

GIVE.

ADVOCATE.

VOLUNTEER.

Welcome to the debut issue of our LIVE UNITED Newsletter.

This issue is the first of quarterly newsletters that we hope will help spread the word about all the good things happening here at United Way.

We have a great deal to share with you, as we work with our community – including our partner agencies, volunteers, and especially, our generous donors – to help make a positive difference in the lives of many adults, children, and entire families.

Periodic newsletters, however, can only touch the surface of our efforts to tell you what we're all about, and to keep you up-to-date on all that we are working on. Therefore, we encourage you to visit our website at www.uwgfr.org, or to stop in to see us at 80 North Main Street (right next door to the "People's University" – the Fall River Public Library) and learn more about YOUR United Way.

The People's United Way is LIVING UNITED. It's a call to action that encourages everyone to help make a difference in people's lives by giving, advocating, and volunteering. Please join us.



63rd ANNUAL AWARDS RECEPTION

Our 63rd Annual Awards Reception was held on March 24th, 2010 at the Venus de Milo restaurant in Swansea, MA.

The reception featured special awards to honor outstanding companies and organizations for their support during last year's campaign. Citizens-Union Savings Bank was awarded the Number One Giving Company Award and Ninth Street Day Nursery received the Agency of the Year Award. Ninth Street will also be celebrating their hundredth year anniversary this year.

There were also awards given to individuals who have made a lasting impression on United Way and the community it strives to help. This year's recipients included Pam O'Neil and Jeannine Boisvert of People, Inc. for 2009 Campaign Coordinators, and Michael McDonald of BankFive for Campaign Chair.



Michael McDonald,
2009 Campaign Chair

THOMAS F. COONEY MEMORIAL AWARD



Bob Home, Executive Director,
with Claire Carreiro

The Thomas F. Cooney Memorial Award is given each year to the campaign volunteer who best exemplifies the qualities of leadership, organization, thoughtfulness and achievement; all of the qualities that the late Mr. Cooney demonstrated.

This year's recipient is Claire D. Carreiro, Vice President, Area Branch Manager of BankFive.

Over many years, Claire has raised thousands of dollars soliciting small business in one of the most difficult divisions in our Annual Campaign. As Chair of the Fall River Small Business Division for 2009-2010, Claire raised over \$15,000 for the 2009 campaign. Although the total dollars in this division represent

a small percentage of our campaign, the effort needed to reach its annual goal is unmatched by any of our volunteers.

Claire is a long time member of the Lantern Society, and received a Long Term Volunteer Award in 2007. She was also honored with a special "Small Business Volunteer Award" in 2005. Claire truly deserves this award for all of her efforts in helping to improve the lives of others in our community.

Should YOUR group be registered with Mass 2-1-1?

United Way is providing Greater Fall River residents with round the clock access to free, confidential information for people seeking support services, such as child and elder care, emergency food and shelter and substance abuse treatment.

Any group that provides a service to individuals in the community - such as PTOs, church groups and senior centers, as well as health & human agencies - should register their programs. By dialing 2-1-1, individuals and families seeking services are connected with the appropriate community-based organizations and government agencies.

In order for 2-1-1 to be most effective, we are asking that all local agencies submit their information! To sign up, follow the directions below:



1. Go to www.mass211help.org
2. Click on ProviderPortal in the "Take Me To..." box.
3. Once in the Provider Portal, click on the third option, "Not yet listed in the Resource Library?"
4. Once the form is submitted, you will receive an e-mail with further instructions.

If your organization has not yet signed up, please take a moment to do so to assist us in efficiently directing individuals to the appropriate services.

LOANED EXECUTIVES MAKE A DIFFERENCE

We welcomed four Loaned Executives this fall to help out with our campaign. Thanks to BankFive, Citizens-Union Savings Bank, St. Anne's Credit Union and Bank of Fall River, each "loaned executive" spent two weeks helping us contact companies, deliver campaign materials, make presentations and help in their own special way with endless office work.



John Cooke, from BankFive, used his expertise in helping us redesign our website, along with making several company employee presentations in Spanish.

