

Work here.
Live here.
Give here.



24 Agencies in Northwest Connecticut

2011

Campaign Volunteer Resource Kit

United Way of Northwest Connecticut



Photo Courtesy: Nancy DePecol, DePecol Design

Your United Way Representative

is happy to help you

Contact info:

United Way of Northwest Connecticut Inc.,
16 Bird Street, PO Box 1001, Torrington, CT 06790
860-489-4131 * Fax 860-626-8223
northwestunitedway.org * stephanie.uw.nwct@snet.net

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WELCOME!

Your volunteer efforts through the next few weeks of your workplace campaign will directly affect thousands of people who need help right here in Northwest Connecticut. Thank you for your commitment to making change; we simply couldn't do it without you.

It doesn't come as news that our Northwest Connecticut community is facing challenges: homelessness, hunger, domestic abuse, high school dropouts and more. These truths are discouraging, and addressing them can seem overwhelming. But there is a way to make our community a better place: by coming together to support United Way of Northwest Connecticut.

Through the donations you are helping to direct to the United Way, you can help make childhood more enriching, students more successful, old age more of a golden age, and crisis less frightening. United Way uses your colleagues' gifts – combined with the gifts of thousands of others – to fund programs according to what our community needs now. Together, then, we give hope and change lives – here in Northwest Connecticut.

As members of the Northwest Connecticut community, we are proud to lead this year's United Way campaign. And we are proud to say this is our community because we believe that, together, we can make a great change through the United Way.

Please know how much we appreciate your support. Your efforts this year, combined with those of hundreds of others who will be coordinating campaigns in their workplaces, will help ensure that our community thrives. United Way staff is available and ready to help you make this year's campaign a great success. On behalf of United Way of Northwest Connecticut's Board of Directors, staff and volunteers, and the Northwest Connecticut community – thank you!

Best regards and much success,

JoAnn Ryan
President
Northwest CT Chamber of Commerce

Matt DeRienzo
Publisher
The Register Citizen

P.S. Your gift impacts 58,936 of your friends and neighbors in Northwest Connecticut! For more information visit northwestunitedway.org.



THE CASE FOR GIVING TO UNITED WAY OF NORTHWEST CONNECTICUT

A MORE POWERFUL FORCE FOR CHANGE

Great things are rarely accomplished alone. When a marathon runner crosses the finish line in first place, she thanks her coach and her supporters who helped her train. When a student proudly walks the stage in his cap and gown to receive his diploma, he smiles back at the family and friends who helped him get to that incredible moment. It's no surprise that when people band together around a common goal, great things happen.



When we look around at our Northwest Connecticut community, we can see that some things need to change: homelessness, hunger, domestic abuse, high school dropouts and poverty. Changing these things hardly seems surmountable on our own, as individuals. But the truth is, change starts here. It starts with you. As with the marathon runner or the student walking the stage, great change can happen when we come together and support a common cause; when we find a way to address the most important challenges facing our community.



Photos Courtesy: Nancy DePecol, DePecol Design

That way is the United Way of Northwest Connecticut.

The United Way supports programs according to what our community needs now, like making childhood more enriching, students more successful, old age more of a golden age, and crisis less frightening. When you support the United Way, your dollars – combined with the gifts of thousands of others – create a powerful force for change in our community.

MEET JOSEPH



My name is Joseph, and this is my community! Thanks to a United Way funded agency I am happier than I have ever been. I joined the swim team, lost 60 pounds and became a student leader—even encouraging others to try swimming. I have more confidence to try new things!

Without United Way funding of programs that benefit children and families, Joseph would not have had the opportunity to change his life and influence the lives of other young people. **Change Lives.**

MEET DENNIS



My name is Dennis, and this is my community! Thanks to a United Way funded agency I am able to keep my mother, Stella, out of a nursing home and safe and active during the day. I can work full time while she enjoys her golden years.

Without United Way funding of Geer Adult Day Care, Dennis' mother would not be actively engaged in life. **Give Hope.**

MEET TRICIA



My name is Tricia, and this is my community! Thanks to a United Way funded agency I enjoy socializing with my friends at bingo night, game night and other social enrichment programs through LARC. And I have a part-time job at a local grocery store!

