



Photo credit: Leighton O'Connor

# GREAT THINGS HAPPEN WHEN WE LIVE UNITED

## Annual Report 2014 – 2015

United Way 9/11 Day of Service funded in part by Mass Service Alliance

**United Way of  
North Shore**  
[nsuw.org](http://nsuw.org)



# LOOKING FORWARD WELCOME

Dear Fellow Supporters of United Way,

First, let us say *thank you*.

Thank you for understanding that uniting with others to make change that lasts is the most effective way to improve the lives of children and families in our community. Thank you also for “walking the talk” and committing your time and money to this mission. We couldn’t do it without you.

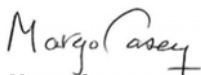
This has been a landmark year for North Shore United Way. Through your generosity and commitment we invested more than **\$800,000 in community impact grants** to local North Shore programs. These grants helped more than **24,500 children and families improve their lives**.

Additionally, we announced our merger with The United Way of Massachusetts Bay and Merrimack Valley on July 1, 2015. We are thrilled to be formally working together after many years of informal collaboration. We firmly believe that our new organization will have the capacity to best serve individuals, businesses and nonprofit partners on the North Shore and provide more opportunities to create lasting change in our region.

Together, we plan to leverage our deep knowledge as well as our increased ability to provide the scale of resources needed to make an impact on complex issues on the North Shore. **To that end, the funding of our partner agencies on the North Shore will continue as planned.** Additionally, a **North Shore Local Council has been created** to continue to focus on serving the needs of our local communities. Our **former Board Co-Chair, Lynnette C. Fallon, and former Board Member, William T. Eaton II**, have joined the Board of Directors of the new merged organization. And we’ll continue our local community engagement with our allocation volunteers and Women in Action affinity group.

Thank you for your support. We’re energized to work with you to help create the great things that will happen when we LIVE UNITED in the coming years.

Sincerely



**Margo Casey**  
Executive Director  
United Way of North Shore



**Michael K. Durkin**  
President & CEO, United Way of  
Massachusetts Bay and Merrimack Valley



“If I could say one thing to United Way donors it would be thank you so much. You helped me get through Middle School.”

– Student Assistance Program Participant

“The past 7 years have made a huge difference in my life. I am more confident in myself because she is a confident person. I just feel happier than before I met her.”

– Mentee speaking of her mentor

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**Margo Casey**  
EXECUTIVE DIRECTOR

# INVESTING IN CHANGE THAT LASTS

We believe in harnessing the power of communities working together – people, nonprofits, businesses, and local government agencies – to provide innovative solutions that create lasting change for children and families in our region.

Last year, through your generosity, we invested **\$800,000** in community impact grants to local North Shore programs to help more than **24,500** individuals. We focused our grants in three areas: improving healthy living, increasing education success, and ensuring family financial opportunity. We believe they are the foundations of better lives.

## HEALTHY LIVING



**7,600** individuals provided healthier meal choices

**1,400** youth created community gardens

Processed foods eliminated from Beverly Children's Learning Center

## SCHOOL READINESS AND SUCCESS



**9,355** children and teens received extra-curricular support (youth mentoring and supportive recreational programs for kids with disabilities)

**1,100** youth enrolled in after-school and summer learning programs

**200** children participated in early education programs and quality child care



# INVEST IN LOCAL CAUSES

## 2014-2015 Campaign Report

2014-2015 Campaign Contributions	\$931,376.00	
Collection Loss	\$(39,258.00)	\$892,118.00
Investment Income		\$27,622.00
Other Contributions		\$198,517.00
Special Events		\$132,802.00
Fundraising Expenses		\$(185,409.00)
<b>NET REVENUE</b>		<b>\$1,065,650.00</b>
Community Partner Grants	\$741,236.00	
Discretionary Grants	\$41,914.00	
Women in Action Grants	\$64,625.00	
Youth Innovation Grants	\$20,000.00	
Community Service Expenses	\$166,823.00	
Management & Administration Expenses	\$57,038.00	
UWW Dues	\$9,553.00	\$(1,101,189.00)
<b>NET LOSS</b>		<b>\$(35,539.00)</b>