Kerri Gomes, from Citizens-Union Savings Bank, coordinated Citizens-Union's "1st Annual Giving Back to the Community Autumn Craft Fair", raising over \$4000 for United Way from crafters entrance fees. Kerri hopes to coordinate a 2nd fair next autumn.



Fatima Mello-Gouveia, from St. Anne's Credit Union, spent her time helping out with our United Way agency campaigns, as well as setting up many campaigns in our Small Business Sector.

Bob Sylvia, from Bank of Fall River, helped us with our campaign mailings. He also agreed to come back as a year round volunteer and joined our Allocations Committee.



We also welcomed back several of last year's Loaned Executives: Dave Correia from Bank of Fall River volunteered his time to coordinate our phonathon again; Nancy Fernandes from Citizens-Union Savings Bank enthusiastically agreed to make campaign presentations in Portuguese as needed; Liz Carreiro from St. Anne's Credit Union served on our Campaign Committee, and Mike Correia from BankFive served on our Allocations Committee.

Thank you all for your time and dedication to United Way of Greater Fall River.

United Way is on FACEBOOK!



Join us on Facebook! Simply type "United Way of Greater Fall River" in the search box and become a fan. We're only a click away and you will receive the latest news and updates. You can also donate through our causes page by visiting <http://apps.facebook.com/causes>. Type our name in the Search Causes box and invite your friends and family.

Follow us on Twitter by visiting <http://twitter.com/UnitedWayGFR>. Tweet and spread the word on how to Live United!

Please consider the environment & receive this newsletter via email. Contact Solight Sou at solightuw@aol.com to be added or removed from our mailing list.

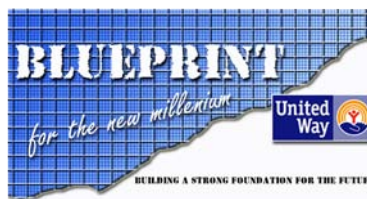
WHERE DOES YOUR \$ GO?

The allocation process of United Way is one of the most important parts of our operations. This process is unique among fundraising federations.

Each year, approximately 40 volunteer donors conduct a comprehensive review of our member agencies. They evaluate the agencies' programs and finances, assuring our donors that their gifts to the United Way are being used for important local programs and that the agencies providing the services are fiscally responsible.

The Executive Allocation Committee ultimately makes a recommendation to the Board of Directors for a final vote. The allocation panels processed \$794,001 for 17 member agencies for the 2010 funding year.

CHECK OUT WHAT'S NEW WITH UNITED WAY'S ENDOWMENT AND PLANNED GIVING PROGRAMS



Our Endowment Fund experienced a healthy rebound from a difficult year in 2009, with our fund reaching the \$4 million mark at the end of March.

Through our endowment program, revenues from some of our endowment investments (\$123,141) are being used in 2010 to offset operating expenses, thereby allowing more campaign dollars to be allocated to our agencies; while other revenues (\$39,946) are available for direct services through our Community Impact Grant Program.

This year we will highlight a rebirth of the "BluePrint" newsletter beginning in the summer. Our feeling is that there are donors in our community that would like the opportunity to hear more about planned giving, and the ways in which a gift to the United Way's endowment fund can touch people's lives, now and in the future.

To learn more about making a planned gift, call United Way at (508) 678-8361.

AGENCY HIGHLIGHT: Ninth Street Day Nursery



Established in 1910 by the American Association of University Women, Ninth Street Day Nursery is a non-profit, accredited preschool that provides affordable and quality care for children. Ninth Street is one of the oldest continuously operating day care centers of its kind in the country and will be celebrating its 100 year anniversary this year.

Ninth Street has over 30 students and 5 licensed teachers and staff members who teach the children the importance of community involvement. Toy and food drives are held annually, and students are taught to "Go Green" while learning the basics of reusing, reducing, and recycling. Ninth Street also received the Red Wagon award for donating 100 books to people in need. In 2008, the United Way teamed up with National Grid to provide the school with a Day of Caring. Volunteers helped clean the school, indoors and out, and a new flagpole was installed. Unused items, ranging from furniture to toys, were donated to a housing project in Assonet.

For more information, visit their new website at www.9thstreetpreschool.org.