Without United Way funding and LARC's social enrichment program, Tricia would not enjoy the freedom of meeting new friends while enjoying activities that enrich her life. **Change Lives.**

MEET JENNIFER



My name is Jennifer, and this is my community! Thanks to a United Way funded agency I am able to send my youngest child, Abigail, to Pleasant Valley Children's Center, which allows me to keep my full time job! As a single parent, being able to afford quality child care and pay my bills gives me hope.

Without United Way funding of child care programs, Jennifer would not be able to continue her full time job and might end up on welfare to survive. **Give Hope.**

MEET ZACH



My name is Zach, and this is my community! Thanks to a United Way funded agency I am here today to live my life the way I choose. I was angry and anxious and feeling suicidal—now I am setting goals and meeting them. I have a new sense of confidence and freedom.

Without United Way funding of programs that benefit the sick and at risk, Zach might not be here today to share his joy of life with us. **Give Hope. Change Lives.**

WHAT TO SHARE WITH YOUR COLLEAGUES

As you ask your co-workers to make change in our community by supporting the United Way of Northwest Connecticut Annual Fund, here are a few key points you can share with them.

This is our community. Together, through the United Way, we can make childhood more enriching, students more successful, old age more of a golden age and crisis less frightening.

Everyone in our community deserves a chance to thrive. When you support the United Way, you are helping ensure everyone has that opportunity.

The United Way is a more powerful force for change for our community.

United Way uses your gift—combined with the gifts of thousands of others—to fund programs according to what our community needs now. Together, then, we create a more powerful force for change.

My Community. My United Way.

All of us have chosen to make this our community: a place where we proudly live, work, raise families and build great lives. It's up to each of us to ensure that our community remains a strong, vibrant place for everyone. We can do that by supporting the United Way.

WHAT YOUR COLLEAGUES MIGHT ASK YOU

Who benefits from my gift to the United Way

Your gift to the United Way helps babies, students, seniors, and families facing crisis.

Who decides how dollars to the United Way are invested?

Local volunteers—who comprise United Way's Citizens Review Panel—work alongside United Way's professional staff and human service professionals to help ensure your gift to the United Way does the most good to help the most people.

How else can I learn more about United Way's work in my community?

You can visit our Web site at northwestunitedway.org, which has valuable information about the change you help make in our community when you support the United Way.

How can I make the most change in my community?

When you give a leadership gift—an annual contribution of \$1,000 or more—to United Way, you join hundreds of like-minded individuals in our community who come together to make significant change for those in need. For more information on leadership-giving societies, please call the office at 860-489-4131.

TOOLS YOU CAN USE

As the volunteer coordinator for your company's workplace campaign, you are helping lead the charge in asking people to give hope and change lives ...here in Northwest Connecticut! To support your efforts, we've developed these campaign materials and resources for you to use:

CAMPAIGN VIDEO: GIVE HOPE AND CHANGE LIVES

United Way of Northwest Connecticut's 2011 campaign video, "Give Hope and Change Lives" will inspire and engage your colleagues by sharing with them how we have already changed lives and given hope to others here in Northwest Connecticut.

The video can be viewed at northwestunitedway.org and you should feel free to share the link to the video with your friends and colleagues.

CAMPAIGN POSTERS AND TABLE TENTS

Get the word out about the United Way Campaign in your workplace with the new posters and table tents. Order your supplies today by e-mailing unitedwaynwct@snet.net. All supplies are free of charge!

NEW 2011 CAMPAIGN BROCHURE AND PLEDGE FORM

Giving should be easy! Thanks to your feedback, we've streamlined our brochure and pledge forms to make giving to United Way of Northwest Connecticut easier. Simply hand out the brochure (which includes the pledge card) and tear the pledge card off at the perforation! Simple!

We've included a sample of our new brochure and pledge card on the last page of this guide. You can order whatever quantity you need to run a successful campaign by e-mailing unitedwaynwct@snet.net.

LETTERS, LOGOS AND MORE...

E-mail us at unitedwaynwct@snet.net for even more on-demand tools and resources to help you run a successful campaign. Tools and resources include:

- Three steps to running a successful campaign
- 50 ways to raise funds – and FUN – in your campaign
- Campaign coordinator checklist
- Donor choice information
- Leadership giving information
- Sample campaign letters and e-mails
- United Way logos

Have questions? Reach out to our office at 860-489-4131 or e-mail unitedwaynwct@snet.net, or contact your campaign associate today!

