

GIVE.

ADVOCATE.

VOLUNTEER.

## Message from the President: Michelle N. Hantman

As you may have seen, our United Way was recently the focus of some media attention surrounding our board's decision to cut our final two agency payments of the fiscal year by five percent. We initiated the press release regarding the cuts - which amount to less than one percent of our total annual funding - in an effort to be open and transparent. Our intent was to also inform the public of some important internal changes. Unfortunately, those facts were not included in the articles.

These were not decisions we took lightly by any means. While we strive to maintain low administrative costs by keeping staffing at a bare minimum and relying heavily on volunteers, we also recently eliminated one full-time position and are sharing another staff member with United Way of Greater Fall River. Our four core employees are now absorbing most of the additional responsibilities. In addition, other cost savings measures have been implemented to reduce internal expenses, as well as benefit costs.

This has been a very difficult year for fundraising and we anticipate that the economic climate will continue to challenge us. Approximately 60% of the pledges raised by our organization each year come from employee giving campaigns at local businesses, with recent layoffs and ongoing financial insecurity taking their toll. We anticipate a significant shortfall in the current campaign and have already seen a dramatic increase in uncollectible pledges. When businesses close or layoff workers, those original commitments cannot be honored.

Over the past decade, United Ways nationwide have been encouraged to restructure their funding models to better meet evolving community needs. During this time, while we have explored different possibilities, our United Way has remained very much traditional in our funding practices. Time is of the essence to reflect on our business model, while seeking out ways to maximize our effectiveness internally and externally.

We remain optimistic and believe we will be stronger as a leaner organization. United Way of Greater New Bedford will emerge from this recession better positioned to meet the needs of children and families in our region.

A huge *thank you* goes to all of our generous donors, supporters and event sponsors. And to our dedicated volunteers - from board members to the individuals who assist us with mailings and various duties - you all make a difference and we need your support now more than ever!



SAVE THE DATE! **FRIDAY, JUNE 12, 2009**

Pier III - Downtown New Bedford  
5-6pm Social Hour (complimentary beer & wine)  
7pm Clambake | Music and Dancing until 11pm

MUSIC BY WIRED

\$75 per person or 10 tickets for \$650

Reserve Your Tickets Today! Call 508-994-9625

Premier beer sponsor



Premier wine sponsor



WANT TO DONATE AN ITEM FOR THE SILENT AUCTION?

Call 508-994-9625, ext. 15

## United Way Encourages Volunteerism at High Schools

United Way has recently partnered with local schools to promote youth volunteerism.

To help students fulfill community service requirements at New Bedford High School and GNBVOC-TECH, United Way staff and our VISTA volunteer conducted several freshman class trainings from February through April to familiarize students with Volunteer Solutions, our online volunteer matching database.

"The website is a terrific resource for these students, or anyone in the community who is looking for a volunteer opportunity but may not know where to start," said Caroline Cuccia, Director of Marketing & PR at United Way.

The site currently houses over 150 quality volunteer opportunities that students can browse through to find the one that's right for them. It also allows users to log their volunteer hours so they can keep track of how many they've completed.



"The training made the idea of community service more inviting to our students, many of whom are being introduced to the experience for the first time," said teacher Cheryl Hebert, who coordinated the trainings at GNBVOC-TECH. "Using the Volunteer Solutions web site took a lot of the uncertainty out of the equation for them. It's empowering for the students to choose opportunities based on their own interests."

In addition to Volunteer Solutions, United Way will also organize large-scale service days for students, such as the Youth Day of Caring which took place on Friday, May 8<sup>th</sup>.

To visit Volunteer Solutions, go to [www.unitedwayofgnb.org](http://www.unitedwayofgnb.org) and click on "Volunteer" then "Find or post a volunteer opportunity."

## Youth That Care

United Way of Greater New Bedford's 14<sup>th</sup> Annual Youth Day of Caring provided 175 student volunteers from 7 area high schools the opportunity to volunteer at local non-profit agencies, providing them with first-hand experience in giving back to their community.



Youth Day of Caring volunteers at Gifts to Give

Each year, area high school students take a day out of school to assist local agencies with a wide variety of tasks such as landscaping, stocking food pantries or spring cleaning. The initiative allows students to gain insight into the valuable role volunteerism plays in our community and to be an integral part in helping non-profits keep their costs low.



Planting flowers at the American Red Cross

"For some of these students, it's the first time they've ever been exposed to the idea of volunteerism," said Michelle N. Hantman, United Way President.

"We hope that this will be the start of a lifelong commitment to volunteerism, and that they realize everyone has something they can give," she said.



Raking and landscaping at YWCA

Area high schools that participated were: Bishop Stang High School, Fairhaven High School, GNB Regional Vocational Technical High School, Global Learning Charter Public School, New Bedford High School, Old Rochester Regional High School and Westside High School.

The Youth Day of Caring was made possible due to the generous support of our title sponsors:



Thank you also to our in-kind sponsors:



## "Stamp Out Hunger" Food Drive Helps Local Pantries

On Saturday, May 9<sup>th</sup>, United Way partnered with the National Association of Letter Carriers (NALC) for the 17<sup>th</sup> Annual **Stamp Out Hunger** Food Drive.



The drive, which covers more than 1,000 communities in all 50 states, is the largest one-day food drive in the nation, this year collecting 50,000 lbs. of food for local pantries and kitchens.

Donations are collected by letter carriers along their mail routes and then distributed to local programs. United Way's Hunger Commission of Southeastern Massachusetts coordinates logistics for the initiative each year.

"This food drive has again proven to be a lifeline for a lot of families in need," said Hunger Commission Program Director Bill Shell.

"Thousands of local people are able to put food on their tables thanks to the donations that we receive from this initiative – it's a simple way for everyone to join the fight against hunger."

## Check Out United Way Day at the New Bedford Bay Sox!

Enjoy America's favorite pastime while supporting United Way!

New Bedford's new collegiate baseball team, the Bay Sox, are hosting a **United Way Day** on Sunday, July 26<sup>th</sup> as the Bay Sox face the Sanford Mariners. Half of all ticket proceeds will benefit United Way. This is a great opportunity to cheer on New Bedford's first ever NECBL team and help your community!

Call United Way or visit [www.unitedwayofgnb.org](http://www.unitedwayofgnb.org) and click on Events for more info.

- Sunday, July 26<sup>th</sup>
- 6pm
- Paul Walsh Field  
230 Hathaway Blvd., New Bedford
- Tickets: \$5.00



- Clambake Silent Auction items
- DVD player
- Television
- Card table
- High back office chair
- Store gift card for supplies (such as Wal-Mart, Target, etc.)

If you or your organization would like to donate any of the items on this list, please call United Way at 508-994-9625 or e-mail us at [info@unitedwayofgnb.org](mailto:info@unitedwayofgnb.org).

Thank you!