

# 2019 Annual Report

United Way of Westchester and Putnam Helping families become self-sufficient and thrive





First and foremost, thank you for the role you play in support of our mission to help Westchester and Putnam residents become self-sufficient and thrive in a stronger community.

Although your faith in our efforts is very much appreciated, it addresses only a fraction of the need in our community. 10% of our neighbors live in poverty and another 30% live paycheck-to-paycheck with less than \$500 in savings to weather a challenge like a car repair, a broken refrigerator, or a medical bill. And they most certainly can't survive a tragedy like a death or an eviction or a job loss.

That's almost 450,000 people working hard yet struggling to afford the basic necessities like housing, food, education, child care, transportation, and health care.

These are staggering numbers! In an area that is known nationally for its wealth and status, hundreds of thousands of us can't make ends meet and regularly make a decision like, "Do I pay my heating bill or do I put food on the table?" I've met many of these people throughout my career and gotten to know them, and I can tell you truly, they are just like us.

These are single moms, domestic violence survivors, working, struggling with a disability or illness.

These are families, juggling two and three jobs trying to do the right thing, make ends meet, and provide a better life for their children.

They just need help breaking the cycle that is keeping them from being self-sufficient.

Last year, we were honored to support and collaborate with a total of 434 community partners, nonprofit organizations, schools and government agencies. Our efforts resulted in more than \$13.7 million invested and/or leveraged in our communities, impacting approximately 157,000 families and households. But it's only a drop in the bucket of what we could do with more resources.

In my five months on the job as President and CEO at the United Way of Westchester and Putnam, I have been awed by what my predecessors in this role have done for this community. And I have by humbled by the work being done every day by the staff here at this organization.

But they can't do it alone.

So, as you read this Annual Report to the Community, we encourage you to get more involved. Whether you make a contribution, volunteer, help us raise money at a future event, share our content on social media, or simply tell a friend or two about the important work that we're doing, you will be helping us to make a difference right here in the communities where we live and work.

Thank you.



Tom Gabriel President and CEO

#### We Transformed Lives in **2019**\* UNITE How Your Gift Helped the United Way of Westchester and Putnam Make an Impact **\$13.732.4** Invested and Leveraged in Westchester and **Putnam Communities\*\*** Families Benefited\*\* **Community Partners □\$D:** \$9.8m in-kind donations to from the Emergency residents **Food and Shelter** nonprofits and from EITC-eligible tax Program **1** nonprofits schools helping refunds processed by to **JJ** helping **VITA and the Hudson** 26.091 CA\$H Coalition \*\*\* \*\*\* families 80.000 \_\_\_\_\_\_\$**381.1**` people attended job saved by families calls received by training or professional the 211 Helpline using the Rx Discount development workshops call center **Card by FamilyWize** 20,500 students are using A2i books given to youth awarded collectively in to read on grade level college scholarships from low-income homes

\* 2019 calendar year \*\*based on estimated Earned Income Tax Credit refunds, Emergency Food and Shelter Program, Nonprofit Leadership Summit, Teach Me to Fish, Alice\$ense, Gifts-in-Kind donations, FamilyWize savings, Ruth Taylor Scholarships, Born Learning Initative, Hudson Valley 211 Helpline, other investments in the community \*\*\* estimate



A kindergarten teacher in Elmsford working with a group of students on their word comprehension.

# Assessment Tool Confirms A2i Results; Administrators Note Reduced Interventions

The educational assessment tool i-Ready confirms the improved reading and math scores as a result from the use of A2i in the Elmsford School District.\*

The i-Ready assessments, which were conducted at the end of the 2018-19 school year, found that the number of kindergartners and first graders who reached or exceeded the benchmark increased significantly. In fact, in 2019 67% of students reached or exceeded the benchmark in English Language Arts (compared to 38% in 2018) while 57% of students reached or exceeded the benchmark in Math (compared to 34% in 2018).

The 2018-19 school year was the first year of a three-year study that the Peekskill and Elmsford School Districts partnered with United Way of Westchester and Putnam and Learning Ovations to use the A2i Professional Support System, which identifies each student's needs and provides strategies on how to address them in the classroom. A2i is a research-validated system, created by Learning Ovations, that is dramatically improving the third-grade literacy rate of students across the country.

Reading on grade level by the end of third grade is a key indicator of future success for students.

