



UNITED WAY
South Central
Massachusetts

ANNUAL REPORT

2024

Board President's Report

Dear Friends of the United Way,

The 2023-2024 fiscal year presented our organization with unprecedented challenges, yet also highlighted our resilience and commitment to our mission. Our esteemed Executive Director, Mary O'Coin, faced the unexpected and heartbreaking loss of her husband. Despite this, Mary continued to successfully lead our organization.

The economic uncertainties of 2023-2024, coupled with a competitive fundraising environment, made it imperative for us to adapt and innovate. We recognized the need to diversify our fundraising channels and strengthen donor relationships to ensure the sustainability of our programs.

Throughout this period, we also faced a decline in donor numbers and retention rates, a trend observed across the nonprofit sector in 2024. The Fundraising Effectiveness Project reported a 3.4% decrease in donors and a 2.8% drop in dollars raised compared to the previous year across all non-profit channels. Additionally, the competitive fundraising environment further challenged our efforts.

In response, we embraced a multi-faceted approach to fundraising, incorporating data-driven decision-making. Concurrently, we prioritized deepening our relationships with supporters through personalized communication, transparent reporting, and expressions of gratitude. These strategies were essential in navigating the complexities of the past year and positioning us for future success.

Despite these obstacles, our Board remained steadfast, successfully working together to navigate this new environment. Thanks to Mary's hard work and dedication, along with our Campaign Chairs, we surpassed our yearly fundraising goal.

As we move forward, we remain committed to our mission, guided by the lessons learned during this past year. We, the United Way of South Central Mass, strive to serve our community effectively and sustainably.

Thank you for your unwavering support and belief in our work.

Sincerely,

Alycia D Dzik,
2023-2024 Campaign Chair
2024-2025 Board President



The United Way helps the people the average person doesn't think needs help. We help ALICE. Asset Limited, Income Constrained, Employed. We help the people that Country superstar Martina McBride once sung about, "above the below but below the upper". These are the people who work full-time, drive nice cars, perhaps even own their own home but struggle to get ahead. ALICE is struggling watching their teenagers inhale two carts of groceries in one sitting, an electric bill that just keeps going up and an Oil Bill that is constantly climbing, and on and on.

It has been my honor to serve on a Board that helps so many- Alycia D Dzik

Board of Directors 2023-2024

Jenna Androlewicz	JLA Contracting	Christine Lee	Self-Employed
Shana Bandleian	Webster First Federal Credit Union	Christopher Mallon	Capstone Financial
James Beaudry	Webster First Federal Credit Union	Lori Morrill	Daniel T. Morrill Funeral Home
Christina Blackwell	Center of Hope Foundation	Jose Ortiz	Southbridge Public Schools
Michelle Cristo	KARL STORZ	April Parzych	UMass Memorial Health - Harrington
James Croteau	Starkweather and Shepley Insurance	Betsy Peppel	UMass Memorial Health - Harrington
Jay Detarando	Incom, Inc.	Rosemary Picard	Savers Bank
Scott Dungey	Cornerstone Bank	Lisa Prince	Tri-Valley, Inc.
Alycia Dzik**	Webster First Federal Credit Union	Nicole Riley	Dexter-Russell, Inc.
Denise Gorski*	Retired	Brenda Sullivan	Webster Five Cents Savings Bank
Liz Hamilton	Boys and Girls Club of Worcester	Richard Thomas	KARL STORZ
William Keefe	Self-Employed	Esther Vargas	Southbridge Public Schools
John Kokocinski	MAPFRE Insurance	Alan Whitney	Cornerstone Bank
Kristina Leduc	Nichols College		

*2023 President

** 2024 President/2023 Campaign Chairperson

Executive Director Report



I am pleased to present the 2024 annual report for the United Way of South Central Massachusetts (UWSCM). Our campaign, "Bridging the Gap", exceeded its goal of \$625,000, raising \$647,798.49. This effort provided critical support for those who need it most. We strategically allocated funds through a rigorous grant application process, focusing on these areas:

- Providing food and shelter to families in need.
- Offering educational programs and support services to help children succeed in school.
- Connecting people with healthcare resources.
- Providing financial assistance to help people pay for necessities.
- Advocating for policies that support families and individuals in need.

