

United Way of Connecticut
2014 Annual Report

LIVE UNITED



UNITED WAY OF CONNECTICUT

UNITED WAY OF CONNECTICUT MISSION

To help meet the needs of Connecticut and its residents by providing information, education and connection to services.

OUR REACH AND IMPACT IN CONNECTICUT

At United Way of Connecticut, every day we work to strengthen our reach and our impact in order to help people find and access the health and human services they need, including child care, shelter, and other basic needs. Our crisis intervention and suicide prevention work touches thousands of lives each year, as does our emergency response work, carried out under the leadership of the state's Emergency Operations Unified Command. Through Care 4 Kids, we work with the state Office of Early Childhood to help thousands of lower-income parents pay for child care so that they can go to work. We partner with many nonprofits and state agencies to provide a coordinated gateway to services for children with developmental or behavioral needs through programs such as Birth to Three, Help Me Grow, and Emergency Mobile Psychiatric Services.

In all of this, one of United Way of Connecticut's main goals is to help integrate the services of multiple state agencies and non-profits by providing cross-cutting connections and access. We do all of this under one organizational umbrella, creating real synergy so that the whole is greater than the sum of the parts.

The highlights of the work we did in 2014 in 2-1-1 Health and Human Services, 2-1-1 Child Care, Child Development Infoline, Care 4 Kids, and our Community Results Center are summarized in the following pages. Many of these highlights represent real progress in our ongoing effort to help more people and to empower them with the information and tools they need in life. They include:

- 2-1-1 Child Care substantially ramped up Provider Orientation training for in-home day care providers (now 3,000/year) with support from the state Office of Early Childhood.
- 2-1-1 Health and Human Services worked with the state Department of Housing, the Connecticut Coalition to End Homelessness, and the state's homeless shelter providers to help implement the HUD-mandated Coordinated Access Networks for shelter and housing.
- The ALICE Report on Financial Hardship in Connecticut was released by all of Connecticut's United Ways. United Way of Connecticut's Community Results Center played a key role in preparing and disseminating the report and in the development of a policy agenda to support ALICE households.

- Care 4 Kids completed a survey of parents and providers, indicating high levels of satisfaction with the program.
- 2-1-1 Child Care launched a new state of the art child care search engine and website which is designed to be fully responsive (i.e. work on mobile devices/ phones).
- 2-1-1 Health and Human Services switched to a cloud-based telephone service and new 2-1-1 database software (hosted) which strengthens business continuity/disaster recovery by enabling 2-1-1 call specialists to work from remote locations.
- Child Development Infoline made the Ages and Stages Questionnaire available online to parents, providing easy access to an important tool to empower parents to promote and monitor their child's development.

United Way of Connecticut's Board of Directors includes people with leadership experience in business, government, and non-profits. During 2014, our Board actively executed its governance, fiduciary, and strategic responsibilities. Some highlights of this work included: a strategic discussion on cross-cultural communication - - how United Way of Connecticut can be more relevant and welcoming to groups who may be under-served; guidance and support for the ALICE Report on Financial Hardship; and, overseeing United Way of Connecticut's audit process which resulted in a clean audit with no material findings.

United Way of Connecticut's reach and impact would not be possible without the support of strong partners in the state government and local United Ways, and the tremendous work of many non-profits, and civic leaders. We are grateful for these partners and we remain firmly committed to supporting them in their work so that real beneficial impact can be provided to the people of Connecticut.

