

United Way of Connecticut



2-1-1

2-1-1
CHILDCARE

Care 4 Kids

Child Development Infoline

HUSKY Infoline

Community Results Center

Mission

The mission of the United Way of Connecticut is to help meet the needs of Connecticut and its residents by providing information, education and connection to services. UWC furthers its mission by providing 24/7 toll-free contact center access to health and human services information through 2-1-1, as well as specialized services in child care, child development and disabilities and HUSKY health insurance; and by collaborating with local United Ways and Connecticut State agencies and elected officials.

UWC's Reach and Impact in Connecticut

The purest measure of how well we did in 2013 here at United Way of Connecticut boils down to the impact of our work on the people of Connecticut. How many lives did we touch? Did we provide real benefit to them in the process?

In 2013, United Way of Connecticut handled over 821,000 calls from people seeking help finding and connecting to health and human services and child care services through our contact centers for United Way 2-1-1, 2-1-1 Child Care, Child Development Infoline, HUSKY Infoline, and Care 4 Kids. At the same time, we registered over 1,000,000 visits to our various websites, most notably www.211ct.org, www.211childcare.org, www.ctunitedway.org/CDI, www.ctcare4kids.com, and the 2-1-1 Navigator benefits screener.

For parents and providers who sought help from 2-1-1 Child Care (70,000 web visits and 17,200 contacts), the vast majority used our Child Care search engine with its live chat feature. Rounding out the list of the top reasons people used our 2-1-1 Child Care website/contact center were: to seek help analyzing fees, to obtain interview questions for prospective day care providers, to learn how to register complaints, and to secure parent resources.

In Care 4 Kids, on average each month we served 14,600 families (22,000 children) and 8,000 early care providers. Almost 300,000 calls were received from parents and providers to determine eligibility, benefits and payments for the state's Care 4 Kids child care subsidy program. In addition, almost 153,000 visits were registered on the Care 4 Kids website by people looking for information on payment status, program forms, and income guidelines.

United Way's 2-1-1 contact center registered over 451,000 calls and 587,000 service requests last year. Top service requests were: housing/shelter, utilities/heating, outpatient mental health, financial assistance, information services, and food. For people who sought help through the 2-1-1 website's eLibrary, top requests were for information on HUSKY health insurance, food stamps, custodial grandparents, Medicaid, and housing.

In 2013, United Way of Connecticut handled over 821,000 calls from people seeking help finding and connecting to health and human services and child care services.

Child Development Infoline helped over 18,300 parents, doctors and child care providers calling for child development assistance and support, making nearly 10,000 referrals to Birth to Three and Help Me Grow. HUSKY Infoline handled 42,300 incoming calls and made 20,400 outgoing calls and registered 48,300 web visits for families seeking help to get or maintain HUSKY coverage or access health care.

Technology figures prominently in the way United Way of Connecticut fulfills its mission “to help meet the needs of Connecticut and its residents by providing information, education, and connection to services.” Thanks to our strong IT staff and program leadership, we made real progress on a number of technology upgrades, including: new 2-1-1 cloud telephony, a new website and search engine for 2-1-1 Child Care, new 2-1-1 database and website software, and the mailroom modernization and provider portal projects in Care 4 Kids. We also added a second generator to our backup system, which allows us to continue operating at full capacity in the event of a power outage.

We took on new services in 2013 which will enable us to serve more people in more ways. These include our work to: 1) assist the Department of Social Services’ My Place CT program aimed at helping seniors age in place in their homes and communities; 2) strengthen in home daycare (family, friends, and neighbors) through provider orientation training; 3) provide pregnancy related information and referrals to

home visiting programs through the Department of Public Health’s home visiting program; and, 4) support the state’s efforts to promote more early developmental and behavioral screening for young children and better referrals to and coordination of necessary follow-up services.

With the help of our dedicated Board of Directors and our management staff, we worked hard to maintain our reputation as a strong partner for state government, Connecticut’s local United Ways, and numerous community groups. We work to be prudent and efficient with the funding we receive from the State and our local United Ways. The Board was fully engaged in United Way of Connecticut’s governance in 2013: doing a comprehensive review of our by-laws, focusing on how our work provides community/population level benefit, and overseeing our audit process, which resulted in a clean audit with no material findings.