Most students who fail to reach this critical milestone falter in the later grades and often drop out before earning a high school diploma. They are also more likely to end up incarcerated and to live in poverty.

By June 2019, the A2i assessment found that on average the students in Peekskill and Elmsford improved their vocabulary by 1 year and 1 month and their comprehension of words by 1 year and 6 months.

Additionally, the Elmsford School District has found that by using A2i the need for its intensive interventions has been reduced to zero.

"At the beginning of the 18-19 school year, we had 13 students that needed Tier 3 intervention, which is our highest level of intervention. By the end of the year, we were down to zero," said Dr. Marc Baiocco, Superintendent of the Elmsford School District.

During the 2019-20 school year, there are 1,138 students from the Elmsford and Peekskill School Districts in grades kindergarten through second that are in A2i classrooms.

\* The Peekskill School District did not release third-party assessment scores.

### 2019 Statistics on UWWP's Educational Support Programs

**111 3,000** literacy kits given to children ages 0-5 from low-income homes



### **Character Playbook**

**Kik 600** filled with school supplies distributed to students in Yonkers, Mount Vernon, Ossining, Elmsford, Peekskill, Mahopac, and Brewster



worth of holiday gifts given to local children

# Meet Ruth Taylor Scholarship Recipient Crystal Ukaegbu

Crystal Ukaegbu of New Rochelle has been awarded a 2019 Ruth Taylor Scholarship to assist her in obtaining her Masters of Public Health degree. She is one of ten recipients who collectively received scholarship awards totaling \$19,500.

Crystal is currently employed as a Health Educator at Mount Vernon Community Health Center and is a Health and Trauma Policy intern at Resident Wellness in New York City. Ukaegbu also contributes her time to the Brooklyn Free Clinic, Church of Christ food pantry in Mount Vernon, Americorps, and NGWA National Association.

"I am very honored to receive the Ruth Taylor Scholarship," Crystal said. "I want to thank everyone at United Way for selecting me. This scholarship not only assisted me in continuing my graduate school education but also gave me a push to continue on my path. It's always good to know that there are organizations willing to support students, as we are the future."

Crystal earned a Bachelor's Degree in Health Science from the University of Bridgeport. She is currently enrolled at SUNY Downstate Medical Center School of Public Health and is pursuing a Masters of Public Health degree. She was awarded \$3,000.

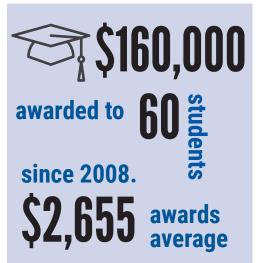
The Ruth Taylor Scholarship was established in tribute to Ruth Taylor, former Westchester County Commissioner of Public Welfare, in recognition of her four decades of outstanding service. The annual awards are sponsored by United Way of Westchester and Putnam, Westchester County Government and the Urban League of Westchester County.



Crystal Ukaegbu of New Rochelle

## The 2019 Ruth Taylor Scholarship recipients are:

Selene Carrillo of New Rochelle Monica Constantino of Briarcliff Manor Gloria Espana of Yonkers Gloria Freeman of New Rochelle Nicollete Loaiza of New Rochelle Jenny Maldonado of Port Chester Amanda Massa of West Harrison Julia Rennert of Tarrytown Marilyn Thomson of White Plains Crystal Ukaegbu of New Rochelle



# Teach Me to Fish Helps Domestic Violence Survivor Reenter the Workforce at 59

Melba of New Rochelle is a 59-year-old survivor of domestic violence, who sought opportunities to reenter the workforce. She disclosed that she relocated due to domestic violence issues with her husband. Melba had never been independent and always relied up on her husband financially and as a provider.

United Way's Teach Me to Fish program creates new opportunities for hard-to-employ adults through job training services, financial education and life supports to eliminate barriers to employment. The program helps adult residents in Westchester and Putnam, especially women and those with disabilities, who are facing chronic barriers and difficulties in job placement.

In February 2019, Melba enrolled in the Teach Me to Fish-supported STRIVE program through Westhab. The program is an intense attitudinal job readiness training program. She was challenged daily! Although there were trying times she completed the training. Completing the job readiness program got her one step closer to employment and closer to the path towards success.