## CORPORATE PARTNERS 2014 – 2015

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**\$10,000 or more**

AMG Charitable Foundation  
Axcelis Technologies, Inc Employees  
CFC (Federal Employees)  
EBSCO Publishing  
EBSCO Publishing Employees  
Fisher Fuel Society of Beverly  
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**\$1,000 or more**

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# LIVING UNITED IN ACTION



Women in Action (WIA) celebrated its 4th year of leading local efforts to curb the childhood obesity epidemic. Over these past 4 years, WIA has raised and invested \$200,000 in this important initiative.



*SNAP incentives*



*Kid Fit Program*



*Family Supper Program*

Our goal is to help children have greater access to healthy food and physical activity. Our focus is to:

- ▶ **Grow healthy kids.**  
We teach children to recognize healthier, more nutritious food options. Plain and simple. We do this by funding increased access to fresh fruits and vegetables where kids learn and play. And we encourage better understanding of food sources by supporting the planting and harvesting of gardens in their schools.
- ▶ **Get kids moving.**  
We support and fund fun physical activity programs where kids learn and play instead of sitting at home watching television or playing video games.
- ▶ **Empower families**  
with the knowledge and resources to shop for and cook healthy food on limited budgets.



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**The United Way invests in the health of the community when it invests in programs like mobile markets, backyard gardens, and power snack because when people are connected to good food, they have better health.”**

**– Julie LaFontaine, Executive Director of The Open Door**

# IMPROVING LIVES THROUGH GENEROSITY

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## INSPIRING HEROES THANK YOU!



Bank of America employee landscapes at an affordable family apartment building during the NSUW's 9/11 Day of Service.



Children enjoy healthy choices at the PowerSnack salad bar at Veterans' Memorial School in Gloucester.



Women in Action Co-Chair Susan Hanson Philbrick prepares snacks at The Open Door during 9/11 Day of Service.



Miranda and Lisa celebrate 7 years of a fun and encouraging mentor-mentee match.

# IMPROVING LIVES THROUGH GENEROSITY *(continued)*

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## INSPIRING HEROES THANK YOU!



Photo credit: Leighton O'Connor  
 Women in Action Co-Chair Lisa McNamara prepares snacks at The Open Door during 9/11 Day of Service.



Photo credit: Leighton O'Connor  
 Bank of America employee landscapes at an affordable family apartment building during the NSUW's 9/11 Day of Service.



This Mom and Dad are United Way donors who are excited to see their gift in action at their children's school providing kids with healthy snacks and summer learning opportunities.



Families sort food to be donated to a local food pantry at Shore Country Day School's United in Service volunteer day coordinated by United Way.

# IMPROVING LIVES THROUGH GENEROSITY *(continued)*

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 Scott & Julie Young  
 Ms. Jodi Youngreen  
 Mr. Michael S. Zarbo  
 Anonymous (7)

\* *Deceased*



Photo credit: Leighton O'Connor

People's United Bank employees run a CarFit Clinic at the Beverly Senior Center on NSUW's 9/11 Day of Service.



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Bank of America employee landscapes at an affordable senior apartment during the NSUW's 9/11 Day of Service.



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Sudbay Automotive employees help run a mobile market at Pathways for Children and The Open Door on NSUW's 9/11 Day of Service.



Notes reflecting on a day of volunteering placed by families participating in the Shore Country Day School's United In Service Day coordinated by United Way.

Underneath everything we are,  
underneath everything we do,  
we are all people. When we  
reach out a hand to one, we  
influence the condition of all.

That's what it means to **LIVE UNITED.**

Find out how you can volunteer or get involved at [NSUW.ORG](https://www.nsuw.org)

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