



Spotlight On Success

By Lisa Giannascoli, Executive Director



In the wake of the recession, a heartbreaking reality in Ocean County: Hundreds of families - including children - are homeless for the first time.

We met our homeless client when his Alert Ambulance co-workers told us that one of their own needed food and shelter for himself and his two children. With the help of our federally funded Homelessness Prevention Program and collaboration with other community based agencies, we helped to stabilize the family of this single working Dad.

In his own words...

“The worst days were not knowing where my kids were going to sleep from night to night. At one point, we stayed in a motel for a couple of days, but money ran out. I needed the car to get to work every day, so we began sleeping in it.

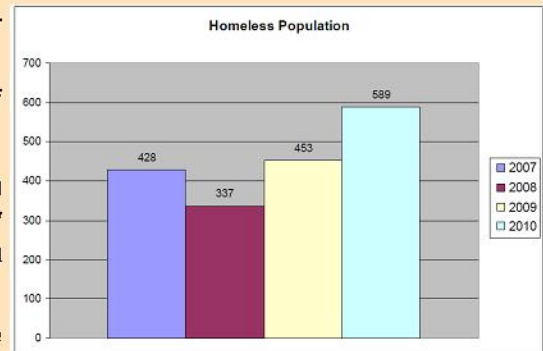
We stayed several nights in the Walmart parking lot. We waited ‘til Walmart opened to use the restrooms and wash up. I’d drop my kids at school and go to my job. It was important for me to keep them in their schools because they were doing so well and the Brick teachers seemed to really care about them.

My co-workers helped us with gift cards for food and things. We ate lots of microwave food.

I tried to get help from the Board of Social Services. But I made too much money to qualify for their services even though I couldn’t afford to keep my apartment and we were homeless. The best they could do was pay for a motel room for a couple nights.

Our United Way case manager Tammy found us a motel room for a whole week at a time then found a permanent place for us. Tammy made sure this place is something I can afford so I won’t get behind on my rent. United Way paid a security deposit and is helping with rent until I am back on my feet. They also sent me to a United Way Financial Literacy workshop at the Presbyterian Church.

United Way is awesome because now my kids have a home and they know where they will be going to school. My daughter is starting high school in September. I can’t thank United Way enough!”



Nearly 600 homeless men, women, and children were counted in Ocean County in just one night according to the U.S. Department of Housing and Urban Development. This reflects less than 50% of the actual homeless population.

A Message From Our New President - Deborah R. Mathis

I can hardly believe that it has been almost 9 weeks since I began my new role as President on June 1, 2010. I have enjoyed a smooth transition thanks to the continuing support of past President Ed Moran and the entire Board and staff of UWOC. More than 12 years ago, I got involved in UWOC because I wanted to give something back to the community in which I work and live. What I noticed right from the start is that United Way is making a difference in Ocean County through programs that are designed to address prioritized needs in our community. My only frustration is that each year the need far exceeds our campaign results. We have to do better by finding new sources of campaign revenue and developing creative ways for our business partners to invest in their community, while ensuring accountability over investment dollars. I am committed to leading this organization so that we are positioned to improve our campaign results over the remainder of my presidency. I look forward to working with you and I welcome any feedback and suggestions you may have.



United Against Homelessness Fund

The United Way of Ocean County has been inundated by requests for help from working poor people just like our single loving Dad on page one, who just want to keep their families stabilized and safe until they can recover from a temporary financial misfortune. The federal grant funds that United Way of Ocean County uses to prevent homelessness and re-house people can only be spent on families who fit the very strict criteria put in place by the HUD program. Consequently, hundreds of newly poor families are falling through the cracks, being evicted, splitting up, and worse. You can help. Please make a donation to the **United Against Homelessness Fund** today. View the video on our homepage at uwocnj.org, and on Facebook to learn why, **"No child should have to pretend to have a home."**

Asplundh Buick GMC Shows Its Support for the United Way of Ocean

This summer, Asplundh Buick GMC Manahawkin held its first United Way of Ocean County employee campaign rally. Manager Dan Williams, Sr. graciously hosted a presentation highlighting the impact that UWOC makes in our community every day. Employees also learned about the critical help available through the Homelessness

Prevention Program. Like greased lightning, employees donated \$1,144! Asplundh also agreed to donate \$5 from every car serviced during June and July to UWOC. To date, these service specials have raised \$2,525. Asplundh has been doing business in Ocean County for more than 25 years and prides itself in providing customers with the highest quality attention and service. To support a true community-minded dealer, head down to Manahawkin and visit Asplundh Buick GMC.