Melba participated in mock interviewing daily, which was one of her significant barriers keeping her from securing employment. She made herself readily available for every employment focused event to continue building skills and strengths needed to be successful in the workforce and the financial literacy sessions to gain a better perspective on managing her expenses.

Melba also attended motivational workshops and seminars such as UWWP's Women's Leaderships Council's Purse with a Purpose as well as Westhab's Canvas your Career events. She kept knocking down barriers along the way.

Soon Melba found herself attending local job fairs and job development workshops to narrow down and pinpoint job opportunities she was interested in. Melba attended a job fair and performed well with all the employers



Melba of New Rochelle

she encountered. One employment opportunity caught Melba's attention, The New Rochelle Farmer's Market.

Melba interviewed right away with hiring manager Jose and was hired on the spot. This was a pivotal point in her life. Melba's story is an inspiration, not just women, but all job seekers who have encountered barriers to employment.

#### "I am so thankful for all the support I have received through United Way and Westhab," said Melba.

Since finding a job of her own, Melba has remained a constant speaker in workshops to her fellow job seekers. She volunteers on her off days from work to give back to her peers. She continues receiving ongoing support services and case management, and career counseling as needed.

Melba is a key employee in a local business who has since been named "Employee of the Month" in addition to receiving a promotion to Shop Assistant Office Manager.

# Marissa Finds the Right Fit Through Teach Me to Fish Partner

Marissa's parents had high hopes for her after she graduated magna cum laude from Mercy College, with a BS degree in behavioral science and a teaching certificate. With a diagnosis of high functioning autism, they encouraged her to apply for jobs that turned out to be too difficult to manage with her anxiety, social and communications issues. She tried and failed at several teaching positions, unable to handle the stress and responsibility that accompanies these jobs.

Through UWWP's Teach Me to Fish Partner CAREERS Support Services, Marissa was placed into CAREERS' Workforce Readiness, Placement and Training class for young adults. The self-esteem and soft skills training she gained from their staff and interaction with her peers helped her to confidently enter the job market.

Her CAREERS Employment Specialist worked with Marissa to redefine her career goals, based on her interests and abilities that they identified through personalized job development. She was coached on her wearing appropriate attire, maintaining eye contact and increasing her speaking volume when meeting with potential employers,



Marissa

among many other soft job skills required for success.

After meeting weekly to work on interpersonal and interview skills and job develop, Marissa and her Employment Specialist attended several interviews. They continue to work on her struggle with conversation and missing social cues. Eventually Marissa received several offers, and took a job as an administrative assistant in a small financial advisors firm, where she greets clients and manages the calendars and paperwork for five employees.



ALICE Şense Empowers Users to Change Their Financial Behaviors

Launched in October 2019, UWWP's ALICE \$ense is a financial empowerment program that connects in-person financial education with the tools and resources needed for individuals to change their financial behavior including access to a financial coaching.

### 2019 Statistics on UWWP's Teach Me to Fish Program



individuals recruited to participate in the Teach Me to Fish Program



people received job or workplace training.



participants were placed in employment.



people were still employed after 3 months which had an economic impact of approximately

\$1,074,840

# Two Local Calls to 211 from the Same Day

#### **WESTCHESTER 11/22/2019**

Joy called United Way's 211Helpline and said that her **Supplemental Nutrition Assistance Program (SNAP) was deactivated**. She had to use \$103 of her own cash at the store. Joy has been waiting for her new activated card and has not received it yet. **The 211 Call Specialist provided the SNAP number and conferenced Joy to the SNAP office.** The Call Specialist recommended that she ask to speak to a supervisor at SNAP. The Call Specialist offered to follow up with her on Monday 11/25 to see how she made out with everything.

Joy called back two days later to say she got her new electronic benefit transfer (EBT) card for food stamps. She was very glad that the new card came in the mail this morning. Joy is going to call the phone number on the back of the EBT card for information about the card. The Call Specialist encouraged Joy to call back 211 if she needed. Joy thanked the Call Specialist for the great service United Way's 211 provided.

#### PUTNAM 11/22/2019

Susan called the Putnam Crisis Hotline with concerns about her 22-year-old daughter, Rachel. **Rachel had a "breakdown yesterday and the police were called."** The police were unable to take Rachel to the hospital because they believed she was not a threat to herself. However, the police felt she was a threat to her 11 year old brother who also lives with Susan, and they arrested her for endangerment.

