

United
Way



United Way
of Mid Coast Maine

2019 ANNUAL REPORT

Great things happen we LIVE UNITED!



OUR MISSION:

To improve lives by mobilizing the caring power of communities

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A MESSAGE TO UNITED WAY SUPPORTERS:

As we prepare this report, Maine and the world are in the middle of the coronavirus pandemic. Much has changed, and many people are hurting. One thing that has not changed is United Way's determination to mobilize caring and improve lives. We are distributing 100% of dollars from the COVID-19 Urgent Needs Fund we established, and we are so proud of the way our partner agencies and so many others are working hard and creatively to meet people's increased needs. We are also looking ahead to what will be needed for our community to recover and rebuild.

This annual report, though, is a look back at 2019, and there is much to recognize. Among other things, United Way updated our strategic plan, keeping our focus on early childhood while expanding our understanding that healthy social-emotional development needs to continue for our youth, and that forging healthy community connections and increasing financial stability for people of all ages will also help create a positive intergenerational cycle. Here are some highlights from 2019—**thank you** for all for your current and ongoing support.



Bill Brillant, Board Chair



Barbara Reinertsen, Executive Director

LOCAL GOVERNANCE

Board of Directors 2019-2020

Bill Brillant, Chair, *Wayfair*

Mary Ellen Barnes, 1st Vice Chair,

Lincoln County Regional Planning Commission

Pam Gerbi, 2nd Vice Chair, *Brunswick*

Sean Martin, Treasurer, *Bath Savings Institution*

Christine Anderson, *LincolnHealth*

Steve Bailey, *Maine School Management Association*

Keith Bisson, *Coastal Enterprises, Inc.*

Rick Bohan, *LL Bean Inc.*

Sarah Brown, *Curtis Memorial Library*

Coleen Farrell, *Mid Coast-Parkview Health*

Rev. Josh Fitterling, *First Congregation Church of Wiscasset*

Nancy Jennings, *Bowdoin College emeriti*

Steve Levesque, *Midcoast Regional*

Redevelopment Authority

Joel Merry, *Sagadahoc County Sheriff*

Shelley Taylor, *UMA Brunswick Center*

Joel Wegner, *Five County Credit Union*

Scott Zamer, *Bath Iron Works*

Staff

Barbara Reinertsen, *Executive Director*

Tom Blatz, *Director of Campaign*

Maria Hinteregger, *Director of Community Impact*

Jill Kornrumpf, *Finance and Administration Assistant*

Samantha Ricker, *Director of Marketing
and Resource Development*

Mary Gaul Wallace, *Community Engagement Coordinator*

John Washburn, *Director of Finance and Administration*

PETER LINDSAY RETIRES



Peter joined United Way in 1991. He led our Success By 6 early childhood work as well as overall community impact. He received statewide recognition for his leadership, but most importantly he was a champion for children and a kind, smart, steadfast community partner, colleague, and friend. We will miss Peter, but wish him the best in retirement!

OUR PROGRESS TOWARDS OUR GOALS

Improved Economic Stability. United Way and our partner agencies helped **6,610 Mid Coast residents** meet their basic needs for food and shelter, and helped people achieve greater independence by funding case management and transportation services.

Healthier, More Connected Lives. United Way donations helped **7,787 local people get needed health care**, from prescription drugs and dental care, to addiction outreach and mental health services. We also funded mentoring, healthy activities, and companionship to youth, isolated seniors, and people with disabilities.

The Best Start in Life for our Children. Our United Way has long had a special focus on children, believing that this is the best way to prevent problems and set people on a lifelong course of positive health, community connections, and economic stability. United Way funded parenting supports and home visiting, encouragement for parents to read with their children, and high quality **early education and child care for 1,753 people.**

YOUTH HOMELESSNESS

An excellent program working to **reduce risks for homeless youth** had to close at one agency in the summer after it lost a governmental grant. Midcoast Community Alliance (MCA), recognizing the great need, worked to take on the program. Although MCA had not been a funded partner agency, United Way stepped up and provided \$10,000, which, with other contributions, **helped the program re-start for students** at the beginning of the school year.



Jamie Dorr and Donna Verhoeven
of Midcoast Community Alliance.

HOMELESS ADULTS TRANSITIONING TO PERMANENT HOUSING

Our partner agency Tedford Housing works to not only provide immediate shelter, but also to help clients move toward more stable housing and independence. The need for security deposits and first-month rents can be a significant barrier to this. United Way worked with Tedford to **create a revolving fund** to help cover these costs, with repayments going back into the fund for others. In 2019 we made a second payment of \$10,000 to bolster this successful initiative and **help more people who had been homeless to find a home.**

DIAPERS FOR BABIES!



