



United Way
of Pioneer Valley

Annual Report
FY 2019



Jennifer Moulton Proctor

1972-2020

Jen Moulton Proctor, our colleague and friend, passed away in January. She was a creative and passionate United Way supporter. We will miss her immensely.

BETTIE MERCURY...PURPLE...JAY...STORMY...
BUTTERS...STAR WARS...CORN HOLE...ROLLER
DERBY...CRICUT...STUPID CANCER...CAPTAIN
MARVEL...ARTS AND CRAFTS...CREATIVITY...
PASSION...AMERICORPS VISTA...OPIOID CRISIS...
INNOVATION...ECLIPSE...COMMITMENT...FEET ON
THE GROUND...HOLYOKE...COMMUNITY...**JEN**

From Our Leadership

The United Way of Pioneer Valley (UWPV) is proud to report that we continue to lead as an organization that provides a measured and wide-reaching community impact throughout the 25 towns we service.

We continue to find new ways to work with our partner agencies to reach more clients in need, and provide service in the most effective and efficient ways possible.

UWPV partners with local organizations as part of our overall outreach and convening functions while our support of programs in the areas of food security and basic needs, youth development, financial literacy, information referrals, mental health support, and suicide prevention services continue to grow, bringing more volunteers and individual donors from our local communities, thereby increasing our community impact.

Thank you!

The image shows two handwritten signatures in blue ink. The signature on the left is 'Denis Gagnon, Jr.' and the signature on the right is 'Paul L. Mina'.

Denis Gagnon, Jr.
Chairman of the Board

Paul Mina
President & CEO

About the United Way

The United Way of Pioneer Valley is passionate about building a strong community where everyone thrives. We bring people and resources together to help our neighbors meet their immediate needs and become self-sufficient.

Our work focuses on basic needs, youth development, and financial wellness — the building blocks for a decent quality of life.

When we Live United, we tackle the toughest problems and help make the Pioneer Valley a place where everyone can realize their dreams.



- **Basic Needs:** We are committed to providing food, heat, and housing help for our neighbors. Our basic needs grants help area organizations provide these.
- **Financial Wellness:** Thrive financial centers and Volunteer Income Tax Assistance (VITA) work to improve the financial wellness of our community.
- **Community Support:** Mass2-1-1 and Call2Talk offer social service referrals and mental health info & support around the clock.
- **Youth Development:** We help kids in our communities get ready for school and provide them access to out of school programs and mentoring.

Our Top 50 Companies

5

AAA Pioneer Valley, Inc.	Dowd & Sons Insurance Agency	Ineos Melamines	Springfield College
Advance Manufacturing Company	Dufault, Vann & Carella	ISO New England	Stanley Black & Decker
Bacon Wilson, PC.	Eastman Chemical Company	Marox Corporation	Stop & Shop
Balise Motor Sales	Eversource Energy	Mass Municipal Wholesale Electric Co.	TD Charitable Foundation
Bank of America	Excel Dryer, Inc.	Meyers Brothers Kalicka, PC	The Republican
Baystate Health	Fontaine Bros., Inc.	Monarch Life Insurance Company	Travelers Insurance Company
Big Y Foods, Inc.	Goss & McLain Insurance Agency	Monson Savings Bank	UMASS Amherst Community Campaign
Bulkley, Richardson and Gelinas, LLP	Greater Springfield Independent	MP Group	UPS
C&S Wholesale Grocers, Inc.	Gulfstream	People's United Bank	UTC Aerospace Systems & IAM Machinist
Cambridge Credit Counseling	Hayden Corporation	PeoplesBank	Western New England University
City of Holyoke	Health New England, Inc.	Pratt & Whitney	Westfield Bank
Comcast	Holyoke Gas & Electric	Quality Beverage Inc.	
Costco Wholesale Corporation	Holyoke Police Department	Shatz, Schwartz & Fentin, P.C.	

Workplace Giving

For the price of a coffee or a take-out lunch, payroll deductions combine to make a powerful funding engine for our work.

It's good for employee morale,
it's good for business,
and it changes lives in the community.

"At Macy's, giving back is one of our core values and we want to create as much of a positive impact as possible.

Participating and supporting in United Way of Pioneer Valley helps strengthen our community and makes a difference in the lives of our customers."