Help Starts Here



2-1-1

404,673 Calls
69,847 Were Crisis Calls
526,000 Web Visits

2-1-1 CHILD CARE

7,740 Calls
128,000 Web Visits
509 Web Chats

CARE 4 KIDS

225,000 Calls
265,000 Web Visits

CHILD DEVELOPMENT INFOLINE

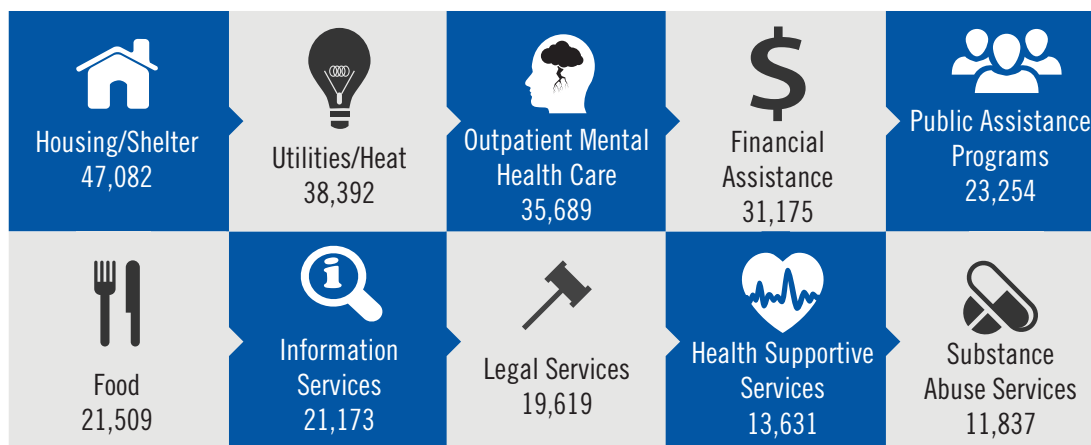
23,800 Calls
30,881 Web Visits

HIGHLIGHTS OF THE YEAR

2-1-1 Health and Human Services

- In FY14, handled more than 449,070 requests for service and over 404,673 calls, and recorded more than 526,000 visits to 211ct.org.
- Responded to 69,847 crisis calls. These calls include situational, behavioral and emotional crises.
- Implemented a new cloud based telephone system, InContact. This new system provides 2-1-1 greater flexibility in call routing, scripting, and automated customer satisfaction surveys. In addition, the system offers remote capabilities for emergency operation.
- Implemented a new information and referral database, iCarol. The system offers tools that allow us to handle resource maintenance, call documentation, internal resource search capability for contact specialists and website search capability for the public. In addition, the system offers remote capabilities for emergency operation.
- 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 for Storm Bethany, 9 cold weather events and 1 hot weather event. Connected callers to shelters, cooling or warming centers, and arranged hotel and transportation accommodations, as needed. In addition, participated in the DEMHS led Governor's Task Force on Non-Emergency Communications and contributed to the report recommendations for working with underserved communities.
- Partnered with the CT Suicide Advisory Board to publicize the 1 Word, 1 Voice, 1 Life suicide prevention campaign. Much of the campaign centered around the UCONN Huskies athletic team events and print materials. Ads were placed in game bulletins, magazines and arena signage.
- Assisted the Department of Social Services by handling 52,847 Electronic Benefit Transfer replacement card requests statewide.
- Through a grant from the American Red Cross handled calls from residents with unmet needs as a result of Storm Sandy. Worked with CT RISES, a subcommittee of Connecticut Volunteer Organizations Active in Disasters (CTVOAD) focused on long term recovery, to connect these residents with disaster case management.
- 2-1-1 staff are active with both the Alliance for Information and Referral Services and American Association of Suicidology, and our 2-1-1 contact center is accredited by both organizations.
- 2-1-1 Healthcare was established on January 1, 2014 after HUSKY Infoline was phased out on December 31, 2013. Calls to HUSKY Infoline were seamlessly routed to 2-1-1 Healthcare, which offers callers an overview of the HUSKY program including basic eligibility information, and makes referrals to the DSS benefits center, the HUSKY customer service line (CHN) and all other HUSKY vendors. 2-1-1 Healthcare made 39,941 referrals in 2014.

TOP TEN REQUESTS FOR INFORMATION FY 2014



HIGHLIGHTS OF THE YEAR

2-1-1 Child Care

- Launched a new, fully-responsive child care search engine and resource site at 211childcare.org. The site received over 128,000 visits in 2014, with more than one third of visitors (36%) accessing the site with a mobile device.
- Received more than 7,740 phone contacts from parents seeking advice and referrals for quality child care and from early care professionals seeking technical assistance.
- Engaged in 509 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.
- Initiated and created an Office of Early Childhood (OEC) microsite on the web in November 2014.
- Substantially expanded Provider Orientation Program (POP) training, including a new online booking platform that enables providers to find and register for training sessions that fit their schedule, receive email reminders and logistical updates, and allows users to cancel or reschedule their registration online.
- Held 67 POP training sessions with 1,063 participants in 2014. 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.
- Provided 63 trainings to 556 participants from local organizations and child care sites. Trainings focused on child development and child care topics such as Guiding Behavior, Toilet Training, Happy Meal Times and Young at Art.
- Conducted 29 technical assistance visits to newly licensed family child care providers to promote quality care.

