

## 2-1-1

One number – thousands of services. 2-1-1 is an easy-to-remember number that connects people who want to give help or get help with a full range of health and human services in their community. When Maine established 2-1-1, it joined a growing national movement to standardize the availability of information and referral for health and human services. United Way of the Tri-Valley Area is a proud supporter of 2-1-1, along with the nine other United Ways of Maine, the State of Maine, and Portland-based Opportunity Alliance, which houses the call-center. Fast facts you may not know:

The 2-1-1 call center is accessible statewide.

Resources are accessed by call specialists who are available 24 hours a day, 7 days a week.

2-1-1 includes a statewide-directory of over 8,000 resources.

2-1-1 averages 78,000 calls a year.

Resources are available on-line as well by visiting 211maine.org.

Resources are kept up to date by 6 resource specialists based at United Ways throughout the state.

2-1-1 provides emergency operations during times of natural and other disasters, including accurate and timely information for preparations, and longer term referral for follow-up services if required.

2-1-1 provides valuable information for community planning and for future matching of resource development and unmet needs.

2-1-1 has been a valuable partner in connecting individuals to emergency heating assistance



# 2014 Annual Report



## & Campaign Celebration



United Way of the Tri-Valley Area

PO Box 126, 232 Broadway

Farmington, ME 04938

[www.uwtva.org](http://www.uwtva.org) (207) 778-5048 Facebook.com/UWTVA

Dear Friends,

On behalf of the Board of Directors and membership and with gratitude to our community, I am proud to present the 2014 Annual Report of the United Way of the Tri-Valley Area.

The information included in this Annual Report provides impact highlights, fundraising results, and financial information to reflect on the significant difference we make in the Greater Franklin County by collaborating on local initiatives. These accomplishments are possible because of the commitment and generosity of our members, community partners, staff and volunteers.

With this term as President and Board Chair ending, I take a few minutes to reflect on the past twelve months. At the June 2014 meeting of the Board of Directors goals were presented. Those are: Implement the Strategic Plan; Conduct a Board Self-assessment; Formalize our process for Board Member recruiting; Ensure a smooth transition of our Treasurer position; and Ensure the UWTVA has adequate policies and procedures to support the Executive Director. Admittedly, most of these goals focus on governance rather than organizational objectives. The assessment was we excel at delivering our established organizational objectives, and with deliberate focus on these items we could increase our effectiveness for the betterment of those we serve.

The Strategic Plan was adopted at our May 2014 Board of Directors meeting. Board adoption was possible because of a year-long effort put forth by the volunteer members of the strategic planning committee lead by committee Chair, Katherine Kemp, and volunteer Facilitator, Peter Smith. The Plan focuses on five specific objectives:

- Develop an on-going strategic marketing plan by September 2014 to inform stakeholders about what the United Way does.
- Increase cash and in-kind resources by 5% each of the next three years focusing on the targeted audience groups of current as well as strategic new workplace donors, seasonal residents, and grants.
- Produce a written report by July 31, 2014 that recommends changes to the existing Allocations process. The recommendations are to include the requirement that requests funded from the United Way will address specific community needs identified through the 2013 community assessment conducted by the strategic planning committee.
- Determine what the United Way of the Tri-Valley as an organization can, and cannot, provide for community members who seek direct emergency human services support. Complete a report with recommendations by September 1, 2014.



*Employees of Stericycle Communications Solutions generously contribute packs and schools supplies to Packs for Progress.*



*Purple can be seen everywhere as Safe Voices raises awareness of domestic violence. Stephanie Harmon of Barclays shows her support for the great work Safe Voices does to support survivors.*



## Packs for Progress

*"As a case manager with MAS Homecare, I work with children and families in the area that need extra support. Without United Way's help, the kids I work with would not be able to have school supplies to start their year off right. Whenever I go to the kids houses and give them a stuffed backpack, it is like Christmas! Their little faces just light up and they can't wait to go to school."*

Liz Kinaley,  
MAS  
Homecare

With the generous support of many community members, businesses, Farmington Rotary, and LL Bean, the third annual Packs for Progress was a big success, growing in size and scope. The program culminated in a backpack stuffing event at Big Lots in Farmington with more than 60 volunteers making sure pens, pencils, notebooks, and other important school tools were carefully placed in backpacks so kids were prepared to start to their school year ready to learn. This year, 250 backpacks were stuffed with school supplies for children in pre-school – high school in all four schools United Way of the Tri-Valley Area serves.



*Farmington Town Manager Dick Davis helps stuff packs as part of Packs for Progress.*

A donation of an additional 100 backpacks was received from United Way of Greater Portland after the August event. This allowed us to distribute an additional 50 packs to Spruce Mountain schools in Jay, Livermore, and Livermore Falls, and have inventory on hand for 2015's program. As this annual report was going to print, a generous Farmington Rotarian also donated another 30 packs for the 2015 program! With one in four children living in poverty, school supplies and backpacks are often out of reach for many young people in our community. This is an important and impactful opportunity to make a difference. Packs and supplies are welcomed at any time of the year.