We want to acknowledge the truly important contributions that our many partners – state and local government, United Ways, nonprofits, business and civic leaders – all make to help us in the work we do. Our promise to you is that we will work hard to demonstrate our commitment to this partnership, working together to generate real and beneficial collective impact for the people of Connecticut.

LIVE UNITED®

Highlights of the Year

2-1-1 Health and Human Services

- Handled more than 586,000 requests for service and over 451,000 calls, and recorded more than 660,000 visits to 211ct.org.
- Responded to 65,831 crisis calls. These calls include situational, behavioral and emotional crises.
- Selected a vendor for new cloud based telephone system, InContact. This new system provides greater flexibility in call routing, scripting, and remote capabilities for both routine and emergency operation of our contact center.
- Secured a grant from Red Cross for outreach and handling calls from residents statewide that need financial assistance to help with unmet needs resulting from Storm Sandy.
- Participated in the creation of CT Rises, a long term recovery committee in Connecticut. CT Rises is a subcommittee of Connecticut Volunteer Organizations Active in Disasters (CT VOAD) and is focused on long term recovery from Storm Sandy.
- Assisted the state's Division of Emergency Management and Homeland Security (DEMHS) during extreme hot and cold weather events. 2-1-1 maintained updated information on cooling centers throughout the state to share with callers during the summer hot weather events, and connected callers with homeless shelters or arranged hotel accommodations and transportation during extreme cold weather events.
- Partnered with the CT Suicide Advisory Board to launch the 1Word, 1Voice 1Life suicide prevention campaign. This campaign included billboards, cinema advertising, mall advertising, radio public service announcements and in-store public service announcements.
- Partnered with Bridge to Success in the development of a directory for Waterbury area after school/mental health resources for youth.
- Assisted the Department of Social Services by handling 48,102 Electronic Benefit Transfer replacement card requests statewide.

TOP TEN REQUESTS FOR SERVICES FY 2013

| | | | |
|-------------------------------|--------|----------------------------|--------|
| Housing/Shelter | 51,393 | Food | 25,743 |
| Utilities/Heat | 48,569 | Public Assistance Programs | 25,229 |
| Outpatient Mental Health Care | 41,764 | Legal Services | 20,165 |
| Financial Assistance | 38,939 | Disaster Services | 19,031 |
| Information Services | 34,104 | Holiday Assistance | 17,910 |

Total Calls **451,353**

Total Requests for Services **586,906**

**The Total Requests for Services is greater than the Total Calls because some callers receive multiple service referrals.*

Highlights of the Year

2-1-1 Child Care

- Received over 17,200 phone contacts and 70,000 visits to the 211childcare.org from parents seeking advice and referrals for quality child care and from early care professionals seeking technical assistance.
- Engaged in 800 web chats in the 2-1-1 Child Care Live Chat service. Clients chat via instant messaging with a Child Care Referral Specialist while searching the Child Care website.
- Released Connecticut Child Care Affordability and Availability report which provides the most comprehensive look at affordability and availability of child care for children aged five and younger across the state. Data for Child Care Centers and Licensed Family Day Care Homes is included in the report, based on responses to our 2012 Availability and Cost survey.
- Held 11 Provider Orientation Program (POP) training sessions with 208 participants in 2013. The POP trainings are offered to home-based child care providers who participate in the Child Care Subsidy Program (Care 4 Kids), and are aimed at enhancing their quality of care, health, and safety practices, as well as improving their access to child care licensing.
- Organized efforts with CT Department of Emergency Services and Public Protection to conduct a Site Vulnerability Assessment for child care centers. This assessment exercise includes a walkthrough of the facility grounds, indoor areas, as well as a review of security procedures. Its primary areas of focus include facility access by staff, enrolled families and visitors, vulnerability of the grounds, parking lot, and other exterior areas, safety drills and summoning first responders, and overall building maintenance and safety. This exercise will be used to guide Child Care Emergency Management trainings offered through a collaboration between DSS, DPH, OEC, and 2-1-1 Child Care.
- Provided 94 trainings to more than 1,000 participants from local organizations and child care sites. Trainings focused on child development and child care topics such as Early Literacy, Healthy Young Children and Balancing Work and Family.
- Conducted 48 technical assistance visits to newly licensed family child care providers to promote quality care.
- 2-1-1 Child Care staff attended Quality Rating and Improvement System development conference in Washington, D.C.