Care 4 Kids

- Handled more than 225,000 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 14,600 families (22,000 children) and 9,000 providers received services from Care 4 Kids each month, on average.
- Implemented SEIU requirements into Care 4 Kids including incentives, dues, rate increases, and provider orientation training.
- The Care 4 Kids website (www.ctcare4kids.com) received over 265,000 visits in 2014 with 667,000 page views. The most popular pages accessed by visitors are the Payment Status page, the Contact Us page, the Income Guidelines page, and Electronic Payment Information page.

TOP TEN PAGES VISITED ON 2-1-1 CHILD CARE WEBSITE



- 1 Parent Resources (landing page)
- 2 Family Child Care Contract and Policies
- 3 Provider Orientation Registration
- 4 Provider Resources (landing page)
- 5 Provider Orientation Schedule
- 6 Office of Early Childhood
- 7 Average Cost of Child Care
- 8 Publications and Reports
- 9 Selecting a Provider
- 10 Licensing and Accreditation

TOP PAGES VISITED ON CARE 4 KIDS WEBSITE

- Payment Status
- Contact Us
- Income Guidelines
- Electronic Payment Information


HIGHLIGHTS OF THE YEAR

Child Development Infoline

- Helped over 23,800 parents, doctors and child care providers with child development assistance and support.
- Made over 8,700 referrals to Birth to Three, 1,620 referrals to Help Me Grow as well as an additional 1,350 new referrals to the Ages and Stages Child Monitoring Program (a component of Help Me Grow) and 490 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 410 referrals to this program.
- In partnership with the Office of Community Child Health at the Connecticut Children's Medical Center, facilitated the Hartford Care Coordination Collaborative, which has become an effective "hub" for maximizing care coordination, both medical and community based, for children and their families. Through case presentations, issues are highlighted that need to be addressed on a systems or policy level. This model will be expanded to other regions of the state.
- In partnership with the Office of Early Childhood, UWC is implementing the Early Childhood Comprehensive Systems (ECCS) grant, which is focusing on increasing early screenings in child care, health care, and family settings and coordinating service referrals when a need is identified. In collaboration with the ECCS Advisory Committee, interagency work has begun, and a process evaluation of screening efforts in child care settings and with health consultants has been developed, which will shape our work over the next 2 years.
- Began implementation of Child Development Infoline/Norwalk Community Initiative, which is being funded by the Grossman Family Foundation, to develop a coordinated system of early detection and intervention that will help ensure that Norwalk children are ready to enter Kindergarten, and to generate quality data on the developmental status of Norwalk's young children that can help guide decision making based on the needs identified.
- Began offering the Ages & Stages Questionnaires (ASQ) on-line to increase access to developmental screening and easy access to services. Over 3,300 children were enrolled in ASQ as of July 1, 2014. The visibility of the Help Me Grow Child Development Campaign helped raise awareness of the need for universal screening and early identification and referrals to services for children at risk of developmental, learning and behavioral delays.



**Connecticut
Birth to Three
System**
Birth to 36 months of age



Help Me Grow
Birth through Age 8



**Early
Childhood
Special
Education**
Ages 3 through 5



**Children and
Youth with Special
Health Care Needs**
Birth to Age 21



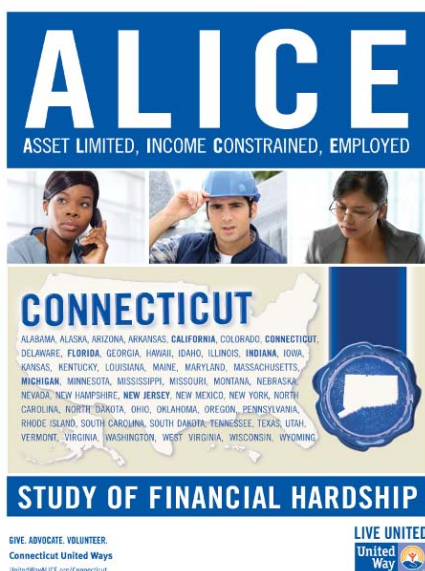
**Maternal, Infant &
Early Childhood
Home Visiting**
Pregnant Women

HIGHLIGHTS OF THE YEAR

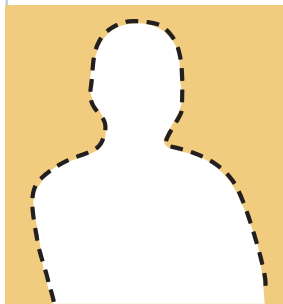
Community Results Center

UWC serves as the state organization for fifteen local United Ways in Connecticut. Most of our state organization work in support of local United Ways is carried out through our Community Results Center.

