

# United Way of Connecticut 2019 Annual Report







# HELP STARTS HERE

---

United Way of Connecticut's service mission is to help meet the needs of Connecticut and its residents by providing information, education, and connection to services. Each year, working with our state government partners, local United Ways and many other community partners, we touch the lives of tens of thousands of Connecticut's people with the goal of helping them access the services, supports, and knowledge to live their lives to the fullest potential. In 2019, UWC recorded more than 2.1 million visits to our multiple websites and handled nearly 515,000 phone calls and texts from people looking for help or volunteering to help others.

**United Way of Connecticut provides a range of services: connecting people to health and human and community services and supports, promoting early childhood development and education, responding to emergencies (whether personal/family crises or community-wide disasters) and promoting strong communities in collaboration with local United Ways and many government and non-profit partners.**

United Way of Connecticut's partnership with the state government dates back to the 1970's and is one of the oldest and most successful public-private partnerships in Connecticut. We work hard to remain strong partners for many state agencies because without that partnership we could never serve so many families and individuals in every city and town across Connecticut.

United Way of Connecticut's unique way of helping is built on our accessibility and our use of technology. Our 2-1-1 service never shuts down – people can get help 24/7/365 simply by dialing the specially designated 2-1-1 call number. And, from the very beginning, United Way of Connecticut has employed the latest technology to serve Connecticut's people first by phone and over time adding new access channels including a text message platform and state of the art web presence with chat functionality. Our strength in technology, research, and database management combined with the partnerships we have built with so many government and non-profit providers uniquely qualifies United Way of Connecticut to:

- provide cross-cutting connections that can help integrate and coordinate services provided by multiple government and non-profit agencies; and
- serve as a coordinated, high quality gateway to services for programs such as Care 4 Kids, Help Me Grow, Birth to Three, Youth Mobile Crisis Intervention, Coordinated Shelter/Housing Access, and more.

In all of this, United Way of Connecticut stays connected to the communities we serve and remains committed to our non-profit mission in many ways – none more important than the leadership provided by our Board of Directors. United Way of Connecticut's Board and Senior Managers work throughout the year to carry out governance and fiduciary responsibilities.

## Here are some highlights from UWC's work in 2019:

- New online functionalities and features were launched in 2019, including the 211ct.org Community Comment that enables more immediate updates to HHS resource listings, CT WARM texting platform in collaboration with Eversource and more. These and earlier enhancements have led to rapid growth in online services.
- UWC provided critical support in the state's initiative to convert the Care 4 Kids eligibility platform to the ImpaCT system. However, this conversion combined with an application/renewal "bubble" due to an earlier Care 4 Kids closure led to a large backlog in case management that delayed action for families and providers over a number of months in 2019. The Care 4 Kids team worked hard to ensure timely processing was again maintained beginning in October.
- Working with the Office of Early Childhood on Sparkler – a new mobile phone app designed to inform and engage parents in their child's development from an early age and connect them to resources through 2-1-1 Child Development and Help Me Grow when a need is identified.
- Collaborated with local United Ways on efforts to help ALICE families (Asset Limited, Income Constrained, Employed) achieve financial stability. Our work for ALICE households has helped to align community impact work and communications messaging for Connecticut United Ways. The Marketing and Resource Development Retreat in August led to a commitment to collect and share messaging content across our Connecticut United Ways network.
- 2-1-1 achieved real progress in helping address Social Determinants of Health (SDOH) – connecting community supports with clinical health care. This included launching a formal partnership with the Connecticut Hospital Association, working with a number of care coordination intermediaries and launching the HealthyLives Navigator, 2-1-1's own SDOH Navigator/Screeners.
- Invited to lead a service delivery working group for the Governor's Vulnerable Populations Task Force to develop strategies to better coordinate services across multiple government and non-profit agencies. This work dovetails with our work on the state's Two-Gen Advisory Council and the Federal Reserve Bank of Boston's Working Cities Challenge.
- Advocated on behalf of ALICE Families on a range of broad policy recommendations along with local United Way leaders, culminating in the "We Stand With ALICE" legislative forum on financial hardship. Serving as the backbone organization for the Campaign for Working Connecticut, a broad coalition of organizations committed to solutions that promote education, work-based learning, and the workforce credentials that position Connecticut and its families for success.
- Worked closely with state emergency management and human services agency leaders, the Governor's Office, and many others to continue support for hurricane survivors who relocated to Connecticut after Hurricane Maria. Continued to implement the Division of Emergency Management/Homeland Security cold weather protocol, when activated by the Governor.