Increase engagement of volunteers in local community impact opportunities and initiatives by 5% by January 2016.

Improvement and refinement on each of these will significantly increase our organizational effectiveness. As a Board we have adapted committee structure and focus around this Strategic Plan. And although we have not met all the deadlines set within the plan, we continue to work each objective diligently.

Our Board self-assessment is ongoing, we have experienced turnover in director positions, and taken each opportunity to fill a vacated slot with a skill-set that complements the board as a working-unit. The new board members and slate of officers that are presented at this meeting is the strength and leadership needed to carry us successfully through the upcoming year. We have a board retreat scheduled later in March.

The Nominating and Governance Committee, under the direction of committee Chair, Mary Frank, has worked tirelessly over this past year to both formalize our process for Board Member recruiting, and develop a list of potential board members to ensure we have an engaged, informed and experienced Board of Directors. I want to say a special thank you to Sharon Cullenberg. Sharon has served the United Way of the Tri-Valley Area for many years. Most recently she volunteered as a member of this committee and held a board director position. Sharon's term ended December 31, 2014. Please join me in thanking Sharon for her service and recognizing that we would not be able to provide our high-level of community impact without passionate volunteers like her.

Gordie Flint has been the Treasurer of the United Way of the Tri-Valley Area for the past nine years. His experience and dedication have served us well. Gordie's leadership in this position is a major contributing factor to our financial strength and health. Gordie's term also expired December 31, 2014. Gordie was instrumental in the identification and selection of Ken Lust as our new Treasurer. He has and will continue to help the organization through a seamless transition. Thank you Gordie for teaching us about the importance of volunteerism and carrying for the community we live in and love.

As a board we will continue to review and revise all policies and procedures ensuring optimal organizational effectiveness when carrying out the requirements of our by-laws as well as the expectations of our Membership.

As always, the United Way of the Tri-Valley Area looks forward to providing service to the Greater Franklin County community informed and guided by the significant efforts and accomplishments of those who serve with us. That's the power of our community working together the United Way. It is an honor to celebrate and serve this organization and to play a part in its impact on the communities of Franklin County, Livermore and Livermore Falls.

Lastly, I want to thank: my family, Tony and AJ; my employer, Verso Corporation; and my fellow board members, without the significant support I receive from each of them I would not be able to serve in this capacity.

With gratitude,

Larissa Larrabee  
President, Board Chairperson



*Students from throughout Greater Franklin County create a mural out of popsicle sticks emblazoned with symbols of peace and non-violence as part of the project called Piece by Peace. The various pieces were then on display at Up Country Artists in downtown Farmington.*



*Packs for Progress stuffed bags ready for transport.*

**Packs for Progress:** Packs for Progress is a back-pack stuffing program offered in collaboration with many community organizations including Farmington Rotary. (See related article.)

**Great Charity Auction:** UWTVA's largest fundraiser of the year, the Annual Great Charity Auction is always held in November and takes most of the year to plan and gather donations. This event is themed and in order for it to be as successful as it is, it requires support from the greater community contributing over 200 hours of volunteer time.

**Cut-A-Thon:** UWTVA partners with local hair salons who have a desire to make a difference and learn more about United Way Community Partners. Stylists donate their time and expertise to cut hair, with all proceeds going to United Way. A core group of volunteers helps plan, outreach, market and provide support at the event.

**Western Maine CA\$H Coalition:** Partnering with Maine CA\$H and Women, Work and Community, UWTVA works locally and with representatives throughout the State of Maine to offer free tax preparation services each tax season. A major focus is also on connecting individuals to financial resources such as Family Development Accounts or the Rainy Day Savings program.

Volunteer tax preparers receive a free IRS training and volunteer Thursday evenings and/or Saturday mornings. Opportunity Guides are volunteers who provide financial education to those interested, and they also receive free training.

**UMF internships:** Working with the Partnership for Civic Advancement, UWTVA offers a number of internships. These include a Social and Digital Media internship, Terracycle internship, Volunteer Center Coordinator internship, and a Buttons for Babes internship. Although UWTVA does not pay interns, they gain valuable experience and are eligible to apply for stipends available from Bangor Savings Bank and other funds that the partnership oversees.

The volunteer center coordinator also engages students in various classroom and club settings.



**Community Energy Challenge (CEC):** The CEC is a volunteer-led energy conservation strategy that focuses on the building of interior storm window panels. Each window is made to custom fit a householder's window, and low-income recipients of the federal heating assistance program LIHEAP receive six free window panels. Since 2009 the CEC has engaged 402 volunteers, who have served 9,216 hours to make 1,698 window panels that were installed in 18 public buildings and in over 280 households. This saves approximately \$50,000 annually in energy costs in Greater Franklin County. Workshops happen throughout the fall and winter (depending on funding) every Saturday from 9-2 in the incubator space at the Mt. Blue Campus.

