



**2021**

**REPORT TO THE COMMUNITY**



**United Way  
of Greater New Bedford**

## OUR MISSION

United Way of Greater New Bedford mobilizes people, partnerships, and resources to catalyze change that strengthens the communities we serve.

Khatib family poses on their front steps as part of the Front Steps Project.



## OUR VALUES

### IMPACT-DRIVEN

We work strategically to strengthen the region by responding to community needs and evaluating the programs we run and support to ensure we have impact.

### INTEGRITY

We conduct our work as a funder, convener, and direct service provider openly, honestly, and fairly.

### COMPASSION

We conduct our work with great care and empathy towards those we are serving.

### INCLUSIVE

We value the perspectives of people from different backgrounds, experiences, races, ethnicities, and cultures.

### COLLABORATION

We work together with organizations and individuals from across the region to ensure we have the greatest impact.

### INNOVATION

We create transformative approaches as a fundraiser, funder, convener, partner, and service provider that enable us to be increasingly effective and efficient.

### LEADERSHIP

We serve as a partner on important issues and aim to inspire others to become more involved to create a stronger region.

### SERVICE AREA

Acushnet, Dartmouth, Fairhaven, Freetown, Marion, Mattapoisett, New Bedford, Rochester, and Wareham.

## A MESSAGE FROM THE PRESIDENT & CHAIR

This year's annual report shines a light on many of the people, organizations, and communities we helped, as well as those who made it possible. It was a year of growth as well as new and expanded partnerships.

At United Way, we believe that health, education and financial stability are the building blocks of a strong community. We aspire to ensure that the basic needs of all residents are met. Our approach would not be possible without the assistance of our corporate, community, town, city, and state partners. These indispensable partnerships span every sector of society. Together, we affect change on a larger scale that no single organization can accomplish alone.

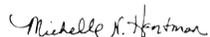
We are proud to be part of United Way Worldwide, the world's largest privately funded nonprofit; however, everything we do is local. For the community and with our community! We are a vehicle for change—connecting people with the community through service and giving, assisting organizations with grants and volunteers, and delivering services, outreach, and case management to our vulnerable neighbors.

We are committed to prioritizing diversity, equity and inclusion (DEI) in all aspects of our organization. There are no quick fixes or easy steps to success with DEI. We're learning every day how to do this work better as a staff and as a board. Together, we will intentionally and actively evaluate

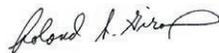
internal and external practices. We will enhance and develop strategies and procedures to embed DEI in our practices and programs. This will strengthen who we are as a provider, funder, and employer.

We know the year ahead will be a great test as we navigate the aftermath of COVID-19. And we're prepared to take on that challenge, together with you, to ensure everyone in our community has an equal opportunity to thrive.

Creating real change takes effort and commitment from each of us, and we are pleased to celebrate our collective contributions. Thank you for your support and partnership!



**Michelle N. Hantman**  
President & CEO  
United Way of Greater  
New Bedford



**Roland Giroux**  
EVP, Chief Legal officer and Corporate  
Secretary, Acushnet Company  
Board Chair, United Way of Greater  
New Bedford



Michelle N. Hantman & Roland Giroux

# COVID RESPONSE

## United Way's response in a time of crisis

The ongoing effects of COVID-19 continued to challenge us in new ways. It compounded existing issues and dramatically raised the level of need for many local residents. While each of us has been affected by COVID-19 in different ways, the pandemic underscores the health and economic disparities of lower-wage earners, people of color, and those already experiencing challenges.

We have been leading and supporting targeted initiatives and programs that are proving to be effective in helping us create a thriving community as we recover and rebuild from the COVID-19 crisis. Through the Help United Fund, we provided financial assistance to **279 households**. By covering **232 months of rent**, **43 mortgage payments**, and **164 utility bills**, we lifted weight off many shoulders.

In addition to financial resources, we distributed over 37,000 USDA Farmer to Families food boxes, thousands of units of PPE, and countless resources and support through all of our programs. People who never imagined they would need assistance, including donors and volunteers, reached out to United Way for help covering rent and utilities, or for a box of food to feed their families. We were there for them and continue to be.

In response to the vaccine hesitancy in our community, UWGNB joined six other community partners in a Massachusetts Department of Public Health grant to provide "Vaccine Access through Navigation Services." Through this partnership, UWGNB was able to hire two part-time "Vaccine Navigators." These individuals are responsible for helping to raise awareness of the COVID-19 vaccines and symptoms, assist residents with locating and accessing vaccine sites, and removing additional barriers.

As COVID-19 continues to spread, the impact it has on our most vulnerable residents will continue as well. We will continue to respond by supporting local programs and offering critical resources and services. We will unite to fight COVID-19 and accelerate innovative ways to give, advocate, and volunteer for the common good.



Father & daughter picking up a Sid Wainer & Son USDA produce box from a Mobile Market.



Jasmine receives a COVID-19 Vaccine at a Vaccine Access Clinic in New Bedford.



United Way Vaccine Navigators Jennifer and Andres hit the streets in New Bedford to talk about vaccines.