We had additional accomplishments in 2024 that have impacted the communities we serve in more ways than ever before. A special grant from the Commonwealth of Massachusetts allowed for expansion of after school programs and out of school time programs for students in pre-K - 12th grade. And our eighteenth Day of Caring saw 100 volunteers tackle 15 projects in South Central MA.

In 2025, UWSCM will:

Continue our pursuit to address housing instability, access to affordable early education, opportunities for education success, mental and physical health programs that improve an individual's outcomes, and access to programs that will increase the ability to reach financial stability. We will foster deeper collaboration with local businesses and organizations to leverage combined resources and explore new ways to fundraise and reach new donor bases.

The unwavering support of our community is the cornerstone of UWSCM's success. Through the collective efforts of our staff, volunteers, and donors, we remain committed to making a lasting difference in the lives of individuals and families throughout South Central Massachusetts.

Sincerely,
Kristin McCarthy
Executive Director

Our Network

United Way of South Central MA partners with agencies and effective programs that create fundamental change in our community.
Below are the funded organizations for fiscal year 2023-2024.

Boys & Girls Club of Webster-Dudley School Aged Child Care bgcwebsterdudley.org	Center of Hope Foundation, Inc. Hope Grows Programs thecenterofhope.org	Literacy Volunteers of South Central Massachusetts English for Speakers of Other Languages (ESOL) lvscm.org	Opening the Word Peer Recovery Support and Resources for Individuals Living with Substance Use Disorders openingthewordwebster.com	Worcester Community Action Council Social Emotional Wellness Program wcac.net
Boy Scouts of New England - Heart of New England Council Summer Camp Program for Youth in South Central MA hnebsa.org	Community Legal Aid, Inc. South Worcester County Legal Assistance Project communitylegal.org	L.U.K. Crisis Center, Inc. LUK. Mentoring - Webster luk.org	Our Bright Future, Inc. After-School Enrichment, Homework Help, Sports/Robotics Program ourbrightfutureinc.org	YMCA of Central Massachusetts Out of School Time and Camp Foscett Programs What's For Dinner Y Teen Leaders Program ymcaofcm.org
Care Central VNA & Hospice Health Check Program carecentralvnahospice.org	Friends of St. Luke's, Inc. St. Luke's Guesthouse Shelter friendsofstlukes.org	New Hope, Inc. Southern Worcester County Violence Prevention Program and Counseling new-hope.org	Pathways for Change, Inc. Sexual Assault Youth Education Program pathwaysforchange.help	Mass 2-1-1 24 Hour Service that Connects People who Need Vital Resources in Their Community mass211.org
CASA Project Worcester County CASA Child Court Advocacy Volunteers thecasaproject.org	Girl Scouts of Central and Western Massachusetts Girl Scout Leadership Experience gscwm.org	Old Sturbridge Village Museum Learning Through Experience (LTE) Program osv.org	Reconciliation House, Inc. Resident Transitional Support reconciliationhouseinc.com	
Catholic Charities Emergency Stabilization and Homeless Prevention Program ccworc.org	Guild of St. Agnes of Worcester, Inc. Behavioral Health Counseling for Preschool Aged Children guildofstagnes.org	Open Sky Community Services, Inc. South County Recreation Program & Homeless Assistance Program (SCHAP) openskycs.org	Tri-Valley, Inc. Nutrition Program (Meals on Wheels and Community Dining) trivalleyinc.org	

Finance Committee Report



2023-25 Board of Directors

The 2023-2024 campaign year for the United Way of South Central Massachusetts marked a significant milestone, setting a new standard for what we can achieve. It served as a powerful reminder of the incredible work we've accomplished for our community, all made possible through the unwavering support of our donors and volunteers.

Our Finance Committee remains steadfast in its commitment to maintaining financial transparency and accountability, ensuring that every dollar we raise has the maximum impact on the community. To meet the growing needs of those we serve, we once again challenged ourselves by setting a fundraising goal of \$625,000 for the campaign year. I am proud to report that we not only met this goal, but exceeded it, raising over \$632,000.

In addition to our successful fundraising efforts, we allocated \$284,000 to local school districts and after-school programs, directly benefiting children and families in our region. These funds were provided to UWSCM on behalf of programs supported by the Federal Government and the Massachusetts Department of Elementary and Secondary Education (DESE).

As of the close of our fiscal year, the UWSCM is in a strong financial position. Our assets grew by nearly 15.2%, reaching a total of \$1,241,000 by year-end. This increase was primarily driven by positive appreciation in our investment portfolio. While our liabilities increased by \$30,000 over the prior year end to \$86,000. This increase was the direct result of \$45,000 in grant liabilities for the programs funded by the Federal Government and DESE.

