

## UNITED WAY OF NORTH CENTRAL MASSACHUSETTS INITIATIVES

United Way Early Childhood Literacy Initiative *(Dolly Parton Imagination Library)*

### Help Children Succeed

We know that a great education leads to a brighter future. Studies show that the foundation for a successful academic experience starts before a child reaches school. Children who are regularly read to before entering school perform much better than their peers. That is why we launched Early Childhood Literacy, which is an innovative program that puts books into over 2,000 households with children under the age of five.



Your support will help us reach more children.

United Way Early Childhood Literacy Initiative *(Dolly Parton Imagination Library)*

**Literacy** in North Central Massachusetts  
In low income households there is only **1 book** per 300 households  
**2,000** children are learning how to read.

Independent reports have shown Dolly Parton's Imagination Library drastically **Improves early childhood literacy**

**Thousands** of children will now have the opportunity to go to school ready to learn

United Way Youth Venture Initiative

### Empower Young People

Young people involved in Youth Venture develop leadership skills, build confidence, provide countless services to their communities and are given the chance to make lasting positive change on others.

The school-based program is designed to encourage students to solve community problems through their ventures. It is helping young people change

their community for the better and in turn giving them the skills to be a lifelong 'changemaker.' **Your support will help us reach more students.**



United Way Youth Venture Initiative

**Mobilizing & engaging youth** including those who are traditionally underserved and disengaged  
**Empowering** students so they become leaders  
**109** United Way Youth Venture teams are addressing important community issues

**8,960 youths** in five school systems are developing important life skills to realize their full potential  
**Venturers** outperform their peers with higher MCAS scores & lower rate of suspensions

United Way Combat Hunger Initiative *(Heroes Against Hunger)*

### Keep Children Healthy

Most of us don't have to worry about where our next meal will come from. For too many children in North Central Massachusetts, they are 'food insecure,' meaning they don't know where their next meal will come from. Through our innovative initiative, Heroes Against Hunger, thousands of families don't have to worry about their next meal, so they can focus on becoming self sufficient. **Your support will prevent children from going hungry.**



United Way Combat Hunger Initiative *(Heroes Against Hunger)*

**Combat** childhood hunger  
Over **5,000** children in our region don't have enough food  
**United Way Heroes Against Hunger** packages meals thanks to donors and volunteers

**20** local food pantries distribute the food to local families  
**Thousands** of local families and children have food security so they can focus on becoming **self-sufficient**

United Way Supplemental Basic Needs Initiative

### Assist Families

You don't often hear about the 'working poor,' but they have been hit hard by the economy. If you are only earning the minimum wage or slightly more and/or your hours have been cut, it can be difficult to make ends meet. The Supplemental Basic Needs Initiative is designed to give families that helping hand they need to keep their families together. This fund is designed to provide emergency food, utility and other basic living support to families in North Central Massachusetts. **Your support will help us reach more families.**



United Way Supplemental Basic Needs Initiative

The Supplemental Basic Needs Initiative **provide services to families** who may not qualify for government programs—but are struggling to make ends meet  
Helps families struggling just above the poverty line with targeted **utility assistance, food and referrals**

When providing food assistance to local pantries, the Supplemental Basic Needs Initiative leverages **every dollar** to buy approximately **\$7 worth of food**

## United Way of North Central Massachusetts 2016 Annual Report

Fiscal Year July 1, 2015 to June 30, 2016

Dear Friends of United Way,

On behalf of the entire community, we want to thank all of our donors and volunteers for their support over the past fiscal year.

Together, with our donors and volunteers we fight for the health, education, and financial stability of every person...right here in North Central Massachusetts.

Because of your generous support and that of others, we will **LIVE UNITED:**

- Against illiteracy... through **United Way Early Childhood Literacy Initiative**, with its goal to ensure that: children enter school ready to succeed and students are successful in elementary/primary school and prepared for middle school/secondary school.
- Against hunger... through **United Way Combat Hunger Initiative**, with its goal to ensure that: children and families don't go hungry, so they can focus on becoming self-sufficient.
- Against barriers to youth success... through **United Way Youth Venture Initiative**, with its goal to ensure that: youth gain the knowledge, leadership skills, and credentials needed to obtain a job that can sustain a family.
- Against financial struggles... through **United Way Supplemental Basic Needs Initiative**, with its goal to ensure that: individuals and families are able to get on more solid financial ground.

You can find more information about these exciting initiatives on the back of this report. More importantly, you'll find on the inside how these programs are making a difference right here in North Central Massachusetts.

