



UNITE COMMUNITIES to CHANGE LIVES

2022 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. 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 Cities to Raise a Family in America (Stamford) - Niche**
- **Top 100 Best Places to Live (Danbury) - Livability**
- **Top 100 Safest Cities in U.S. (New Milford) - Neighborhoodscout.com**

We proudly serve the following 15 communities: Bethel • Bridgewater • Brookfield • Danbury • Kent • New Fairfield Newtown • New Milford • Redding • Ridgefield • Roxbury • Sherman • Stamford • Warren • Washington

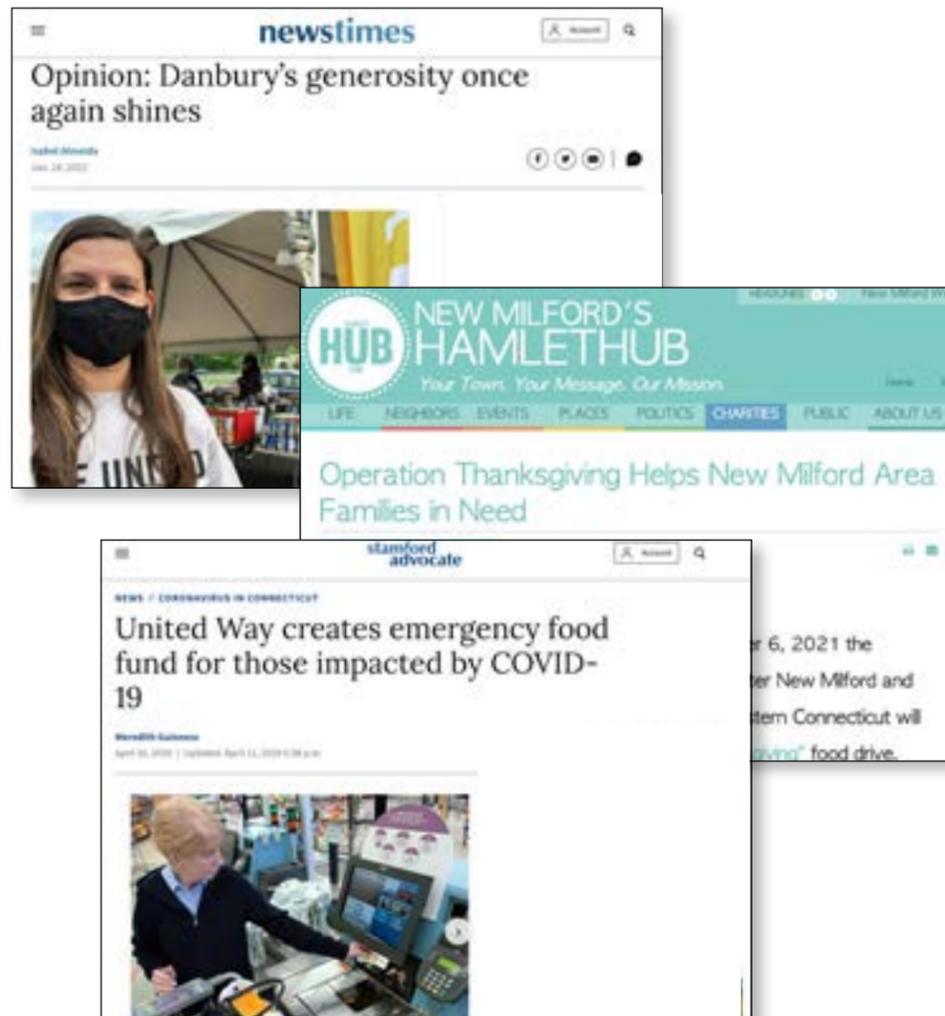
Caring people live here.

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

\$10M
raised during last year's United Way community campaign

2,800
people donated to last year's United Way community campaign

815+
hours logged last year in the midst of COVID-19 by United Way volunteers in the community.



We're Your Corporate Social Responsibility Partner.

We know that socially responsible and purpose driven companies attract better talent, yield higher revenue, improve employee engagement, and have more positive brand recognition. 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 Corporate Social Responsibility (CSR) and employee satisfaction goals by working with you to customize a partnership that fits with your corporate culture and meets your needs.

CSR Consultation and Services

Let United Way provide CSR support – to help you define and achieve your CSR and employee engagement goals. We can help develop your CSR vision, manage internal email marketing, develop custom campaigns tied to your CSR goals, launch disaster relief efforts with ease, execute custom volunteer opportunities for your employees, and report back on your progress.