- Supported the coordinated, statewide press launch of the Connecticut ALICE Report on financial hardship, and served as the point of contact for media inquiries about the report as well as United Ways and 2-1-1.
- Published 2-1-1 Barometer Report on Unmet Needs, monthly 2-1-1 Community Connection newsletters with timely news and updates, and issued periodic eBulletins on special topics throughout the year.
- Established social media accounts on Twitter and Facebook to provide statewide association support for local UW social media outreach.
- Hosted 2-1-1 tours, trainings and information sessions for United Ways and other local groups and organizations.
- 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.



HAVE YOU MET ALICE?



“There are 474,445 households in Connecticut – 35 percent of the state – with income below a basic cost of living threshold.”

In 2014, Connecticut United Ways joined with United Ways in five other states to release a report that documents the true scope of financial hardship in Connecticut. One out of every four Connecticut households has income that is higher than the Federal Poverty Level and lower than a household survival threshold that allows them to afford the basics. Despite working hard, these households struggle to make ends meet.

United Way calls this newly revealed demographic **ALICE**, an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE households are comprised of people who are all ages, genders, races and ethnicities, and they live and work in every Connecticut city and town.

Drawing from the in-depth research in the ALICE Report and from the work of nonprofit, business, and government leaders, Connecticut’s United Ways developed policy recommendations to help working families and individuals that struggle to pay for their basic necessities. Because child care and housing are by far the two most significant expenses for ALICE households with young children, Connecticut’s United Ways advocate for policies that increase access to affordable child care and housing to improve the financial stability of ALICE households. Connecticut’s United Ways also advocate for policies that protect and grow middle to high skill jobs, provide training and education for career advancement, and address “benefit cliffs” faced workers as they earn more income. Progress in these areas will not only build upon our state’s traditional economic strengths, but will also have a positive impact in the lives of ALICE households.

To learn more and read the Connecticut ALICE Report, visit <http://alice.ctunitedway.org>.

STATEMENT OF FINANCIAL POSITION

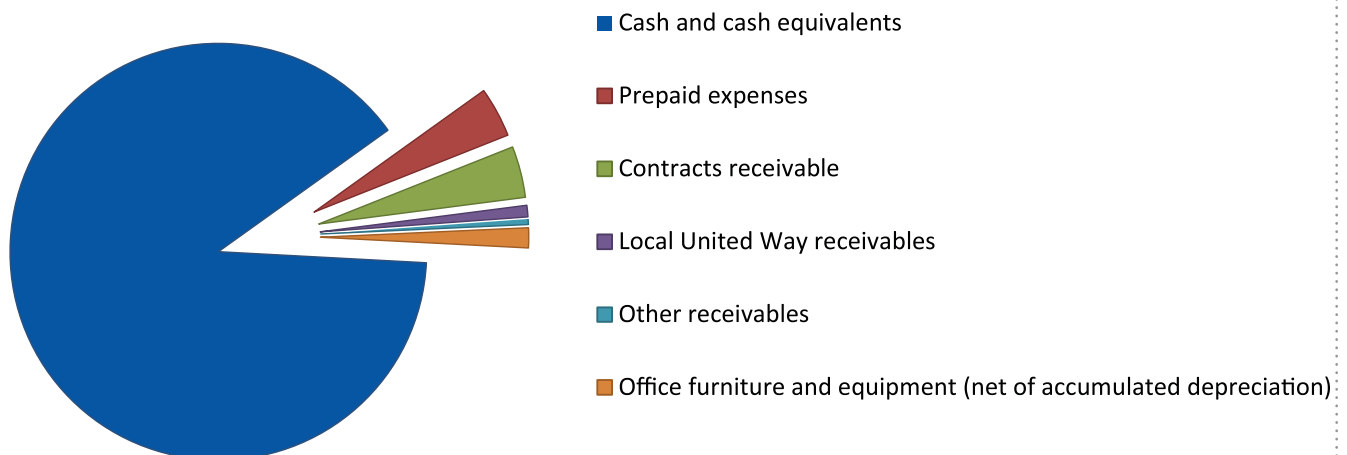
For the years ended June 30, 2014 and 2013