Jon Marmen

Store Manager,
Macy's Holyoke



- **Profits:** charitable giving, volunteerism and community engagement place your brand in a bright, positive light.
- **Pride:** your employees want to work for a business that makes a positive impact in the community.
- **People:** numerous studies show that employees are more likely to stay with an employer who offers employee engagement, including workplace involvement in the community.
- **Power:** a healthy community is a better place to live and work for all of us.

THE QUESTION IS NOT WHY WOULD YOU RUN A WORKPLACE CAMPAIGN, BUT WHY WOULDN'T YOU?

Contact us to set up a workplace campaign at www.uwvpv.org or 413.693.0233.

"AAA Pioneer Valley is proud to donate to the United Way of Pioneer Valley because the money supports local programs and agencies. The dollars stay in our community to help build a better place for us all to live, work and raise our families."

Chris Mensing

President,
AAA Pioneer Valley



"We are proud to support our communities through the United Way with a generous commitment to help fund critical programs including education, health and financial security. Together with the United Way, we want to help children succeed, strengthen and support families, promote self-sufficiency, and build thriving and safe neighborhoods."

Doug Foley

Vice President of Electric Operations,
Eversource

NO ONE CAN DO EVERYTHING,

STUFF THE BUS

Following a kick-off event at Springfield City Hall, United Way volunteers and staff tackled the goal of providing 2,200 backpacks filled with supplies for the students in our region who are homeless.

Generous donors offered 11,000 school supply items from notebooks to calculators for elementary, middle, and high school students. Because of community involvement, we were able to deliver enough backpacks to meet the need in all 25 towns we serve.

DAY OF CARING

For 25 years, United Way of Pioneer Valley has recruited volunteers to work on myriad projects at nonprofit locations throughout our geographic footprint.

Painting classrooms, landscaping playgrounds, repairing fences, and wrapping gifts for children who are homeless are just a few of the team-building opportunities available each year.

This past year, 25 nonprofit agencies benefited from the kindness of local businesses that encouraged hundreds of their employees to participate.

WE ARE THE VOLUNTEER HUB.



BUT EVERYONE CAN DO SOMETHING.

9

WOMEN UNITED

Led by volunteers, Women United seeks to become a powerful philanthropic force for the 25 towns and cities of our service area through sharing gifts of time, talent and treasure to address our community's most pressing needs. Bringing together women from both the private and nonprofit sectors, we aspire to be the most recognized, esteemed and flourishing network of its kind to maximize the contribution of members to Women United and their communities locally, nationally and globally.

Since our start, we have raised more than \$60,000 to fund programs and services for women and girls throughout the Pioneer Valley.

PREVIOUS GRANT RECIPIENTS INCLUDE:

Girls Inc. of the Valley

YMCA of Greater Springfield

Junior Achievement of Western Massachusetts

Girl Scouts of Central and Western Massachusetts

Leadership Pioneer Valley

YWCA of Western Massachusetts

Western MA Hospital

CHD's Terri Thomas Girls Program

UNITED WAY OF PIONEER VALLEY WOMEN UNITED®



We cultivate funds through combined efforts including annual tax deductible membership contributions, new membership campaign drives, and hosting special events.

For more information on how to get involved, please contact Alice Buckner at abuckner@uwpv.org or 413.693.0233

Basic Needs

EACH DAY, MANY FAMILIES HAVE TO MAKE TOUGH CHOICES BETWEEN BUYING FOOD AND PAYING FOR HOUSING, UTILITIES, MEDICATIONS OR MEDICAL CARE, CHILDCARE, AND TRANSPORTATION.

At some point, **one in four** residents of the Pioneer Valley will face a need for emergency assistance. We provide access to basic needs by partnering with local organizations to deliver these services.

PROGRAM HIGHLIGHTS

Eliot Community Human Services' **Project for Assistance in Transition from Homelessness** (PATH)

Program has been able to house 16 individuals (11 households) who directly utilized the hotel/motel stays and/or utility assistance, provided through UWPV funding. Many of these individuals had long been resistant to accepting housing or other supports, making it difficult to secure permanent housing.