*For the tenth straight year, UWC's audit included an unmodified ("clean") opinion with no findings – documenting our commitment to using charitable and taxpayer dollars responsibly and cost-effectively.*

We are grateful to our partners in state government, our Connecticut United Way network and to our many community partners for the synergy we achieve together in serving the people of Connecticut. Together, we demonstrate the old adage: "The whole is greater than the sum of the parts."

# Services at a Glance

---

*In 2019, UWC recorded more than 2.1 million visits to our multiple websites and handled more than 514,000 calls.*



## 2-1-1 HEALTH AND HUMAN SERVICES

- 1,761,147 Web Visits
- 267,315 Calls Handled
- 124,657 Crisis Calls
- 89,460 After Hour and Weekend Calls



## 2-1-1 CHILD CARE

- 42,478 Web Searches
- 14,696 Calls Handled
- 1,470 providers received provider orientation training



## CARE 4 KIDS

- 26,290 Children Receiving Care
- 5,255 Providers in Program
- 226,930 Calls Handled
- 714,245 Web Visits



## 2-1-1 CHILD DEVELOPMENT INFOLINE

- 20,676 Calls Handled
- 10,952 Birth to Three Referrals
- 2,906 Help Me Grow Referrals
- 10,074 total ASQ Enrolments



# Community Results Center

The Community Results Center supports the collaborative work of Connecticut's 15 local United Ways and works to further the mission of United Way of Connecticut.

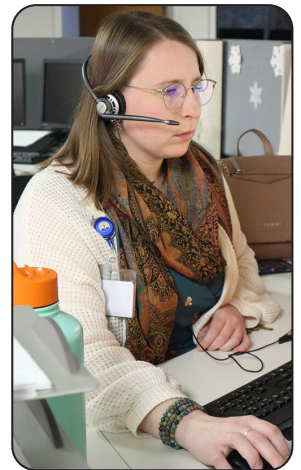
- Managed and updated the Connecticut ALICE website to provide information on ALICE Saves, a Connecticut United Ways initiative focused on helping ALICE achieve a more secure financial future through a savings matching program and digital financial counseling (<http://alice.ctunitedway.org>).
- Co-sponsored a legislative forum on financial hardship and strategies to help families achieve financial security with the Connecticut Commission on Women, Children, and Seniors and the Commission on Equity and Opportunity. The forum's theme was "We Stand With ALICE" and a report summarizing the recommendation from the forum can be found [HERE](#).
- Published and distributed an ALICE focused Connecticut United Ways Policy Agenda, personalized legislative handout for members of the Connecticut General Assembly, and supported advocacy efforts that promoted health, education and financial stability.
- Supported United Way of Connecticut and Connecticut 2-1-1 outreach and visibility efforts through 2-1-1 website demonstrations, seasonal webinar series, ALICE presentations, community engagement and communication with media outlets.
- Published monthly 2-1-1 Community Connection and 2-1-1 Data Glance newsletters, a 2-1-1 Barometer Report on Transportation and issued press releases and bulletins on special topics throughout the year.
- Supported the Connecticut United Ways Chief Professional Officers collaborative work.
- Supported the Connecticut United Way's Marketing Collaborative group in their statewide communications and marketing efforts for 2-1-1, asset building (ALICE Saves), free tax preparation sites (VITA- Volunteer Income Tax Assistance) and United Way brand awareness.
- Continued to increase United Way of Connecticut social media presence (Twitter and Facebook) to provide statewide association support for local United Way and United Way Worldwide social media outreach.

