

2014 ANNUAL REPORT  
TO THE COMMUNITY



United Way  
of Mid Coast Maine



## OUR MISSION

*to improve lives by mobilizing  
the caring power of communities*

# TOGETHER WE CAN!

# Together We Can!

In 2014, our Mid Coast community showed the power of working together. We:

- Engaged 550 volunteers to **read** to 4,500 children, **donate food**, organize **Diaper Drives**—our newest initiative—and much more!
- Mobilized **7,000** donors and met our Campaign goal, raising **\$1,915,702**
- Helped approximately **20,000 Mid Coast residents** improve their Education, Financial Stability, and Health, through funding 36 high-quality local partner agencies
- Started our **Best Start Initiative**, to prevent long-term problems for our children

**Thank you** for your support that makes all these results possible! Contact us at 443-9752 or [info@uwcm.org](mailto:info@uwcm.org) any time you'd like to learn or do more, and—**LIVE UNITED!**

— *George Reichert*  
Board Chair

and

— *Barbara Reinertsen*  
Executive Director

## OUR GOAL—IMPROVED LIVES IN OUR COMMUNITY!

### Three Priority Areas

#### Education

to help people reach their potential

#### Financial Stability

to help people meet their basic needs with dignity and move toward greater economic security.

#### Health

to help people experience safety and wellness in their community.

### Two Ways we work toward Community Goals

#### Support of Programs that Change Lives

We will continue to fund excellent local programs that demonstrate results for people of all ages, from meeting urgent needs for food and shelter, to mentoring youth, helping elders, and much more. Together United Way partner agencies form a strong network, improving our Mid Coast residents' education, financial stability, and health.



#### Initiatives that Change our Community

We will focus on mobilizing our community to give the **Best Start** possible to Mid Coast infants and children. Research shows that helping parents and children get off to a healthy, caring start can prevent serious long-term problems and have a tremendous positive effect on our residents' education, financial stability, and health.

### To make possible our work improving lives in our community, we will:

- **Deepen relationships with donors and partners** so we can move forward together
- **Mobilize resources** by helping people to give, advocate, and volunteer
- **Maintain and continually improve organizational excellence** so we have the trust of our community and a lasting impact on the common good

## OUR MISSION—TO IMPROVE LIVES BY MOBILIZING THE CARING POWER OF COMMUNITIES

# Best Start has Started!

As part of a prenatal visit to her doctor's office recently, **Sarah Cunio** met with new **Best Start** Specialist Tracy Corey, to learn more about parenting supports offered by **home visiting programs**. Tracy connected Sarah with home visitor **Jen Doherty** of **Maine Families**.

"My husband and I have two other children, and I've read a fair amount, but I still have questions," said Sarah. "Such as—what's the best way to handle sibling rivalry with a new baby? **It's so helpful to have a knowledgeable person on our side**, to answer our questions and give us the most up-to-date information on healthy child development. Plus, **Jen is just great and the visits are so much fun!**"

Research has demonstrated that the **first months of life are critical** for healthy **brain development**. Helping families and their infants get off to the best possible start not only helps the family immediately, but also can **prevent long-term problems** for the rest of the child's life, and help us improve Mid Coast residents' Education, Financial Stability and Health!

In 2014 United Way, along with our many community partners, launched our **Best Start** Initiative to dramatically increase the number of patients who take advantage of the excellent home visiting services offered by **Public Health Nursing, Early Head Start, and Maine Families**. Together we developed the **Specialist** position, to connect each family with the most appropriate of these services for them. Our partner **The Opportunity Alliance** hired and supervises Tracy, who works on site at **Mid Coast Women's Health** and **Mid Coast Hospital**, as part of their integrated health team.

We also have funding support from wonderful partners **John T. Gorman Foundation, The Betterment Fund, and Jane's Trust**. Independent research firm **Hornby Zeller Associates** is collecting data and evaluating our three-year initiative.

"I want the best start possible for my baby!" says Sarah. We want that for **all Mid Coast families**. We are excited as we head into **Best Start's** second year, working to develop a **new system** that becomes the norm, becomes a model for other communities, and will help hundreds of **Mid Coast babies** for years to come!

