunteers in the community



"Union Savings Bank's unwavering passion is to give back to the communities we serve. The commitment and dedication the Bank and our employees provide through volunteerism and charitable contributions truly makes a difference in the neighborhoods where we live, work and play. We are proud to partner with United Way on many of our commitments to the local community."

Cynthia Merkle
President and CEO
Union Savings Bank

Board Chair
United Way of Western Connecticut

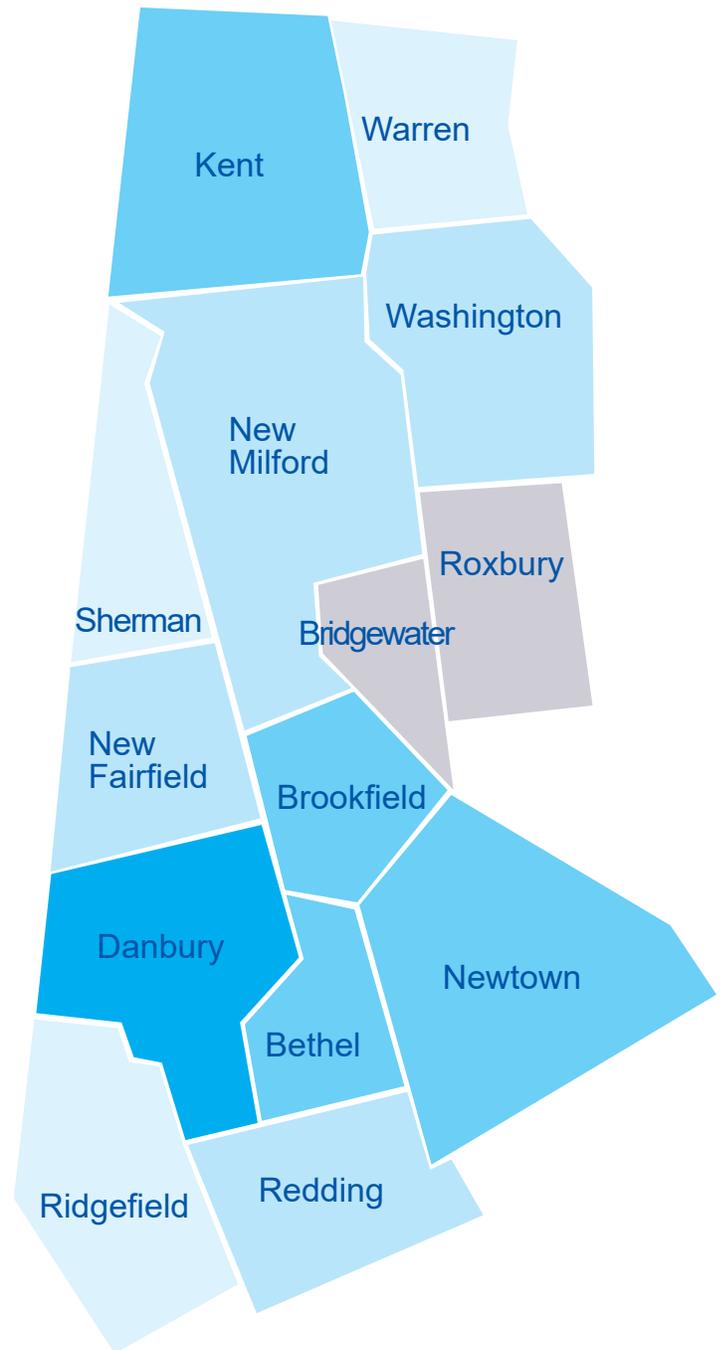
Too many people are struggling.

While we are a strong and prosperous area, we are also home to great need.

United Way is committed to making a difference in the lives of households that live paycheck-to-paycheck and struggle to make ends meet, a group that we call **ALICE**[®] (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed). These households earn more than the Federal Poverty Level, but less than the basic cost of living for our area. Combined, the number of ALICE and poverty-level households in our region is nearly 52,000. That's 38% of our local population in Western Connecticut.

Together, we can do what no one person or one organization can do alone.

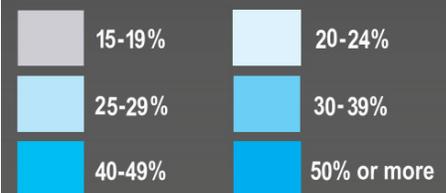
As great as this region is, we will never be our very best as long as so many around us struggle daily. We have to do something. We have to find solutions together and scale them.