| | FY 2014 | FY 2013 |
|---|--------------------|--------------------|
| Assets: | | |
| Cash and cash equivalents | \$4,007,506 | \$3,561,906 |
| Prepaid expenses | 173,985 | 159,902 |
| Contracts receivable | 178,980 | 138,849 |
| Local United Way receivables | 39,857 | 10,910 |
| Other receivables | 19,079 | 26,100 |
| Office furniture and equipment (net of accumulated depreciation) | 69,980 | 116,634 |
| Total Assets | \$4,489,387 | \$4,014,301 |

| | | |
|---------------------------------------|--------------------|--------------------|
| Liabilities and Net Assets: | | |
| Accounts payable and accrued expenses | 1,286,365 | 788,625 |
| Refundable advances | 1,221,263 | 1,252,014 |
| Deferred revenue | 152,540 | 378,152 |
| Total Liabilities | \$2,660,168 | \$2,418,791 |

| | | |
|---|--------------------|--------------------|
| Net Assets: | | |
| Unrestricted net assets | 1,829,219 | 1,595,510 |
| Total Liabilities and Net Assets | \$4,489,387 | \$4,014,301 |

FY14 TOTAL ASSETS - \$4,489,487

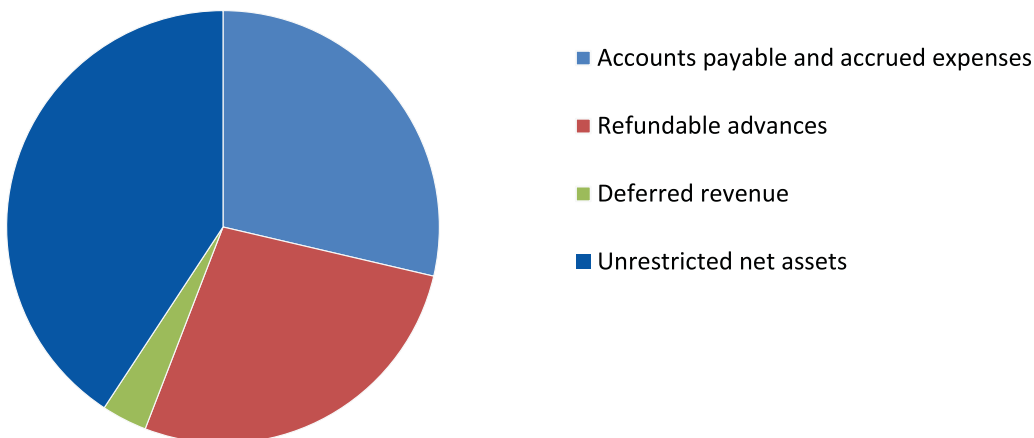


STATEMENT OF ACTIVITIES

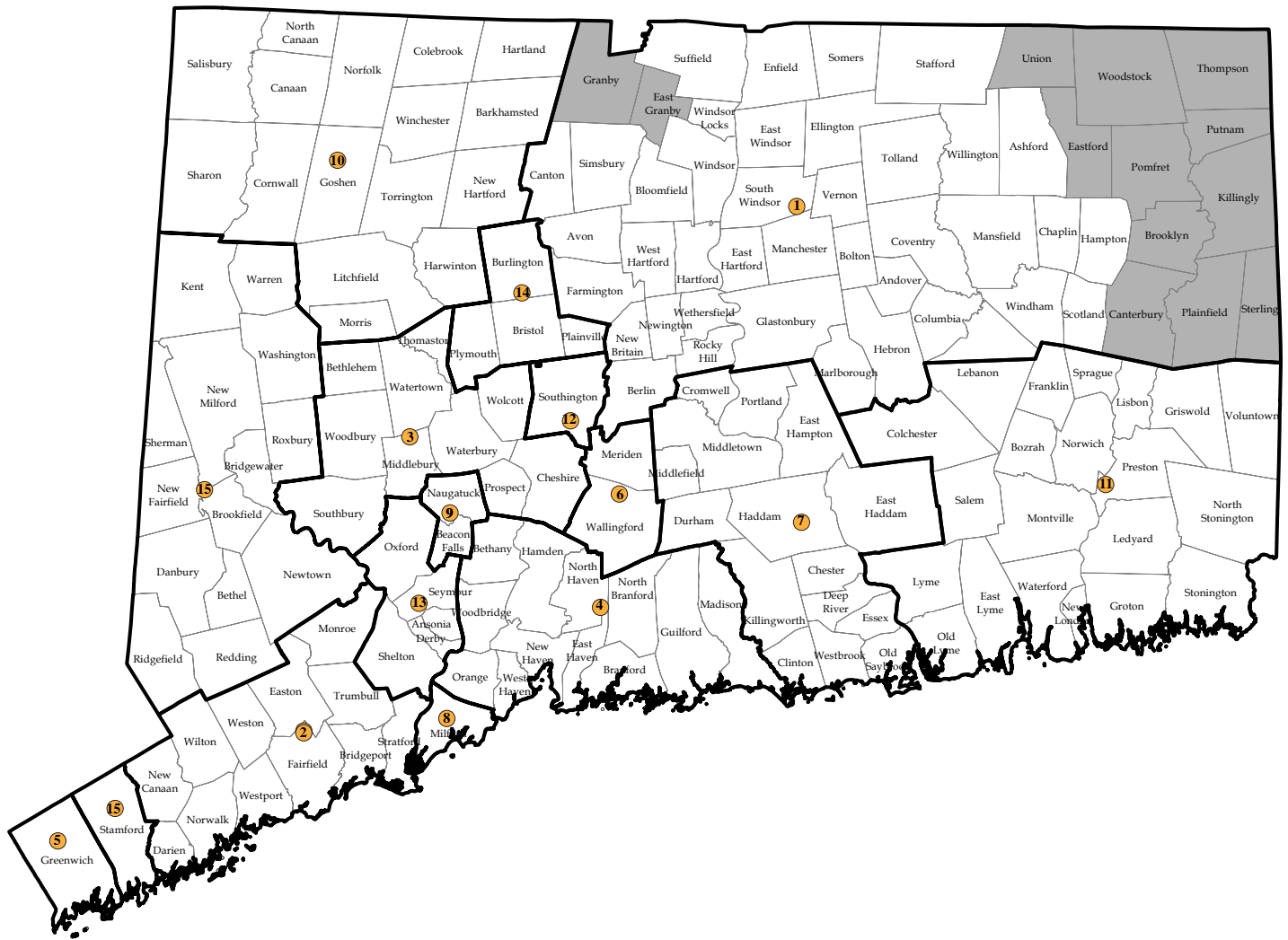
For the years ended June 30, 2014 and 2013

| | FY 2014 | FY 2013 |
|---|---------------------|---------------------|