This year, through our initiatives and 35 other programs, we will deliver over 145,000 health and human services to local families. On behalf of our volunteer Board of Directors, we thank you for living united!

**LIVE UNITED,**

*Doug*

**Doug Petersen**

Chair of United Way of North Central Massachusetts



United Way of North Central Massachusetts  
www.uwncm.org - www.facebook/uwncm - 978-345-1577

Highlights from the year:

- **United Way of North Central Massachusetts made \$2.077 million** in grants and distributions to important programs and services.
- **United Way's Community Impact Fund** made 35 grants to local programs, which provided over 145,000 services in the area of health, education and income.
- **United Way's Supplemental Basic Needs Fund** delivered food and heating assistance as additional needs were identified throughout the year. This past year, over 8,400 individuals and families received food assistance and 164 utility assistance. In addition, \$15,000 in grants were made to three agencies so there wouldn't be a disruption in service to their clients.
- **United Way's Emergency Shelter Fund** provided shelter to homeless individuals during extreme winter events. Over 343 nights of lodging were provided to 363 individuals.
- **United Way Youth Venture**, which inspires and invests in teams of young people to launch their own lasting social ventures. The program is in 8 school systems and has reached over 9,000 students in the past year.
- **United Way 20th Annual Day of Caring** was a huge success.
  - 35 agencies submitted 54 volunteer projects.
  - 615 volunteers participated.
  - 2,000+ students from area schools
- **United Way Volunteer Center** generated thousands of hours of community volunteer service through its website portal and aggressive outreach efforts.
- **The United Way of North Central Mass.** leads all United Ways in New England for the number of meals packaged through its United Way Combat Hunger Initiative *(Heroes Against Hunger)* events. Nearly 500,000 meals have been packaged since the first event in 2013. Six events were held during the year benefitting 20 local food pantries.
- **Dolly Parton Imagination Library** is helping kids learn to read. It is a preschool literacy program that provides children with a new, FREE, age-appropriate book each month from birth until their 5th birthday. The program is sending books to over 2,400 children every month—66,098 since the program was launched.
- **Mass 2-1-1** is a free information and referral service that connects residents to health and human services in the community.
- **FamilyWise** affords prescription discounts to local residents who are uninsured or underinsured, saving residents over \$1 million since the program was launched locally.
- We also held our **Energy Forum** in partnership with Unifit. It provides important information to the nonprofit community on the various heating assistance programs.

UNITED WAY OF NORTH CENTRAL MASSACHUSETTS, INC

STATEMENT OF FINANCIAL POSITION  
June 30, 2016 and June 30, 2015

| <b>ASSETS</b>                           |                     |                     |
|---|---------------------|---------------------|
|   | <b>2016</b>         | <b>2015</b>         |
| <b>CURRENT ASSETS</b>                   |                     |                     |
| Cash and Cash Equivalents               | \$ 707,018          | \$ 870,170          |
| Certificate of Deposit                  | 506,213             | 500,215             |
| Accounts Receivable                     | 31,844              | 59,438              |
| Pledges Receivable, Net of Pledge Loss  | 780,134             | 888,249             |
| Prepaid Expenses                        | <u>28,287</u>       | <u>18,640</u>       |
| Total Current Assets                    | <u>2,053,496</u>    | <u>2,336,712</u>    |
| PLANT AND EQUIPMENT, NET                | <u>777,533</u>      | <u>792,050</u>      |
| <b>OTHER ASSETS</b>                     |                     |                     |
| Long-term Investments                   | 482,453             | 474,600             |
| Insurance Receivable                    | 64,482              | 61,110              |
| Cash Value of Life Insurance            | 10,031              | 9,550               |
| Total Other Assets                      | <u>556,966</u>      | <u>545,260</u>      |
| <b>TOTAL ASSETS</b>                     | <b>\$ 3,387,995</b> | <b>\$ 3,674,022</b> |
| <b>LIABILITIES AND NET ASSETS</b>       |                     |                     |
| <b>CURRENT LIABILITIES</b>              |                     |                     |
| Accounts Payable & Accrued Expenses     | \$ 37,018           | \$ 23,684           |
| Allocations Payable                     | 765,549             | 876,865             |
| Designations Payable                    | <u>72,540</u>       | <u>138,340</u>      |
| Total Current Liabilities               | <u>875,107</u>      | <u>1,038,889</u>    |
| <b>NET ASSETS</b>                       |                     |                     |
| Unrestricted Net Assets                 | 1,181,341           | 1,139,107           |
| Board Restricted                        | 31,701              | 56,210              |
| Temporarily Restricted Net Assets       | 1,276,843           | 1,416,813           |
| Permanently Restricted Net Assets       | <u>23,003</u>       | <u>23,003</u>       |
| Total Net Assets                        | <u>2,512,888</u>    | <u>2,635,133</u>    |
| <b>TOTAL LIABILITIES AND NET ASSETS</b> | <b>\$ 3,387,995</b> | <b>\$ 3,674,022</b> |