GIFT CALCULATOR

If you pledge this amount	(52x/yr.) Weekly	(26x/yr.) Biweekly	(24x/yr.) Semimonthly	(20x/yr.) Other	(12x/yr.) Monthly	(4x/yr.) Quarterly
\$104	\$2.00	\$4.00	\$4.33	\$5.20	\$8.67	\$26.00
\$250	\$4.81	\$9.62	\$10.42	\$12.50	\$20.83	\$62.50
\$500	\$9.62	\$19.23	\$20.83	\$25.00	\$41.67	\$125.00
\$1,000	\$19.23	\$38.46	\$41.67	\$50.00	\$83.33	\$250.00

BECOME A SUSTAINING UNITED WAY OF NORTHWEST CONNECTICUT SUPPORTER

By choosing to become a Sustaining United Way supporter, you provide an ongoing, stable source of revenue that will allow United Way to continue solving our community's most pressing challenges. We will continue to use your donation to make childhood more enriching, students more successful, old age more of a golden age, and crisis less frightening. Should you have questions or want to stop payments, please contact (860) 489-4131. All payments must be in the form of a credit card or direct debit. Join us today—and thank you for LIVING UNITED.

LEADERSHIP GIVING LEVELS

- LEADERS' CIRCLE recognizes all individuals who give gifts of \$1,000 or more.
- EMERGING LEADER recognizes all individuals who give gifts between \$500 and \$999.
- EVERYDAY HERO recognizes all individuals who give gifts between \$365 and \$499. *A gift of \$1 a day makes you a member of this group!*
- GOOD NEIGHBOR recognizes all individuals who give gifts between \$52 and \$364.

A gift of \$52 enters you in a drawing for a trip to Disney World.

• To cover the costs of processing designated gifts, a fee of 9% will be charged for administration and processing of a pledged amount. Cash and checks are processed free of charge and will be delivered as soon as possible after receipt.

• In accordance with the statement of Financial Accounting Standards 116, United Way will make every effort to forward your gift to the organization to which you designate. However, if the organization is not in compliance with current United Way policy, or if this form is not completed as directed, United Way reserves the right to redirect your gift to support United Way's Community Fund. For more information, please call (860) 489-4131.

United Way does not provide goods or services in whole or partial consideration of any contributions made to United Way by payroll deduction. Upon request, you may obtain a copy of United Way of Northwest Connecticut, Inc.'s latest financial report by writing to United Way of Northwest Connecticut, Inc., 16 Bird Street, PO Box 1001, Torrington, CT 06790.

Privacy Statement

United Way of Northwest Connecticut, Inc. is committed to protecting your privacy. Because your privacy is important to us, we provide you this notice explaining how we treat information provided to us. We believe that you should have control over who receives your personal information, whether it concerns where you live, what your interests are or how you choose to conduct transactions. Therefore, we do not use or disclose information that you may give us, such as your name, address, e-mail address or telephone number, to any outside companies, except for the use of completing a donation transaction that you initiate. We do not rent, trade or sell our lists of contributors. Gifts to United Way may be tax deductible. Please consult your tax advisor.

MEMBER AGENCY DIRECTORY

American Red Cross, CT Region 21 Prospect St., Unit B, Torrington, CT 06790 Phone: (860) 482-8182
Comprehensive assistance for disaster victims; community disaster preparedness; emergency assistance for service members and families; international services; biomedical support; health and safety training and certification.
www.ctredcross.org/torrington

Boy Scouts of America, Northwest Hills District 241 Kennedy Drive, Torrington, CT 06790 Phone: (800) 414-2433
The Comprehensive Youth Development Program is designed to develop physical and mental fitness, promote citizenship and build positive character traits in young people. www.ctrivers.org

Canaan Child Care Center, Inc. 20 Whiting Dr., PO Box 811, Canaan, CT 06018-0811 Phone: (860) 824-0597
We offer programs for Infants/Toddlers, preschool and school age children. We also offer financial assistance and participate in two intergenerational programs and are open year round