Workplace Giving

Offer your employees meaningful and easy ways to donate to United Way and their preferred nonprofit organizations, either through a one-time gift or payroll giving.

Volunteerism

Through events—in-person and virtual—United Way makes it easy for company employees to volunteer and be vital contributors to the life of the community. See more on page 4.

Corporate Sponsorship

Gain visibility and reinforce your reputation as a purpose driven company through a United Way sponsorship. We can customize sponsorships to align with your marketing priorities and investment goals. See more on page 5.

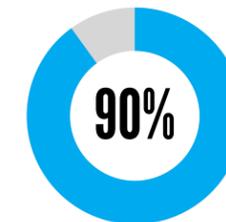
Prospere-Key Business Partnerships

Prospere-Key is a national software platform that partners with local United Ways to connect hard working individuals with targeted support, services, and discounts from nonprofits, businesses, and government. Join a group of socially conscious brands making a difference for hard working households living paycheck to paycheck. See more on

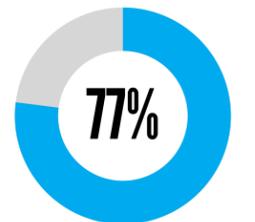


Community Investment is important to your employees.

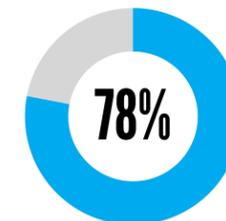
The last two years have reshaped employee expectations. Employees are keenly aware of how companies respond to global health crisis and the social justice movement. Moments like the pandemic have caused employees to care more about how their company acts. Companies that embrace and cultivate this desire see the benefits.



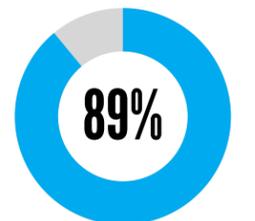
of employees who work at companies with a strong sense of purpose say they're more inspired, motivated, and loyal.



of employees say company-sponsored volunteer activities are essential to employee well-being.



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



of employees believe that companies who sponsor volunteer activities offer a better overall working environment than those who do not.

Sources: Doing Good is Good for You United Healthcare & Volunteer Match Study; Porter Novelli Employee Perspectives on Responsible Leadership During Crisis; 2017 Deloitte Volunteer IMPACT Survey

Volunteer Opportunities in 2022

We provide your employees with opportunities to volunteer in the community so that they can stay connected to the area where they live, work, and play. To ensure that volunteers can continue to support our communities, **United Way of Western Connecticut** is providing in-person and virtual volunteer opportunities throughout the upcoming year. Below are examples of opportunities we have offered in years prior. A full calendar of 2022-2023 opportunities is available upon request.

Food Distribution

Help distribute food and meals to families in Danbury and New Milford at the holidays.

Virtual Community Baby Shower

Organize a drive and help collect goods to provide essential baby items to expecting mothers. Items include diapers, wipes, formula, onesies, and more.

Day of Action

Participate in our largest single day of volunteerism by forming a team and completing a service project to help our neighbors and strengthen our nonprofit community.

Read Aloud

Foster a child's love of reading and promote child literacy to encourage life-long learning by reading a book to a child – in-person or from the comfort of your home, depending on school rules and your preference.

Outdoor Volunteering

Stay safe and participate in outdoor volunteer opportunities like community gardening, park cleanups, literacy kit assembly, and more. We know that COVID-19 and social distancing requirements have made on-site volunteering challenging, but we've still been able to develop COVID safe opportunities for volunteers and will continue to do so as long as necessary.



Become a Sponsor. Be Visible in the Community Year Round.

CORPORATE SPONSORSHIP

We are proud to partner with more than two dozen businesses committed to our Western CT community. Our corporate partners contribute more than money—they contribute volunteer power, in-kind support, and a deep commitment to building a stronger, more vibrant community. Through a single annual donation, sponsors gain valuable advertisement, custom employee volunteer opportunities and events.

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 |
|---|----------------------|-----------------|------------------|------------------|--------------|----------------|----------------|
| DAY OF ACTION* (TEAM & LOGO) | • | • | • | • | • | • | • |
| ACCESS TO QUARTERLY VOLUNTEER OPPORTUNITIES * | • | • | • | • | • | • | • |
| KING OF THE HILL 5K* (RUNNERS & LOGO) | 6 | 6 | 4 | 4 | 2 | 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) | | | | | • | • | • |
| SOCIAL MEDIA RECOGNITION | • | • | • | • | • | • | • |

PROSPERI-KEY SCALE THE IMPACT OF YOUR UNITED WAY SPONSORSHIP AND GAIN ADDITIONAL VISIBILITY ON PROSPERI-KEY. LEARN MORE ON PAGE 6.