Highlights of the Year

Child Development Infoline

- Helped over 18,300 parents, doctors and child care providers calling for child development assistance and support.
- Made more than 8,300 referrals to Birth to Three, 1,420 referrals to Help Me Grow as well as an additional 960 new referrals to the Ages and Stages Child Monitoring Program (a component of Help Me Grow) and 440 referrals to Early Childhood Special Education services. (The Birth to Three System focuses on children under 3 years of age with significant delays or disabilities and Early Childhood Special Education focuses on children between 3 and 5 years of age in need of special education services. The Help Me Grow program helps to find services for children under age 9, who are at risk for developmental or behavioral concerns.)
- Served as the access point for the Department of Public Health's Medical Home Initiative for Children & Youth with Special Health Care Needs, making approximately 400 referrals to this program.
- In partnership with the state's new Office of Early Childhood, UWC secured a federal Early Childhood Comprehensive Systems grant, which will be used to increase early screenings (Birth to Three) in child care, health care and family settings and help to coordinate service referrals for whom a need is identified.
- Continued to serve on the technical assistance team for the Help Me Grow National Center. CDI, along with the University of Hartford Center for Social Research, presented at the National Help Me Grow Forum on a research project that used CDI data and parent interviews to highlight the positive relationship between Help Me Grow and the five protective factors specified by the Strengthening Families Framework.
- Received a grant from the Grossman Family Foundation to support a Child Development Infoline (CDI)/Norwalk community initiative that will 1) create and implement a coordinated system of early detection and intervention for developmentally at risk children and 2) generate quality data on the developmental status of the community's young children for informed decision making about the needs of Norwalk families and better understanding of the gaps and barriers to service.
- Began work on the Help Me Grow Child Development Campaign, designed to raise awareness of the need for universal screening, expand the use of the Ages and Stages Questionnaires to screen more children annually and to encourage early identification and intervention for children at risk of developmental, learning and behavioral delays. A number of local events are being planned to promote the Campaign and help families register for the Ages and Stages Child Monitoring Program.

Highlights of the Year

HUSKY Infoline

- Handled over 42,300 incoming calls and placed over 20,400 outgoing calls, helping more than 37,600 individuals with the HUSKY application process, eligibility requirements, benefits package, and access to needed healthcare. Call volume for HUSKY Infoline increased 23% compared to the previous fiscal year.
- Mailed more than 10,800 HUSKY applications, a 35% increase over the prior fiscal year. The highest volume of requests came during the months of January, March, and April.
- Worked on over 4,700 complex HUSKY cases that required some level of advocacy on the client's behalf. Advocacy included help accessing HUSKY services/care as well as helping eligible people to obtain HUSKY coverage or stay enrolled in the HUSKY program when they experienced some type of barrier.
- Recorded over 48,300 website visits to the 2-1-1 HUSKY Infoline website. The HUSKY Infoline website offers helpful HUSKY information including frequently used HUSKY telephone numbers, an online form to request a HUSKY application by mail, and web links to commonly used partners like Department of Social Services, Community Health Network of CT, CT Dental Health Partnership, and CT Behavioral Health Partnership.
- Surveyed the availability of appointments for dental care at participating HUSKY dental providers for the 2nd consecutive year in partnership with DSS and CT Dental Health Partnership.