To obtain the entire audit or our IRS 990, please visit <http://www.uwncm.org>

STATEMENT OF ACTIVITIES  
June 30, 2016 and 2015

|  | <u>Unrestricted</u> | <u>Temporarily Restricted</u> | <u>Permanently Restricted</u> | <u>2016 Total</u>   | <u>2015 Total</u>   |
|--|---------------------|-------------------------------|-------------------------------|---------------------|---------------------|
| <b>PUBLIC SUPPORT AND REVENUE</b>              |                     |                               |                               |                     |                     |
| Contributions                                  | \$ 2,708,749        | \$ 162,086                    | \$ -                          | \$ 2,870,835        | \$ 3,213,350        |
| Less: Designations                             | (59,016)            | -                             | -                             | (59,016)            | (130,847)           |
| Less: Uncollectible Amounts                    | <u>(114,356)</u>    | <u>-</u>                      | <u>-</u>                      | <u>(114,356)</u>    | <u>(126,542)</u>    |
| Subtotal                                       | <u>2,535,377</u>    | <u>162,086</u>                | <u>-</u>                      | <u>2,697,463</u>    | <u>2,955,961</u>    |
| Program Funding                                |                     |                               |                               |                     |                     |
| Management Fees                                | 270,792             | -                             | -                             | 270,792             | 255,596             |
| Designation from other United Ways             | 89,314              | -                             | -                             | 89,314              | 61,772              |
| Contributions, Other                           | 38,402              | -                             | -                             | 38,402              | 38,428              |
| Administrative Fees                            | 12,108              | -                             | -                             | 12,108              | 35,034              |
| Interest Income                                | 10,243              | -                             | -                             | 10,243              | 7,979               |
| Donated Goods, Services, and Space             | -                   | -                             | -                             | -                   | 955                 |
| Net Assets Released from Restrictions          | 302,056             | (302,056)                     | -                             | -                   | -                   |
| Special Events, Net                            | <u>(2,889)</u>      | <u>-</u>                      | <u>-</u>                      | <u>(2,889)</u>      | <u>(2,051)</u>      |
| Total Program Funding                          | <u>720,026</u>      | <u>(302,056)</u>              | <u>-</u>                      | <u>417,970</u>      | <u>397,713</u>      |
| <b>TOTAL PUBLIC SUPPORT AND REVENUE</b>        | <b>3,255,403</b>    | <b>(139,970)</b>              | <b>-</b>                      | <b>3,115,433</b>    | <b>3,353,674</b>    |
| <b>EXPENSES</b>                                |                     |                               |                               |                     |                     |
| Program Services                               |                     |                               |                               |                     |                     |
| Gross Funds Awarded/Distributed                | 1,159,994           | -                             | -                             | 1,159,994           | 1,189,260           |
| (Less Donor Designations)                      | (60,456)            | -                             | -                             | (60,456)            | (108,690)           |
| Donor Advised Distributions                    | <u>980,289</u>      | <u>-</u>                      | <u>-</u>                      | <u>980,289</u>      | <u>1,098,416</u>    |
| Subtotal                                       | <u>2,079,827</u>    | <u>-</u>                      | <u>-</u>                      | <u>2,079,827</u>    | <u>2,178,986</u>    |
| Program Expenses                               | <u>556,145</u>      | <u>-</u>                      | <u>-</u>                      | <u>556,145</u>      | <u>570,359</u>      |
| Total Program Services                         | <u>2,635,972</u>    | <u>-</u>                      | <u>-</u>                      | <u>2,635,972</u>    | <u>2,749,345</u>    |
| Supporting Services                            |                     |                               |                               |                     |                     |
| Organizational Administration                  | 322,896             | -                             | -                             | 322,896             | 287,035             |
| Fundraising                                    | 243,695             | -                             | -                             | 243,695             | 213,150             |
| United Way of America Dues                     | <u>29,549</u>       | <u>-</u>                      | <u>-</u>                      | <u>29,549</u>       | <u>24,573</u>       |
| Total Supporting Services                      | <u>596,140</u>      | <u>-</u>                      | <u>-</u>                      | <u>596,140</u>      | <u>524,758</u>      |
| <b>TOTAL EXPENSES</b>                          | <b>3,232,112</b>    | <b>-</b>                      | <b>-</b>                      | <b>3,232,112</b>    | <b>3,274,103</b>    |
| <b>CHANGE IN NET ASSETS FROM OPERATIONS</b>    | <b>23,291</b>       | <b>(139,970)</b>              | <b>-</b>                      | <b>(116,679)</b>    | <b>79,571</b>       |
| <b>OTHER INCREASE (DECREASE) IN NET ASSETS</b> |                     |                               |                               |                     |                     |
| Unrealized Gain (Loss) on Investments          | (4,997)             | -                             | -                             | (4,997)             | (5,282)             |
| Loss on Disposal of Assets                     | <u>(569)</u>        | <u>-</u>                      | <u>-</u>                      | <u>(569)</u>        | <u>-</u>            |
| Change in Other Net Assets                     | <u>(5,566)</u>      | <u>-</u>                      | <u>-</u>                      | <u>(5,566)</u>      | <u>(5,282)</u>      |
| <b>CHANGES IN NET ASSETS</b>                   | <b>17,725</b>       | <b>(139,970)</b>              | <b>-</b>                      | <b>(122,245)</b>    | <b>74,289</b>       |
| <b>NET ASSETS, BEGINNING OF YEAR</b>           | <b>1,195,317</b>    | <b>1,416,813</b>              | <b>23,003</b>                 | <b>2,635,133</b>    | <b>2,560,844</b>    |
| <b>NET ASSETS, END OF YEAR</b>                 | <b>\$ 1,213,042</b> | <b>\$ 1,276,843</b>           | <b>\$ 23,003</b>              | <b>\$ 2,512,888</b> | <b>\$ 2,635,133</b> |