**"It's like having your best friend come over—only she's so knowledgeable!"** says **Jean Jackson**. Jackson, whose husband is an Iraqi war veteran, is shown here with **Joshua**, new baby **Jaelyn**, and home visitor **Heather Knowles** of **Maine Families**. **"Best Start is wonderful—every parent should use it!"**



*Sarah Cunio (right) meets with the **Best Start** Specialist to get connected to a home visitor.*



***Best Start** Specialist Tracy Corey works on site at **Mid Coast Women's Health** to personally connect prenatal patients with community programs that will help them in their role as parents.*



# 20,000 PEOPLE'S LIVES CHANGED

## by United Way Funding

United Way-Funded Strategy		Local People Helped	United Way Partner Agencies Achieving Results
<b>EDUCATION SUCCESS BY 6</b>	Provide home visiting and education services to promote <b>healthy parenting</b> and prevent abuse	675	Bath Area Family YMCA Central Lincoln County YMCA Coastal Kids Preschool Family Focus
	Provide high-quality <b>child care</b> and early education	1,136	Healthy Kids Midcoast Maine Community Action Teen and Young Parent Program
	Encourage parents to <b>read</b> with their children	393	Tri-County Literacy
<b>YOUTH &amp; LIFELONG LEARNING</b>	Offer positive activities for <b>youth development</b>	1,668	Bath Area Family YMCA Big Brothers Big Sisters of Bath/Brunswick
	Engage at-risk youth with <b>mentors</b>	358	Big Brothers Big Sisters of Mid-Maine
	Help <b>people with disabilities</b> to work and live to their potential	78	Central Lincoln County YMCA Elmhurst, Inc.
	<b>Tutor adults</b> who need help in reading and writing	109	Girl Scouts of Maine Independence Association Mobius, Inc. People Plus Tri-County Literacy
<b>FINANCIAL STABILITY</b>	Provide <b>food and shelter</b> to people in need	5,402	Coastal Trans, Inc. Good Shepherd Food Bank
	Provide emergency aid to <b>prevent homelessness</b>	1,695	Habitat for Humanity/ 7 Rivers Maine
	Offer case management and transportation to <b>increase independence</b>	760	Mid Coast Hunger Prevention Program Midcoast Maine Community Action People Plus Spectrum Generations Tedford Housing The Salvation Army
<b>HEALTH</b>	Provide <b>health care</b> and preventive care to uninsured, youth, and low-income people	2,001	American Red Cross of Central and Mid Coast Maine Brunswick Area Respite Care Catholic Charities Maine
	Work to <b>prevent violence</b> and help survivors of violence	7,885	Eldercare Network of Lincoln County Family Crisis Services
	Provide companionship and respite care to <b>elders</b>	1,615	Home to Home Lincoln Academy Health Center Maine Family Planning
	Respond to or prevent <b>emergencies</b> and health crises	48	MSAD 75 Health Center New Hope for Women Oasis Health Network People Plus Pine Tree Legal Assistance Planned Parenthood of Northern New England Sexual Assault Support Services of Midcoast Maine
<b>Every Dollar Matters to Achieve these Results!</b>		<b>23,823</b>	<b>Total</b>

*\*Some people may be served by more than one program. We estimate approximately 20,000 Mid Coast residents were helped by United Way programs last year.*

# OUR COMMUNITY CHANGED FOR GOOD

## by United Way Initiatives

At United Way, staff and volunteers work to create long-lasting change in our community. We spend our resource of time bringing people together, responding to needs, and searching for *solutions*. We pursue initiatives and strategies to **help move our community toward common goals and the common good.**



*Babies need their parents—and their whole community*

United Way adds value to donor investments. **We generate resources for our community** far beyond the dollars distributed to partner agencies, or any dollars that appear on our balance sheet. A few examples:

### BRINGING PEOPLE TOGETHER TO HELP BABIES: BEST START INITIATIVE \$1/2 Million in Grants to Help Mid Coast Help Babies!

United Way organized the **Best Start** Initiative to support parents, and partner organizations all contributed *substantial* time and expertise, working together to create a new unified system of home visiting. We're grateful to have received interest and funding from the **John T. Gorman Foundation, The Betterment Fund, and Jane's Trust** to create this new model aimed at *preventing* problems for babies now and for the rest of their lives. We hope to enlist other individual and foundation supporters as our **Best Start** Initiative continues into its second year!