Mass 211 is the centralized hub for comprehensive information and referrals to the complete spectrum of services in Massachusetts that address the social determinants of healthy lives and communities. Mass 211 provides a stigma free, 24/7 contact center and public portal website that empowers people with the information they need to make informed decisions and get the right help for their circumstances.

In 2020, 211 became one of the most utilized numbers in the state, providing callers with information on COVID testing, vaccinations, and essential resources. Mass 211 fielded over 100,000 calls from residents looking for assistance after the Massachusetts Department of Public Health announced that 211 would be the state hotline providing real-time information on COVID-19.

Mass 211 continues to be a resource for those looking for assistance with child care, housing, state benefits, and health care. To find help, you can simply dial 211 from most phones or go to [mass211.org](https://mass211.org).

211 is made possible by local United Ways and the state of Massachusetts.

**11,181** CALLS MADE  
LOCALLY TO 211



211 Operator talks with a caller to find local resources.

## UNITED WAY STATE AND NATIONAL PARTNERSHIPS



SingleCare, formerly FamilyWize, is a free resource that provides cost savings on prescription medication to those uninsured or underinsured throughout the United States. Families and individuals can save up to 80% on their medication and can find the best price using an online tool to compare medication costs at participating pharmacies.

With many out of work as a result of COVID-19 and with the cost of prescriptions rising, SingleCare allows residents to save on their medications so they do not forego important medications they need in order to live a healthy life.

Free SingleCare cards can be obtained at [unitedwayofgnb.org/singlecare](https://unitedwayofgnb.org/singlecare).

SingleCare is a national partnership with United Way.



**\$393,073**

SAVED BY GREATER  
NEW BEDFORD  
RESIDENTS USING  
SINGLECARE

# HUNGER COMMISSION

## United Way's response in a time of crisis

The work of the Hunger Commission has never been more important than it has been over the past year. In 2020 alone, we distributed over 1.3 million pounds of food throughout the Southcoast. United Way continues to assist and supply local food pantries, soup kitchens, and shelters with food donated by local companies. We also increased the availability and variety of healthy, fresh foods to vulnerable populations by distributing food grown at Sharing the Harvest Community Farm – a program of YMCA Southcoast, Dartmouth.

To address food insecurity beyond the everyday deliveries, we serve on the Southcoast Food Policy Council (SFPC) and its Community Advisory Board. Led by the Marion Institute, the mission of SFPC is to connect, convene, and advocate for local food producers, consumers, and community leaders who seek policy and systems that strengthen our regional food system, improve community health, and eliminate food insecurity.

### Mobile Market

Now in its seventh season, the Mobile Market aims to increase access to healthy food in targeted neighborhoods in New Bedford and Wareham. Operated as a free farmer's market, residents are able to select the produce items and quantities that are right for their families. Volunteers from Sharing the Harvest also provide information on how to prepare produce items that may be less familiar.

The Mobile Markets are not only sponsored by BankFive and Southcoast Health, but their employees also volunteer their time to staff the markets each week from July to October.



Southcoast Health employees ready to handout fresh produce at Mobile Market.

**2,421** RESIDENTS BENEFITED FROM MOBILE MARKETS

**91** VOLUNTEERS SERVED AT MOBILE MARKETS



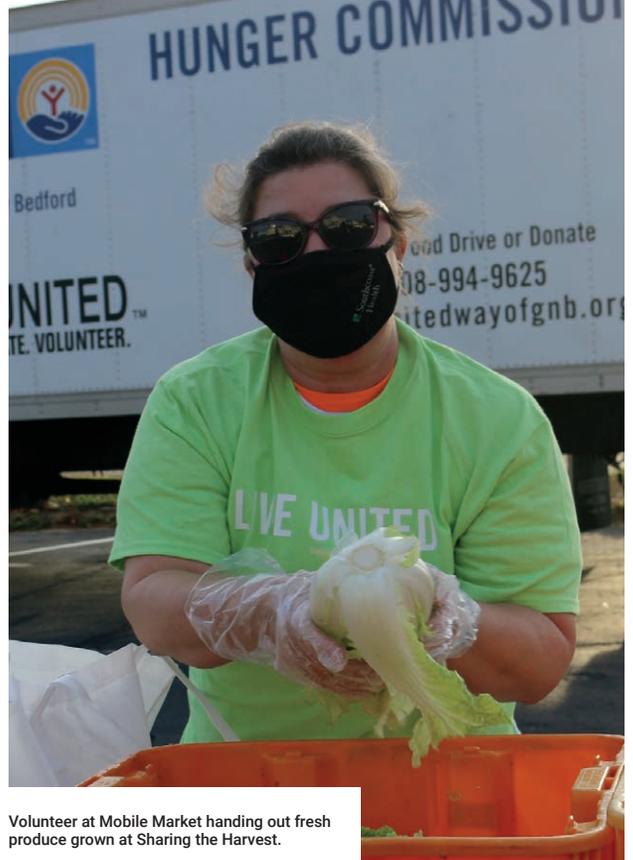
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## Hunger Heroes

Each Thanksgiving, the community comes together through Hunger Heroes to package Thanksgiving meals for families in need. While volunteer efforts were scaled down due to COVID-19, the goal remained the same: to package 1,000 meals for Thanksgiving. These meals were paired with a turkey and delivered to Hunger Commission partners for distribution to qualified families.

