



UNITED WAY OF NORTH CENTRAL MASSACHUSETTS

Community Connection

NEWSLETTER

SPRING 2024

Naomi Finds Support and Hope



Thanks to the unwavering support of our community and donors, the United Way of North Central Massachusetts has been able to provide support to 44 local agencies, including Catholic Charities in Leominster. Every day the organization encounters families struggling to provide meals and clothing for their children. Naomi's story is one example of the challenges faced by many in our community.

Naomi, facing financial struggles and a sense of despair, turned to Catholic Charities. Her son, who had a stroke at the age of 2, always wears a smile despite the pain. Naomi stays home and dedicates herself to caring for him and managing his therapy. While she cherishes every moment with her son, the financial strain is evident, es-

pecially with her husband being the sole provider for the family.

Before Catholic Charities stepped in, Naomi struggled with reduced food stamps and the substantial expense of diapers. Yearning for a support system, she found solace at Catholic Charities, which provided essential services. This assistance enables her to remain at home and care for her son.

Naomi expresses gratitude, describing her experience with Catholic Charities as nothing short of a blessing. During monthly visits, she accesses services like the diaper program, clothing, food pantry, and other essential assistance. She appreciates the staff's enthusiasm

Continued on page 4

PARTNER SPOTLIGHT



Amy Bonilla from Rollstone Bank & Trust recently answered a couple questions about the bank's partnership with UWNCM.

Why does your company partner with United Way?

Rollstone Bank & Trust is a community bank in every sense of the word. We don't just provide banking products and services, we also work to better the lives of the people in our region. The partnership with United Way is a natural fit. When we work together for the greater good, our collective efforts grow exponentially.

What does your company enjoy most about partnering with United Way?

Our employees are always generous with the annual campaign, but one of their favorite events is the annual Day of Caring. There are usually a dozen or more RBT employees that participate. They have been involved in a wide variety of projects, helping children, seniors, veterans, and more. They love the opportunity to give back to the community and meet like-minded people from other organizations.

Workers Credit Union: An Enduring Partnership

For United Way corporate partner Workers Credit Union (Workers), giving back is a given.

Founded in Fitchburg in 1914 by a local businessmen who sought to bolster the economic welfare of fellow immigrants, Workers has long placed a high priority on helping the communities it serves, both financially and through volunteering.

“Community support is part of Workers’ DNA,” says Deborah Halperin Colbert, a Workers representative. “Giving back is important to our company and employees as well as our members – it’s one of the reasons people like being part of a credit union.”

She adds, “The credit union works with and supports a variety of non-profits in our area, and one of its most important partnerships is with UWNCM.”

Workers is in fact a shining example of the many ways companies can collaborate with UWNCM to create positive impacts in North Central Massachusetts. They currently run one of the longest-term workplace campaigns in UWNCM history, enabling employees to provide sustained support for critical UWNCM programs year after year.

In addition, Workers gives annual corporate gifts and can be counted on to step up when urgent needs arise – such as making special donations to UWNCM to provide emergency shelter when temperatures drop and to support food pantries when shelves run low.



Workers Credit Union has been a longtime participant in UWNCM’s Day of Caring, an annual event that brings together volunteers from local companies and community residents to make change in the community.

Workers has also been a longtime participant in UWNCM’s Day of Caring, sending dozens of employees to volunteer for local causes each year. Furthermore, their staff have served on the UWNCM Board of Directors and community committees, and they have sponsored events including our Youth Venture Kick Offs, Community Celebrations, and more – the list could go on.

In honor of Workers’ exceptional dedication to the community, UWNCM awarded them the Spirit of North Central Massachusetts Award for Corporate Leadership in both 2020 and

2023. In May 2023, we also presented them with our 30-Year Legacy Award, recognizing three decades of fruitful collaborations between UWNCM and Workers.

Speaking of steadfast partnership, Jaclyn Mayo, Director of Resource Development at UWNCM, says, “We are proud of our enduring partnership with Workers. Every Workers employee and credit union member is a piece of the partnership, giving of their time and finances to serve others in our communities. You are the hand-raisers and game-changers of North Central Massachusetts!”

Empowering Change: UWNCM's Remarkable Year of Community Support and Impactful Growth

This fiscal year, UWNCM mobilized the caring power of community to help others like never before, bringing relief to people in need while building a better tomorrow.