Offering short-term hotel/motel stays was a bridge, or tool, for PATH to engage individuals and families, help them navigate difficult processes and job

applications/interviews, and ultimately accept and maintain safe and stable housing.

YWCA of Western Massachusetts

brought on four additional beds which are reserved for survivors of trafficked domestic and sexual violence. The YWCA has had no fewer than four trafficked survivors in shelter since the beds were made available and the shelter has seen a significant increase in requests for these beds, as dedicated services for adult human trafficking survivors who have also experienced domestic or sexual violence are limited throughout the Commonwealth.

The Market at Gray House, the food pantry at **Salvation Army of Springfield** and **Providence Ministries'** meal service program offered through Kate's Kitchen have expanded their hours because of UWPV funding. This has allowed these partner agencies to accommodate the increased demand, up by 15% towards the end of the year.

833

families were kept warm this past winter.

103

women and their children were provided emergency shelter through local domestic violence programs.

7,600

additional meals were provided through UWPV-funded backpack programs, ensuring that children have access to food during non-school time.



324,295

11

**MEALS PROVIDED,
2018-2019**

1,664
individuals received
temporary shelter

155,145
bags of
food distributed



Youth Development

To seek something new is to believe in possibilities.

13

OUR PROGRAMS INVEST IN YOUTH, GIVING THEM TANGIBLE TOOLS AND SKILLS NECESSARY TO LEARN IN SCHOOL AND EXCEL IN LIFE.



While school is the foundation of a child's education, the life skills learned through out of school programs are greatly important.

We have ten out-of-school partners to provide safe and supportive after school environments for middle school youth.

United Way of Pioneer Valley has invested over \$1.8 million over 4 years in personal skills development and parental engagement.

Program Highlights

Cougars' Den, an after-school program for middle school students based in Palmer through the Collaborative for Educational Services, purposefully works with youth who have an Individualized Education Plan (IEP). This is a rare exception for such a program.

Through UWPV funding, they were able to hire more specialized staff to accommodate the unique needs of their youth including life skills classes and support in building math and science skills.

The Holyoke Boys & Girls Club partnered with Elms College's Department

of Social Work. The Targeted Literacy Program had a social work intern who was able to dedicate over 400 hours to directly support implementation program activities and behavior management.

As a result of this partnership, all program rooms included a "cool down corner". The area is a designated space in each program room for youth to calm down if they feel themselves getting out of control or if they need five minutes or so to simply relax before reengaging in activities. When utilized, many children self-select to use the space as the



environment is very comfortable. The cool down corners have been well-received by youth, staff and parents as it serves as a method for the youth to decompress and reenter the program activities.

West Springfield Boys & Girls Club's Money Matters program promotes financial responsibility and independence among Club members by building their

basic money management skills. Participants learn how to manage a checking account, budget, save and invest.

Since collaborating with UWPV, they have increased registration and retention in the Club's middle school population, hired a full-time Program Director and part-time teen coordinator to assist in the development of program opportunities.

We partnered with 12 organizations to offer programs in literacy proficiency, financial wellness, healthy lifestyles, career readiness, and tutoring in STEM-related subjects.

15

FOSTERING STRONGER COLLABORATIONS WITH SCHOOL DISTRICTS.

Data sharing encourages strategic approaches to supporting academic achievement. We gave partner agencies access to attendance records and report cards, which helped inform tutoring and mentoring initiatives in the after-school programs.

BUILDING ORGANIZATIONAL CAPACITY FOR BETTER PROGRAM DELIVERY.

New staff positions were created, making it possible to accommodate safe youth to adult ratios, leading to more individualized support for students.

HOLISTIC APPROACHES TO ACHIEVING SUCCESS.

An increase in athletic programming options led to an increase in academic performance, as many programs require a minimum grade of a "B" to participate on a sports team.

COLLEGE AND CAREER READINESS SHOULD NEVER BE DICTATED BY ZIP CODE.

939

youth in grades K-8 participated in a UWPV-funded afterschool program.



Education is the first step across the opportunity divide.

42%

of youth served through UWPV-funded programs are first-time English language learners.