This year, United Way launched Hunger Heroes Spring Edition. The Spring Edition focused on food insecurity related to children in Greater New Bedford, specifically over the spring break from school. Volunteers collected and packaged meals consisting of kid-friendly food and snacks. Meals were delivered to five school districts in our service area.

Hunger Heroes provides families with food, while promoting family volunteerism and engaging the community as a whole.



Volunteer at Mobile Market handing out fresh produce grown at Sharing the Harvest.



Jennifer and Gianna prepare to package meals during Hunger Heroes Spring Edition.

**1,000** THANKSGIVING MEALS DISTRIBUTED

**1,000** KID FRIENDLY FOOD PACKAGES DISTRIBUTED TO FAMILIES WITH SCHOOL AGED CHILDREN

**241** VOLUNTEERS PARTICIPATED IN HUNGER HERO EVENTS

# AMERICORPS



AmeriCorps



AmeriCorps Members serving in New Bedford

## AmeriCorps boosts family engagement

This year, we launched the New Bedford Strengthening Families (NBSF) AmeriCorps Program. This initiative is a community collaboration based in the Strengthening Families Protective Factors framework to host AmeriCorps members at sites throughout New Bedford. Programs and agencies that hosted members were the Greater New Bedford Community Health Center, PAACA, CEDC, the Immigrants' Assistance Center, and several United Way program sites including New Bedford Shannon, SSI, and NBCCC.

Participating AmeriCorps members received a modest living allowance along with extensive professional development opportunities and exposure to working in a human service organization. Members became certified Nurturing Families Facilitators and also received training in Motivational Interviewing, facilitating children's groups, financial literacy, and mindfulness and self-care. Members who completed their service terms received a Segal AmeriCorps Education Award that can be used to pay for a range of educational expenses, like repaying qualified student loans or future tuition payments.

Members provided parent education through the Nurturing Skills for Families Program, concrete resource assistance, Parent Cafes, and parent/child activities. Despite the challenges of COVID, members were still able to provide many services virtually. Members helped fill gaps to bring added capacity that allowed agencies and programs to serve new populations, such as the K'iche' speaking community.

The NBSF AmeriCorps Program is supported in part by the Massachusetts Service Alliance.

**The five protective factors have been shown to make positive outcomes more likely for young children and their families, and to reduce the likelihood of child abuse and neglect:**

- 1) Parental resilience
- 2) Social connections
- 3) Knowledge of parenting and child development
- 4) Concrete support in times of need
- 5) Social and emotional competence of children

"I have made an impact within the families I have worked with recently in the past few months by allowing them to have activities to do together as a family and build social connection while times are hard during this pandemic."

— REDDY, AMERICORPS MEMBER



## NBCCC collaborates with community partners to strengthen families

New Bedford Community Connections Coalition (NBCCC) facilitates collaborative strategies that support the prevention of child abuse and neglect, strengthen families, and build healthier communities. In addition to supporting the NBSF AmeriCorps Program and the Vaccine Connect, NBCCC provided support to families through other initiatives and activities.

NBCCC's Partners for Foster Care Support continued its work in support of Greater New Bedford area foster children and families. This year, members of the group supported the facilitation of seven foster parent training and support groups named "Fostering Success." In lieu of traditional in-person events, during the holiday season, we provided over 150 foster families with gingerbread making kits, and during Foster Care Awareness Month, we surprised families with an appreciation gift of cookies and a Target gift card. NBCCC also provided enrichment support to 29 foster children through its Take This Child to Heart Fund.

NBCCC continued convening the Near North End Alliance stakeholder group to share resources and information to help better serve vulnerable children and families in the Near North End neighborhood of New Bedford. The Coalition piloted a remote educational support program, recruiting volunteers that provided basic educational support to students in need. NBCCC also supports both DCF Patch Units with various supports and resources throughout the year; including coordinating basic need support opportunities and continuously sharing community resources and event opportunities for families.

NBCCC team prepares to distribute holiday packages to foster families.



# 29

FOSTER CHILDREN RECEIVED ENRICHMENT SUPPORT TOTALING OVER \$7,000 THROUGH THE TAKE THIS CHILD TO HEART FUND

## NEW BEDFORD SSYI

# New Bedford's SSYI and Shannon programs provide services and opportunities to prevent and reduce youth violence

## **SSYI** Safe & Successful Youth Initiative **NEW BEDFORD**

The New Bedford Safe & Successful Youth Initiative (SSYI) is designed to create new pathways for proven risk young adults across Massachusetts who desire to change the trajectory of their life. SSYI is specifically focused on helping

young men and women in the Greater New Bedford area who have been identified by the New Bedford Police Department as impact players who drive violent crime in the community. Using a combined approach involving public health and public safety, we aim to reduce youth violence in the community.