**Buttons for Babes:** UWTVA is the fiscal agent for this volunteer led initiative that was the vision of Chris Bourassa. Volunteers from all over Greater Franklin County donate buttons, wash buttons, sort buttons and make bracelets. Bracelets are available for a \$5 contribution. Proceeds help children 0 – 18 with unmet needs. Individuals as well as organizations may apply for funding. 30% of proceeds are also designated to the Western Maine Homeless Outreach Shelter. In the last two years, approximately \$30,000 has been given out to families in need, and three programs have been supported.

**TerraCycle:** Volunteers collect and sort recyclable materials to benefit United Way. For a list of collectible materials and drop sites visit <http://www2.umf.maine.edu/terracecycle/>.

**Days of Caring:** Days of Caring are episodic events that occur usually throughout the summer months. UWTVA markets well in advance to encourage community support through volunteerism and in-kind donations (equipment rentals, cleaning supplies, etc.) Days of Caring for 2014 included the Phillips American Legion hall where volunteers installed window panels to increase energy efficiency, the North Jay Grange where 25 window panels were installed and volunteers painted the front porch as well as did a significant amount of cleaning. Cabot Creamery provided a lunch to all volunteers free of charge at the North Jay Grange Day of Caring, with their Gratitude Grille.



*Volunteers of all ages help at a Day of Caring at the North Jay Grange. Interior storm windows were installed and the interior was closed in preparation to use the space for community events.*

## Executive Director's 2014 Report

As I write this report on another relentlessly cold and snowy day, I am reflecting on how fortunate I am to be warm (and plowed out!). Writing this report also allows me to reflect on how fortunate I am to be part of an organization that does so much good. In this unusually harsh winter, United Way of the Tri-Valley Area has kept people warm by contributing to the Ecumenical Heating Fund, helped provide emergency shelter by contributing to Western Maine Homeless Outreach, and supported Western Maine Community Action's administration of heating assistance funds. It has also marshalled volunteers to install interior storm window panels through the Community Energy Challenge, and connected people to community resources via countless requests for help via walk-in visitors, e-mail and phone. United Way provides warmth in a myriad of ways beyond heating and energy conservation, however. This extends throughout the year. It has engaged people to **change a life- right here, right now** – our 2014-15 Campaign theme - and the stories of people coming together are truly heart-warming.

United Way provided transportation to a food pantry or a medical appointment through Western Maine Transportation Services; a hot, nutritious meal delivered by SeniorsPlus's Meals on Wheels Program, and respite for a caregiver of an adult with disabilities. In addition three Venture Grants were awarded that supported new and innovative programming. I encourage you to view the list of community programs United Way supports as well as the testimonials that accompany the list.



The dedication and compassion of hundreds of volunteers who selflessly dedicated time and expertise is awe-inspiring once again. United Way began reporting ALL sources of impact in 2014, which includes contributions, grants, donated goods and services, special event income and volunteer service. In the 2013-14 campaign we are happy to report that \$767, 189 was reported. A goal of \$806,000 was set for 2014-15 and we anticipate falling just short of this increased goal, coming in at 95% at the end of the campaign on April 30, 2015.

Volunteers are the foundation of United Way. In addition to spending many hours in the office, participating in events, running a workplace campaign, or helping at a Day of Caring, volunteers govern your United Way. I would like to thank all board members, but in particular the executive committee for their leadership in 2014.



*UMF students participate in a Day of Caring sponsored by United Way at the Western Maine Homeless Outreach shelter in Farmington.*

Larissa Larrabee has served as president of the Board of Directors, Mary Frank, Vice President, and Gordie Flint, as Treasurer. I am ever-grateful for their support and guidance.



*Board president Larissa Larrabee and Volunteer Campaign Chair Ken Lust.*

Ken Lust's two year tenure as Campaign Chair ends at the close of the 2014-15 Campaign. Ken deflects praise, and prefers a genuine thank you. Join me in doing just that and recognizing his tremendous dedication to United Way and the Greater Franklin County region.

Lastly, Volunteer Center Coordinator Eleni Margaronis joined our team in the spring of 2014, and I am grateful for her enthusiasm, dedication, and compassion for our region as she guides our efforts to engage volunteers and positively impact our community.