United Way Corporate Sponsorships run from June 1, 2022-May 31, 2023. To learn more about becoming a corporate partner, contact Tessa Coyne at tessa.coyne@uwwesternct.org or 203-883-6712.

*Note: Due to COVID-19, 2022-2023 volunteer events may be in-person or virtual.
**Email newsletters are sent at minimum of 12x per year.

2022-2023 Community Engagement Calendar



JUNE

Day of Action

Wednesday, June 8 | Northern Fairfield & Southern Litchfield County
Tuesday, June 14 | Stamford

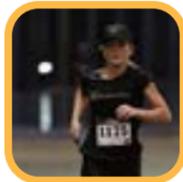
United Way's Day of Action is an annual event that mobilizes thousands of volunteers to make a meaningful impact in more than 400 communities around the world. Day of Action volunteers from area companies are engaged in outdoor projects with community-based non-profits which touch and add value to lives of ALICE households.



AUGUST

Back to School

Rally together to donate backpacks filled with school supplies and toiletries, allowing children to be fully prepared with all the materials they need to start the school year with confidence. The program addresses a real financial concern for ALICE families and provides a little extra breathing room in their household budgets at the start of the school year.



SEPTEMBER 8, 2022

King of the Hill 5K Road Race (Danbury)

Join us in-person for our annual 5K race—a local favorite with corporate teams and individual runners. Run, walk, or stroll in this certified 5K course throughout the scenic Berkshire Corporate Park in Danbury. Enjoy a post-race celebration of food, music, and awards.



LUNCH & LEARN SERIES

Make the most of your lunch break with our quarterly Lunch & Learn series. In less than an hour, become more familiar with an array of topics geared towards corporate social responsibility, volunteerism, employee benefits, and United Way's programs.



NOVEMBER

Veterans Day of Service

Organizations and homeless shelters in our community work to rapidly re-house low-income veterans and their families, but often they move into their new homes without personal belongings and supplies. Help us collect and sort the most needed items for these families to ensure a comfortable transition into their new homes.



Operation Thanksgiving (New Milford)

Collect non-perishable food and monetary donations so that families in need of extra support can have all the ingredients for a complete Thanksgiving meal. Volunteer on the New Milford Bandstand for this event in partnership with the New Milford Women's Club.

Pay It Forward Thanksgiving Meal Distribution

Distribute Thanksgiving meals to families in need through partnerships with some of our favorite local restaurants.



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DECEMBER

Holiday Winter Clothing Drive

Collect winter clothing like hats, gloves, socks, and coats to help keep children and families warm during the coldest months.

Pay It Forward Holiday Meal & Toy Distribution

Help to distribute Holiday meals and toys to families in need through partnerships with some of our favorite local restaurants.



JANUARY/FEBRUARY

MLK Day Literacy Kits

Assemble literacy kits to benefit elementary aged students and help instill a love of reading in children across Western Connecticut. The literacy kits will include an age-appropriate Martin Luther King, Jr. book and activities with a focus on Black History Month designed to make reading interactive and enjoyable for young readers.



MARCH

Read Across America

Celebrate Read Across America Day by reading (in person or virtual) to elementary-aged children across Western Connecticut.



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MAY

Community Baby Shower

Support our youngest community members through a Community Baby Shower. Help provide essential baby items—diapers, wipes, lotion, shampoo, onesies, socks, etc.—to families at risk.



LUNCH & LEARN SERIES

Make the most of your lunch break with our quarterly Lunch & Learn series. In less than an hour, become more familiar with an array of topics geared towards corporate social responsibility, volunteerism, employee benefits, and United Way's programs.



A New Opportunity to Do Well While Doing Good.



Prosperi-Key is a national software platform that partners with local United Ways to connect hard working individuals called **ALICE®** (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) with targeted support, services, and discounts from nonprofits, businesses, and government. **Join a group of socially conscious brands making a difference for hard working households living paycheck to paycheck.**

We're changing the way we help ALICE.

How it Works:

- ✓ **Households qualify and become Prosperi-Key Members:** participants qualify based on their income, household size, and location.
- ✓ **Prosperi-Key Members access services, programs, and products tailored to their needs:** including social services and nonprofit programs, as well as discounted products and services from local and national businesses.