### LEVERAGING VOLUNTEER POWER

**Over \$3.4 Million Worth!**

Donations helped United Way recruit and organize **550** volunteers last year, and helped leverage an additional **8,251** volunteers at our funded partner agencies. *Volunteers make local programs run, and multiply the power of donated dollars.* Based on the Independent Sector's calculation, the combined **171,018 hours** of volunteer service provided translate to a value of **\$3,437,462!**



*171,018 volunteer hours have a value of \$3,437,462.*



*Since 2006, 2-1-1 has responded to 570,000 calls statewide.*

### CONNECTING PEOPLE TO HELP: 2-1-1 MAINE

**4,936 Mid Coast Callers Connected to Services**

United Way doesn't just help fund this free, confidential telephone information and referral service—we worked with United Ways across Maine to form it. We continue to participate in its governance, to ensure that it remains a high-quality program. Many people who needed help found it, thanks to 2-1-1: imagine the value of that!

### CREATING ASSETS, SAVINGS & HOPE (CA\$H COALITION)

**Over \$3.7 Million to our Local Economy since 2007**

United Way is an active participant in this coalition, led by Volunteers of America. Volunteers provide free tax preparation, helping low and moderate-income working people receive appropriate child care and Earned Income tax credits. Over \$3.7 million in refunds have been returned to local people!



*Steve Cohen of BIW (left) helps at a CA\$H site.*

# TOGETHER WE CAN!

## Everyone can be Part of the Change

Roll up your sleeves, read a book to children, buy diapers for a fundraiser, organize a food drive at your workplace, volunteer yourself or gather a team and have even more fun doing it! United Way is about *mobilizing the caring power of our community*, and that takes more than dollars, it takes **YOU!**

**ALL OVER MID COAST MAINE,** people are joining United Way Initiatives and starting their own. **Thank you!**



One volunteer visiting at Family Focus Child Care said, "I love reading and I have not read in a long time with little kids." A pre-school girl with reddish hair politely responded, "We are not 'little!'."

### The Community Read Aloud

**Reading to children— what's more fun than that?!**

Every year, United Way's signature volunteer event, the Community Read Aloud, seems to get better and better. From (L-R) Nobleboro, Boothbay Harbor, Bristol, Brunswick, and throughout our region, on this one day 248 volunteers read to approximately **4,500 children!**



"Children need to hear 1,000 stories before they can begin to learn to read."  
—Author Mem Fox



# THANK YOU TO OUR VOLUNTEERS!



## BOARD OF DIRECTORS

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Dodie Jones, Brunswick  
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## ADMINISTRATION & FINANCE COMMITTEE

see previous page

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Patricia Marcotte  
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Adele Suggs  
Dennis Unger

## 2014 CAMPAIGN LOANED EXECUTIVES

Rebecca Bohanan  
Donna Church  
Brendan Fickett  
Amanda Hoag  
John Portela  
Lisa Snyder

## VOLUNTEER READER NETWORK

Anne Baldwin  
Ned Baxter  
Nancy Bliss  
Roger Cauchi  
Louise Kieffer  
Burke Long  
Susan Mikesell  
Susan Petit  
Carole Sargent

## BEST START INITIATIVE PLANNING TEAM

Mid Coast Medical Group:  
Bonnie Roth, Ross Cunningham,  
Amy Wing  
Mid Coast Hospital:  
Eileen Delaney, Tom Kivler

## COMMUNITY SOLUTIONS COUNCILS

### SUCCESS BY 6: EARLY CHILDHOOD

Pam Gerbi, *Chair*  
Rev. Ray Anderson  
Marcia Benner  
Seth Berry  
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Ellen Dickens  
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Glenn Hutchinson  
Janice Jaffe  
Tom Kivler  
Dan Nadeau  
Dillwyn Paiste  
Sandy Peters  
George Reichert  
Joel Russ  
Brad Smith

### YOUTH & LIFELONG LEARNING

Matt Cunio, *Chair*  
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Elizabeth Boyajjian  
Jill Haer  
Jo Hipsher  
Karry Kane  
Linda Lupton  
Marc Meyers  
Sandy Neiman  
Clint Robbins  
John Romac  
Eleanor Swain  
Marilyn Weinberg

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Candice Carpenter  
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Bill Ewing  
Jim Huff  
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Mechelle Nash  
Karen Parker  
Heidi Shott  
Ellee Simons  
Joel Wegner  
Mariellen Whelen  
Margaret Wilson