## United Way of the Tri-Valley Area Changing Lives Right Here – Right Now through Volunteerism

Recognizing the positive impact volunteers play in the region, United Way of the Tri-Valley Area (UWTVA) began convening the Franklin Volunteer Network (FVN) in 2008 to support the growing sector, and the changing needs of volunteers and organizations that engage them. The Network has met monthly since that time and is comprised of community members, volunteer managers, and organizational representatives. Trainings are offered, recognition events are planned, new technologies are discussed, and there is always robust conversation about challenges and opportunities. Members of the FVN document volunteer hours of service that their volunteers provide, and share this with UWTVA to demonstrate the power of service. These figures are totaled and annually surpass \$3,000,000 in in-kind service (based on rates established by independentsector.org.) In 2009, with funding from the Maine Commission for Community Service, United Way officially launched a Volunteer Center with the following activity:

**Volunteer referrals:** Community members call, email and/or walk-in requesting volunteer information. Their demographic data is collected and recorded by the Volunteer Center Coordinator who provides them with known volunteer opportunities in Greater Franklin County. (These opportunities are continuously being inventoried and posted on VolunteerMaine.org.) In addition to having walk-ins fill out the interest form, she asks questions to try to direct those interested in volunteering to a specific organization that would be the best fit for them. Opportunities may also be available at United Way. Appointments are scheduled for those who are interested in discussing opportunities in depth.

**Maine Pre-trial:** The Volunteer Center Coordinator is working with Maine Pre-trial looking at ways to engage those who have a criminal history and/or offenses. In lieu of incarceration or fines, community members can serve volunteer hours in the community. UWTVA also engaged students and members of the community who have mandated community service requirements.

**ASPIRE/Department of Labor/Career Centers:** UWTVA works collaboratively to place recipients of ASPIRE and SNAP (food stamp) benefits in meaningful volunteer positions to develop work skills, gain experience, and make connections.

## Congratulations United Way of the Tri-Valley Area 2014 Franklin County Chamber of Commerce Non-Profit of the Year!



In 2015, we are delighted to support the following Community Partners:



## United Way of the Tri-Valley Area 2015 Community Partners **LIVE UNITED**

### Improving lives in Greater Franklin County

The United Way provides funding for programs that serve more than 12,000 people in Franklin County, Livermore and Livermore Falls. Funding for these programs is generated by donations to the Community Fund. These charitable dollars are awarded to non-profit human service agencies by an Allocations Committee made up of community volunteers, board members and staff. Programs and community needs are reviewed on an annual basis.

#### INCREASING INDEPENDENCE AND FINANCIAL STABILITY

##### LEAP, Inc.

313 Farmington Falls Rd.,  
Farmington, ME 04938  
Contact: Darryl Wood, (207) 778-6070.  
darryl@leapcommunity.org  
www.leapcommunity.org

The DREAM program: Family respite and community integration for adults with developmental and cognitive disabilities.

##### Literacy Volunteers serving Franklin & Somerset Counties

108 Fairbanks Rd., Farmington, ME 04938  
Contact: Literacy Volunteers, (207) 778-3460.  
literacyvolunteers@gmail.com  
www.literacyvolunteers.org

Reading instruction to adults on a one-on-one confidential basis. Programs are also offered in family literacy and teen tutoring.

##### SeniorsPlus

8 Falcon Rd., Lewiston, ME 04240.  
Contact: Connie Jones, (207) 795-4010.  
cjones@seniorsplus.org. www.seniorsplus.org.  
Meals on Wheels Nutrition program for Greater Franklin County, which ensures older, isolated adults receive regular nutrition and social interaction.

##### United Methodist Economic Ministry

1458 Salem Rd., Salem Township, ME 04983.  
Contact: Rev. Michele St Cyr, (207) 678-2611. umem@tdstme.net.  
www.gbqm-umc.org/umem.  
Fostering independence with outreach, education, and assistance with basic needs, including housing repairs, food, clothing, and fuel in northern Franklin County.

##### Western Maine Homeless Outreach

547 Wilton Rd.; PO Box 830,  
Farmington, ME 04938.  
Contact: Emily Ladd-Chaney, (207) 779-7609.  
wmhomelessoutreach@gmail.com  
Emergency shelter and case management.

##### Western Maine Transportation Services, Inc.

76 Mallow Rd., Auburn, ME 04210.  
Contact: Craig Zurhorst, (207) 333-6972 x 6.  
czurhorst@westernmainetrans.org.  
www.wmstbus.org.  
Community Rides Program which allows WMSTS to provide public transportation in Greater Franklin County to those who otherwise would not be able to access medical and other critical services.

##### Work First, Inc.

PO Box 86, Farmington, ME 04938.  
Contact: Linda LaRue-Keniston,  
(207) 778-3200 x 22. lindal@workfirstinc.org.  
www.workfirstinc.org.  
Meaningful work experiences for adults with developmental disabilities. This increases independence and improves quality of life.

#### RESPONDING TO EMERGENCIES AND MEETING BASIC HUMAN NEEDS

##### Clearwater Food Pantry

1108 West Mills Rd., Industry, ME 04938.  
Contact: Bob Healy, (207) 652-2377.  
bandchealy@gmail.com.  
Emergency food assistance.