The program provides a continuum of services for these individuals and their families, including but not limited to, street outreach and engagement, intensive case management, reintegration supports, mental health counseling, employment services, and educational services.

SSYI believes in the power of transformative experiences and how those unique experiences lead to sustainable lifestyle change. By providing exposure to new proficiencies such as sailing, community farming, hiking, and peer led mentorship, our young adults recognize their own individual progress. We understand that not every individual's journey is going to require the same steps. Therefore, we have developed a team of diverse professionals who strive to help each individual reach their unique goals.

In 2020, the SSYI Program was declared a Promising Practice by the US Department of Juvenile Justice. This recognition implies that the SSYI guidelines, protocols, standards, or preferred practice patterns have been statistically proven to lead to effective public health outcomes for young adults involved in the criminal justice system.

A SSYI young adult enjoys learning to sail with SSYI staff and other participants.



**52** YOUNG ADULTS WERE FULLY ENROLLED AND ACTIVE WITH SSYI

**50** PARTICIPATED IN EDUCATION SERVICES

**45** RECEIVED CLINICAL SUPPORTS

## NEW BEDFORD SHANNON

### **NBS** NEW BEDFORD SHANNON PROGRAM

The goal of New Bedford Shannon (NBS) is to prevent the onset or further escalation of gang involvement and serious delinquency in New Bedford among moderate and high-risk youth ages 10-24.

NBS is a partnership with the New Bedford Police Department and part of the statewide Charles E. Shannon Community Safety Initiative funded by the Massachusetts Executive Office of Public Safety and Security.

The NBS Team conducts daily street outreach in neighborhood “hot spots” in New Bedford and responds to critical incidences. The Police Department, school personnel, and community residents request assistance during incidents such as a threat of a fight after school, an act of violence in school, or a shooting or stabbing incident in the city.

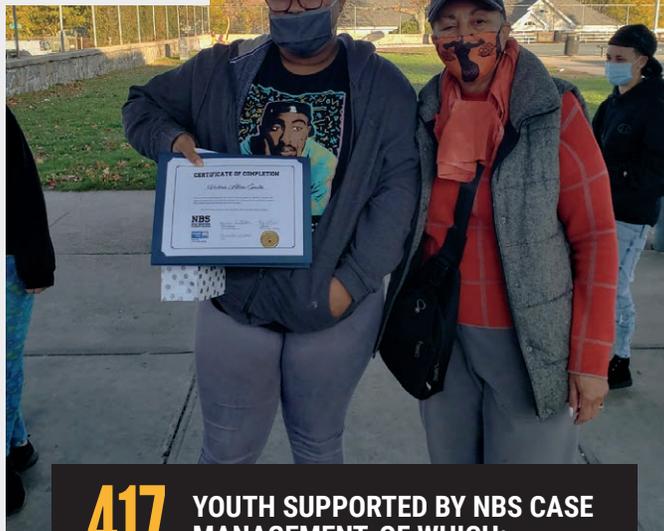
The Outreach Team responded 117 times to help prevent or deescalate potential or actual incidences of youth violence. Additionally, 714 youth received support services in the aftermath of homicides from the team.

This year, the program enhanced its ability to make a greater impact with the youth by collaborating with the UMass Dartmouth Workers' Education Program on a HiSET/GED program which offers out of school participants an alternative to a high school diploma. We are also in collaboration with High Point's Clinical Department to have two part-time mental health clinicians work with our Shannon youth on site, providing counseling for any trauma they may be experiencing or behaviors they may be displaying.

“SSYI helped me recognize that life can be different, there are different possibilites, life is about being adaptable where you would otherwise feel uncomfortable. Life is about change”

— SSYI YOUNG ADULT, AGE 22

Power Source Facilitator Linda Pina with Victoria, a recent Power Source graduate.



**417** YOUTH SUPPORTED BY NBS CASE MANAGEMENT, OF WHICH:

**91%** achieved 1 or more of their service plan goals

**159** participated in educational programming

**7** participated in HiSET/GED

**30** youth graduated the Power Source Program

**103** obtained employment

## FAMILY RESOURCE & DEVELOPMENT CENTER

The FRDC team is ready to assist families find local resources to address their most pressing needs.

### Family Resource & Development Center increases family stability

The Family Resource & Development Center (FRDC) is part of a growing network of 28 Family Resource Centers across the state. The FRDC supports parents with children birth to 18 with services and resources that promote self-sufficiency, strengthen family bonds, and connect them with their community.

Over the past year, the FRDC has connected hundreds of local families to much needed resources to prevent food insecurity and stabilize housing. The FRDC staff became a lifeline to families that needed emotional support and a listening ear when parents and their children felt isolated in their homes. The diversity of languages spoken by the staff has afforded us the opportunity to support many immigrant families and ensure they have access to support regardless of any language barriers. The FRDC also played an instrumental role in a collaboration of community partners providing much needed support to families that were impacted and displaced by a number of large fires in New Bedford this past year.