## United Way Supplemental Basic Needs Initiative

"8,400 families received assistance last year thanks to our donors"

**Y**ou never know what life will throw at you. For one family it was almost unimaginable. It was bad enough that the mom was struggling with a serious

and life threatening illness, but dad unexpectedly lost his job and they were subsequently forced to move to a local campground with four kids.

Because of how quickly it happened and qualifying for benefits, the family was

struggling to meet the most basic needs of food, shelter and healthcare.

Thanks to donor support, the family was provided with food and other resources to get them back on track.

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## United Way Early Childhood Literacy Initiative

**"Every month over 2,400 books are delivered to children in seven communities."**

**O**ne mom shared with us a story on how the Dolly Parton Imagination Library transformed her child into an avid 'reader.'

Prior to the program, her young daughter had little interest in being read to or looking through books.

For the single mother, who had limited

transportation options and resources, the program made the difference because an expert panel selects the books, which are age-appropriate and designed to engage the child.

The daughter who once didn't have any interest in reading now anxiously awaits for the mail carrier every month.

As a local, independent nonprofit, the work of United Way of North Central Massachusetts is made possible thanks to our incredible volunteers and generous donors in the 22 communities we serve. Here in North Central Massachusetts, we **LIVE UNITED** against **hunger**, **illiteracy**, **barriers to youth success** and **financial struggles**. The United Way volunteer Board of Directors extends a heartfelt thank you to all the donors who made it possible for us to deliver over 145,000 health and human services to local families in need.



## United Way Combat Hunger Initiative

"Nearly 500,000 meals packaged since the program was launched"

Steve and his family know firsthand how important it is for the community to have a safety net.

Just like so many families, Steve, his wife and

kids were getting by and one thing led to another and the entire family was suddenly homeless.

It was at a United Way Combat Hunger Event (United Way Heroes Against Hunger)—where Steve was volunteering packaging food for local families—that we learned about his

story.

It was the local services and food pantries that gave Steve and his family the helping hand they needed to get back on their feet. With a debt of gratitude, he wanted to make sure that other families have the same safety net that he had.



## United Way Youth Venture Initiative

"Thousands of students have been exposed to the program since it was launched in 2002"

When I first heard about United Way Youth Venture, I thought it was too good to be true, making the decision to join has changed my life completely and forever!

Throughout the years, United Way Youth Venture gave me numerous opportunities and also gave me the chance to learn, to

teach, to make a difference locally and globally and to make my dream come true.

I really recommend to everyone I know to get involved because it was the best thing that happened to me!"

**Rafaela**  
Graduate of Leominster High School