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Heather Biggar  
Sabra Burdick  
Chief Mike Field  
Sue Fitzgerald  
Barbara Gaul  
Kelly Holbrook  
Giff Jamison  
Dodie Jones  
Kristen Kellner  
Joel Merry  
Lynne Pinkham  
Cindy Wade

Teen & Young Parent Program—  
Maine Families: Caryn Drapkin,  
Jennifer Doherty  
Opportunity Alliance—Maine  
Families: Louise Marsden, Tracy  
Corey—Best Start Specialist  
Midcoast Maine Community  
Action—Early Head Start:  
Jessica Tysen, Elna Joseph,  
Leslie Eastman  
Public Health Nursing:  
Julie Hardacker  
CHANS Home Health Care:  
Avel Payne  
Martin's Point Health Care:  
Deb Hagler  
Center for Community Inclusion  
& Disability Studies: Jill Downs  
United Way of Mid Coast Maine:  
Craig McEwen, Sandy Peters,  
Andy Cook, Barbara Reinertsen,  
Peter Lindsay

Maria Hinteregger, Associate  
Director of Community Impact  
Jill Kornrumpf,  
Data Systems Coordinator  
Peter Lindsay, Director of  
Community Impact/*Success By 6*  
Karen Madsen, 2-1-1 Regional  
Resource Coordinator  
James Peavey, Associate Director  
of Community Impact  
John Washburn, Director of  
Finance and Administration

### STAFF

Barbara Reinertsen,  
Executive Director  
Tom Blatz, Director of Campaign  
Sandra Caparratto,  
Administrative Assistant



## The Diaper Project

### Diapers, diapers everywhere!

United Way's Diaper Project was launched in 2014, to help parents who struggle to afford enough clean diapers to keep their child safe and healthy. The cost can be up to \$1,000 per year, per child. People throughout Mid Coast Maine are **rallying enthusiastically to hold diaper drives**, including volunteers from FHC, Inc., (right) Bowdoin College (below), and many other groups and workplaces. The diapers are delivered to local food pantries and to programs serving children, such as home visiting. Go online to [www.uwmc.org/diapers](http://www.uwmc.org/diapers) for more information on how to help!



**23,108 diapers were donated in 2014!**



## You Can Volunteer at our Partner Agencies, too!

Teams of BIW employees "Bowl for Kids' Sake" to help Big Brothers Big Sisters. You can find more ways to volunteer at: [volunteermaine.org](http://volunteermaine.org).





# TOGETHER WE CAN!

## We Can Change Peoples' Lives!



### She's a Blessing

82-year-old **Marie** grew up in Bath, raised five children, helped her husband lobster before his death, cleaned at Sebasco Lodge, worked at Reny's, and stretched canvas at the mill now known as Fort Andross. After a late-in-life marriage ended in divorce at 80, Marie got practical help to return to stable living from MMCA caseworker Vickie.

*"I love her just like she was one of my own," said Marie. "She's a blessing.... I don't know what I would have done without her. She's been wonderful. She's been my good friend; I love her dearly."*

### Jason Wants to Succeed

**Jason** is working as an assistant cook, thanks to a United Way-funded program that provides job coaching for people with developmental disabilities until they can work as independently as possible.

*"Jason comes to work on time for every shift, and will stay late without being asked if he has something to finish. He has made some of the best cookies the residents of Thornton Oaks have ever eaten. You can tell he takes a lot of pride in what he does here and wants to succeed in the field that he loves. He has been a great addition to our kitchen; thank you Jason for your continued hard work and dedication!"*

Angie DiGirolano  
Head Chef, Thornton Oaks



## THANK YOU, UNITED WAY DONORS,

for supporting the human touch that allows our neighbors to **stay safe, thrive,** and reach their **potential!**



## PLANNED GIVING AND OUR ENDOWMENT YOU can leave a legacy for ALL our children.

Our **Endowment Fund** helps us to meet United Way's mission far into the future, creating better lives for local people by investing more in prevention, reaching more people, and helping to sustain important community programs. We invite you to make a contribution to the Endowment Fund today, or arrange for a **planned gift for the future.**

**If you have included us in your will, we thank you and invite you to share your plans with us!**

# THE CAMPAIGN: THANK YOU TO OUR DONORS!

## Every dollar matters to achieve results



Thanks to 7,000 donors and dozens of volunteers, United Way's fall Campaign raised **\$1,915,702**—reaching its goal with \$702 to spare!