**EARN \$60!**  
Start Saving Today



*Last year 2-1-1 CT helped connect more than 16,000 Connecticut residents with free tax preparation services at Volunteer Income Tax Assistance (VITA) sites located across the state.*

- In 2019, 2-1-1 CT handled 267,315 calls from Connecticut residents with more than 340,000 requests for service. 89,460 of these calls were handled after hours and on weekends. 211ct.org recorded 1,393,352 visits.
- Responded to 124,657 crisis calls which represents 47% of total call volume. These calls include situational, behavioral and emotional crises. (e.g. suicide prevention, emergency mobile psychiatric service, emergency response, homelessness, etc.)
- Partnered with Connecticut Hospital Association (CHA) and Unite Us to integrate 2-1-1 Connecticut's community resource data for use in the Unite Us social determinants of health platform. CHA has implemented the system with three Connecticut hospitals with plans for future expansion in coming years.
- Partnered with Microsoft on creation of a bot to improve the search capability by using artificial intelligence (A.I.) to learn how to translate search terms to produce better 211ct.org search engine resource results.
- Partnered with IBM on a national initiative led by United Way Worldwide to use 2-1-1 data to predict social trends.
- Awarded a grant from Synchrony to help three 2-1-1's explore replication of Connecticut's Coordinated Access Network.
- Awarded a Department of Public Health grant to create a text channel for those seeking substance use disorder resources and treatment. A special keyword was activated to allow Connecticut residents to text "CT Recovery" to 898211.
- 2-1-1 CT continues to make enhancements to the 211ct.org website. New website features and enhancements include:
  - Multi-Term Search: Multiple terms/keywords/taxonomies can be searched at once in a combined multi-term search.
  - HealthyLives Navigator: This online tool is designed to screen for the social determinants of health. It's a brief, anonymous questionnaire that can be completed by clients, healthcare providers, case managers, or social workers that assesses for the eleven (11) social needs that are most closely linked with poor health outcomes.



## Top 10 Service Requests

Housing and Shelter	93,402
Mental Health Services	40,806
Employment & Income	32,100
Utilities	31,130
Crisis Intervention and Suicide	28,637
Healthcare	26,535
Government & Legal	15,084
Food	10,907
Substance Use and Addiction	5,775
Clothing & Household	3,552

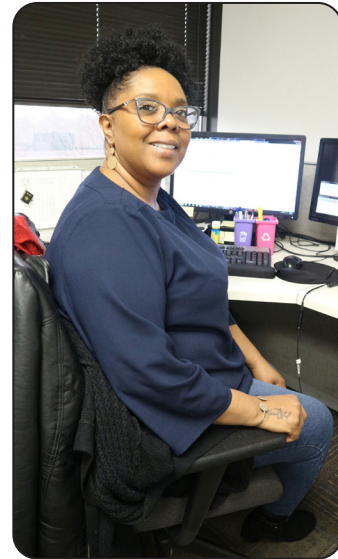
## 2-1-1 Connecticut created new eLibrary papers in emerging areas during 2019.

- Opioid Substance Abuse Treatment Options in Connecticut
- Resources for Connecticut Residents Affected by the Immigration and Revised Public Charge Rule
- Hurricane Dorian – Ways to Help
- Retrieving Identification Documents After Incarceration
- Earthquake in Puerto Rico – Information & Ways to Help

- Handled 20,676 calls from parents, doctors and child care providers to help with child development, monitoring and support.
- Made 10,952 referrals to Birth to Three, 2,906 referrals to Help Me Grow, as well as an additional 2,008 new enrollments into the Ages and Stages Child Monitoring program (10,074 total enrollment), 473 referrals to early childhood special education services, and 276 referrals to the Children and Youth with Special Health Care Needs program.
- In partnership with the Office of Early Childhood, the Help Me Grow Advisory Committee, Department of Public Health and Project LAUNCH, disseminated new marketing materials with unified messaging around the importance of early development: “Healthy from Day One”, “Celebrate Your Child”, “Milestones Matter” and “Help Me Grow”, with a call to action to contact CDI for resources or to enroll in the Ages and Stages Program.
- In partnership with the University Center for Excellence in Developmental Disabilities, Office of Early Childhood, Project LAUNCH, Department of Public Health and the Norwalk/CDI Early Childhood Initiative, held 5 regional “Screening to Succeed” conferences on the importance of developmental screening and developing strategies for increasing screenings within communities.
- Continued pilot of the “Sparkler” APP in 7 communities with the goal of engaging families of young children in developmental screening and promotion using an APP to complete and Ages and Stages Questionnaire (ASQ). CDI reaches out to families to help connect them to needed services when concerns are identified thorough the ASQ.
- Continued our work on the Norwalk/CDI Early Childhood Initiative funded by the Grossman Family Foundation to ensure readiness for kindergarten by increasing the number of children who are developmentally on track in their early years. Presented our initial findings at the National Help Me Grow Forum and at a Legislative Forum in Norwalk.
- Participated in the Bridging the Gap: Early Intervention for Children within the Medical Home pilot with Connecticut Children’s Medical Center and Birth to Three. This model is looking at ways to support families in accepting early intervention services through better integration between Birth to Three and the medical home.