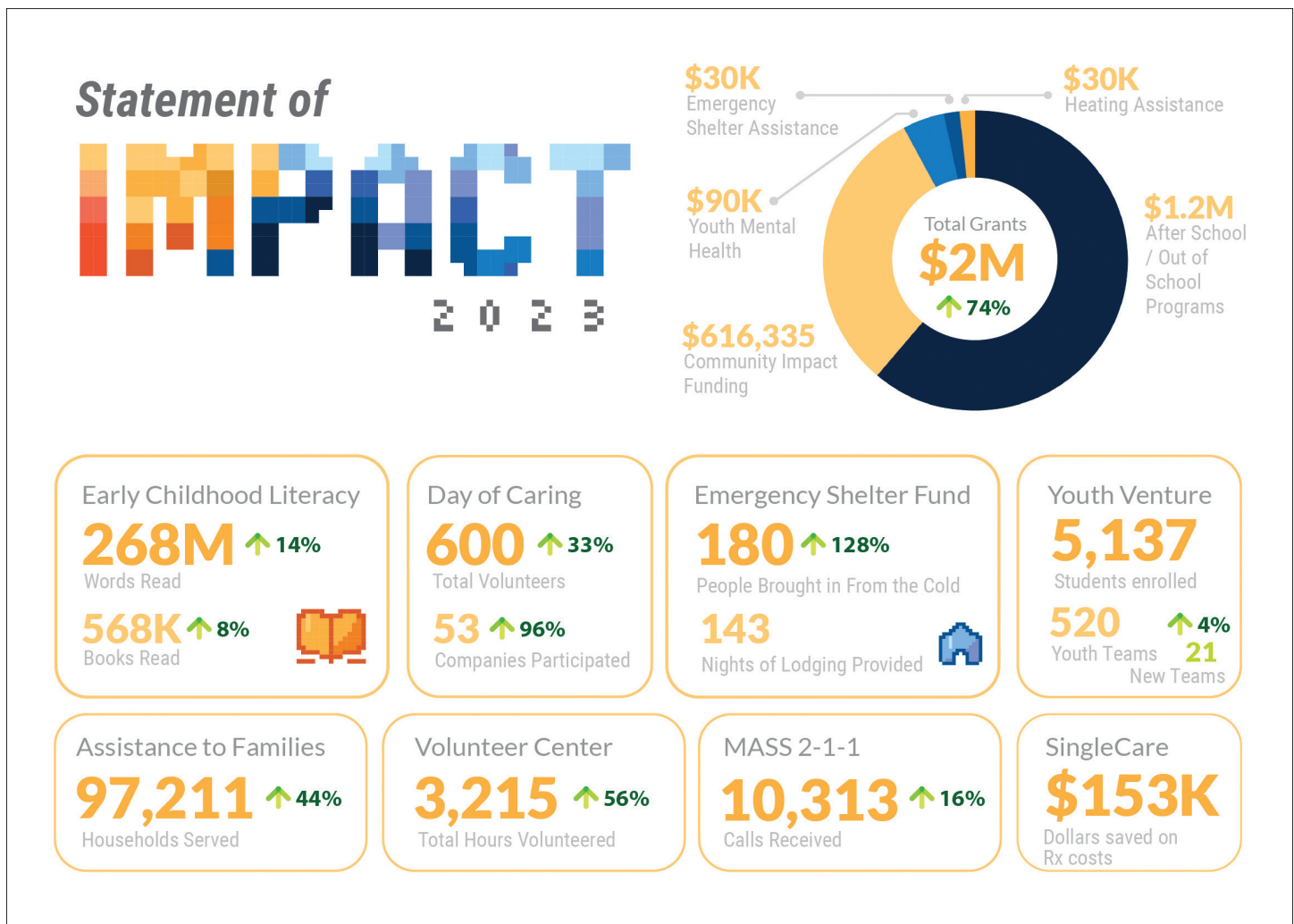
The organization expresses gratitude to its extensive network of supporters, agency partners, and volunteers, highlighting the collective impact made for 97,211 households. This marks a significant increase of 44% from the previous

year and more than double the impact achieved just two years ago.

The numbers underscore the effectiveness of unity in addressing various challenges. UWNCM responded promptly to emerging needs, such as launching a winter heating fund and organizing food drives to address shortages in local pantries. Additionally, the organization established roundtables to bring together the region's best re-

sources for creating long-term change. They refined existing initiatives aimed at advancing the common good.

UWNCM expresses the hope that the community takes pride in the collective accomplishments and feels inspired to contribute to building on the momentum, envisioning an even brighter future for North Central Massachusetts.





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US Postage
PAID
Permit No. 19
Fitchburg, MA 01420

Return Service Requested

Printing sponsored in part by **alphagraphics** in Shirley, MA



We Want to hear from You!

UWNCM is undertaking a **Community Needs Assessment** to help us understand the current community needs and trends within North Central Massachusetts. This Assessment will allow us to gauge where community needs are being met, where gaps in service may exist and where UWNCM should invest donor dollars.

It only takes a few minutes!

Available in five languages



Gathering to Give
Harvesting for a Cause Food Drive
October 1 - December 12, 2023

850 FAMILIES SERVED throughout North Central MA	2,550 INDIVIDUALS SERVED 33% under age of 12 25% over the age of 65
13 LOCAL ORGANIZATIONS engaged in food drive	13K POUNDS OF FOOD DISTRIBUTED Value of \$12,000
\$33K DOLLAR VALUE OF DRIVE through in-kind donations, collection boxes, food purchased by UWNCM and volunteer assistance	

Naomi (Cont.)

for her son and their genuine concern for his well-being.

“Thanks to the support from United Way, Catholic Charities is able to provide the essentials of life for our community. We extend our deepest gratitude to UWNCM for being an essential part of our mission. Together, we make a meaningful and positive impact that truly matters.” said Leominster Catholic Charities’ staff member Antwain Kuykendoll.

It is through the continued collaboration with our donors and local organizations that we ensure individuals like Naomi can navigate their challenges and provide for their loved ones.



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