

United Way of Connecticut 2011 ANNUAL REPORT



United Way 2-1-1

Community Results Center

Care 4 Kids

2-1-1 Child Care

HUSKY Infoline

Child Development Infoline

UWC's Reach and Impact in Connecticut

To fulfill our mission and to serve more people in Connecticut, United Way of Connecticut has relied for years on our dedicated, hard-working staff, and on new technology and efficient work processes. Just fifteen years ago, almost everyone who turned to United Way of Connecticut for help did so by phone. Today, we handle many more telephone calls than we did in the 1990's and earlier, yet more people get help through website inquiries at 211ct.org and 211childcare.org compared to phone calls. In FY11, UWC handled more than 724,000 calls in 2-1-1, Care 4 Kids, HUSKY Infoline, Child Development Infoline and 2-1-1 Child Care, compared to 900,000 web searches in 2-1-1 and 2-1-1 Child Care. Visits to 211ct.org increased 8% while visits to 211childcare.org increased 13% compared to FY10.

This year, we simplified and strengthened the 2-1-1 web search, enabling a more robust "key word" search and translation of content into 52 languages. In 2011, we also employed new technology to assist the state with Electronic Benefit Transfer card replacements and to introduce outbound messaging to people using text and telephone. In addition, 2-1-1 Child Care's search engine continues to be considered a national model for child care resource and referral.

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2-1-1 services across the nation have long been involved in emergency preparation, response and recovery work by providing a conduit for information dissemination to the public, as well as assisting in rumor control. This role has grown and become more important in recent years. In 2011, United Way 2-1-1 supported state leaders as they prepared for and responded to Tropical Storm Irene in late-August and October's Winter Storm Alfred. We handled thousands of calls during each event and registered thousands of web searches from residents looking for the latest information on available shelters, food, gas stations, grocery stores, insurance claims, and more. We did this despite losing power to our building during both events. The storms truly tested our Business Continuity/Disaster Recovery Plan and while we need to address some lessons learned, our 2-1-1 service never missed a beat serving people during a time of great need.

United Way of Connecticut serves as the state association of Connecticut's 15 local United Ways. We value our relationship with the state's other United Ways and our mission and work is firmly rooted in the national United Way movement. Highlights of the work we did together over the past

year include: 1) our collaboration on advocacy for state and federal policies that will benefit the people we serve; 2) closer coordination on emergency response work by sharing 2-1-1 situation reports detailing 2-1-1 activities and the needs of 2-1-1 callers in local United Way areas, and 3) participation in the Connecticut Council for Philanthropy's statewide EngAGEment initiative aimed at grantmaking to support aging in place for Connecticut's growing older adult population.

Community leaders and policy makers have long used UWC's 2-1-1 call data reports to assess emerging community trends and needs. UWC's Community Results Center uses this and other data to provide reports that are intended to inform policy discussions in the state. Over the past year, our Community Results Center issued four 2-1-1 Barometer Reports on Housing, Unemployment, Unmet Needs, and Older Adults. These reports can be downloaded at www.211ct.org.

UWC's Board of Directors and staff wish to thank all of our community partners: the state government, municipalities, nonprofits, businesses, and citizens who help us in our work to handle calls and requests for services from Connecticut residents looking for help to solve a problem or make a better life.

MISSION

The mission of United Way of Connecticut is to help meet the needs of Connecticut residents by providing information, education and connection to services. UWC furthers its mission by providing 24/7 toll-free call 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.

Highlights of the Year

2-1-1 HEALTH AND HUMAN SERVICES

- Handled more than 450,000 requests for service and close to 340,000 calls, and recorded more than 800,000 searches on the 2-1-1 online database.
- Renewed accreditation through the Alliance for Information and Referral Systems (AIRS). 2-1-1 staff engaged in a rigorous year-long reaccreditation process. UWC has been a member of AIRS since 1999 and was first accredited in 2005. Members apply for reaccreditation every five years.
- Renewed accreditation through the American Association of Suicidology.
- Redesigned 211ct.org to ensure ease of access to the 2-1-1 online database.
- Assisted the Department of Emergency Management and Homeland Security (DEMHS) in the aftermath of Tropical Storm Irene and Winter Storm Alfred. 2-1-1 provided regularly updated information on shelters and other needed resources, handling a record number of calls and web visits.
- Collected information on losses, expenses and damages associated with Winter Storm Alfred from over 52,000 residents and businesses at the request of Governor.
- Assisted the State Department of Social Services with Electronic Benefit Transfer card replacements.
- Assisted DEMHS during hot and cold weather events. 2-1-1 maintained information on cooling centers in the summer and connected callers to homeless shelters or arranged hotel accommodations and transportation during a severe cold weather event.
- Assisted the Connecticut Department of Public Health with a new phase of the Stay in the Game campaign by taking calls for the campaign. The campaign expanded its focus to include promoting the importance of cardiovascular, breast and cervical cancer screenings.