Families are struggling with things like income, basic needs, housing, and mental health now more than ever. The goal of the FRDC is to provide opportunities for parents and their children to thrive and succeed.

The FRDC is funded by the Massachusetts Executive Office of Health and Human Services and the Department of Children and Families.

**1,350** RESIDENTS WERE CONNECTED TO FAMILY SUPPORT SERVICES

**345** NEW FAMILIES REFERRED TO THE FRDC

“I first went to United Way when I had moved into housing - I didn't have any furniture to set up for my boys. My Family Support Worker was able to help me out with furniture and brought me from having nothing, to being able to live comfortably.”

– DANIEL, NEW BEDFORD

Randall sorting food for the Thanksgiving Hunger Heroes.



Jeff Bradley from Bristol County Savings Bank dropping off toys and gift cards collected by branches.



**OVER 2,000** TOYS COLLECTED AND DISTRIBUTED IN GREATER NEW BEDFORD

**6** HOLIDAY WISHES GRANTED



## HOLIDAY INITIATIVES

### Making holidays brighter in Greater New Bedford

The holiday season is a busy time for United Way. We address the needs of our community by providing meals for Thanksgiving as well as toys and support for families with the greatest need during the winter holidays.

Every year our Hunger Heroes event brings the community together to collect and package Thanksgiving meals. With the help of Fun 107 and WBSM, we collected nearly 6,000 pounds of food in just a few short hours at the Hunger Heroes Food Drop. In total, 1,000 meals were packaged and delivered to local families in need.

Even before Thanksgiving meals are in the homes of residents, United Way is already working on collecting toys for local children of all ages with the help of the New Bedford Fire Fighters' Union. Each year, we collect thousands of toys which are distributed to our community partners for children all across Greater New Bedford in time for the holidays.

In partnership with Fun 107 and WBSM, United Way's Holiday Wishes and Mini Miracle programs raised over \$71,000 for six families in dire need. This funding helped one family fix a major sewage back up in their home, another family out of work due to COVID-19 continue to care for a young child with diabetes, another family improve the quality of life for their daughter with an extremely rare genetic disorder, and more.

Thanks to the support of community-minded businesses and individuals, we continue to offer residents unique opportunities like the New Year, New Roof Campaign sponsored by Care Free Homes, which rewarded one lucky health care worker with a new roof.

"It is not easy to pay bills and stay on top of things and not fall underneath yourself as a single mom with 3 kids. United Way and the community have made the month, the year, the day go by with such grace and ease because I know it's being taken care of."

— SHAKINA, HOLIDAY WISH RECIPIENT

# COMMUNITY IMPACT GRANTS

## United Way invests in community partners to increase impact

United Way's community investment is rooted in a competitive annual application process which allows us to direct grant funding to the most effective programs in Greater New Bedford. Grant dollars are invested in high performing nonprofit organizations that provide programs and services aligned with our four impact areas of Health, Education, Financial Stability, and Basic Needs. Our citizen review team consists of trained community volunteers who review the Community Impact Grant proposals, conduct interviews with potential grantees, and make funding recommendations. Organizations receiving funds are accountable for the responsible use of those funds and must file mid-year and final reports measuring their service impact. We are proud to invest in programs at these agencies that support our priorities and address needs in the community.

### EDUCATION

Boys & Girls Club of Greater New Bedford	After School and Summer Programming	\$25,000
Dennison Memorial Community Center	Academic Excellence Program	\$25,000
P.A.C.E. Head Start	P.A.C.E. Head Start	\$25,000
Portuguese United for Education/ Discovery Language Academy	English Literacy Language Program for ELL Students of the Southcoast Community	\$15,000
YMCA Southcoast	Summer Learning Enrichment Program	\$25,000
YWCA Southeastern Massachusetts	YWkids School Age Program	\$25,000

**Education Total: \$140,000**

### HEALTH

Child & Family Services	Caring Network	\$20,000
Health Imperatives	New Bedford Sexual and Reproductive Health Clinic	\$25,000
SEMCOA	WRAP House	\$15,000
Steppingstone Incorporated	The New Bedford Women's Program	\$15,000

**Health Total: \$75,000**

### FINANCIAL STABILITY

CEDC	VITA - Free Tax Preparation	\$25,000
Immigrants' Assistance Center	Citizenship and Financial Stability for Immigrants	\$25,000
PACE YouthBuild	PACE YouthBuild New Bedford (Blueprint to Financial Literacy)	\$25,000

**Financial Stability Total: \$75,000**

### BASIC NEEDS

Children's Advocacy Center of Bristol County, a program of JRI	CAC Healing & Resiliency Program (HARP)	\$25,000
Family Food Pantry - Damien's Place	Capacity Expansion	\$25,000
South Coast LGBTQ Network	Elevate Youth	\$25,000
Turning Point	Turning Point Day Resource Center	\$25,000

**Basic Needs Total: \$100,000**

**TOTAL: \$390,000**

## MINI-GRANTS

Since 1995, United Way has been empowering all-volunteer groups to bring about positive change in Greater New Bedford through our Community Building Mini-Grants program. With grants up to \$2,500 and support from United Way, groups use their creativity and efforts to build a stronger, more vibrant community through small, impactful projects. The program promotes civic engagement while addressing needs and issues in the community which are aligned with United Way's priority areas of Health, Education, Financial Stability, and Basic Needs.