While financial stability is crucial, we also recognize the importance of strategically allocating the funds we raise. This responsibility rests with our Community Investment Committee (CIC), a dedicated group of volunteers who assess and determine how our funds are distributed to local agencies. Over the course of two days in May of last year, the CIC conducted interviews, deliberated, and allocated a total of \$440,000 to twenty-three local organizations supporting twenty-six different programs. This thorough process ensures that the funds are directed to organizations addressing the community's most urgent needs, particularly those of our most vulnerable populations.

Many individuals and families living at or below the poverty level are facing even greater financial strain due to rising costs and inflation. This growing hardship has made the work of the United Way more critical than ever, as we strive to support those most in need during these challenging times. The UWSCM asks for your continued support—through both financial contributions and volunteerism—so that we can continue making a meaningful difference in the lives of those who need it most in our community.

Sincerely,

John Kokocinski

Treasurer and Community Investment Committee Chairman

Year in Review

\$2,500

Mini-grants for one time purchase of a needed supplies, professional development or training for local non-profits

\$437,500

Community Impact Grants to Member Agencies

\$210,213

Awarded to local school districts and local after school and out of school time programs to help children achieve educational success

100

Number of **Day of Caring** volunteers who participated in community service projects throughout the region, tackling tasks like beautification, landscaping, painting and organizing at non-profit agencies



86

Years of United Way's unwavering commitment to our community partners and "Bridging the Gap"

6,738

Number of calls from area residents to MA 2-1-1 Information and Referral Service connecting individuals with critical resources like childcare, shelters, and healthcare services

23

Member agencies working every day to make a difference in the lives of our community members

Circle of Friends 2023-2024

Levels

\$0-49 - Friend \$50-\$249 - Neighbor \$250-\$499 - Impact
\$500-\$999 - Advocate \$1,000 and \$9,999 - Leader
\$10,000 and above - Touqueville

Touqueville

\$10,000 and above

Randy & Donna Becker

Leader

\$1,000 - \$9,999

Jenna Androlewicz
Scott Auen
Mrs. Herman Becker
Jeffrey & Patricia Burdick
Stephen & Becky Celuzza
Patricia Clemence
Richard M. Clemence
Robert B. Clemence
Joseph A. Coderre
Michelle Cristo
Anthony J. Detarando
Anthony M. Detarando
Michael Detarando
James Donahue
Donald Doyle
Thomas Dufresne
Louis Cyprien Egger
Todd P. Fitzmaurice
Denise Gorski
Liz Hamilton
Richard Hardy
John Jawor
Christine Lee

Bill & Judy McClurg
Sara Magnuson
Jason Main
Kenneth and Diane Mandile
Kris Marier
Michael Minot
Edward Moore
Thomas Murray, Jr.
Dennis & Jane Neslusan
Terence & Mary O`Coin
Alan & Elizabeth Peppel
Brian Perry
Dalen Pham
Rosemary Picard
Mr. & Mrs. Arthur J. Remillard III
Mary E. Silverberg
Brenda Sullivan
Todd Tallman
Richard Thomas
Doug Valeri
Bruce Watkins
Donna Zannelli
James & Jane Zavistoski

Advocate

\$500 - \$999

Kwasi Acheampong
Altaf Ahmed
Ann Bergman
Lester Boggio
Mary & Elizabeth Brandt
Jo-Ann Bussiere
Jessica Calcidise
Ronald Carlson
Angela Chviek
Ernest & Judith Colognesi
Michael Couture
Pete & Beth Cournoyer
Robert Czernicki
Arianne D'Agostino
Chwee DeSantis
Peter & Linda Didonato
Juli Doggart
Kathleen Dow
Heather Dumais
Scott Dungey

Marion Egan
Taylor Farland
Clifford Fontaine
Marc & Erin French
Maura Grossman
William J. Hardell
Darlene Heywosz
Jason Johnson
Hannah Jordan
Robert J. Keith
John & Jillian Kokocinski
Arthur R. Longden Jr
Lynn Looby
Lorie Martiska
Breanna Mason
Jenne McGinnis
Steven Morrill
Margaret Morrissey
Hoang Nguyen
Mary Nguyen