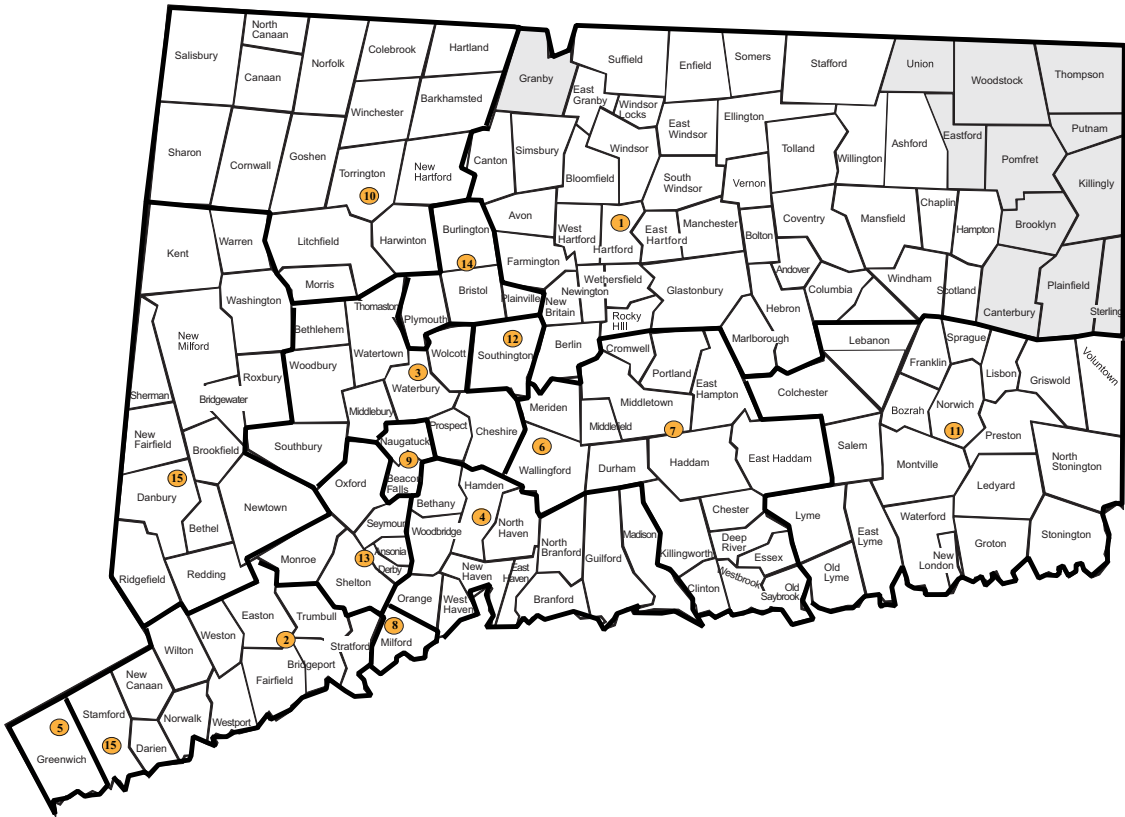
Care 4 Kids

- Handled almost 300,000 customer service calls from parents and child care providers, to help implement the state's program for child care subsidies for eligible working families. During this year, more than 14,000 families (22,000 children) and 8,000 providers received services from Care 4 Kids each month, on average.
- The recently redesigned Care 4 Kids website (www.ctcare4kids.com) received over 152,000 visits. The top pages accessed by visitors are the Payment Status page, the Forms Download page, the Contact Us page, and the Income Guidelines page.

Community Results Center

- Conducted 2-1-1 training and information sessions for United Ways, area hospitals and local social service agencies.
- Published 2-1-1 Barometer Report on Accessing Mental Health Care Resources as well as the monthly 2-1-1 Community Connection newsletter and periodic eBulletins.
- Disseminated press releases and responded to media inquiries for UWC and its programs.
- Supported the public policy advocacy of UWC and the local United Ways by producing and distributing annual policy agenda to coincide with state legislative session.
- Supported the Earned Income Tax Credit marketing campaign to increase visibility of state and federal tax credits.

Connecticut United Ways



1. United Way of Central and Northeastern Connecticut
2. United Way of Coastal Fairfield County
3. United Way of Greater Waterbury
4. United Way of Greater New Haven
5. United Way of Greenwich
6. United Way of Meriden and Wallingford
7. Middlesex United Way
8. United Way of Milford
9. United Way of Naugatuck and Beacon Falls
10. United Way of Northwest Connecticut
11. United Way of Southeastern Connecticut
12. United Way of Southington
13. Valley United Way
14. United Way of West Central Connecticut
15. United Way of Western Connecticut

■ Assigned to (1) UWCNCT but not active

Board of Directors

Theresa Hopkins-Staton, *Chairman*
Director, Connecticut Public Affairs
Northeast Utilities System

Estela Lopez, *Vice Chair*
Higher Education Consultant

James Ieronimo, *Secretary*
Executive Director, United Way of Meriden and Wallingford

Mitch Beaugard, *Treasurer*
Senior Vice President of Business Operations
United Way of Connecticut (not a board member)

Beth Bye
State Senator, 5th District

Charles Mason
President, Mason, Inc.