This past year, \$30,000 was awarded to 17 groups to complete projects addressing the needs of the homeless, encouraging healthy lifestyles with community gardens, providing accessibility for all, promoting reading to young children, and more.



The Mini-Grants Program is proud to support several local community gardens.

### The following groups were awarded funding this year

BuyBlackNB	Helfand Farm Community Gardens
Centro de Ayuda y Esperanza Latina	New Bedford Strong
Dartmouth Youth Commission	Outdoor/Garden Club at Our Sisters' School
Disabled American Veterans	Read To Me Wareham
Dog Park Affiliation of Wareham	Rochester Affordable Housing
Friends of Brooklawn Park	South Coast Bikeway Alliance
Friends of Sister Rose Shelter	TakeBackNB
Grow Greater New Bedford	Zane's Ramps
Hayden McFadden Garden Club	

## EMERGING NEEDS

The Emerging Needs and Opportunities Fund allows United Way to flexibly and effectively respond to unexpected and time sensitive community needs – whether it is to support a recent emergency or to help bring a new program to the community that will have significant social impact.

This year, we contributed to a fund established to support victims of the Thanksgiving Day fire on Washburn Street in New Bedford. The massive fire displaced 27 people.

We also partnered with United Way of Greater Plymouth County on the virtual event, "Beyond Good Intentions: Taking Steps to End Racism." Over 200 people joined virtually to be part of the

conversation. Presenters represented a wide array of sectors working to end racism from the national level, the public education arena, the government/nonprofit human services, and the corporate world.

United Way also continues to fund the Street Sheet, which is an essential resource for individuals and families throughout Greater New Bedford. The program provides free information on health and mental health care, legal assistance, veteran's assistance, food pantries, emergency shelters, foreclosure assistance, substance abuse, and more.

## WOMEN UNITED

Women  
United



### Women United gives kids a great start

Women United is a global movement of 70,000+ women leaders in 165 communities and 6 countries.

Launched locally in 2018, our Women United initiative is impacting women and children through early childhood development and early literacy programs. Women United members are a unique and diverse network of women whose collective power is igniting change.

Women United powers Wash & Read, Baby Bundles, and Bright by Text, which launched in April 2021. These programs provide valuable resources for our community.

#### Wash & Read

Wash & Read transforms the weekly trip to the laundromat by encouraging reading and providing free books for a child to build their home library. This past year, Women United provided additional books to the reading corners specifically around Black and Women's History months. We currently have 5 Wash & Read sites in New Bedford and are looking to expand in the coming year.

4,581

BOOKS  
DISTRIBUTED

100

BABY BUNDLES  
FOR NEW MOMS

Daniella and her son enjoying a book at their local laundromat thanks to Wash & Read.



Women United member Jennifer and her daughter Calliope prepare Baby Bundles for distribution.



#### Baby Bundles

Baby Bundles supports new moms and their babies with the essentials a newborn needs from diapers, wipes, and bottles to local resources and information on early development. Bundles are distributed through local health programs.

#### Massachusetts Early Childhood Funders Collaborative (MA ECFC)

Women United continues to further its commitment to early childhood development as a leadership investor in the Massachusetts Early Childhood Funders Collaborative. MA ECFC's work centers on systems and policy-change opportunities with high impact potential throughout Massachusetts. Women United is committed to collaborations that provide all children an equitable opportunity for healthy development and learning.



## Bright by Text launches, bringing resources straight to parents and caregivers

Bright by Text is a free text messaging service for anyone who cares for or loves a child - prenatal to age eight. This national program, powered locally by Women United, delivers expert tips, activities, events, and resources directly to the subscriber's phone in their choice of English or Spanish. Messages use the child's age and zip code to customize relevant information. Subscribers receive 2-4 messages per week, balancing notifications on events such as free summer lunch programs, preschool enrollment, and learning activities with links to research-based content on a child's development. As a child grows, the messages change to reflect their biggest milestones. This resource builds resilience and confidence for those nurturing a young child.

Bright by Text is a win-win for the community – for both caregivers and organizations on the SouthCoast. Human service agencies, libraries, and other nonprofits are using this free communication tool to promote events and activities to their targeted audiences.

Launched in April, Women United members are working with local partners to grow Bright by Text subscriptions. You can now find Bright by Text endorsements at pediatrician offices, childcare centers, schools, and other community organizations in Greater New Bedford.

### content sources



Local libraries, museums, health organizations and other local partners



SIGN UP by texting the word GREAT to 274448 or scan the QR code!

## IN KIND

We thank the following businesses and organizations for donating products and services valued at \$1,000 and up to United Way over the past year.