Catholic Charities 132 Grove Street, Torrington, CT 06790 Phone: (860) 482-5558
Provides individual, couple, family and group psychotherapy to children and adults. We offer a sliding fee scale. Services available in Spanish. www.ccaoh.org

Community Health & Wellness Center of Greater Torrington
469 Migeon Ave., Torrington, CT 06790 Phone: (860) 489-0931
Providing primary health care in Northwest Connecticut for the uninsured and the underinsured of our communities. "Good health care is everyone's right in Northwest Connecticut." www.chwctorr.org

Connecticut Legal Services, Inc. 85 Central Avenue, Waterbury, CT 06702 Phone: (800) 413-7797
Provides free civil legal services to the poor, including domestic violence/family, homelessness/housing, public benefits, special education, elder and disability law. www.connlegalservices.org

Cornwall Child Center 8 Cream Hill Rd., West Cornwall, CT 06796 Phone: (860) 672-6989
Provides the best possible early childhood program in a stimulating environment and fosters social skills in a family atmosphere that encourages parental, community, and school involvement.

Falls Village Day Care Center, Inc. 35 Page Road, Falls Village, CT 06031-0261 Phone: (860) 824-0882
Provides year-round quality, nurturing care and developmentally stimulating programs for infants, toddlers, preschoolers, and children attending before and after school (up to age 9)

Family Strides, Inc. 350 Main St., Suite D, Torrington, CT 06790 Phone: (860) 482-3236
A non profit health and social service agency that is committed to strengthening families through ongoing education and support. www.familystrides.org

FISH, Inc. 332 South Main Street, PO Box 844, Torrington, CT 06790-0844 Phone: (860) 482-7300
Provides regional programs/services to low-income/vulnerable individuals/families. We have a 35-bed emergency shelter, Food Pantry, Clothing Room, Operation Fuel/Warm thy Neighbor/FEMA assistance, emergency prescription assistance, and Holiday Programs.

Geer Adult Day Center 99 South Canaan Road, PO Box 819, Canaan, CT 06018-0819 Phone: (860) 824-7067
For 25 years our mission has been to enhance the quality of life and maintain independence for our participants while supporting family efforts to keep their loved ones at home. www.geercares.org

Girl Scouts of Connecticut 663 East Main St., Torrington, CT 06790 Phone: (860) 482-4495
Girl Scouting helps girls develop their potential and become competent, resourceful women. It is a preventative, comprehensive, informal education program accessible to all girls. www.gsnwct.org

Infoline, Northwest Region – Call 211 1344 Silas Deane Highway, Rocky Hill, CT 06067
Child Care Infoline Call 1-800-505-1000
A free, confidential 24/7 telephone service offering information and referral, crisis intervention, suicide prevention, and child care resource information. Spanish speaking staff/TDD available. www.infoline.org

LARC 314 Main Street, Torrington, CT 06790 Phone: (860) 482-9364
Promotes general welfare of individuals with developmental disabilities. Provides support, housing and employment opportunities, leisure time, educational and other program activities using generic community resources. www.litchfieldarc.org

McCall Foundation, Inc. 58 High St, PO Box 806, Torrington, CT 06790 Phone: (860) 496-2100
Provides outpatient, partial hospital, intensive outpatient, residential, parenting and prevention programs for substance abusers and/or their family members in NW Connecticut.

CMHA's Northwest Center for Family Service 315 Main St., Lakeville, CT 06039 Phone: (860) 435-2529
100 Commercial Boulevard, Torrington, CT 06790 Phone: (860) 482-8561
The Northwest Center for Family Service & Mental Health is an Outpatient Psychiatric Clinic for children and adults and a multi-service family service agency. www.nwccct.org

Nutmeg Big Brothers Big Sisters 127 Scott Rd, Ste 4A, Waterbury, CT 06705-3285
Phone: (866) 574-2447; (866) 524-2447
Provides one-to-one mentoring relationships to at-risk and disadvantaged children with qualified, caring adult volunteers. www.nutmegbigbrothersbigsisters.com

The Pleasant Valley Children's Center 17 Church St., North, New Hartford, CT 06057
Mailing Address: PO Box 132 Pleasant Valley, CT 06063 Phone: (860) 738-3211
A parent co-operative preschool. For over 35 years we have provided high quality early education for the young children of our community. We work to support the development of children and their families.