What This Means for

- ✓ **Sponsors are visible** to Prosperi-Key Members, participating businesses and nonprofits, donors, investors, and more.
- ✓ **Scale the impact of your United Way sponsorship** and gain additional visibility by adding on a Prosperi-Key sponsorship.
- ✓ **We'll market your Prosperi-Key sponsorship** through our social media, website, and media outreach.

Sponsorship

HOME PAGE

Local United Way Hub Sponsorship

Offers a partnership with your local United Way. Be visible to everyone from your local United Way footprint who visits Prosperi-Key.

CATEGORY PAGE

Local United Way Hub Sponsorship

Be visible to everyone from your local United Way footprint who looks at offers on a category page, including Health, Finance, Food, Careers, Employment, and more.



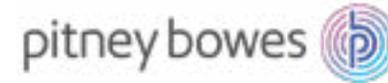
Learn more at www.prosperikey.org
For more information, contact Tessa Coyne at
tessa.coyne@uwwesternct.org or
203-883-6712.

2021 Corporate Sponsors

CHARTER OAK SPONSORS



NUTMEG SPONSORS



DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS:

Fairfield County Bank
 Linde
 Wofsey, Rosen, Kweskin & Kuriansky

SILVER SPONSORS:

Belimo
 Branson
 Eversource
 uBreakiFix by Asurion

BRONZE SPONSORS:

Bailey & Beatty Financial Services
 Franklin Templeton
 Kimberly-Clark Corporation
 Rain Carbon Inc.
 TastyBite



"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
 Former 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.

A recent analysis of national COVID-19 surveys by United For ALICE* confirmed what we already suspected. **Hardworking, lower-income ALICE families fared significantly worse during the pandemic than higher income households—financially, physically, and emotionally.**

Consider this:

- **41%** reported that “sometimes” or “often” their children were not eating enough because the household couldn’t afford food.
- **71%** reported that they were concerned about paying housing expenses.
- **50%** were concerned about paying off debts.
- **41%** were concerned about losing their job.

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

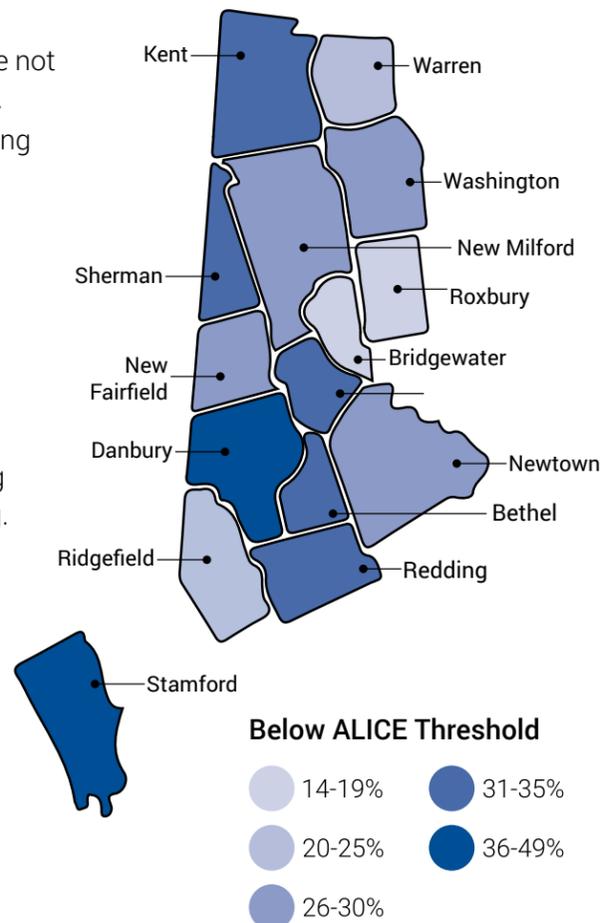
As great as this region is, we will never be our very best as long as so many around us struggle daily. We have to do something. We have to find solutions together and scale them.



“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



United in a Shared Purpose - Helping ALICE Prosper.

By Leading

Ensure Children Have An Opportunity to Succeed

- More than **1,200** children received more affordable child care and after-school care, helping to put them on a path to success.
- More than **1,300** children received scholarships to participate in activities like sports, arts, music, and STEM programs through the ALICE Enrichment Fund.
- More than **5,000** Stamford children benefit from Stamford Cradle to Career early childhood development, early literacy, and food security initiatives since the launch of the initiative in 2016.