John O'Keefe
Jamie & Jennifer Pedro
Tina Puzo
Tammy Rawls
Nancy Roberts
Michael Roy
Kathleen Russell
David Sabourin
Maria Salvatore
Kerrin Servais
Gary Servideo
Patrick Spinelli
Denise A. Steeves
Brenda Sullivan
Michael Sullivan
Katherine Theodoss
Kent Wapner
Pauline White
Renee Winiewski
Karen Yancik

Impact

\$250 - \$499

James Altiery Amoako Owusu Ansah Tiesha Aponte Eric Aviles Shana Bandalean Megan Barnes Aloma Barsaleau Howard Baskin James Beaudry Marc Becker Timothy Bell Christina Blackwell Jeffrey Blanchard Nancy Blogg Katherine Bolte Nana Bonah Jeff Bonja Robert Bouchard Kyle S. Bourque William & Jocelyn Bouvier Julie Bowditch Arthur Breault Rachel Briggs Tammy Brissette Daniel Brown Terri Buckley Melissa Caisse Jeffrey Canniff Kevin Caplette William M. Carney Shonna L. Carrico Sylvia Carrier Lynn Carter Danielle Cerasoli Albert Chin Robert Cordell Christy Cormier Olga Coto Catherine Cronin James Croteau Chuck O. Cyr Stephanie Cyr	Dawna Dagenais Sarah Daigle Michelle Dauphinee Richard J. Defranco Jaclyn E. DelPrete Edward & Irene Desrosier Daniel Desy Laura Dionne John B. Dirlam Thomas S. Donohoe Amy Dufresne Lynn Durocher Alycia Dzik Betty M. Edwards Gary Elian Lynne Ellis Lynne Esposito Deirdre Festa Valerie Figueroa Michael Foley Richard Foster Sheryle I. Gaudette Christine Gaze Keri Gonzalez Sherri Goodell Jennifer Gosselin Blaine Gray Miranda A. Grendell Jeivanny Grimshaw Diane Grondin Richard Hanlon Patrick Hanrahan Paul & Kathleen Harrington Alejandro Henao Edward Hevy Jody Houghton Jaime R. Houle Cynthia Howard Andrew R. Ijams Stephen Jette Jessica Johnson Kevin Jolicoeur	Scott Kasper William Keefe Keith Kirkland Robert & Christina Knight Joseph Krans Katelyn Krikorian Veronica Kyeremateng Michael Lefebvre Thomas Lizotte Tarese Lopriore Robert Loughrey Christine M. Lucier Cheryl Lyman Luna Maenpaa Brian Mailhot Jennifer Mancini Kelly McDonald Jennifer McKenna Marcy McNaboe James P. McNamara Alan Melidossian William Metzger Connor Morse Marcella Mosio Robyn Mowry Wilfred Negron Huong Nguyen Mai Nguyen Thao Nguyen Roseanne Noga Charles Nortey Nicole Orrell Daniel Ortiz Thomas Ouellette Stacie Partlow April Parzych Annie Pelc Ruth Pellegrino Mary Jane Perkins Logan Peterson	Sara Phouthavong Monique Pierangeli N. William & Genevieve Pioppi Sally Plante Jan Plonka Mark Popecki Kirstin Powers Michael J. Quink Brynan Regele Susan Rheault Angel Rivera Jodi Ropi Warren Rose Priscilla Ross Sara Rousseau Gerard Roy Peter & Joanne Sagansky Patricia Salvas James Sandagato David M. Santerre Richard Santora Michael Shaw Kenneth Simpson Jeffrey Solari Thomas Sousa Tammy Spink Jason Sullivan Corey Talbot Huong T. Tang Tru Thach Maryann L. Tivnan Sarah Tower Duoc Tran Laura Vigeant Randy Webber Francisca Williams Laurieann Williams Kimberly J. Williamson James Wise Shane Woodson Laurie Zaleski
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Campaign Awards 2023-2024

Good Neighbor Award

\$10,000 or more

bankHometown

KARL-STORZ Endoscopy-America

Giving Excellence Award

Cornerstone Bank

Top Donor Award

KARL STORZ Endovision

Diamond Award

\$30,000 or larger combined gift

Cornerstone Bank

Dexter Russell, Inc.

Fundacion MAPFRE

Incom, Inc.