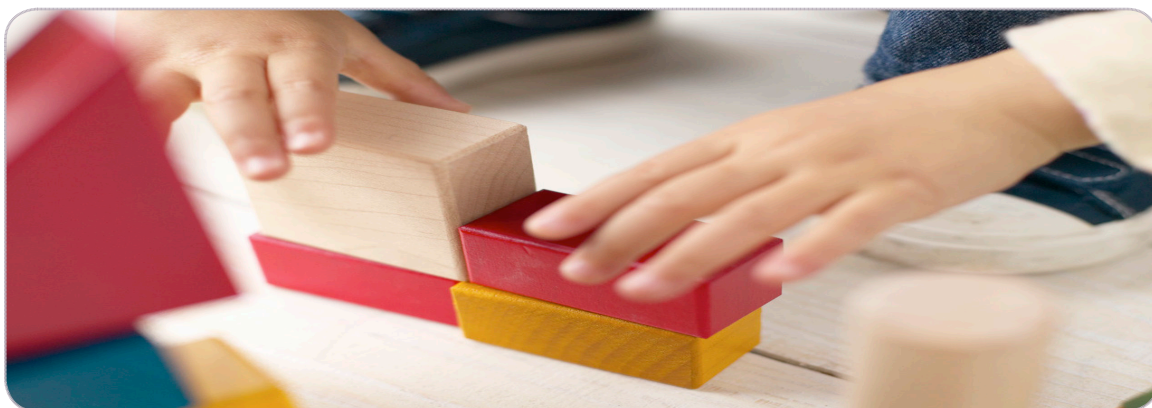
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TOP TEN REQUESTS FOR INFORMATION FY11

Utilities/Heat	49,186
Housing/Shelter	48,860
Information Services	43,434
Financial Assistance	41,181
Outpatient Mental Health Care	35,233
Public Assistance Programs	24,147
Legal Services	20,350
Substance Abuse Services	17,349
Food	15,584
Health Supportive Services	11,867

Total (all requests for information) 450,801

Highlights of the Year



2-1-1 CHILD CARE

- Partnered with Save the Children, and the Departments of Social Services, Public Health and Emergency Management and Homeland Security to establish the Connecticut Initiative for Emergency Preparedness and Child Care. This initiative, funded by the American Recovery and Reinvestment Act, developed a comprehensive plan to protect and support children in the child care community before, during and after emergencies.
- Received over 23,000 calls and over 86,000 visits to the 2-1-1 Child Care web site, from parents seeking advice and referrals for quality child care and from early care professionals seeking technical assistance.
- Engaged in over 1,800 chats in the Live Chat service. Clients chat via instant messaging with a Child Care Referral Specialist while searching the Child Care website.
- Provided over 120 trainings to more than 1,600 participants from local organizations and child care sites on child development and child care topics such as Early Literacy, Healthy Young Children and Balancing Work and Family.
- Provided technical assistance to 55 newly licensed family child care providers to promote quality care.
- Continued participation in Operation Military Kids, an outreach effort aimed at educating professionals and volunteers about the impact of military deployment on children and youth.
- Conducted the annual availability survey to provide a snapshot of the availability of child care in Connecticut and the number of children served.
- Completed the Average Fee Report on the cost of child care centers and family child care providers in Connecticut.