This was not what Susan wanted, and she was extremely upset because she did not want her daughter to have a criminal record. Susan told the 211 Call Specialist that she "was just trying to get her help." Rachel does receive mental health services, but Susan was unaware what agency she uses. The 211 Specialist provided referrals to Legal Services, the National Alliance on Mental Illness (NAMI), and CoveCare. Susan was also encouraged to start family therapy to help during this time. Susan was very thankful that the Call Specialist took the time to listen to her story and gave her so many different referrals to help during this difficult time.



## **Basic Need Items Distributed Through Gifts-in-Kind Pop-Up Shop**

Thanks to our partnership with Good360, United Way distributed \$65,000 worth of new merchandise from Walmart, Disney Store, Brooklinen, and Harmons Face Value in November by converting its front conference room into a popup store where 17 local nonprofits picked out items to help those in need living in Westchester and Putnam counties.

### 2019 Statistics about United Way's 211 Helpline



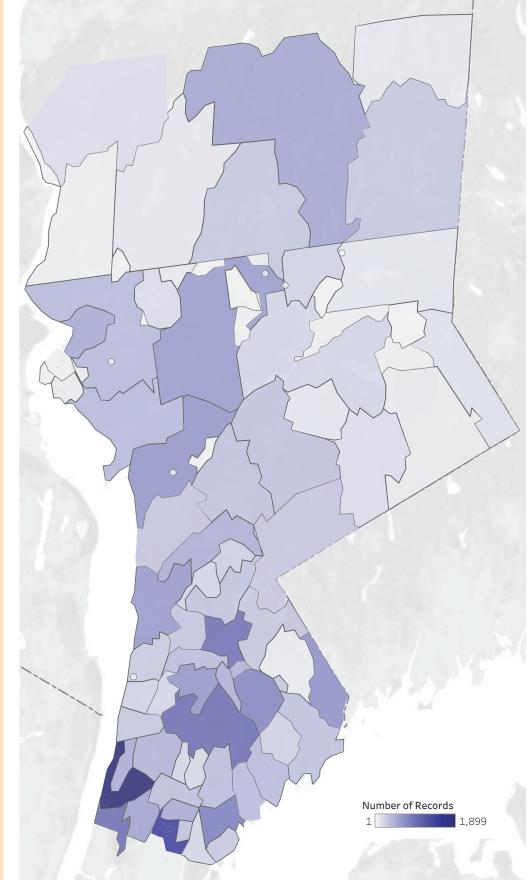


calls were related to financial needs



calls were related to substance abuse or mental health issues\*

# Where the 2019 calls to 211 come from in Westchester and Putnam





# **United Way of Westchester an**

#### WINTER

- A. Foster Parent Luncheon at Yonkers Library
- B. Imagine Gala honoree Ross Buchmueller with his wife Pam
- C. United2Read literacy kit distribution
- D. Advocating for 211 in Albany om 211 Day
- E. Tax Season opens with over 800 calls its first day

#### SPRING

- F. Over 600 people attend the Nonprofit Leadership Summit XVII
- G. Sandy Wollman tells the Emerging Leaders about how he swam across the English Channel
- H. A2i assessments reflect improved reading scores
- I. Sprague Energy employees assembly literacy kits
- J. Wegman's team helps build a Born Learning Trail





# d Putnam's 2019 Year in Review

#### SUMMER

- K. 2019 Day of Golf Honoree Hilary Tuohy (left) with her foursome
- L. UWWP teaches kids how to fish at the Ossining Summer Block Parties
- M. Women's Leadership Council (WLC) hosts Purse with a Purpose for women from Westhab
- N. Backpack and school supply distribution
- O. Offering free Flu shots at local street fairs

#### FALL

- P. FedEx employees volunteer to distribute literacy kits
- Q. UWWP hosts a Gifts-in-Kind pop-up shop for local nonprofits to get free items for their clients
- R. Holiday gift distribution
- S. 2019 Woman of Distinction Honoree Jean Marie Connolly (center) at the WLC Breakfast
- T. UWWP grants CAREERS Support Solutions \$15,000 through the Teach Me To Fish program



## United Way of Westchester and Putnam Leaders in Giving Report 2019 Annual Fund

#### Gifts Made January 1, 2019 - December 31, 2019

Thanks to the unwavering support of the donors listed below, United Way is changing lives, strengthening communities, and advancing the common good throughout Westchester and Putnam. We celebrate their commitment and their vision. Please know that although every donation received is important and greatly appreciated, for the sake of brevity and space, we have only listed those contributors giving more than \$500.