Reduce Food Insecurity

- Since its launch in 2019, more than **860** families have received free, fresh produce by enrolling in Healthy Savings. A total of **\$148,000** in free produce has been distributed.
- More than **244,000** pounds of food was distributed to **12,000** individuals in greater Danbury from August-October 2021.

Strengthen Financial Stability

- More than **1,300** individuals have increased their financial stability through one-on-one budget coaching and financial workshops.
- More than **1,800** individuals were able to get their taxes done for free, obtaining more than **\$2M** in tax refunds.
- More than **500** people enrolled in ALICE Saves to help build their personal savings.

Connect People with Urgently Needed Services

- **52,000** calls were made from Western CT residents to 2-1-1, United Way’s 24/7 help line.

By Partnering

To Improve Our Communities

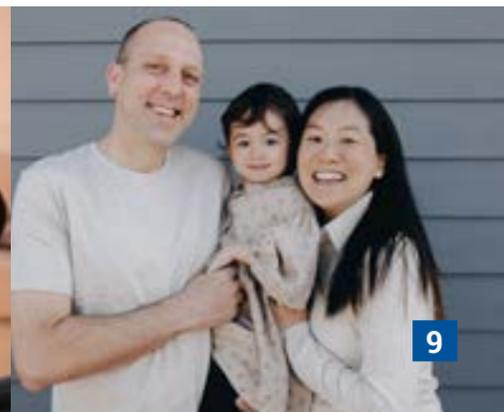
We partner with companies, government, nonprofits, and school systems, serving as a community catalyst, objective convener, strategic investor, and champion for many projects and initiatives. We also serve as the backbone organization for several large-scale collective impact and collaborative initiatives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

Stamford Cradle to Career

United Way is the backbone organization for Stamford Cradle to Career (SC2C), a collective impact initiative which aligns more than 60 partners around the goal of ensuring equity and excellence in education for every child in Stamford.

Stamford and Danbury Food Collaboratives

These collaboratives bring together food pantries, nonprofits, and grocery stores to increase their capacity to provide healthy food to residents in need. During the pandemic, our coordination of these groups made it easier for food pantries to respond to the overwhelming demand they faced by families that found themselves suddenly without jobs or that lost wages.





Kathryn and Her Son Lead a Fulfilling Life With Support from United Way of Western Connecticut



Kathryn, a Bethel resident, lives with her nine-year-old son, Don, who is diagnosed with autism and ADHD. For their family, everyday life can be a challenge, but with the help of a fully trained Autism service dog and community support, Kathryn and Don lead a fulfilling life.

With the help of United Way of Western Connecticut's ALICE Enrichment Fund, Don participated in special needs Tae Kwon Do and took swimming lessons, through a program called Angelfish. Thanks to Angelfish, he now knows how to be safe in and around the pool and can even swim independently in the deep end.

"These programs have really enriched his life in a big way," Kathryn said.

During the pandemic, the family was under immense stress. As Kathryn says, "panic was times 10." She made the conscious decision to keep Don at home for his safety and the safety of school staff. She knew he would not be able to wear a mask successfully. She was working at home as an editor for three scientific journals, but "when you have a special needs child, how do you do a zoom meeting?" Their routine was completely upended—and as anyone who has a child with special needs knows, routines are essential.

Last year, Don inexplicably and abruptly lost his health insurance, and Kathryn was faced with the impossible task of having to pay out of pocket for his Applied Behavioral Analysis (ABA) therapist. With the help of the United Way's 2020 Giving Fund, she could continue these services until the insurance was reinstated. Last Thanksgiving and Christmas, she and Don also enjoyed delicious holiday meals through the Amber Room / United Way Holiday Pay It Forward Campaign.

Today, Don attends a school in Trumbull operated by Cooperative Educational Services, and Kathryn has a new job as a church secretary. After a difficult year, things are looking up for the Kathryn and her family.

"Thank you to United Way for creating wholesome and full memories for our family, during an otherwise difficult time."

TOGETHER, WE CAN MAKE A DIFFERENCE.



JOIN US TODAY

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?

Contact Ashley Gaudiano at
ashley.gaudiano@uwwesternct.org
203-297-6726

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



Charity Navigator

United Way of Western Connecticut has achieved the top 4-star charity rating by Charity Navigator indicating that we adhere to good governance and other best practices that minimize the chance of unethical activities and consistently execute our mission in a fiscally responsible way.



GuideStar

United Way of Western Connecticut is committed to transparency and consistently receives the highest Platinum Level Seal of Transparency from GuideStar.



**United Way
of Western Connecticut**