Birth to Three Referrals	10,952
Help Me Grow Referrals	2,906
ASQ New Enrollments	2,008
ASQ Total Enrollments	10,074



**Healthy**  
from **Day One**

## The Importance of a Healthy Start from Day One

The early months and years are so important in a child’s development. Every parent needs all the support he or she can get during this period to raise healthy and happy children and give them the best chance of lifelong success.

But knowing where to turn for support is often not so easy. That is why local and state partners have joined together to help you access the information and services every parent needs.

**2-1-1 Child Development Infoline**  
Call 2-1-1 or 1-800-505-7000  
Visit [cdi.211ct.org/healthyfromdayone](http://cdi.211ct.org/healthyfromdayone)



2-1-1 Child Care serves as Connecticut's Child Care Resource and Referral Agency, helping parents find and secure child care for their children. In 2019, just over 42,000 searches for child care were conducted from the 2-1-1 Child Care search engine (211childcare.org). In addition, 2-1-1 Child Care handled over 14,000 transactions with clients that included phone, chat and email correspondence.

- 2-1-1 Child Care hosts and manages the Thrive website where providers can review health and safety trainings offered statewide to meet CCDF requirements. More than 37,000 visits from ECE professionals reviewed training offerings.
- Provided 79 Office of Early Childhood approved Health and Safety Trainings across the state in CPR, First Aid and Medication Administration to 742 child care providers.
- 2-1-1 Child Care offered 84 Provider Orientation Program trainings (POP) to homebased providers for the Care 4 Kids subsidy program (1,470 participants).
- Delivered 19 Office of Early Childhood approved trainings (CT Core Knowledge Competencies (CKCs), CT ELDS, CT DOTS and Pyramid Model) statewide with 160 providers completing these trainings.
- Offered 39 professional development trainings to ECE professionals on topics such as classroom management, effective praise, preventing biting behaviors etc. that helped 638 child care staff meet professional development hours for OEC Licensing.
- 2-1-1 Child Care staff participated in 8 outreach events in Rocky Hill, Cromwell, New Britain, Stratford, West Hartford, East Hartford and Stamford to market and promote agency services to families in those communities.



## Top 10 Service Requests

Infant Child Care	14,940
Preschool Child Care	14,405
Toddler Child Care	13,322
School Age Child Care	10,661
Child Care Subsidies	2,116
Quality Indicator Web Resources	994
Licensing/Certification/Accreditation	859
General First Aid Instruction/Medication Admin	493
Occupational/Professional Associations	257
Child Care Provider Recruitment	207

**17,682**

Number of families receiving Care 4 Kids child care subsidy.



**26,290**

Number of children receiving Care 4 Kids child care subsidy.

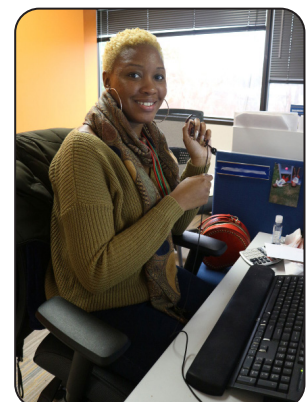


## Care 4 Kids

**care4kids**  
MAKING CHILD CARE AFFORDABLE

Care 4 Kids is the state's child care subsidy program for low-income working parents. United Way of Connecticut supports the state Office of Early Childhood in the operation of Care 4 Kids.