##### Farmington Area Ecumenical Ministry (FAEM) - Care and Share Food Closet

227 Main St., PO Box 291,  
Farmington, ME 04938.  
Contact: Leiza Hiltz-Scerbo, (207) 778-2331.  
leiza@pinkporchparty.com.  
www.faemchurches.org  
Emergency food assistance to residents of Farmington and surrounding towns.

##### Farmington Area Ecumenical Ministry (FAEM) - ECU HEAT

PO Box 147, Farmington, ME 04938.  
Contact: Rev. Susan Crane, (207) 778-2163.  
faemofficer@gmail.com.  
Emergency heating assistance for any Franklin County resident unable to afford fuel, after all resources have been exhausted.

##### Rural Community Action Ministry

81 Church Hill Rd., Leeds, ME 04263.  
Contact: Mary Beth Paquette,  
(207) 524-5095.  
mbp246@roadrunner.com. www.rcam.net.  
Housing and homelessness programs including housing rehabilitation, shelter, and financial and technical assistance.

##### Safe Voices

PO Box 713, Auburn, ME 04212.  
Contact: Jane Morrison, (207) 795-6744.  
jmorrison@safesvoices.org.  
www.safesvoices.org. Helpline 1-800-559-2927 or (207) 778-6107 (Franklin County).  
Franklin County outreach, emergency services, and community education for survivors of domestic violence, including court advocacy, support groups, children's and youth services, and emergency shelter.

##### United Valley American Red Cross

475 Pleasant St. Ste. 25,  
Lewiston, ME 04240.  
Contact: April Caron, (207) 779-6779.  
april.caron@redcross.org.  
www.maineredcross.org.  
Area disaster aid and relief services including, food, clothing and shelter to victims of fire and other disasters.

##### Western Maine Community Action

PO Box 200, E. Wilton, ME 04234.  
Contact: Fen Fowler, (207) 645-3764.  
ffowler@wmca.org. www.wmca.org.  
Emergency heating assistance administration for Greater Franklin County.

#### STRENGTHENING FAMILIES AND CHILDREN

##### Androscoggin Children's Advocacy Center

227 Main St., Farmington, ME 04938.  
Contact: Ken Mynck, (207) 778-9522 or  
(207) 784-0436. coord@acame.org.  
Forensic interviewing of sexually abused children and cognitively-impaired adults.

##### Franklin County Children's Task Force

113 Church St., Farmington, ME 04938.  
Contact: Renee Blanchet, (207) 778-6960.  
rblanche@fcctf.org. www.fcctf.org.  
Community and school-based outreach and education to prevent child abuse and neglect.

##### Sexual Assault Prevention and Response Services

227 Main St., Farmington, ME 04938.  
Contact: Kayce Hunton, (207) 778-9522.  
kayce.hunton@sapars.org.  
www.saveasaparis.org.  
School-based sexual assault crisis intervention, prevention, and support services.

#### IMPROVING HEALTH

##### Community Dental

366 US Rte. One., Falmouth, ME 04105.  
Contact: Karen Rickley,  
karen.rickley@communitydentalme.org.  
(207) 779-2659 (Franklin County).  
www.communitydentalme.org.  
Dental services, dental health education and emergency care to children and adults who otherwise could not afford them.

##### Healthy Community Coalition

105 Mt. Blue Circle, Ste 1,  
Farmington, ME 04938.  
Contact: Jennifer McCormack,  
(207) 779-2926. jmcormack@fchn.org.  
www.fchn.org/tcc.  
Mobile Health Unit outreach program which provides free health screenings, information and education to northern Franklin County area residents.

##### Tri-County Mental Health Services, Inc.

PO Box 2008, Lewiston, ME 04241;  
144 High St., Farmington, ME 04938.  
Contact: Marci Bernard, (207) 783-4663,  
x158. (207) 778-3566 (Franklin County).  
mbernard@tcmtsh.org. www.tcmtsh.org.  
Access to mental health services for low-income individuals and families; and substance abuse services for UMF students.

##### 2014-15 Venture Grant Recipients

Venture grants provide funding to support new and innovative programs.

- HealthReach Community Health Centers, Strong Area Health Center
- Western Maine Homeless Outreach
- Androscoggin Children's Advocacy Center

## Campaign Chair Report

As Campaign Chair it is again my privilege to extend special thanks to the countless people and companies in our community who gave of their time, talent and treasure to help make Greater Franklin County Area a better place to live. Using funds raised in this year's campaign, we will fund 20 programs provided by Community Partners all of which were carefully vetted by a dedicated group of community members who donated hundreds of hours to cull through the requests for funding. As always, the requests greatly exceeded the amount of resources available so hard choices had to be made and funds needed to be allocated to optimize the impact of donated dollars on our community.