1,350
hours per student

of academic and personal enrichment provided by UWPV-funded afterschool programs

Financial Wellness

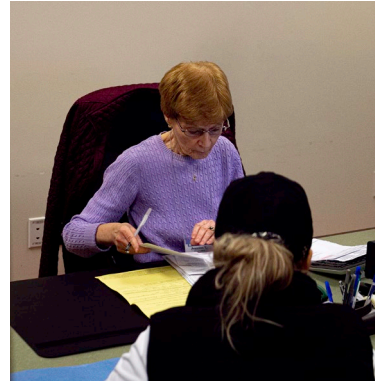
We understand that financial challenges cause stress, anxiety, and health issues. We are committed to ensuring that low to moderate income residents have access to free financial coaching and free tax preparation to help tackle some of those financial matters.

VITA: VOLUNTEER INCOME TAX ASSISTANCE

2,549 clients had their taxes prepared free of charge through the VITA program supported by United Way of Pioneer Valley last year. As a result, \$2,001,643 in Earned Income Tax Credits (EITC) was returned to the community and \$793,054 came back for Child Tax Credits (CTC). Hats off to our 46 faithful VITA volunteers who made this program possible!

THRIVE: FINANCIAL COACHING FOR THE PIONEER VALLEY

Our Thrive program provides free, confidential, one-on-one financial coaching. Trained coaches work with clients by monthly appointment, help them identify financial goals, and help them take the necessary steps towards financial success.



A client meets with a VITA tax preparation volunteer.



Financial coach Emil Farjo and Petula Williams, who bought her first home with the help of Thrive.





uwpv.org/thrive

151 clients meet monthly with Thrive coaches.

1,000+ people have attended Thrive presentations with financial tips and hints.

95% of Thrive clients have created household budgets with their coaches.

69% of Thrive clients have reviewed their credit reports with their coaches.

34% of Thrive clients have reached their personal financial goals.

32% of Thrive clients have reduced their debt.

29% of Thrive clients have improved their credit score.

28% of Thrive clients have reduced their expenses.

19% of Thrive clients have increased their savings.



Our Thrive financial coaches have worked with hundreds of people to help them become more financially secure and equipped to stay on a positive track.

A trained coach meets monthly with each client to assess their financial situation and help them set and work towards goals such as improving credit, addressing debt, correcting credit reports, saving money, and working with collection agencies.

Thrive has locations in:

Picknelly Adult and Family Education Center, Downtown Holyoke

Westfield Athenaeum

United Way of Pioneer Valley, Downtown Springfield

Holyoke Community College



thrive to go

Thrive to Go allows our financial coaches to reach clients in some of the outer regions of our geographic footprint.

Coaches meet clients regularly by appointment in libraries and community centers.

Thrive to Go visits Huntington, Palmer, Monson, and Chicopee, with more locations coming soon.



TESTIMONIALS

"The United Way Thrive program is an incredible resource! My coach has helped me build confidence in my finances and my ability to handle them. I am incredibly thankful for the support and guidance my coach and this program provide."

—Bridget, Springfield

"After just three visits with my Thrive coach, my outlook on the future of our finances has definitely changed. I was so negative and chose to ignore it, but my coach has shown me a light at the end of the tunnel! We have reduced our debt. We got a low interest credit card. I just wish we had found Thrive sooner!"

—Marcus, Chicopee

"I can't even begin to put into words all that the Thrive program has done to help myself and my family. This gives people hope. In these days and times many struggle, but Thrive is a blessing."

—Tanya, Holyoke

Our Partnerships

19

- **Attendance Matters:** We partner with the Springfield Public Schools to support their efforts to promote attendance and graduation rates. Springfield's graduation rate rose 8.1 percentage points in one year, going from 68.8% to 76.9%. The graduation rate increased 20.3 percentage points since 2012, compared with a statewide increase of 3.6 points during that time.
- **Holyoke Public Schools Attendance Coalition:** We meet regularly with a cohort of organizations tasked with improving the attendance rates in the Holyoke Public Schools.
- **Complete Count Census Committee:** We participate with other organizations to get the word out in "hard to count" communities about the importance of filling out the 2020 census.
- **Food Insecurity on College Campuses:** We convene monthly meetings with representatives from most colleges in the area to share best practices and creative solutions to address the significant challenge of college students who cannot afford meal plans.
- **Holyoke Safe Neighborhoods Initiative:** We share resources, developing grassroots relationships, and get community members connected to services.