UWOC Staff & volunteers at the Lacey Lights Boat Parade, sponsored by Asplundh



UWOC 2010 Leaders and Donors Honored at Toms River Country Club Reception

Serving as shining examples of leadership and community service to be emulated, 2010 UWOC award recipients were feted June 23 at a cocktail reception at the Toms River Country Club attended by about 150 people. Individuals and organizations were recognized for generously donating their time, money and expertise to help the less fortunate members of our community.

UWOC Board Secretary Al Meyer – affectionately dubbed the “Grand Poobah” of United Way because of the high number of leadership roles he has assumed over the years – was presented the Peter A. Boyarin Outstanding Community Service Award.

O.C.E.A.N Inc, a community action agency, was presented the Spirit of Ocean County Award for tirelessly working to fight poverty and homelessness, and educate children.

Cowan, Guteski & Co., P.A., a certified public accounting and profitability consulting firm was recognized for the Most Improved Campaign of 2009-2010, for increasing its contributions to United Way.

And Exelon Oyster Creek was honored once again as the Best Campaign, raising \$285,000 through employee contributions.

Several hundred donors also were recognized for their generous contributions that help make the important work of United Way of Ocean County possible.



For her superhuman contributions to United Way of Ocean County in 2010 - through serving on four committees and much more - Carol Kirsimagi (left) receives the Superhero of the Year award - including the infamous Super Cape - from last year's re-

Keith Springer receiving the award for Most Improved Campaign of 2009-2010 on behalf of Cowan, Guteski

GALA! GLITZ! GAMES!
Friday, October 8, 2010

Our annual fundraising event at Laurita Winery promises to be full of amazement and surprises!

- ◆ Plan to be dazzled by a tantalizing Autumnal menu that includes wine, beer and cocktails.
- ◆ Capture experiences and treasures from the unique and sparkling display that is our Silent Auction.
- ◆ Be enthralled when you join in the amusements: carnival games, elegant henna tattoos, palm reading, and new visions of yourself via morphing photography.
- ◆ Take delight in musical and magical entertainment throughout the evening both upstairs and down.
- ◆ Try your luck! Buy a 50/50 raffle to win a cash prize. One lucky person will win a \$5000 piece of jewelry from Corinne Jewelers.

Don't wait to reserve your opportunity to have an enchanted evening with friends, family and supporters of United Way. All monies raised are slated for helping the less fortunate in our county who are suffering more than ever because of the economic recession.

Tickets are now available at \$150 each. Take advantage of our Advance Sale ticket price. Purchase 3 tickets by **September 15, 2010** and get a 4th ticket **Absolutely FREE!**

Please call Dace @ 732-240-0311 to get your **FREE** ticket today!



Solar Powered!

An exclusive reception on the tranquil shores of the Metedeconk

A Cocktail and Hors d'Oeuvres Reception was held at the elegant home of Linda Boyarin to recognize and honor Keel Club Leadership donors. These contributors made extraordinary gifts in 2010 to their neighbors in need through United Way. Guests were the first to try the *Keeltini*, a unique cocktail created exclusively for the event. The beautiful setting provided the perfect backdrop for the gathering of our esteemed supporters who demonstrated their outstanding compassion and generosity throughout the year. A glowing sunset later in the evening symbolized the beacon of hope and trust that United Way provides every day to help fortify our community.

We give a heartfelt thank you to all our Leadership Donors. Your donations truly make a big difference in our little corner of the world.



United Way Welcomes New Board Directors



Josephine Moran
Wachovia Bank



Dr. Avery Kuflik
Kuflik Dermatology



Sandy Levine
Sandra Levine Productions



Michael Schrader
TD Bank



The 2-1-1 Helpline will take tens of thousands of calls from Ocean County residents in distress.

HELP US REDUCE PRINTING & POSTAGE COSTS!

Please stay informed about how your support helps keep Ocean County healthy, enlightened and safe.

Visit us @ uwocnj.org to sign up to receive your newsletters online.



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