“All of us together, united, have made sure that people who need help in the coming year will not be forgotten about, but instead will be helped to a better life,”  
**Campaign Chair Larissa Darcy**, Regional Vice President of The Bank of Maine, said at the Campaign Finale.

- **L.L.Bean Brunswick Manufacturing** won the Campaign Excellence Award.
- **Mid Coast Health Services'** campaign team received the Volunteer of the Year Award.
- **Lincoln County Healthcare's** team more than doubled employee participation.
- **Ray Labbe and Sons** had an all-staff meeting and more than doubled giving and participation!



The 2014 Campaign kicked off with a Drive for Diapers, which Loaned Executives and Campaign Director Tom Blatz helped to stack.

### 2014 TOP 12 CAMPAIGNS

Bath Iron Works	Hannaford
Bowdoin College	Wright-Pierce
L.L.Bean, Inc.	Brunswick Schools
Mid Coast Health Services	Lincoln County Healthcare
FHC, Inc.	Bank of America
Bath Savings Institution	Five County Credit Union
and Bath Savings Trust	

### LEADERSHIP GIVING & LOYAL CONTRIBUTORS

We thank the hundreds of individuals, both in and out of the workplace, who choose to give at our **Keel Club** levels of \$500 or more, as well as those who have given loyally every year for 10+ years, at whatever amount. Thank you!

### WORKPLACES WITH 70%+ EMPLOYEE PARTICIPATION and \$72.80+ per capita giving. Most are over 80%!

Bath Savings Institution, Bath Savings Trust Company, Family Focus, Healthy Kids, Mid Coast Hunger Prevention Program, Midcoast Chapter American Red Cross, Morong Brunswick, New Hope for Women, Norway Savings Bank, People Plus, Riley Insurance, SEARCH-Greater Bath, Sexual Assault Support Services of Midcoast Maine, United Way of Mid Coast Maine, Brunswick Sewer District, Downeast Energy, FHC, Inc., Woodex Bearing Co.

**We thank ALL our donors. Your investment in our community with United Way means thousands of local people's lives will change for the better.**

**Together We Can—Thank you!**



Campaign Chair Larissa Darcy, second from left, with BIW Employee Campaign Leaders, L-R: Patricia Marcotte, BIW/Local S6; Adele Suggs, BIW; and John Portela, BIW/Local S6

*“The United Way staff and volunteers share a deep responsibility to our donors. A big part of that responsibility is financial stewardship to ensure resources are distributed in a way that maximizes impact. If you want to improve the lives of the people around you, there is no better return on investment than this United Way.”*



**Matt Orlando**  
Bowdoin College  
VP for Finance &  
Assistant Treasurer, United Way  
Board Treasurer

## ADMINISTRATION AND FINANCE COMMITTEE:

**Matthew Orlando, Chair**  
VP for Finance & Assistant Treasurer  
Bowdoin College

**Bob Davis**  
Business Development Officer  
Mechanics Savings Bank

**John Berry**  
CPA, Harpswell

**Coleen Farrell**  
VP, Human Resources  
Mid Coast Health Services

**Geoff Gattis**  
EVP Commercial Lending  
Bath Savings Institution

**Bob McCue**  
VP, Finance & CFO  
Mid Coast Health Services

## Finance & Accountability

Since 2008, for very understandable economic reasons, United Way of Mid Coast Maine’s annual Campaign has dropped by about 5%—from just over \$2 million to just over \$1.9 million. Our response has been to:

- Keep our operating budget nearly flat, despite increases in the cost of doing business
- Intentionally use reserves built up over good years to maintain stable funding for local programs during hard years, when people need more help than ever
- Diversify our revenue through grants for our Early Childhood initiative work
- Work as hard as we can to increase our Campaign! **Every dollar counts.**