Kim Morgan
CEO, United Way of Western Connecticut

Jeffrey M. Moyer
AVP, Regional Human Resources Manager
Chubb Group of Insurance Companies

Rev. David C. Parachini
Honorary Board Member
Hemlock Hollow Farm, Northford

Andrea Pereira
Executive Director
Local Initiatives Support Corporation

Laurance A. Selnick
Senior Vice President, Webster Bank

Christine Shaw
Chief of Staff
State of Connecticut, Office of the Treasurer

Christopher Skomorowski
President and CEO, Bicon Electronics Company

James Thomas
Glastonbury

Jack Walsh
President and Chief Operating Officer
Valley United Way

Scott Wilderman
CEO, Career Resources

Richard J. Porth
President and CEO
United Way of Connecticut

Karl Epple
Honorary Board Member

Robert Metzler, Esq.
Honorary Board Member
Cohn, Birnbaum & Shea, PC

UWC Senior Management

Richard J. Porth
President and CEO

Tanya Barrett
Senior Vice President
2-1-1 Health and Human Services

Mitch Beaugard
Senior Vice President
Business Operations

Leo Pellerin
Chief Information Officer

Sherry Sutera
Senior Vice President
Child Care Services

Statement of Financial Position

For the years ended June 30, 2013 and 2012

| | FY 2013 | FY 2012 |
|--|--------------------|--------------------|
| Assets: | | |
| Cash and cash equivalents | \$3,561,906 | \$3,851,918 |
| Prepaid expenses | 159,902 | 163,952 |
| Contracts receivable | 138,849 | 163,883 |
| Local United Way receivables | 10,910 | 21,957 |
| Other receivables | 26,100 | 23,988 |
| Office furniture and equipment (net of accumulated depreciation) | 116,634 | 165,232 |
| Total Assets | \$4,014,301 | \$4,390,930 |
| Liabilities and Net Assets: | | |
| Accounts payable and accrued expenses | 788,625 | 998,070 |
| Refundable advances | 1,252,014 | 1,636,397 |
| Deferred revenue | 378,152 | 229,208 |
| Total Liabilities | \$2,418,791 | \$2,863,675 |
| Net Assets: | | |
| Unrestricted net assets | 1,595,510 | 1,527,255 |
| Total Liabilities and Net Assets | \$4,014,301 | \$4,390,930 |

Statement of Activities

For the years ended June 30, 2013 and 2012

| | FY 2013 | FY 2012 |
|---|---------------------|---------------------|
| Changes in Unrestricted Net Assets: | | |
| Revenues, Gains, and Other Support: | | |
| Grants & contracts, federal & state | \$12,995,765 | \$12,867,034 |
| Grants & contracts, other | 330,818 | 330,427 |
| Local United Way revenue | 595,531 | 623,651 |
| Miscellaneous | 48,483 | 68,643 |
| Total Revenues, Gains, and Other Support | \$13,970,597 | \$13,889,755 |
| Expenses: | | |
| Program services: | | |
| 2-1-1 Health and Human Services | 5,664,773 | 5,570,458 |
| Care 4 Kids | 5,947,186 | 5,788,275 |
| Community Results Center | 72,909 | 86,130 |
| Other programs | 13,147 | 236,577 |
| Total Program Expenses | \$11,698,015 | \$11,681,440 |
| Supporting services: | | |
| Management and general | 2,204,327 | 2,098,882 |
| Total Expenses | \$13,902,342 | \$13,780,322 |
| Increase/(decrease) in unrestricted net assets | 68,255 | 109,433 |
| Net assets at beginning of year | 1,527,255 | 1,417,822 |
| Net Assets, End of Year | \$1,595,510 | \$1,527,255 |

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED**



**United Way of Connecticut
1344 Silas Deane Highway
Rocky Hill, Connecticut 06067**

**(860) 571-7500
www.ctunitedway.org**

UWC is supported by the State of Connecticut and Connecticut United Ways.