Through the generosity of our contributors we will once again be able to help keep people warm, safe, fed and healthy and we'll help provide vital resources to respond to emergencies. The full list of funded programs is in this report and each one of them provides vital services that combine to make Greater Franklin County Area a better place to live. Also numbering among our volunteers was a dedicated campaign cabinet who also contributed selflessly of their time and talents to help guide the campaign and offered tremendous ideas and energy to help make this a successful year.

We set an aggressive goal of \$532,000 of in kind, workplace and grant contributions which represented an increase of 5% over last year's results. While all of the results are not fully known at this writing, our best estimate is that we will achieve approximately 95% of that goal. We are still able to maintain the same level of program funding as last year, using cash reserves. We also set an aggressive goal of volunteer hours valued at \$274,000 which represents in excess of 13,000 hours contributed for various projects that benefit the community. To date, through the Volunteer Center coordinator, Eleni Margaronis, we have engaged more than 750 volunteers who have contributed 10,204 hours towards numerous projects ranging from construction of interior storm windows and Days of Caring, to income tax preparation and Buttons for Babes bracelet making. We estimate we will reach the goal for volunteer hours.

Again we thank our community partners and the results they provide through the tireless work of dedicated staffs without which our community would be a far less appealing place to call home. There are literally thousands of people in Greater Franklin County Area whose lives have been made a little better through the good works of our Community Partners. We thank them and honor them for their work.

Again I must single out our Executive Director, Lisa Laflin. Lisa is adept at seeing a need within the community and assembling a group of people to craft a way to fulfill that need and to be a catalyst for change. As I said last year, our community is fortunate to have Lisa in our midst and I have seen still more examples of her good work throughout this campaign year and we thank Lisa for her service and dedication.

Ken Lust

Campaign Chair

PO Box 126, Farmington, ME 04938 (207) 778-6048 info@uwtva.org www.uwtva.org facebook.com/UWTVA

# Treasurer's Report

Once again your United Way of the Tri-Valley Area turned in excellent financial results. Against a budgeted deficit going into the year of (\$19,278.00), total expenses including payments to Community Partners and venture grants exceeded all revenue sources by \$6,982.57 which represents \$12,295.43 better than budget. The deficit was funded from cash reserves on hand and we ended the year strong with cash on hand of \$73,089.45 net of checks outstanding and reserves.

Highlights of income items are Total Campaign Income of \$310,316.42 against a budgeted amount of \$315,000, a shortfall of \$4,683.58 or 99% of the budgeted goal. The components of the campaign income are: Corporate giving – \$29,454.03, Individual giving was strong at \$28,198.95, the Small Business segment contributed \$48.89, Workplace Campaigns, led again by Verso Corporation was \$252,167.55. Campaign – Other was \$447.00.

Total Designated Grants and Other Income was \$111,266.45 against a budgeted amount of \$70,000, which was better than budget by an astounding 58%.

Buttons for Babes, including the match from Barclays Bank again turned in a strong performance, generating \$15,498.52 against a budgeted amount of \$10,000.00. These funds are allocated specifically for the needs of children under age 18 and are administered by its own advisory board.

The remaining Designated Grants and Other Income items were comprised primarily of \$10,273.89 cash to fund the VITA tax preparation site, \$5,593.00 from the John T. Gorman Foundation, \$46,965.58 Volunteer Generation Fund grant which funded the Volunteer Center and its programming, including the Community Energy Challenge; Packs for Progress, an annual back-to-school initiative, of \$1,387.00 and Designated Grants and other sources which totaled \$31,548.46. Additionally, Special Events contributed \$9,363.89 notably from the Great Charity Auction (\$6,943.00) and the Cut-A-Thon (\$1,220.10). Gross Revenue was \$435,549.71 against a budgeted amount of \$411,700.00 or 5.48% better than budget.



*Silver Shears stylists generously donate time to cut hair to support United Way as part of the second annual Cut-A-Thon.*

## Care and Share Food Closet

“Serving as a volunteer over the past year logging in clients and listening to their testimony of need has been an eye-opening and heart-wrenching experience. When you see a child’s eyes widen as they look at the bread shelf like they just walked into a toy store, or a Mom ask for anything to help her undernourished baby, you just wish you could do more, give more. It is a great joy to help others in need, especially when you know they may have just learned how to cook a food high in nutrition that they never bought, because they did not know what it was or how to prepare it or could not afford a change in diet.

The Food Closet this year was able to give out many fresh vegetables and this brought back big smiles from the families! Some learned about kale, avocados, and even making their own pasta sauce out of fresh tomatoes. The hardest part for me was watching how hard it was for some to swallow their pride to come in for help, but once they come in and feel welcome by our great staff, all feel relieved!