KARL STORZ Endovision

Savers Bank

Top Community Partner

Worcester Community Action
Council

Un-Sung Hero Award

Michelle Cristo

Tocqueville Pin

\$10,000 or greater individual donation

Donna & Randy Becker

Leadership Award

Denise Gorski



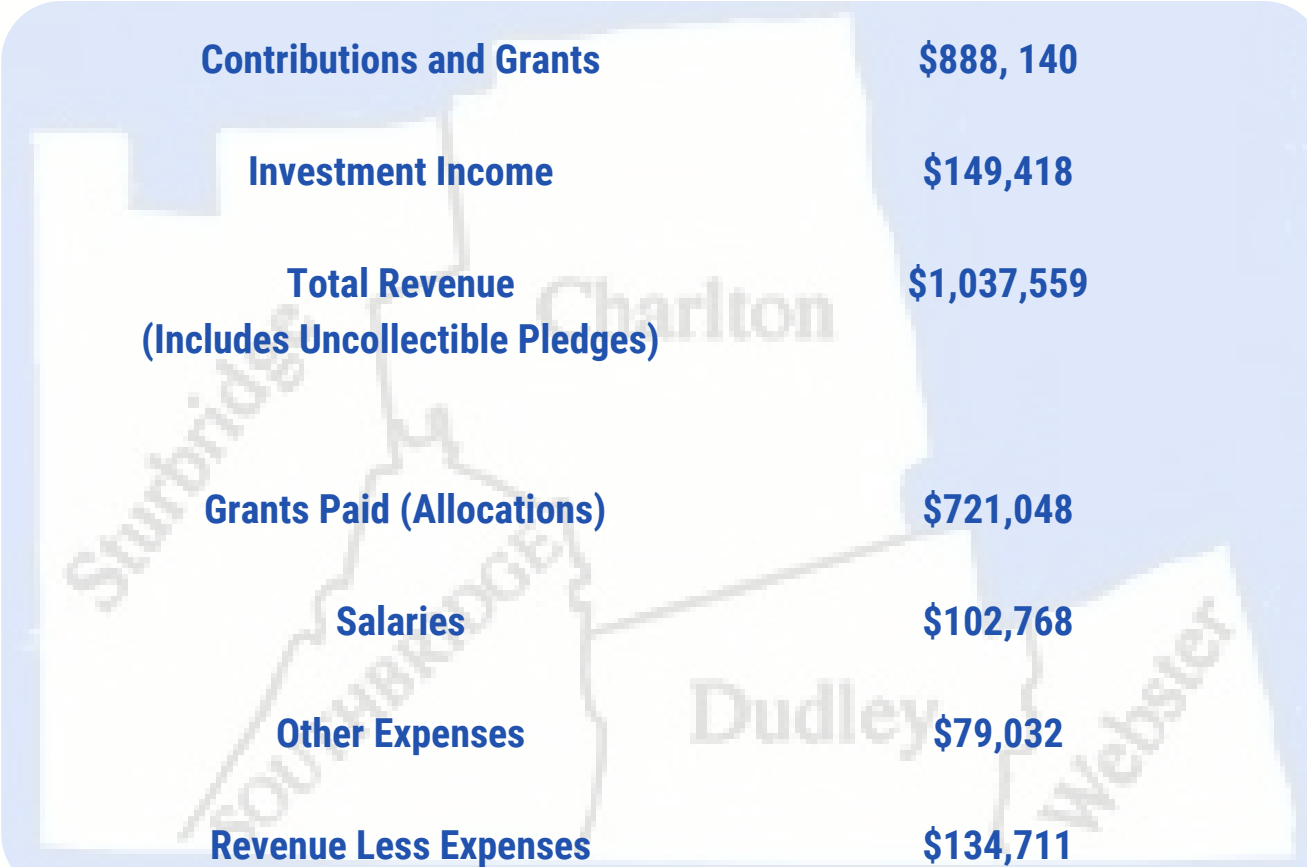
Since 1937, United Way of South Central MA
has distributed a combined total of

\$29,570,210

to local agencies that address the health, education and
human services needs of residents in the Charlton, Dudley,
Southbridge, Sturbridge, and Webster

OCTOBER 2023 – SEPTEMBER 2024

Income and Expenses



Contributions and Grants	\$888,140
Investment Income	\$149,418
Total Revenue (Includes Uncollectible Pledges)	\$1,037,559
Grants Paid (Allocations)	\$721,048
Salaries	\$102,768
Other Expenses	\$79,032
Revenue Less Expenses	\$134,711