The Salvation Army Winsted Service Center (Winsted, Colebrook, Barkhamsted, Falls Village, Norfolk)
110 Main Street, Winsted, CT 06098 Phone: (860) 379-8444
PO Box 628, Hartford, CT 06142-0628 Phone: (860) 543-8400
Comprehensive emergency assistance including food pantry and vouchers, utility, clothing, housing assistance, holiday assistance and summer camp for children and adults, and after school program.
www.salvationarmy-ct-ri.org

Susan B. Anthony Project, Inc. 179 Water Street, Torrington, CT 06790-0846 Phone: (860) 489-3798
24-hour Crisis Line (860) 482-7133
Provides counseling, 24-hour crisis line; shelter for victims of domestic and sexual abuse; community education and outreach. www.sbaproject.org

USO of Metropolitan New York 625 Eighth Avenue, North Wing, 2d Floor, New York, NY 10018
Phone: (212) 695-5590
Provides active duty/reserve military personnel/dependents with employment assistance, entertainment, food, lodging, tourist information, referrals for problems and visits to VA facilities. www.uso.org

Visiting Nurse Services of Connecticut (Torrington) 65 Commercial Boulevard, Torrington, CT 06790
Phone: (860) 482-6419
Provides quality home nursing; home health aide; hospice; physical, speech and occupational therapy, and medical social services for people of all ages, 7 days a week. www.vnsct.com

Winsted Area Child Care Center, Inc. 185 Prospect Street, Winsted, CT 06098 Phone: (860) 379-0006
Provides quality educational childcare at an affordable rate for children ages six weeks to twelve years to single working parents and low-income families. www.winstedareachildcare.com

YMCA of Northwestern Connecticut
259 Prospect St., Torrington, CT 06790 Phone: (860) 489-3133
480 Main St., Winsted, CT 06098 Phone: (860) 379-0708
77 S. Canaan Road, Canaan, CT 06018 Phone: (860) 824-2790
Builds strong kids, families, and communities by developing a healthy spirit, mind and body in children and adults through programs that foster caring, honesty, respect and responsibility. Literacy Volunteers: 860-379-0708; Winchester Youth Service Bureau: 24-hour beeper (all calls confidential): (860) 330-0006.
www.northwestctymca.org

Join us. Give now.

Please review the **giving categories** below as you make your decision. Make your gift online at www.northwestunitedway.org or return this form.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE (____) _____

E-MAIL _____

I PLEDGE \$ _____ PER PAY PERIOD FOR A TOTAL OF \$ _____ PER YEAR. MY PAY PERIOD IS: WEEKLY BIWEEKLY MONTHLY

I WANT AUTOMATIC BANK WITHDRAWAL. Please contact me.

I AM ENCLOSING MY TOTAL GIFT OF \$ _____

BILL ME: MONTHLY QUARTERLY OR ON _____ (DATE) FOR FULL AMOUNT

BILL MY CREDIT CARD FOR FULL AMOUNT:
 VISA MASTERCARD AMERICAN EXPRESS
 CREDIT CARD #: _____

EXP. DATE _____

SIGNATURE _____

May we include your name and contact information on a donors list? Yes No

2011 GIVING CATEGORIES – THE CIRCLE OF CARING

LEADERS' CIRCLE Gifts of \$1,000 or more

EMERGING LEADER Gifts between \$500 - \$999

EVERYDAY HERO Gifts between \$365 - \$499
A gift of \$1 a day makes you a member of this group!

GOOD NEIGHBOR Gifts between \$52 - \$364
A gift of \$52 enters you in a drawing for a trip to Disney World.

Send your gift to:
 UNITED WAY OF NORTHWEST CONNECTICUT
 P.O. BOX 1001, TORRINGTON, CT 06790

[SAMPLE]

If you're company offers payroll deduction—fill out this form to be given to the HR department or your in-house campaign coordinator.



If you're company does not offer payroll deduction—fill out this form and mail back to the United Way office—POBox 1001, Torrington, CT 06790



Leadership categories for giving—see how easy it is to be a leader? Just \$1 per week makes you a Good Neighbor!