"We all have people in our lives that we love and care about who fit the ALICE profile. That's why we fight so hard, because they matter."

Kim Morgan
CEO
United Way of Western Connecticut

Percentage of ALICE and poverty households by town



What does United Way do?

We Lead

We lead and fund programs and initiatives focused on the greatest population outcomes for struggling households to achieve long-term systemic change.

Financial Stability

More than 1,300 individuals have increased their financial stability through one-on-one budget coaching and financial workshops.

Food Security

More than 600 families receive fresh, healthy food each month through our mobile food pantries. More than 80 children each week receive weekend food backpacks.

Early Childhood Education

1,973 children ages 0-5 benefited from more affordable, high-quality childcare.

After-school & Youth Development

2,602 children participated in safe, healthy after-school programming.

Enrichment & Extracurricular Activities

More than 360 children from nine cities and towns received scholarships to participate in activities like sports, arts, music and STEM programs.

Free Tax Prep

1,661 individuals were able to get their taxes done for free, obtaining more than \$2.5M in tax refunds.

United Way 2-1-1

18,000 Western CT residents called 2-1-1, United Way's 24/7 help line; most sought housing & shelter and mental health & addition services.

We Partner

We partner with companies, government, nonprofits and school systems, serving as a community catalyst, objective convener, strategic investor and champion for many projects and initiatives. We also serve as the backbone organization for several large-scale collective impact and collaborative initiatives in our region, including:

Stamford Cradle to Career

United Way took a leadership role in convening civic, corporate, government, schools and community groups to launch Stamford Cradle to Career (SC2C), a collective impact initiative focused on long-term systemic community issues which influence children's academic and social outcomes.

DanburyWORKS

A Boston Federal Reserve Bank sponsored economic development collaborative, DanburyWORKS brings together more than a dozen Danbury area organizations and institutions focused on lifting the number of immigrants and people of color out of poverty by 30 percent within 10 years.

Stamford and Danbury Food Collaboratives

A collaboration of food pantries, nonprofits and grocery stores, these food groups have conducted needs assessments, written large community grants, and provided commercial refrigeration units to local pantries allowing them to provide fresh produce, dairy and meats to their clients. They rescue food valued at more than \$835K each year.

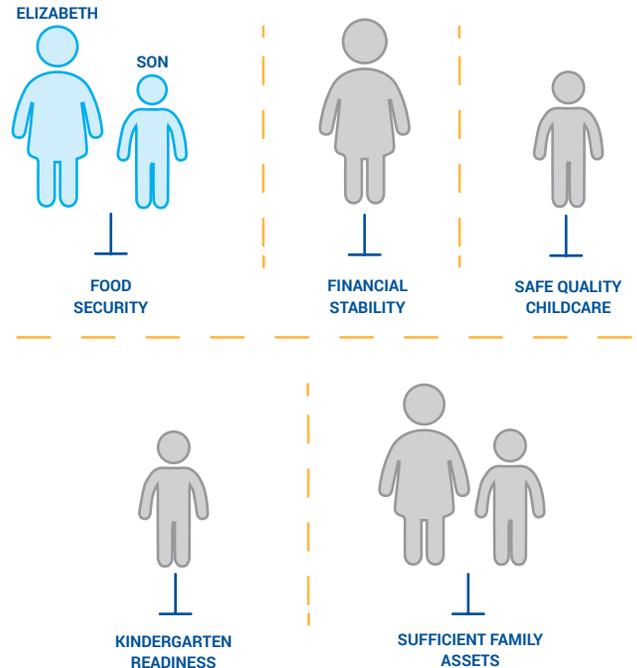


This is how we used to work.

Elizabeth is a working mom from Stamford. She struggles to make ends meet, despite working hard every day. "I work overnights at a company I have been with for seven years and take on close to 20 hours of overtime each week, depending upon the availability of friends or family to watch my son while I work," she says.

Elizabeth does everything she can to manage her living expenses on one income. She lives close enough to her job to bicycle or walk to work, saving on gas and the wear-and-tear on her car. She worked out a budget plan with her electric company, saving \$30 per month. United Way's Mobile Food Pantry provides free fresh food to her every month.

However, in order to see deeper impact and long-term stability, we can't stop at their food insecurity needs. What about her son's development? What happens if there's an emergency?



