

# United Way looks ahead

## Officials see need for young philanthropists

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 REPUBLICAN-AMERICAN  
 WATERBURY

**A**s the United Way of Greater Waterbury pushes forward in its current capital campaign, with a goal of raising \$4 million, it is looking to tap into its next generation of potential donors, a group referred to as “Emerging Leaders.”

Next July, the organization will celebrate its 75th year in Greater Waterbury.

United Way of Greater Waterbury leaders discussed the organization’s goal during its annual members meeting Wednesday at the Country Club of Waterbury. The new capital campaign comes on the heels of a year in which giving was down locally and nationally.

But United Way board of directors Chairman Joe Gugliotti saw a silver lining. “Networkwide, giving was down by 7.6 percent, whereas locally we were **See CAMPAIGN, Page 4B** down 4 percent,” he said. “We faced numerous challenges, but still saw a slower decline than the average United Way — which is a testament to the hard work of our staff and volunteers.”

In 2015-16, the United Way of Greater Waterbury received \$3.6 million in pledges.

As the organization looks to increase pledges, Gugliotti said “it’s imperative” to make growing the next generation of local philanthropists a priority.

The campaign comes as the organization looks to get a better picture of the financial

realities faced by those in the community.

According to its new ALICE (Asset Limited, Income Constrained, Employed) report, 38 percent of Connecticut households are in financial hardship. That figure includes those households where the total income falls below the federal poverty line and the demographic that the United Way refers to as “ALICE.”

While incomes in those households are above the federal poverty line, it’s still a struggle for those households to make ends meet, as their budgets fall below the state’s basic cost-of-living threshold.

John Franklin, CEO of the United Way of Northern New Jersey, spoke about the ALICE Project, which he helped to develop.

“We started the ALICE Project, because we wanted to understand better how people fall through the cracks,” Franklin said. “ALICE is working sometimes two jobs, but doesn’t fit the criteria for poverty.”

It’s a demographic for which there is not a lot of data, he said. “There are things that can be done, but we need data to understand,” he said.

While acknowledging the challenges ahead, Gugliotti touted several local accomplishments during the past year, including the feeding of 11,948 people through the organization’s “Healthy Food Initiative” and the 11,000 pounds of food that was raised during the United Way’s “Stock the Pantry” summer food drive.

The organization was able to distribute 10,046 books to low-income children. In United Way-funded early child-

hood programs, 95 percent of children were able to meet their developmental milestones.

Gugliotti said there was a 35 percent increase in the number of youth in after-school programs who were able to advance to the next grade on time.

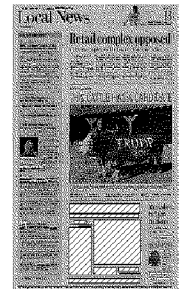
Overall, 96 percent of youth in those programs were able to advance.

“How different would our region be if every family could not only meet their basic needs, but also save for emergencies and their family’s future?” said United Way of Greater Waterbury President Kristen Jacoby.

“Thriving families support local businesses, and make our community stronger,” she said.

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— KRISTEN JACOBY,  
 PRESIDENT OF THE  
 UNITED WAY OF  
 GREATER WATERBURY



» The United Way of Greater Waterbury serves Bethlehem, Cheshire, Middlebury, Prospect, Southbury, Thomaston, Waterbury, Watertown, Wolcott and Woodbury. For information, visit [unitedwaygw.org](http://unitedwaygw.org).



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From left, Don Mroz, president of Post University, talks with Kristen Jacoby, president of the United Way of Greater Waterbury, and Joe Gugliotti, chairman of the board of directors, during the 42nd annual meeting of the United Way of Greater Waterbury at the Country Club of Waterbury on Wednesday.



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From left, Kristen Jacoby, president of the United Way of Greater Waterbury, Joe Gugliotti, chairperson of the board, and Jayne Kelly of the finance committee talk at the 42nd annual meeting of the United Way of Greater Waterbury on Wednesday.