## Safe Voices

“Jessie” is an 18-year-old student preparing to graduate high school. When she first met with our Community Educator, she was involved in an abusive dating relationship. She reached out to Safe Voices for support through her school after a friend had done the same and talked with “Jessie” about her positive experience. “Jessie” who was once a motivated student, found herself failing classes as she tried to process the abuse she was experiencing. She had recently left her boyfriend, with whom she had been living, and his behavior had started to escalate. He was showing up at her workplace, waiting for her outside of school, messaging her via social media with threats of suicide, and had been severely physically violent, even threatening to take her life. She was stressed and unable to focus on her studies, was tired all the time, and having severe nightmares- all signs of post-traumatic stress disorder. After much support, “Jessie” was able to obtain a protection from abuse order and move on from the relationship. She has since brought up her grades and is applying to college. She has a job, and a long-term goal of helping victims of domestic violence. “Jessie” knows what she wants in a future relationship, and understands that no one deserves to be abused. She recognizes red flags of abuse and can name unhealthy dating behaviors, and realizes that it is not her responsibility to resolve her partner’s personal struggles. “Jessie” is very optimistic about her future and quite focused on her passion to help others experiencing intimate partner violence.



# United Way Community Partners

Each year, United Way invites 501(c) 3 non-profit organizations to apply for funding. In 2014 United Way funded 21 programs coordinated by 18 Community Partners. The work being done by these partners enriches our community and changes lives of those who live, work, and play in Greater Franklin County. Support ranged from meals delivered to isolated older adults through the Meals on Wheels Program, to heating assistance, food and transportation for many vulnerable children and families. While we could describe each program that was supported throughout 2014, we felt it was best to learn first-hand the impact of United Way-funded programs. What follows, then, are three testimonials from staff and volunteers providing valuable services in the region:

## Franklin County Children’s Task Force

“In early 2014 we provided a cyber-safety lesson at a local school. We had a parent of a 13 year old boy who had suspicions that her son was doing things online that he shouldn’t be doing. Mom had seen some text messages and



needed help. We were able to show mom how to check her child’s history on his computer and do some advanced searches which yielded some very scary results. Her son had sent nude photos of himself to older boys/men he had met online through a “chat site.” The knowledge and subsequent education that followed was a huge breakthrough in the relationship in this family. The son was able to discuss his feelings as if he didn’t belong in any peer group. The parents received support and education from local law enforcement and the child was able to receive counseling and establish a very new relationship with his older sibling who was supportive. This boy has a new understanding of what he should and shouldn’t do online. His parents have a new education of the reality of a child online and how to keep their child safe. This is difficult for parents who feel their child is safe because they are home.”



*Buttons for Babes Brunch participants enjoy each other’s company and supporting children in Greater Franklin County.*

On the expense side, Community Partner Allocations were \$151,000 against a budgeted amount of \$150,000. Buttons for Babes disbursements of \$18,700 exceeded the budgeted amount of \$9,500 by \$9,200 in recognition of the strong fund raising results. Volunteer Generation Fund expense of \$46,336.88 offset the Volunteer Generation Fund income of \$45,965.58 and likewise Packs for Progress expense was \$1,969.58. Total Designated Grants and Other Expenses which are included above were \$86,317.38

against a budgeted amount of \$64,500.00. Non Member Designations were \$24,221.75 against a budgeted amount of \$22,000. We were once again able to award Venture Grants in the amount of \$10,000 to three worthy recipients.

Your United Way ran lean with Total Operating Expenses, Payroll and Related of \$149,215.89 against a budget of \$162,090 or almost 8% under budget. This once again represents keen expense control and operating with great efficiency.

Your United Way ended the year healthy from a financial standpoint with strong cash reserves and that is in no small part due to the stewardship of its long-time treasurer and board member, Gordie Flint. Gordie served multiple terms as our Treasurer as only part of an association with the United Way that began in Boston when he was a loaned executive and continued for more than 4 decades. Gordie, who served as Treasurer in 2014, has retired from the board as required by our bylaws but we do not expect his dedication and contributions to the United Way of the Tri-Valley Area to end. Gordie epitomizes the spirit of contributing his time, his talents and his treasure and we honor and thank him for his service and dedication throughout many years.

**Congratulations to this year’s Venture Grant recipients! Venture Grants support new, innovative and collaborative initiatives serving Greater Franklin County.**

## **Androscoggin Children’s Advocacy Center**

Minimizing trauma for Franklin County children and adults with cognitive impairments who have been abused, by establishing a multi-disciplinary, coordinated investigation approach.