Highlights of the Year

CARE 4 KIDS

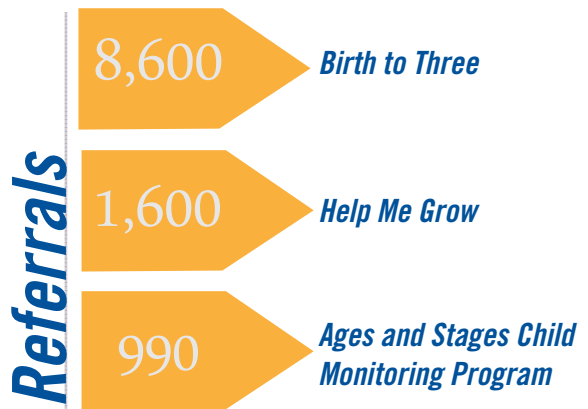
- Care 4 Kids handled 303,000 customer service calls from parents and child care providers during fiscal year 2011, to help implement the state's program for child care subsidies for eligible working families. During this year, more than 14,500 families and 8,000 providers received services from Care 4 Kids monthly.

CHILD DEVELOPMENT INFOLINE

- Helped over 20,200 parents, doctors and child care providers with child development assistance and support.
- Made over 8,600 referrals to Birth to Three, 1,600 referrals to Help Me Grow as well as an additional 990 new referrals to the Ages and Stages Child Monitoring Program (a component of Help Me Grow) and 550 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 320 referrals to this program.
- Continued to serve on the technical assistance team for the National Help Me Grow Center. This project is being supported by the Kellogg Foundation and has expanded to 13 Help Me Grow affiliated states who are looking to Connecticut's Help Me Grow program as a national model. CDI Staff participated in the development of a Help Me Grow orientation video which debuted at the National Help Me Grow Forum in June.
- Continued to offer EPIC (Educating Practices in the Community) training modules at pediatric offices throughout the state highlighting the importance of early childhood developmental surveillance, screening and connecting to Help Me Grow/ CDI. EPIC is a program of the Child Health and Development Institute (CHDI).

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Highlights of the Year

HUSKY INFOLINE

- Handled over 38,000 incoming and 18,000 outgoing calls, helping over 34,000 families understand the HUSKY application process, eligibility requirements, benefits package and access to needed health care. Call volume decreased compared to 2010 due to HUSKY Infoline's reduced hours and staffing.
- Presented, in partnership with DSS and the CT Dental Health Partnership, findings of a Dental Mystery Shopper Survey to the Medicaid Managed Care Council. The survey measured the availability of appointments for dental care at participating providers.

COMMUNITY RESULTS CENTER

- Conducted 2-1-1 training sessions for United Ways and local social service agencies.
- Published 2-1-1 Barometer Reports on Affordable Housing, Assisting Connecticut's Unemployed, Identifying Unmet Needs and Older Adults.
- Published the monthly Community Connections newsletter and periodic e-Bulletins.
- Responded to media inquiries for UWC and its programs.
- Supported the public policy work of UWC and the local United Ways.
- Coordinated the Earned Income Tax Credit marketing campaign to increase visibility of federal tax credits.
- Conducted evaluation research for the Workforce Investment in Healthcare Strategies (WISH) initiative. The goal of WISH is to coordinate the ongoing planning and implementation efforts that address the health care workforce shortage in Connecticut.

I am concerned because my 2-year-old son is not yet walking.

My child is in crisis.

Can my family get Section 8 supported housing?

Where can I get help paying for child care?

I'm pregnant and need prenatal care. Where can I go?

Where can I report storm damage?

We may soon be homeless, can you help?

We don't have health insurance, but my child needs to see a doctor.