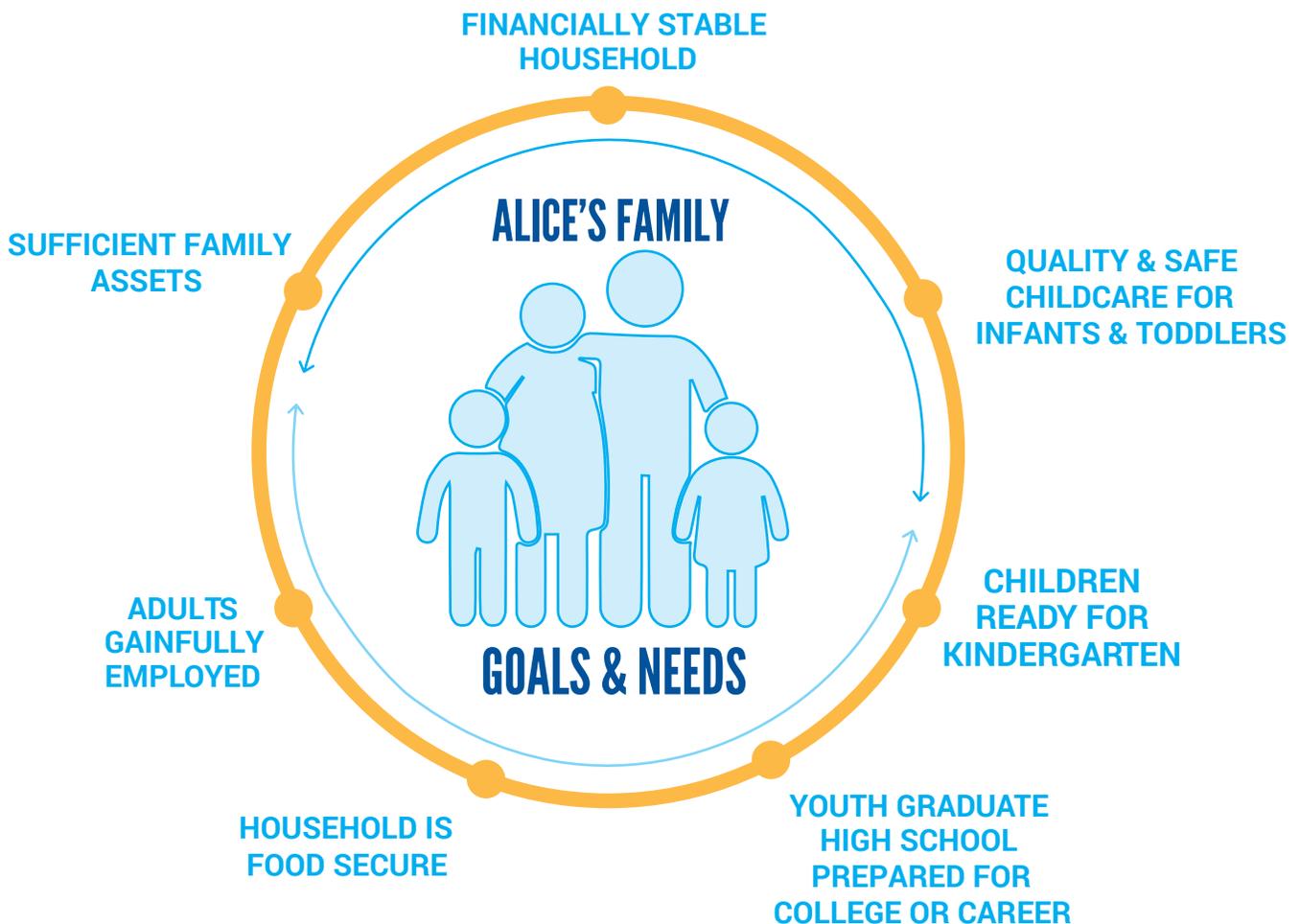
"I use every vegetable and every morsel from the Mobile Food Pantry to make lots of soups and stews. I freeze some and use every bit. I've gotten very creative and we are able to have more vegetables than I would be able to afford on my own."

– Elizabeth, Stamford, CT

For faster, stronger change we must put families at the center.

Hardworking ALICE families who live paycheck-to-paycheck, are at the center of United Way of Western Connecticut's work. We are focused on ensuring that families are financially stable, and children enter school ready to learn and graduate ready to succeed. Only by supporting the family as a whole can we make the kind of change that moves them along a brighter, more sustainable path.

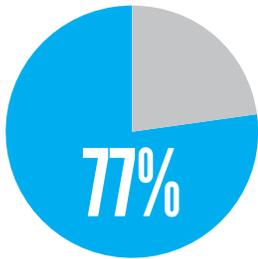
ALICE's life improves. Her family's life improves.
Our region improves.