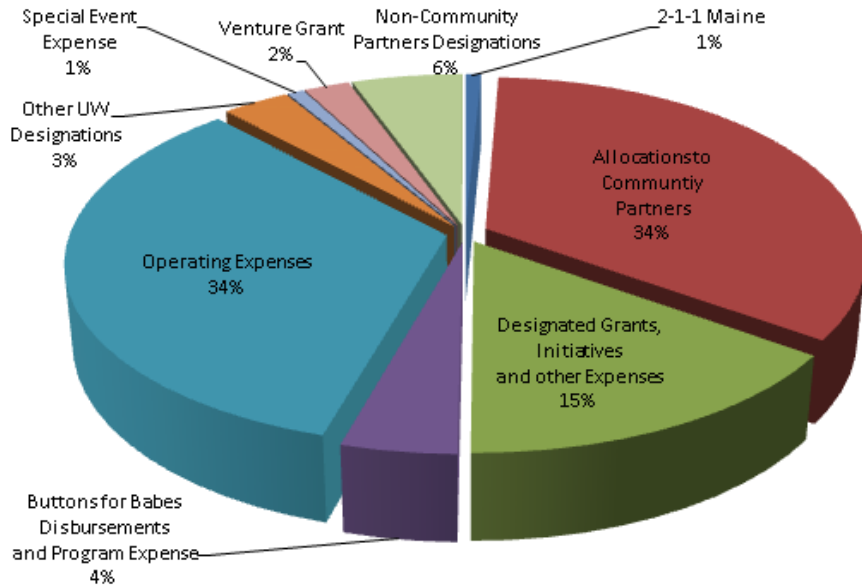
## **HealthReach Community Health Centers, Strong Area Health Center**

Improved glucose monitoring as an educational tool in the primary care setting.

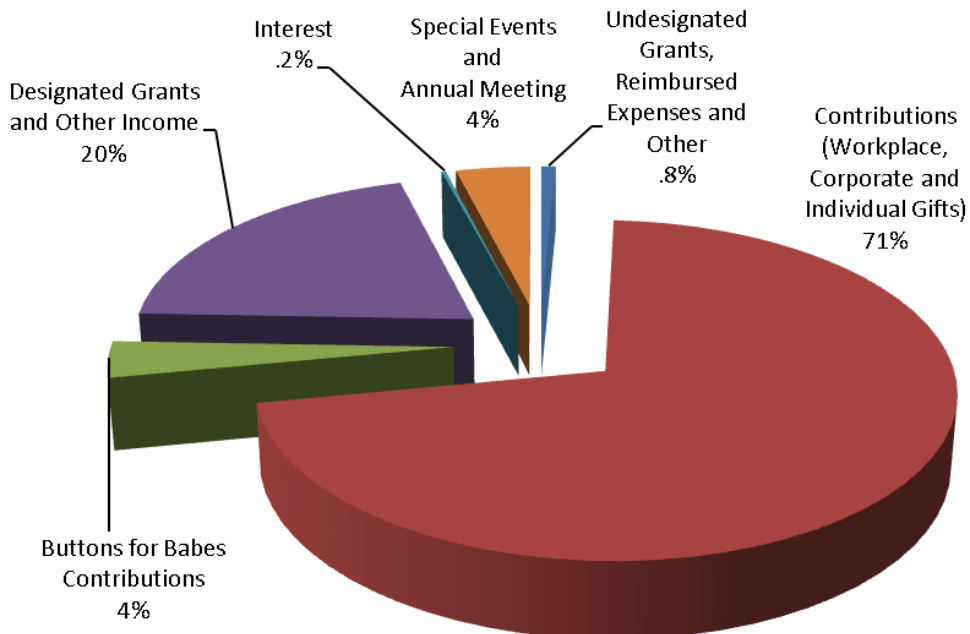
## **Western Maine Homeless Outreach**

Capacity improvement for the Western Maine Homeless Outreach shelter.

## 2014 Expenses and Community Investments



## 2014 Income



## 2014 Board of Directors

### Rodney Brown\*

Humana

### Melissa Caminiti

Franklin Community Health Network

### Brenda Clark

Verso Paper Corporation

### Sharon Cullenberg

Stericycle Communication Solutions

### Gordie Flint, Treasurer

Community Member, Wilton  
Retired from Banking

### Mary Frank, Vice President

Community Member, Farmington

### Sandy Goodwin\*

Franklin Savings Bank

### RaeAnn Hargreaves

Franklin Savings Bank

### Katherine A. Kemp

University of Maine at Farmington

### Aaron Knapp

Western Mountain Financial Services

### Lillian Lake

Community Visionary

### Seth Landry

United Insurance Group  
Shiretown Agency

### Larissa Larrabee, President

Verso Paper Corporation

### Julie Libby

Community Member, Farmington

### Ken Lust

Community Member, Starks  
Retired from Banking

### Larry Roix\*

Northland Custom Flooring

### Peter Smith

Organizational and Management Consulting

### Jodi Spiller

Verso Paper Corporation

### Janis Walker\*

Healthy Community Coalition

### Rev. Dee E. Webber, STM

Pastoral Counselor

### Bruce Williamson

Franklin Memorial Hospital

### Darryl Wood

LEAP, Inc.

*\*Served in 2014 but did not complete their term.*