

GIVE.

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## VOLUNTEERS PLAY INTEGRAL ROLE IN UNITED WAY CAMPAIGN

Each fall, United Way receives assistance from volunteers in the community to help with our annual campaign, which raises over a million dollars for local families in need. This year's campaign officially kicked off with close to 100 supporters coming together at the Hawthorne Country Club in Dartmouth on Thursday, September 10<sup>th</sup>.

Leading campaign efforts for the second consecutive year is Campaign Chair Beth Sylvia Caldwell, Chief Operating Officer, Sylvia & Company Insurance Agency, Inc.

"While these are certainly challenging times, I'm excited about the opportunities we have this year," said Ms. Sylvia Caldwell. "People realize that the services that United Way provides, from food and shelter to hospice and tutoring, are needed now more than ever."

Ms. Sylvia Caldwell, along with the Campaign Cabinet, is currently working to secure new campaigns and help strengthen the organization's current business relationships.



Michelle Hantman, Lynn Motta & Joe Tavares

In addition, a key focus of this year's fundraising efforts is the cultivation of individual gifts from retirees and other local residents not reached by United Way's workplace giving campaigns.

"Some of our largest and most loyal contributors are individual donors including retirees and summer residents," said Michelle N. Hantman, United Way President.

"Like most United Ways, we are experiencing tremendous challenges in terms of our workplace campaigns," said Ms. Hantman. "So, while we are working harder than ever to engage the business community, we also are making strong efforts to cultivate individual donors as well."

This year's Campaign Cabinet includes:

- **Mathew Insana**, FVP of Commercial Lending at Rockland Trust
- **Lynn Motta**, VP of Commercial Services Division at BankFive
- **Joe Tavares**, VP Business Officer at Rockland Trust

United Way has also welcomed eight Loaned Executives this year, most of whom are employees that local businesses have "loaned" to United Way one day per week to support campaign efforts and help keep administrative costs low.

Members of the Loaned Executive team are:

- **Andrea Amaral**, Marketing and Public Relations Specialist at BankFive
- **LaShauna Barboza**, Account Executive at Sylvia & Company Insurance Agency
- **Betty Durkin**, Security Assistant at Lockheed Martin
- **Marlene Green**, Retail Banking Branch Operations Manager at Sovereign Bank
- **Chris Horta**, Director of Bristol County Sheriff's Office
- **Gianno Lettieri III**, Rochester Resident
- **Wendy Mendoza-Rivera**, Manager of Human Resources at New Bedford Housing Authority
- **Nelson Tavares**, Branch Manager of First Citizens' Federal Credit Union



2009 Loaned Executives



2009 Campaign Kickoff attendees

## UNITED WAY HOLDS ANNUAL MEETING



On Thursday, October 22<sup>nd</sup>, United Way held its annual meeting at Hawthorne Country Club in Dartmouth.

Attendees enjoyed a continental breakfast, followed by the annual meeting and a presentation highlighting activities and initiatives from the past year.

The annual report and financials are available upon request by calling the United Way office at 508-994-9625.



United Way of Greater New Bedford's annual report is now available! If you'd like to receive a copy, e-mail us at [info@unitedwayofgnb.org](mailto:info@unitedwayofgnb.org) or check it out on our website at [www.unitedwayofgnb.org](http://www.unitedwayofgnb.org).

## UNITED WAY AND UMASS DARTMOUTH SPEARHEAD NEW VOLUNTEER COLLABORATIVE

United Way has teamed up with UMass Dartmouth to launch SouthCoast Serves, a partnership of nearly 30 organizations that foster service and volunteerism to meet the needs of our community by leveraging resources, expertise and capacity to maximize impact. The goal of SouthCoast Serves is to lead our community to become a place where people integrate service into their everyday lives.



On Friday, October 23<sup>rd</sup>, SouthCoast Serves hosted a Legislative Breakfast to introduce the initiative to area legislators and garner support for positive community-building collaboratives.

SouthCoast Serves is looking for members to represent a cross-section of the community. Representatives from agencies, arts organizations, schools and local businesses are invited to join. For more information, contact Deirdre Healy, Director of the UMass Dartmouth Office of Community Service and Partnership, at 508-999-8641 or [dhealy@umassd.edu](mailto:dhealy@umassd.edu).

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## DAY OF CARING RALLIES OVER 100 VOLUNTEERS TO COMPLETE 500 HOURS OF SERVICE



United Way held its annual Day of Caring on Friday, October 2<sup>nd</sup>. The event mobilized over 100 individuals who volunteered at local nonprofits, resulting in approximately 500 service hours. Traditionally, the Day of Caring is an annual event in which employees from local businesses complete a day of service in the community; however, this year's Day of Caring was the first time that individuals from the general public also participated.

Local companies that took part this year included: Bank of America; Citizens Bank; NSTAR; Lockheed Martin; Morgan Advanced Ceramics/Alberox Products; BankFive; Target; and JCPenney. Individuals from UMass Dartmouth and other local organizations also participated.

To learn more about the many volunteer opportunities available in the Greater New Bedford area, visit United Way's website at [www.unitedwayofgnb.org](http://www.unitedwayofgnb.org).

The Day of Caring was generously sponsored by:



## UNITED WAY RECOGNIZES NAVIGATOR SOCIETY MEMBERS

On Tuesday, August 25<sup>th</sup>, United Way honored members of the Navigator Society – individuals who give \$1,000 or more annually – with the 2<sup>nd</sup> Annual Leadership Breakfast at the New Bedford Country Club. We sincerely thank all of the Navigator Society members who are leading the way in charitable giving through their generosity.



Find us on **facebook**

Join the United Way cause and find out about upcoming events, check out our latest photos, and even make a donation. Plus, it's a simple way to LIVE UNITED by showing your support!

To sign up, visit <http://apps.facebook.com/causes> then type "United Way of Greater New Bedford" in the Search Causes box. Don't forget to invite your friends!



## EVERY PENNY COUNTS SUPPORTING UNITED WAY IS EASIER THAN YOU THINK!

What if every time you searched the web, shopped online, or bought groceries, you could donate money to United Way - without taking any extra out of your own pocket?

That is the concept behind some of the latest fundraising trends. GoodSearch.com, a search engine powered by Yahoo, donates 50% of its revenue - approximately a penny per search - to the charities designated by its users. You use it exactly as you would any other search engine and the pennies add up quickly - just 500 people searching four times a day will earn around \$7,300 in a year. It doesn't cost the user a thing!

Similarly, with GoodShop.com you can help United Way by shopping at hundreds of well-known retailers including Amazon, Target, Macy's, Best Buy, Orbitz, Staples and many others. The shopping experience and prices are exactly the same as going to the retailer directly, but through GoodShop, up to 37% of the purchase price is donated to your cause!

Here's a quick reference guide with some easy ways to support your United Way:

### GoodSearch

Each time you perform a search on the web with Yahoo-powered GoodSearch.com, a penny will be donated to United Way of Greater New Bedford by the site's advertisers. Just type in "United Way of Greater New Bedford" before you search. This will become your default organization after the initial search.

### GoodShop

Shop at more than 600 GoodShop.com merchants including Amazon, Best Buy, Toys 'R Us, L.L.Bean and others, and a percentage of each purchase will go to your cause. Remember to type "United Way of Greater New Bedford" in the box at the top!

### shaw's Community Rewards

Shop at any local Shaw's on Tuesday, Wednesday or Thursday and use your registered Shaw's Rewards Card and 1% of your eligible purchases will go to United Way of Greater New Bedford. Visit [www.albertsons.com/cp/Shaws](http://www.albertsons.com/cp/Shaws) to register your card.