Acorn Management  
Acushnet Company  
Avalon Medical Spa  
BankFive  
Big Value  
Bob`s Sea and Ski  
Brahmin  
Care Free Homes  
Carter`s Clothing  
Church of Holy Spirit  
Clrving Photography  
Disney  
Ferbink Farms  
Folia  
Gifts to Give  
New Bedford Public Schools  
Pidalia  
Precix  
Proactive Philanthropy  
ProGroup Contracting  
Residence Inn by Marriott  
Reynolds DeWalt  
Round the Bend Farm  
Sharing the Harvest Community  
Farm, a program of YMCA  
Southcoast, Dartmouth  
Sid Wainer & Son  
SouthCoast Almanac  
Southcoast Health  
Stop & Shop  
Strawberry Moon  
Summit Retail Solutions  
Townsquare Media  
Turk`s Seafood  
Vertec Corp  
Wareham Public Schools  
Waterfront Cold Storage  
YMCA Southcoast

## United Way 2021 Membership Requirements



All United Ways are separate, nonprofit corporations who raise funds for their local communities and are governed by local volunteers. To operate under the umbrella of United Way Worldwide, members must adhere to very strict membership requirements, including United Way Worldwide Standards of Excellence. These standards require local United Ways to submit detailed revenue and expense information yearly, plus an annual certification to very strict legal, governance, trademark, ethics, reporting, designation fee, and audit requirements.



### Service Enterprise

United Way of Greater New Bedford was the first non-profit certified as a Service Enterprise on the SouthCoast. As a Service Enterprise, organizations are designated as the top 11% of non-profits in the country in volunteer management and organization performance.



### Charity Navigator

The Four Star charity rating is the highest rating given by Charity Navigator and is determined by an organization's financial health, accountability, and transparency.

United Way of Greater New Bedford works to keep overhead administrative costs far below the Better Business Bureau's recommendation of up to 35% for non-profit organizations. Last year, our administrative costs were 14%.

COVID-19 continued to have an impact on United Way events this past year, but it did not stop the spirit and excitement of the events. Volunteers, businesses, and United Way staff continued to come up with creative new ideas to keep our events fresh and appealing during a continued socially distant world. The success of these events is a testament to the dedication and strength of our community.

## Virtual Power of the Purse

In late April, women throughout the SouthCoast and beyond came together virtually to raise a glass and funds to support Women United initiatives focused on early childhood development and literacy. The 4th annual Power of the Purse featured an online designer handbag auction, fun fashion segments, comedy and music. In a time of limited gathering, lead sponsor, BayCoast Bank and VIP Sponsor, Avalon Medical Spa along with some special guests and volunteers joined event emcee, Courtney Kelley from CAT Country at The Vault for the first ever Mini-POP, sponsored by Claremont Companies. Power of the Purse is led by a committee of dynamic and engaged women.



*Power of the Purse*



Sarah Firth, Kate Carney, and Cheryl Bartlett enjoying the Power of the Purse Mini-POP.



## EVENTS

Christine Cordani, Nicole Kelly, and Caroline Conzatti enjoying Clammed Up! at home.

## Clammed Up!

Clammed Up! took place in June featuring clambake with lobster pick-ups from Mike's Restaurant and an online auction filled with sports memorabilia, art, experiences, and more. This event marked the end of an era, as we are sunseting the annual Clambake with Lobster. We'll be launching a new fundraising event in 2022.



Michelle Hantman with "Rising Star Award" recipient Starlene Alves.

## Live United Awards

The Live United Ceremony has a legacy of bringing people together to celebrate the great work that individuals, companies, and other organizations are doing to make our community a better place for us all. This year, while we were not able to celebrate under one roof, we are honoring those who have truly embodied United Way's mission over the past year through a series of videos highlighting their dedication and community impact.

# CORPORATE AND FOUNDATION

## GIFTS, SPONSORSHIPS, AND OTHER SUPPORT

### \$50,000 +

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City of New Bedford  
Massachusetts Department of  
Children & Families  
SouthCoast Community  
Foundation  
Acushnet Foundation Fund  
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### \$25,000-\$49,999

BayCoast Bank  
Community Development Block  
Grant (CDBG)  
Eversource  
Island Foundation  
Manton Foundation

### \$10,000-\$24,999

Bank of America  
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Bristol County Savings Bank  
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St. Anne's Credit Union  
The Carney Family Charitable  
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Townsquare Media  
Webster Bank

### \$5,000-\$9,999

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Claremont Companies  
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Tierney, P.C.  
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Foundation  
Rise Up For Homes  
Rockland Trust Company  
Souza Family Orthodontics  
Stop & Shop

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Avalon Medical Spa  
Brownell Boat Stands  
C.M. Cleaning Co.  
Care Free Homes  
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Coastal Financial

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MassMutual  
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Morin & Pepin Garage Doors  
Neighborhood Auto Service  
Norweb Foundation  
Poyant Signs  
PricewaterhouseCoopers (PwC)  
Prime Engineering  
Rua-Dumont-Audet Insurance  
Agency  
Sheet Metal Workers  
International Association  
Shepard Group  
Taunton Federal Credit Union  
Tempest Fisheries  
The Upstream Foundation  
Travelers  
Valtran  
Vantage in Philanthropy  
Verizon Foundation  
Vineyard Wind



## United Way leads volunteerism and corporate social responsibility in the region

United Way of Greater New Bedford is the leader in volunteerism and promoting corporate social responsibility in the region.