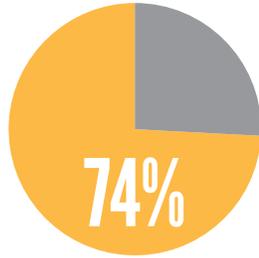
**Our job is to help ALICE's family,
and the thousands of other families like hers.**

Investment means just as much to your employees.

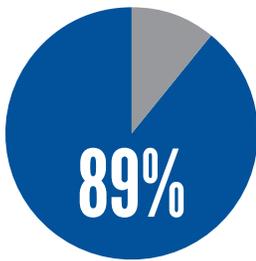
Employees are interested in making an impact in their communities now more than ever. Companies that embrace and cultivate this desire see the benefits.



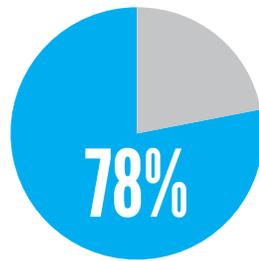
say company-sponsored volunteer activities are **essential to employee well-being**



think volunteerism provides an **improved sense of purpose**



believe companies that sponsor volunteer activities offer a **better overall working environment**



of employees say it's **important to work for a company that gives back** to the community



“Synchrony is proud to partner with the United Way of Western Connecticut. United Way and Synchrony are working together to support everyday working families and help change lives for the betterment of the communities we live in. United Way is an accomplished partner and helps Synchrony deliver on our corporate social responsibility priorities.”

*Thomas Goggin
Assistant Vice President,
Corporate Citizenship
Synchrony Financial*

*Stamford Council Member
United Way of Western Connecticut*

Sources: CECP Giving in Numbers Brief, United Way Worldwide State of the Brand, 2017, Deloitte Volunteerism Survey, Deloitte Development LCC, 2017



Engage and inspire your employees.

Volunteerism

Engage your employees in community work all year long. Through our many volunteer opportunities, your employees can give back at their own convenience.

Days of Action

Our annual Days of Action mobilize hundreds of corporate volunteers in meaningful service projects that support our local community.

Mobile Food Pantries

Teams of corporate employees volunteer at our monthly Mobile Food Pantries. Volunteers set up the farmer's market-style pantry and distribute food to local families.

BoardServe

A full-day, in-depth governance training for individuals interested in serving on a nonprofit board. Graduates are then connected with a nonprofit that matches their skills and passion.

Business to Books Read-a-Thon

Groups of corporate employees volunteer an afternoon to read to children at local elementary schools, serving as role models for our youth.

Kit-Packing Projects

We can come in and manage a kit-packing project that engages your employees on-site. Collect school supplies, books, hygiene products or even household items and we'll help your employees pack and distribute them to local nonprofits and schools.

Don't have a Community Relations Department and want to offer year-round engagement opportunities to your employees?

We can be your CSR consultants and manage it all for you!



"Genworth has worked with United Way for decades because United Way demonstrates an ability to generate sustainable, measurable outcomes. Genworth's employees are committed to giving back to the community with both time and dollars, and United Way has allowed them to easily do both in a meaningful way."

*Michael Shepherd
Associate General Counsel
Genworth*

*Board Member
United Way of Western Connecticut*



Become a United Way corporate partner.

As a United Way corporate partner, your company and employees benefit from deep community engagement, broad visibility and measurable impact. We can help you achieve your **C**orporate **S**ocial **R**esponsibility and employee satisfaction goals by working with you to customize a partnership that fits with your corporate culture and meets your needs.

Workplace Campaign

Offer your employees a meaningful and easy way to give back to their community and the organizations that are important to them.

Explore the world beyond the paper pledge card. Workplace giving is evolving and we can offer you various options to conduct an engaging and meaningful campaign via a digital platform that meets your company's needs.

Charity Navigator

United Way of Western Connecticut exceeds or meets industry standards and performs as well as or better than most charities in its cause.

GuideStar

United Way of Western Connecticut represents commitment to transparency with highest *Platinum Level Seal of Transparency*.