Information Referrals

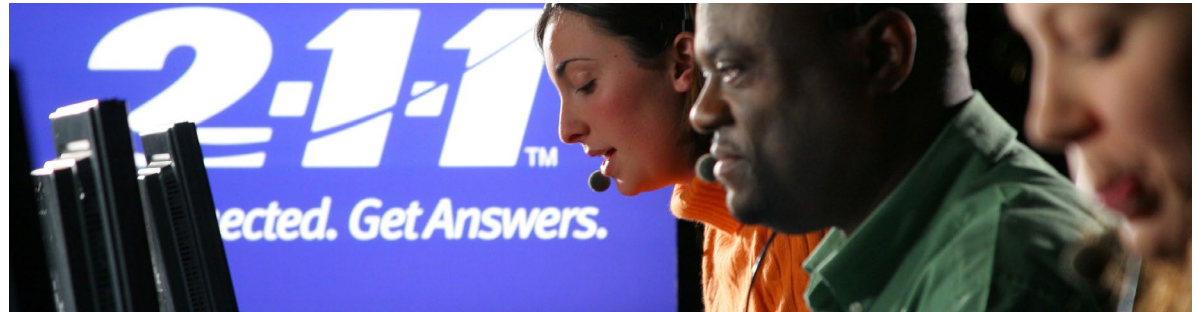
9,414

calls responded to by Mass211

24 hours a day, 7 days a week, Mass211 provides free and confidential information and referrals to social services in more than 140 languages, powered by United Way. This past year, Mass211 operators responded to 9,414 calls from residents of the towns served by United Way of Pioneer Valley seeking food, shelter, mental health resources, elder care, etc.

140

languages spoken by
Mass211 operators



Call2Talk is a mental health, emotional support, and suicide prevention program run by Mass211. It operates 24/7 and provides confidential, compassionate listening to assist people – including those who may be despondent or considering suicide – during stressful times.

Call2Talk is available by calling **2-1-1** and pressing **25** for confidential mental health support, **24/7**.



21

Call 2 Talk
We're here to listen.

Financial Position

CURRENT ASSETS

Cash	\$570,569
Restricted cash - donor choice	\$234,224
Prepaid expenses and deposits	\$9,243
Grants receivable	\$69,273
Contributions receivable, net	\$767,092
Investments	\$2,713,191
Leasehold improvements and equipment, net	\$81,157
Investments held at Community Foundation	\$100,342
Beneficial interest in perpetual trusts	\$1,306,148
Total assets	<u>\$5,851,239</u>

CURRENT LIABILITIES

Accounts payable	\$75,261
Line of credit	-
Community designation payable	\$642,014
Agency distributions payable	\$234,224
Grants payable	-
Accrued compensation and related liabilities	\$32,911
Deferred revenue	-
Total liabilities	<u>\$984,410</u>

NET ASSETS

Total net assets	<u>\$4,866,829</u>
Total liabilities and net assets	<u>\$5,851,239</u>



Board of Directors

23

CHAIRPERSON

Denis Gagnon Jr.

Belt Technologies
Agawam, MA

VICE CHAIR

Jason Newmark

Baystate Health
Springfield, MA

SECRETARY

Daniel Finnegan

Bulkley, Richardson & Gelinas
Springfield, MA

TREASURER

Brian Smith

People's United Bank
Springfield, MA

CLERK EX OFFICIO

(non-voting)

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United Way of
Pioneer Valley

George Arwady

The Republican
Springfield, MA

Julie Dialessi-Lafley

Bacon Wilson P.C.
Springfield, MA

David Griffin

Dowd Insurance Co.
Holyoke, MA

Scott Grodsky

Harry Grodsky & Co., Inc.
Springfield, MA

Van Johnson

Raipher D. Pellegrino Associates
Springfield, MA

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Monson, MA

Ben Markens

The Markens Group
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Susan O'Connor

Health New England
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Kathleen Plante

BusinessWest
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Christina Royal, Ph.D.