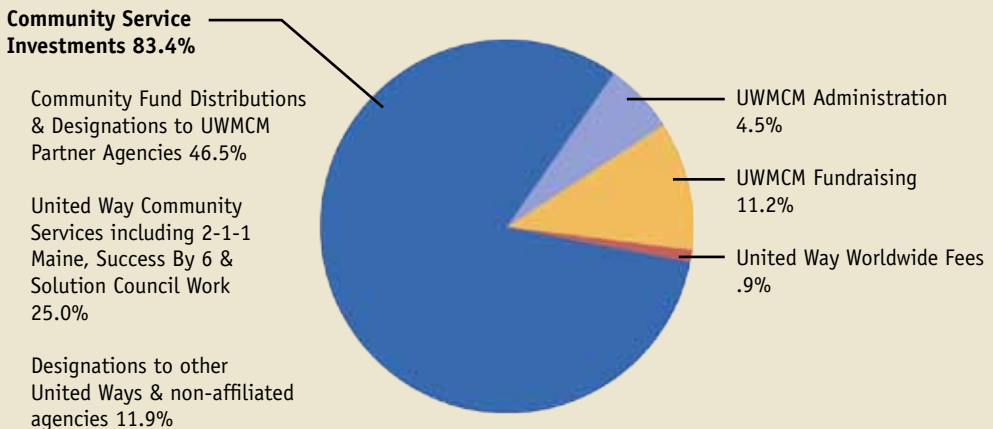
As a result, over the last several years we have been able to actually **increase our overall distributions for community impact.** United Way generates resources **far beyond dollars on our balance sheet:** for example, helping to leverage over \$3.4 million worth of volunteer time and helping bring in more than \$3.7 million in to our local economy in tax refunds since 2007 through our support of the CASH Coalition.

### STATEMENT OF FINANCIAL POSITION (as of June 30, 2014 and 2013)

ASSETS	2014	2013
Cash	\$ 1,715,535	\$ 1,543,988
Pledges Receivable, Less Allowance for Uncollectibles	751,526	742,998
Other Current Assets	7,257	22,698
Net Property, Plant and Equipment	41,729	138,978
Beneficial Interest in Assets held by the Maine Community Foundation	382,413	345,721
<b>Total Assets</b>	<b>\$ 2,898,460</b>	<b>\$ 2,794,383</b>
<b>LIABILITIES AND NET ASSETS</b>		
Partner Agency Funding and Designations Payable	\$ 674,655	\$ 714,930
Deferred Grant Revenue	116,500	-
Other Current Liabilities	21,164	20,598
<b>Total Liabilities</b>	<b>\$ 812,319</b>	<b>\$ 735,528</b>
<b>NET ASSETS</b>		
Unrestricted	\$ 1,455,534	\$ 1,377,230
Temporarily Restricted	629,207	680,225
Permanently Restricted	1,400	1,400
<b>Total Net Assets</b>	<b>\$ 2,086,141</b>	<b>\$ 2,058,855</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 2,898,460</b>	<b>\$ 2,794,383</b>

### WHERE THE MONEY GOES

Based upon audited expenditures for the year ended June 30, 2014



Copies of United Way of Mid Coast Maine’s IRS Form 990 and most recent audited financial statements as conducted by Bruce A. Bachelder, CPA, are available for public review on our website [www.uwmcm.org](http://www.uwmcm.org), or at the United Way office, 34 Wing Farm Parkway, Bath. Partner agencies are not charged dues or fees to be a participating member of this United Way.

United Way of Mid Coast Maine follows strict United Way Worldwide standards of financial accountability and transparency, adheres to FASB guidelines, and is audited annually by an independent auditor.



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**United Way  
of Mid Coast Maine**

34 Wing Farm Parkway  
Bath, ME 04530  
207.443.9752

[www.uwmcm.org](http://www.uwmcm.org)  
[info@uwmcm.org](mailto:info@uwmcm.org)

## Passing along a *Thank You!*



Six months after losing her job, Michele was struggling. She was still looking for work, had run out of savings, and was behind on the rent on the apartment where she lived with her 8-year-old daughter. She was worried and very discouraged. BUT...

**Your United Way donation made the difference.**

Michele and her daughter were able to stay in their home and keep that stability until she found a job, through a partnership of two United Way-funded agencies. Michele sent a thank you note.

*I can't thank you enough for assisting me. Thank you for treating me with dignity & respect and not treating me like I didn't deserve or warrant assistance! By the way - I got a job! YEAH!*

We think you should consider it as coming also to YOU!

*"I can't thank you enough for assisting me. Thank you for treating me with dignity & respect and not treating me like I didn't deserve or warrant assistance! By the way—I got a job! YEAH!"*

## The First Step to Help

Calling 2-1-1 is the first step many people take when they realize they need help and aren't sure where to turn. Your United Way donation makes sure they get free and confidential information from a trained, friendly person. This past year 2-1-1 helped 4,936 Mid Coast residents find needed services.