#### **LEVELS OF GIVING**

Silver Quill – Signature Club

Local Leadership

Bronze Quill – Signature Club

Tocqueville Society Platinum Quill – Signature Club Gold Quill – Signature Club

#### UNITED WAY TOCQUEVILLE SOCIETY OF WESTCHESTER AND PUTNAM

The United Way Tocqueville Society honors the spirit of selflessness and cooperation that a Frenchman, Alexis Charles-Henri Clerel de Tocqueville, observed during his travels through America in the 1830's. Today this spirit of voluntary action remains alive through United Way and members of this giving society who donate \$10,000 or more annually.

#### Ordre d'Egalité (\$50,000 - \$74,999)

John Ciulla and Erin Fuller Barbara and H. Rodgin Cohen LC Nancy and Frank Pierson LC

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\$10,000 or more

\$7,500 - \$9,999

\$5,000 - \$7,449

anonymous

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\$2,500 - \$4,999

\$1,500 - \$2,499

\$ 500 - \$1,499

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LC Loyal Contributor giving to United Way for 10 years or more

- L Members of the Tocqueville Legacy Circle
- \* Deceased

Recognition levels can include corporate matching gifts when known. Every effort has been made to ensure the accuracy of the information listed in this publication. Please note that this list does not account for all donors who have given through the workplace, as many of these details are still being processed. If we have omitted or improperly listed your name, please accept our apologies. Please call (914)997-6700 ext. 737 so that we may correct our records.

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#### \$100,000 and above



#### \$50,000 and above





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#### \$25,000 and above



#### \$20,000 and above

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Nan Hayworth, M.D., Former U.S. Congresswoman

Stephen K. Hunter, Community Leader

Mecca E. Mitchell, Esq., Senior Vice President of Diversity, Inclusion and Community Engagement, Westchester Medical Center Health Network

William Mooney III, Esq., Senior Vice President, Group Director, Signature Bank

Veronica H. Shipp, Ph.D., Community Leader

Joanne E. Wright, Vice President, Supply Chain, IBM

Tiffany Zezula, Esq., Deputy Director, Land Use Law Center, Pace University School of Law

Carlene Gentilesco Chief Operating Officer

Lini Jacob Senior Vice President, United Way's 2-1-1

# FIVE NEW MEMBERS JOIN THE UNITED WAY BOARD

United Way of Westchester and Putnam announces the appointment of five new members to its Board of Directors. Elmsford Superintendent of Schools Marc Baiocco, Ed.D., of Vista; Jonathan M. Cocchiola, CPA, of Yonkers; Marjorie Ciucci of Mahopac, John Flannery, Esq, of Chappaqua; and Tiffany Zezula, Esq., of Ridgefield, Conn. were all elected to serve threeyear terms on the board.



**Dr. Marc Baiocco** became the Superintendent of the Elmsford Union Free School District in 2017, after serving eight years as the principal at Alexander Hamilton High School in the district. Prior to joining the Elmsford School District, he was with the Yonkers School District for 11 years.

**Jonathan M. Cocchiola**, a certified public accountant, is the director of finance for MGM Empire City Casino in Yonkers, which was purchased by the entertainment giant in 2019. He has been with Empire City Casino since 2013.





**Marj Ciucci** is a Senior Employee Benefits Consultant for Lawley Insurance and Employee Benefits based in Mahopac. She helps clients design, shop and implement employee benefits packages and ensures their compliance and administrative needs are met. Prior to joining Lawley, Ciucci owned her own brokerage, MAC Creative Plan Solutions.

**John Flannery, Esq**, is the managing partner with the law firm of Wilson Elser in White Plains. His practice focuses on civil litigation, including claims involving toxic torts, commercial disputes, civil rights, municipal and product liability, and employment litigation.





**Tiffany Zezula, Esq.** is deputy director for the Land Use Law Center at Pace Law University School of Law in White Plains. She is the primary trainer and national coordinator for the Center's award-winning Land Use Leadership Alliance Training program, for local officials, environmentalists, planners, and developers.