Holyoke Community College
Holyoke, MA

Gregory Schmidt

Doherty, Wallace,
Pillsbury & Murphy
Springfield, MA

Daniel Warwick

Springfield Public Schools
Springfield, MA

Michael Weekes

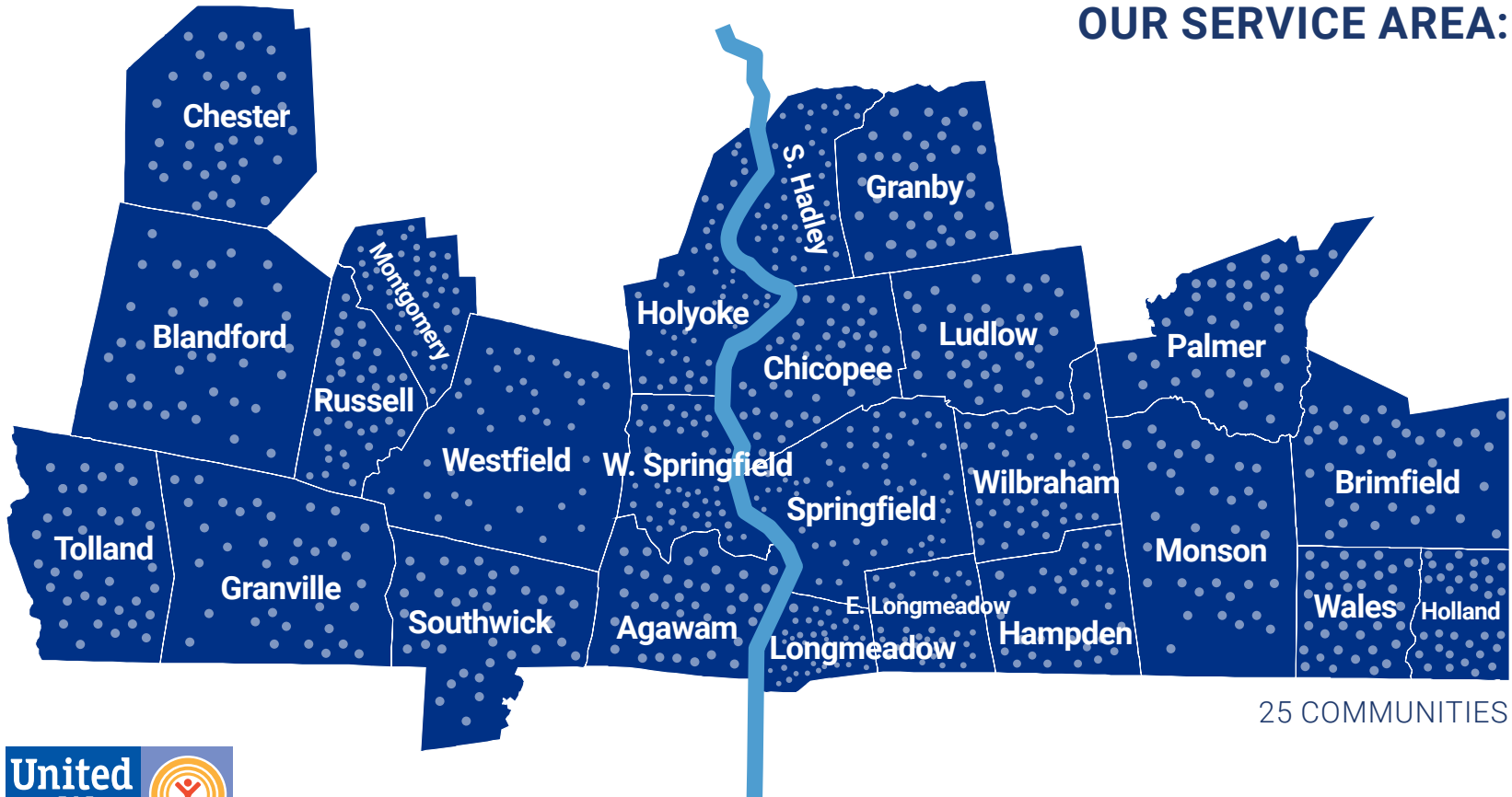
Massachusetts Council of
Human Services Providers
Boston, MA

Lora Wondolowski

Leadership Pioneer Valley
Springfield, MA



OUR SERVICE AREA:



25 COMMUNITIES



United Way
of Pioneer Valley



GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.

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