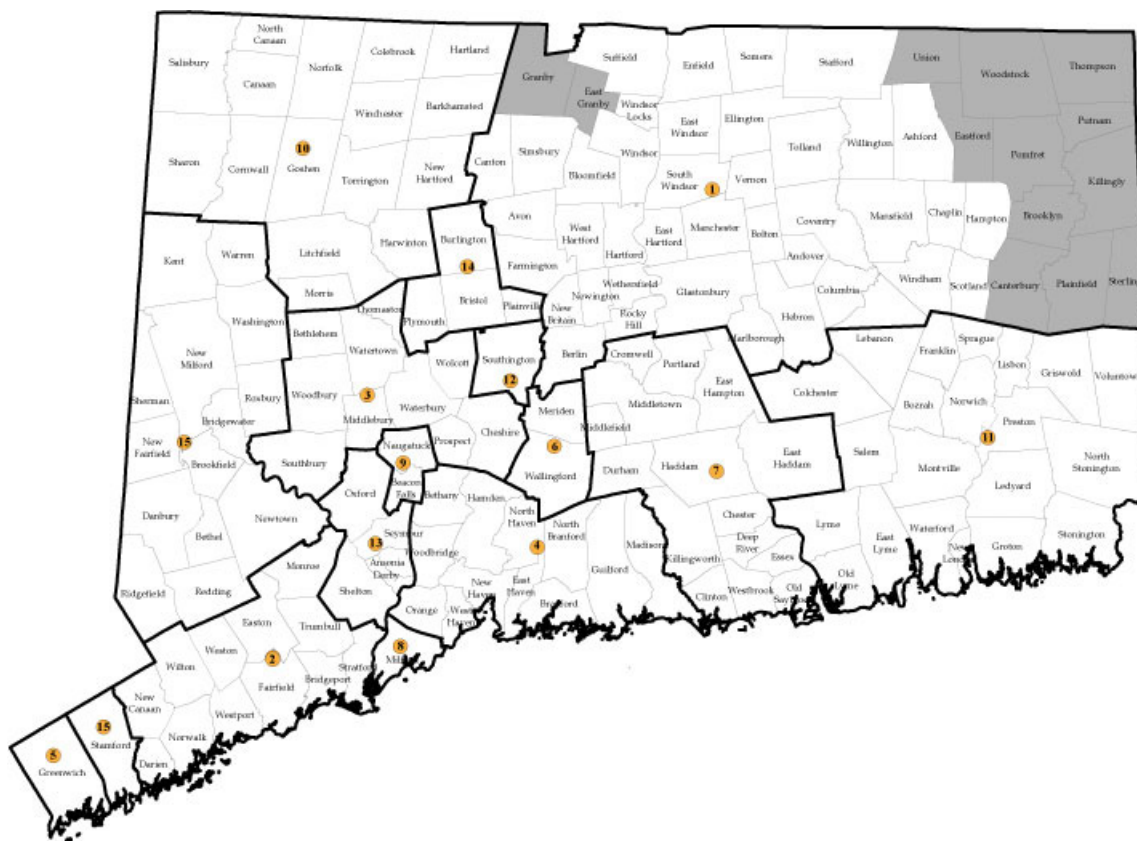
Where can I go for a cancer screening?

What type of child care is available in my town?

Where can I donate food and household items?

I'm disabled and need help finding employment.

Connecticut United Ways



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

■ Assigned to (1) UWCNCT but not active

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Statement of Financial Position

For the years ended June 30, 2011 and 2010

	FY 2011	FY 2010
Assets:		
Cash	\$3,794,541	\$3,549,920
Prepaid expenses	81,334	67,842
Contracts receivable	219,916	211,216
Local United Way receivables	21,404	9,670
Other receivables	30,601	31,310
Office furniture and equipment (net of accumulated depreciation)	215,773	9,720
Total assets	\$4,363,569	\$3,879,678
Liabilities:		
Accounts payable and accrued expenses	813,107	1,084,113
Refundable advances	1,850,525	1,593,352
Deferred revenue	282,115	49,858
Total liabilities	\$2,945,747	\$2,727,323
Net assets:		
Unrestricted net assets	1,417,822	1,152,355
Total liabilities and net assets	\$4,363,569	\$3,879,678

STATEMENT OF ACTIVITIES

For the years ended June 30, 2011 and 2010

	2011	2010
Change in unrestricted net assets:		
Revenues, gains, and other support:		
Governmental grants and contracts	\$14,405,042	\$13,708,635
Local United Way revenue	596,334	598,502
Grants & contracts, other	591,161	227,062
Miscellaneous	35,887	43,515
Investment income	--	1,265
Total revenues, gains, and other support	\$15,628,424	\$14,578,979
Expenses:		
Program services:		
2-1-1 Health and Human Services	6,277,260	5,275,645
Care 4 Kids	6,205,545	6,225,684
Community Results Center	94,207	143,278
Other Programs	436,869	554,858
Total program expenses	\$13,013,881	\$12,199,465
Support services:		
Management and general	2,349,076	2,311,657
Total expenses	\$15,362,957	\$14,511,122
Change in unrestricted net assets	265,467	67,857
Net assets, beginning of year	1,152,355	1,084,498
Net assets, end of year	\$1,417,822	\$1,152,355

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



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www.ctunitedway.org**

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