"Marc, Jonathan, Marj, John, and Tiffany are welcome additions to the United Way Board of Directors. Their diverse backgrounds will bring knowledge and experience to our organization."



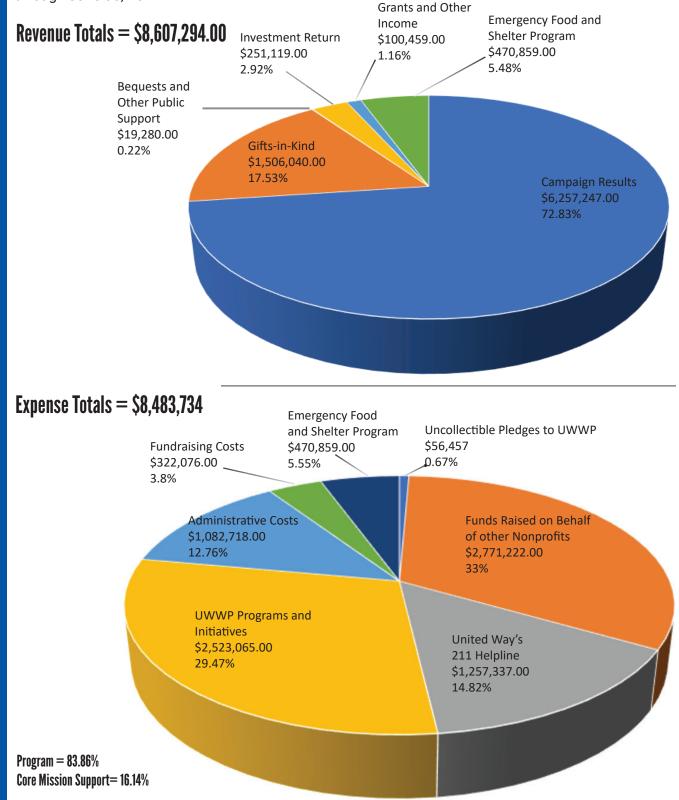
June Blanc UWWP Board Chair

## **Financials**

United Way of Westchester and Putnam is committed to full transparency in our work. We want our donors to have the confidence that their dollars are wisely invested and our organization is financially sound. If you ever have a question about our work in basic needs, education, financial stability and health or where we invest your donations, please contact us at 914.997.6700.

Our most current financial statements can be found online at uwwp.org/about-us/financial-info.

Below are the revenue and expense charts from the audited financial statement of July 1, 2018 through June 30, 2019.



# **UNITED** in Volunteering to Make a Difference

Thank you to the individuals, organizations and corporations that gave their time and talents to help the United Way of Westchester and Putnam make more of an impact in our local communities.



Clients from YAI: Seeing Beyond Disability volunteered to help put together literacy kits



CNA Insurance collected children's books and assembled literacy kits



Girls from the Girl Scouts Heart of the Hudson Council organized a book drive in Ossining



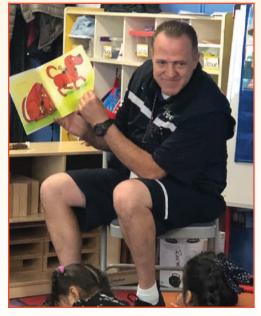
Employees at IBM wrapped holiday gifts for kids



Costco store manager Richard Dyer and his daughter Lauren helped deliver backpacks



The Wegman's team builds a Born Learning Trail in Elmsford



FedEx employee reads to children in Yonkers



336 Central Park Ave. White Plains, NY 10606 914.997.6700 uwwp.org

## WE HOPE YOU'LL JOIN US

| GIVE                 | Become a monthly supporter, make a single gift or leave a legacy gift. Learn more at uwwp.org/donate   |
|----------------------|--|
| STAY IN TOUCH        | Keep up to date on issues affecting Westchester's struggling families, plus be alerted to actions you can take to help.<br>Subscribe at uwwp.org.  |
| SPREAD<br>THE WORD   | When you share social media posts or invite someone to a UWWP<br>event, you're helping us create awareness about the needs of<br>struggling families in our community. Tag us @unitedwaywp |
| CORPORATE<br>SUPPORT | Would you like your business to support the struggling families<br>living in Westchester and Putnam? Find out more at<br>uwwp.org/in-the-workplace/  |