JMG volunteers

Our initiative to bring diapers to parents struggling to cover their high cost passed a milestone last year, with over 100,000 diapers distributed: **111,470 diapers** to be exact! This means **more Mid Coast babies were able to stay clean, dry and healthy, and more families were relieved of great stress.** Many thanks to supporters, including Topsham Rotary Expresso, The Davenport Fund, The Senter Fund, and the Maine Women's Giving Tree, as well as People Plus, Mid Coast Hospital, and Bath Savings Institution for holding great diaper drives. High School students in the Jobs for Maine Graduates program (JMG) were among our faithful volunteers.

CA\$H: UNITED WAY INITIATIVE BRINGS \$714,979 BACK TO MID COAST RESIDENTS

Our certified volunteers spent over **600 hours** helping over **400 residents**, earning up to \$54,000, file their taxes for free, get the returns for which they were eligible, and learn strategies to increase their financial stability. The Earned Income Tax Credit and Child Care Tax Credit reward work and reduce poverty for working families with children. Receiving these returns can be life-changing. Over 50% of clients reported they would use them to pay off or pay down debt.

Thank you to our partners and sponsors: Bath Housing, Bath Savings Institution, Bowdoin College, Davenport Trust, First Federal Savings, Internal Revenue Service, John T. Gorman Foundation, Midcoast Maine Community Action, and New Ventures Maine. **CA\$H = Creating Assets, Savings, and Hope!**

211 MAINE: HELPING MID COAST RESIDENTS 24/7

This free, confidential information and referral service, established by United Ways of Maine, continues to link people with the help they need. Last year there were **2,395 calls to 211 Maine** from the United Way of Mid Coast Maine Area, with many more texts, emails, and visits to the website 211Maine.org.

If you or someone you know needs help, and you're not sure where to turn, **just dial 211** and talk to a trained specialist, or if you prefer, text your zip code to 898-211. **211 Maine is always ready to help.**

You and YOUR United Way: Improving thousands of lives!

HUNDREDS AND HUNDREDS OF VOLUNTEERS!

United Way and our partner agencies run on volunteer power! Our community fund programs last year benefited from **2,848 volunteers who donated 108,895 hours**. With United Way's own volunteers and those working on our initiatives such as CA\$H and the Diaper Project, this translates into **\$2.7 million** worth of volunteer power working to improve lives in our community!



Volunteers from the Pre-Commissioning Unit USS DANIEL INOUYE asked United Way how they could help. On two separate days, they painted Head Start classrooms, put up a fence at an Elmhurst group home, and helped move furniture, offices, and clear out years of accumulated storage at MMCA. Thank you, sailors! LIVE UNITED!

United Way's Community Read Aloud a big success!

165 volunteers from across the community read to 2,935 children. 19 volunteers plus one retiree came from **Bath Savings** alone!



VOLUNTEERS JOIN UNIQUE FUNDING DECISION PROCESS

We had a wonderful, large group of people from across our communities reviewing 2019 applications for funding - **47 volunteers in total!** They studied applications, asked questions of agencies, and came to consensus on the **most effective programs** meeting local people's **most important needs**. United Way is proud to bring this great level of **accountability to our donors**.



Basic Needs Panel



Healthy Community Connections Panel



Healthcare and Safety Panel

CAMPAIGN RAISES \$1.7 MILLION

Thanks to dozens of volunteers, **138 companies and organizations** holding workplace campaigns, and **over 5,000 donors**, United Way's annual campaign raised **\$1,717,809**. While not reaching the goal, this was a tremendous accomplishment. Many thanks to volunteer Campaign Chair **Steve Bailey** of the Maine School Management Association, to all the donors, and especially to the employees of **Bath Iron Works**, the largest contributors to the campaign.



Mid Coast-Parkview Health team, holding the overall Excellence "Ranger" award.

WHERE THE MONEY GOES

Based upon audited expenditures for the year ending June 30, 2019.

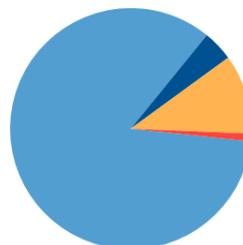
Community Service Investments

84.2%

Community Fund Distributions and Designations to UWMCM Partner Agencies: 48.6%

United Way Community Services including Early Childhood, 211 Maine, and funding of special community initiatives: 26.7%

Designations to other United Ways and non-affiliated agencies: 8.9%



UWMCM Administration

4.1%

UWMCM Fundraising

10.7%

United Way Worldwide Fees

1%

Copies of United Way of Mid Coast Maine's IRS Form 990 and most recent audited financial statements as conducted by Nicholson, Michaud & Company, CPA, are available for public review on our website 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.