| Changes in Unrestricted Net Assets: | | |
| Revenues, Gains, and Other Support: | | |
| Grants & contracts, federal & state | \$13,297,579 | \$12,995,765 |
| Grants & contracts, other | 566,560 | 330,818 |
| Local United Way revenue | 593,444 | 595,531 |
| Miscellaneous | 37,937 | 48,483 |
| Total Revenues, Gains, and Other Support | \$14,495,520 | \$13,970,597 |
| Expenses: | | |
| Program services: | | |
| 2-1-1 Health and Human Services | 5,667,818 | 5,664,773 |
| Care 4 Kids | 6,360,649 | 5,947,186 |
| Community Results Center | 21,719 | 72,909 |
| Other programs | 47,782 | 13,147 |
| Total Program Expenses | \$12,097,968 | \$11,698,015 |
| Supporting services: | | |
| Management and general | 2,163,843 | 2,204,327 |
| Total Expenses | \$14,261,811 | \$13,902,342 |
| Increase/(decrease) in unrestricted net assets | 233,709 | 68,255 |
| Net assets at beginning of year | 1,595,510 | 1,527,255 |
| Net Assets, End of Year | \$1,829,219 | \$1,595,510 |

FY14 TOTAL LIABILITIES AND NET ASSETS - \$4,489,487



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

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Senior Vice President

Child Care Services

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and Connecticut United Ways.*