- In 2019, 5,255 child care providers participated in Care 4 Kids and Care 4 Kids provided child care subsidies for 26,290 children.
- In serving families and child care providers, Care 4 Kids handled 226,930 phone calls and registered 714,245 visits to the Care 4 Kids website.





# Leadership Structure

---

## UWC Board of Directors

### CHAIR

Christopher Skomorowski, President / CEO  
Bicron Electronics Company

### VICE CHAIR

Sulma Avenancio, SVP, Hfd/Spfd Markets  
Entravision

### SECRETARY

Kevin Wilhelm, Executive Director  
Middlesex United Way

### TREASURER (not a Board member)

Mitch Beauregard, SVP Business Operations  
United Way of Connecticut



**Glenn A. Cassis**  
Consultant

**Tiffany Donelson**  
VP of Program  
Connecticut Health Foundation

**Veronica Gomez-Hernandez**  
Communications Specialist  
Eversource Energy

**Brian Gould**  
Chief of Police  
Bristol Police Department

**Yvette Highsmith-Francis**  
VP, Eastern Region  
Community Health Center, Inc.

**Tracy Immerso**  
Workday Systems Administrator  
Fairfield University

**Tracy Michaud**  
Director, HR Business Partner  
Sun Life Financial

**Kim Morgan**  
CEO  
United Way of Western Connecticut

**Donna Osuch**  
President and CPO  
United Way of West Central CT

**Rev. David C. Parachini**  
Folly Farm of Brooklyn

**Robert Plant**  
SVP Quality & Innovation  
ValueOptions, Inc.

**Richard J. Porth**  
President/CEO  
United Way of Connecticut

**Pete Rosa**  
Sr. Comm. Investments Officer  
Central Connecticut State University

**Charlene Russell-Tucker**  
COO  
CT State Department of Education

**Lauren St. Germain**  
Sr. Analyst  
Pratt & Whitney

## UWC Senior Management

**Richard J. Porth**  
President and CEO

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

**Mitch Beauregard**  
Senior Vice President  
Business Operations

**Leo Pellerin**  
Chief Information Officer

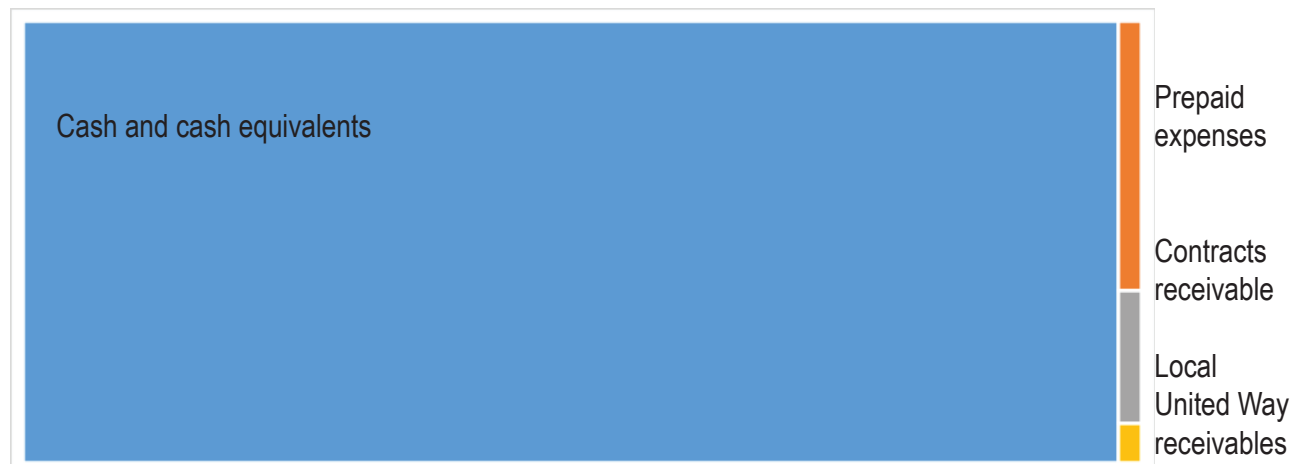
**Sherri Sutera**  
Senior Vice President  
Child Care Services