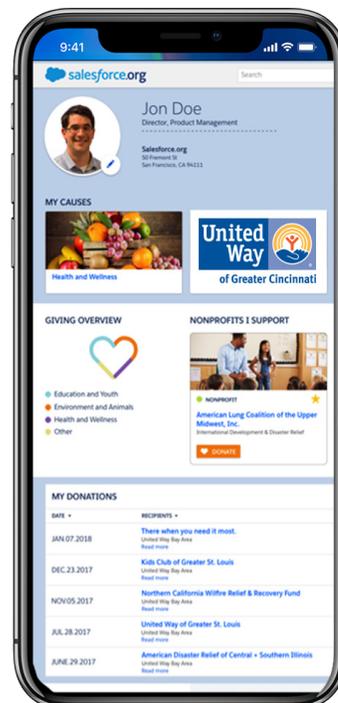


A New Way to Engage

United Way and Salesforce have partnered to create the future of philanthropy and employee engagement:

Salesforce.org Philanthropy Cloud

Engage employees in year-round philanthropy; respond to disasters with ease and speed; give employees the flexibility to give where they want, when they want; offer opportunities to donate outside of traditional payroll-deduction models; boost employee engagement and morale with purpose-driven volunteering; aggregate your company's impact easily -- all on one integrated platform.



Empower every employee to change the world.

Be visible in the community year round.

CORPORATE SPONSORSHIP

Our sponsors provide a single donation that supports United Way's special events, campaign materials, volunteerism and marketing programs, helping to keep our administrative costs low. In return, your company's support is promoted throughout the year.

THE ADVANTAGES

BENEFIT from year-round local visibility.

INCREASE your brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected non-profit brands in the country.

REINFORCE your company's reputation as a good corporate citizen to your customers, employees and residents.

EXPERIENCE the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.

RETURN ON YOUR INVESTMENT as tangible impressions and measured media value far exceed the cost of sponsorship.

| | CHARTER OAK \$20,000 | NUTMEG \$15,000 | DIAMOND \$10,000 | PLATINUM \$7,500 | GOLD \$5,000 | SILVER \$3,500 | BRONZE \$1,500 |
|---|-------------------------|--------------------|---------------------|---------------------|-----------------|-------------------|-------------------|
| DAYS OF ACTION (TEAM & LOGO) | • | • | • | • | • | • | • |
| EXCLUSIVE ACCESS TO NATIONAL DAYS OF SERVICE VOLUNTEER PROJECTS | • | • | • | • | • | | |
| PRIORITY ACCESS TO UW VOLUNTEER OPPORTUNITIES | • | • | • | • | • | • | • |
| CUSTOM VOLUNTEER PROJECTS (PARTICIPANTS) | 100+ | 50 | 30 | 20 | 15 | 10 | |
| KING OF THE HILL 5K (RUNNERS & LOGO) | 10 | 10 | 8 | 8 | 5 | 5 | 2 |
| RECOGNITION AT EVENTS (LOGO) | • | • | • | • | | | |
| RECOGNITION AT EVENTS (NAME ONLY) | | | | | • | • | • |
| ANNUAL REPORT (LOGO) | • | • | • | • | | | |
| ANNUAL REPORT (NAME ONLY) | | | | | • | • | • |
| WEBSITE (LOGO) | • | • | • | • | | | |
| WEBSITE (NAME ONLY) | | | | | • | • | • |
| E-NEWSLETTERS (LOGO) | • | • | • | • | | | |
| E-NEWSLETTERS (NAME ONLY) | | | | | • | • | • |
| NEWSPAPER ADVERTISEMENTS (LOGO) | • | • | • | • | | | |
| NEWSPAPER ADVERTISEMENTS (NAME ONLY) | | | | | • | • | • |
| SOCIAL MEDIA RECOGNITION | • | • | • | • | • | • | • |

2019 CORPORATE SPONSORS

NUTMEG SPONSORS



DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD: Fairfield County Bank | Townsquare Media

SILVER: Belimo | Branson | Eversource

BRONZE: First County Bank | Indeed | Kimberly-Clark
Legg Mason | The Network Support Company
Patriot Bank | Preferred Brands International | Rain CII
Remedy Partners | Wofsey, Rosen, Kveskin, & Kuriansky, LLP

LIVE UNITED

Greater Danbury

301 Main Street, Suite 2-5
Danbury, CT 06810
203.792.5330

Stamford

1150 Summer Street
Stamford, CT 06905
203.348.7711

Greater New Milford

24 Bank Street, PO Box 29
New Milford, CT 06776
860.354.8800

INTERESTED IN GETTING INVOLVED or LEARNING MORE?

Call Stacy Schulman at (203) 826-8479
Or visit uwwesternct.org

Get or Give Help with United Way 2-1-1

Need help or know someone who does?
Dial 2-1-1 to speak to a trained professional who
can connect you to essential community services.
Or visit 211ct.org.

www.uwwesternct.org



**United Way
of Western Connecticut**