In collaboration with United Ways of Greater Fall River and Greater Plymouth County, we offer Volunteer SouthCoast, an online connector for volunteers and organizations. Volunteers are able to find the perfect volunteer opportunity based on their interests and location, track hours, and even generate a volunteer resume to highlight their impact. This site is free for volunteers looking for opportunities and for organizations looking for additional hands for one-time or long-term projects.

United Way also increases capacity at other nonprofits through the Service Enterprise Initiative. By serving as a coach alongside the Massachusetts Service Alliance and Points of Light, nonprofits are given tools to increase volunteerism and learn to leverage the skills and talents of volunteers at their organizations. UWGNB was first to be certified on the SouthCoast and has assisted 14 other organizations achieve Service Enterprise Certification. Four additional organizations are slated to achieve certifications in 2021.

To expand volunteerism in the region and engage companies on a different level, we continue to offer meaningful projects for teams through our Corporate Engagement program. By bringing projects on-site or teams to off-site volunteer opportunities, we provide companies hands-on experiences in the community while giving them the opportunity to team build and meet their corporate social responsibility goals.

## VOLUNTEERISM



Adam Tate volunteers at the Hunger Heroes Food Drop this past spring. Adam was awarded this year's Spirit of Volunteerism Award.

"I enjoy volunteering with United Way because it's provided me an outlet to give back to my community in a meaningful way, as well as given me the opportunity to meet like-minded people!"

-ADAM, NEW BEDFORD

**482** INDIVIDUALS VOLUNTEERED WITH UNITED WAY ON THE BOARD AND COMMITTEES, WITH MOBILE MARKETS, AND AT COMMUNITY ENGAGEMENT EVENTS

**1,627** HOURS OF VOLUNTEER SERVICE, VALUED AT \$44,254, WERE COMPLETED WITH UNITED WAY

**701** VOLUNTEERS WERE CONNECTED WITH OPPORTUNITIES AT OTHER ORGANIZATIONS THROUGH VOLUNTEER SOUTHCOAST

# WORKPLACE CAMPAIGN

Employees at companies of all sizes have the opportunity to make a difference in Greater New Bedford by making donations to United Way through employee giving campaigns. We thank each participating campaign for their support.

Acushnet Company  
Aerovox Inc., Div. of Parallax  
Power Components  
AFC Cable Systems  
Alden Court Nursing Care &  
Rehabilitation Center  
Ameriprise Financial  
AT&T  
ATI Flat Rolled Products  
Babbitt Steam Specialty  
BankFive  
Bank of America  
BayCoast Bank  
Best Buy  
Better Community Living  
Boston University  
Bristol County Savings Bank  
Brittany Global Technologies  
Brown Brothers Harriman  
Child & Family Services  
Citizens Financial Group DBA Citizens Bank  
City of New Bedford  
CliftonLarsonAllen  
Coastal Financial  
Comcast Corporation  
Community Nurse Home Care  
Cornell Dubilier Electronics  
Davico Manufacturing  
Dennison Memorial Community Center  
Eastern Bank  
Edson International Corporation  
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Exelon Corporation  
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Southern Mass Credit Union  
St. Anne's Credit Union  
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Stop & Shop  
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Target  
TD Bank  
The ARC Bristol County  
The Women's Center

TJX Companies  
Town of Acushnet  
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Verizon  
Waring-Sullivan Home  
Webster Bank  
YMCA Southcoast  
YWCA of Southeastern Massachusetts  
ZAPP Precision Strip



## THANK YOU

Thank you to our Campaign Cabinet and especially to William "Bill" R. Eccles Jr. who served as Campaign Chair for the second year in a row. Bill is the Retired President & CEO of BankFive. He has been an amazing ambassador and effective fundraiser for United Way of Greater New Bedford.

## GIVING COMMUNITIES

Our Giving Communities are networks of community minded individuals who are committed to investing in the health, education, financial stability, and basic needs in Greater New Bedford.



The Navigator Society recognizes individuals and couples whose generosity charts the course for a better future for all residents.

## Women United

Women United is a powerful, passionate network of women who influence change in our community through focused investment of their time, talent, and resources.



The French diplomat and historian Alexis de Tocqueville admired three elements in North American society: liberty, equality, and the spirit of neighbor helping neighbor. The Tocqueville Society honors local and national leaders who exemplify these values in their lives, work and community.

### ALEXIS DE TOCQUEVILLE SOCIETY \$10,000 +

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All of our dedicated City employees  
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Ralph Amaranto  
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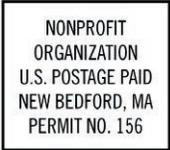
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