# Statement of Financial Position

For the years ended June 30, 2019 and 2018

	FY 2019	FY 2018
<b>Assets:</b>		
Cash and cash equivalents	\$7,027,277	\$7,798,734
Prepaid expenses	90,314	70,591
Contracts receivable	44,391	66,175
Local United Way receivables	13,151	12,166
Other receivables	0	41,672
Office furniture and equipment (net of accumulated depreciation)	0	0
<b>Total Assets</b>	<b>\$7,175,133</b>	<b>\$7,989,338</b>
<b>Liabilities and Net Assets:</b>		
Accounts payable and accrued expenses	\$1,280,835	\$1,122,726
Refundable advances	3,168,672	4,330,574
Deferred revenue	253,772	221,268
<b>Total Liabilities</b>	<b>\$4,703,279</b>	<b>\$5,674,568</b>
<b>Net Assets:</b>		
Unrestricted net assets	\$2,471,854	\$2,314,770
<b>Total Liabilities and Net Assets</b>	<b>\$7,175,133</b>	<b>\$7,989,338</b>

## FY19 Total Assets - \$7,175,133

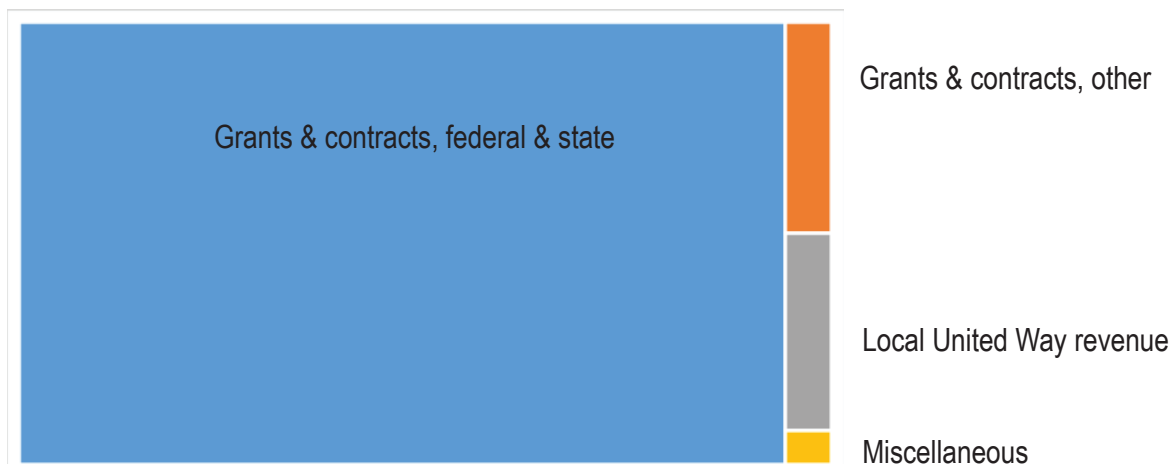


# Statement of Activities

For the years ended June 30, 2010 and 2018

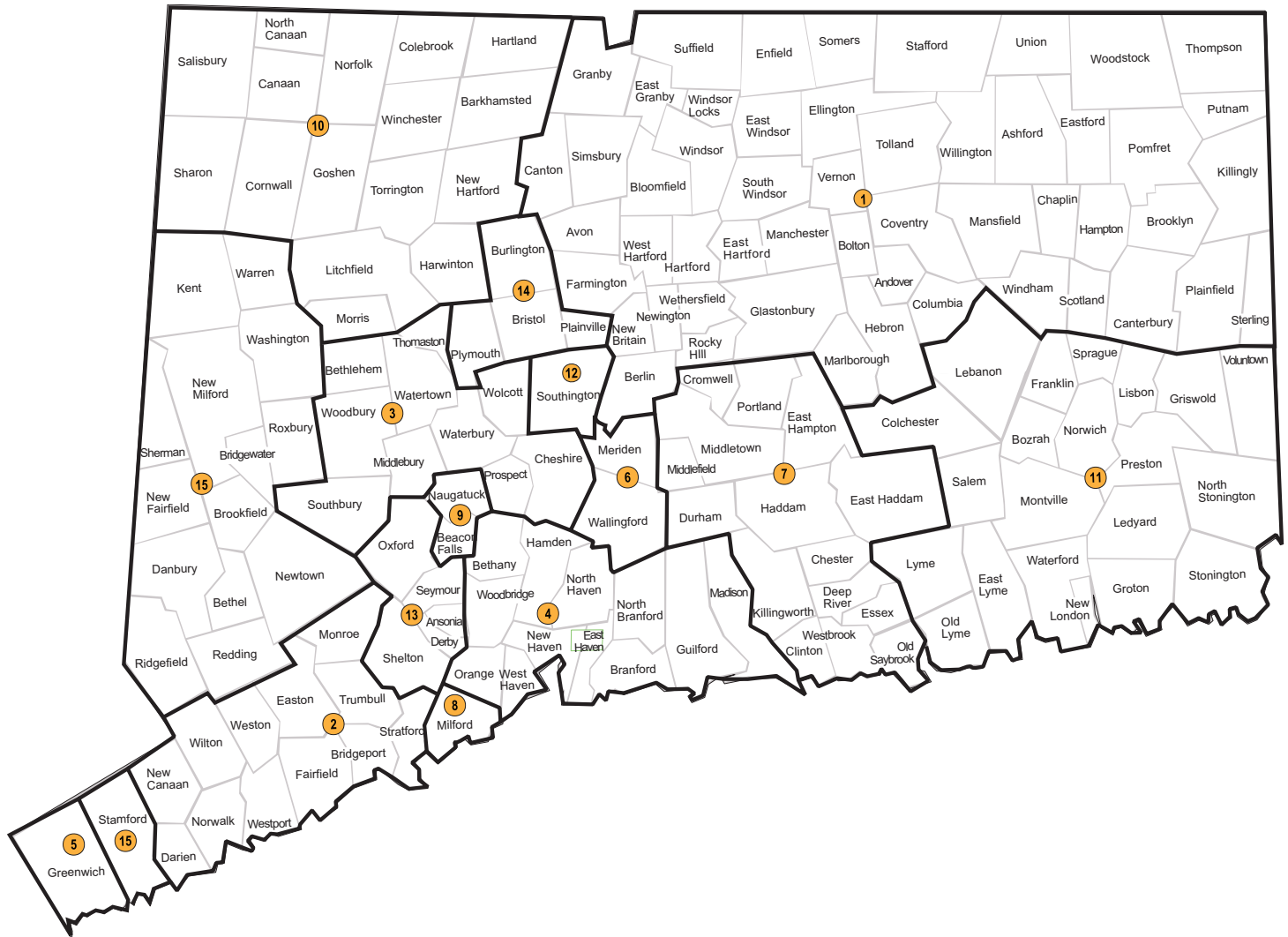
	FY 2019	FY 2018
<b>Changes in Unrestricted Net Assets:</b>		
<b>Revenues, Gains, and Other Support:</b>		
Grants & contracts, federal & state	\$17,663,296	\$17,079,912
Grants & contracts, other	512,394	478,650
Local United Way revenue	482,795	487,740
Miscellaneous	81,464	52,171
<b>Total Revenues, Gains, and Other Support</b>	<b>\$18,739,949</b>	<b>\$18,098,473</b>
<b>Expenses:</b>		
<b>Program Services:</b>		
2-1-1 Health and Human Services	\$6,839,500	\$6,642,534
Care 4 Kids	7,026,866	5,393,415
Child Care Services	2,057,357	3,389,506
CRC & other programs	94,810	54,173
<b>Total Program Expenses</b>	<b>\$16,018,533</b>	<b>\$15,479,628</b>
<b>Supporting Services:</b>		
Management and general	\$2,564,482	\$2,448,021
<b>Total Expenses</b>	<b>\$18,583,015</b>	<b>\$17,927,649</b>
Increase/(decrease) in unrestricted net assets	\$156,934	170,824
Net assets at beginning of year	\$2,314,770	2,143,946
<b>Net Assets, End of Year</b>	<b>\$2,471,704</b>	<b>\$2,314,770</b>

## FY18 Revenues, Gains, and Other Support - \$18,739,949





# 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