

MESSAGE FROM THE CEO



"The greatest oak was once a little nut who held its ground." – Buddhist proverb, Author Unknown

The past few months have been extremely busy for United Way of Monmouth County: we completed another successful SnowFlake Wishes Drive, sponsored by J.F. Kiely Construction Company; redesigned our website; held our first Casino Night; and, most importantly, worked with Agency and Corporate partners to launch our Community Impact Agenda. In the months ahead, we look forward to even more. In May, we will be

holding our 2011 Spring Tee-Off, sponsored by UBS Financial Services: The Donnelly Group. We have partnered with the Lakewood BlueClaws to become one of their community partners and, on June 23rd, we will have United Way of Monmouth County Night at the Ballpark. The Second Annual "Stuff the Bus" drive will also be held this summer.

These are just a few of the things we are doing to impact the lives of everyone in Monmouth County. As we continue to reach out to the community and grow our United Way, it is crucial that we find new partners, sponsors, volunteers and donors. Finding the resources necessary to meet ever-increasing community needs is the only way we can achieve success in our Community Impact goals. If you have been reading our materials but haven't been actively involved, I ask you to re-engage with United Way and help us change Monmouth County forever.

Lastly, we have over 10,000 people on the mailing list receiving this newsletter, which is published 3 times per year. As we try to get information to our loyal supporters in a more timely fashion, we have been using email to send out a monthly e-newsletter to announce upcoming events and other pertinent information. Currently, we have about 3,000 email addresses in our database and, if you are one of the 7,000 not receiving our e-blasts, we would love to have your email too. To join our email list, please go to our newly redesigned website: www.uwmonmouth.org. At the bottom of the home-page, you will see "Join the Movement", just click on the "Subscribe" button. You can also email Tamer Gouda at tgouda@uwmonmouth.org. Again, thank you all for your support of our United Way.

Tim Hearne

President & CEO
United Way of Monmouth County

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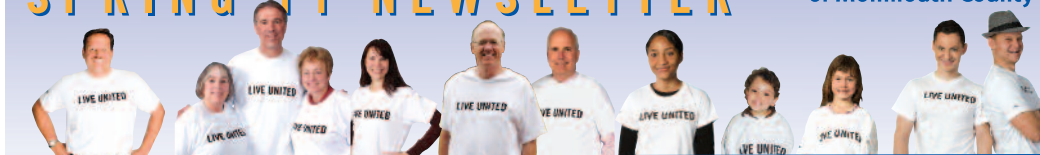

United Way
of Monmouth County
1415 Wyckoff Road
Farmingdale, NJ 07727

LIVE UNITED

SPRING '11 NEWSLETTER



United Way
of Monmouth County



UWMC Supporting Dental Health for Children



DID YOU KNOW?

- **40% of children have cavities by the time they enter kindergarten**
- **More than 50% of children ages 5 to 9 had at least one cavity or filling**
- **Poor children had twice as much tooth decay as their more affluent peers, and they were less likely to receive treatment.** (Surgeon General's report)

Tooth decay remains the most common chronic disease among all American children – 5 times more common than asthma. Untreated tooth decay can cause pain, loss of teeth, impaired speech, school absences, impaired nutrition and health as well as affect a child's self-esteem—problems that can impact a child's quality of life and ability to succeed in school and beyond.

Here in New Jersey the lack of access to dental care is at a critical point. A recent report, by the Pew Charitable Trust on access to dental care for children, identified New Jersey as the worst performer of all states; giving our state an "F". New Jersey is just one of two states in the Northeast to receive a failing grade and stands out in the region for its lack of investment in fluoridated water and school-based sealant programs.

In response to this serious issue, United Way of Monmouth County (UWMC) has partnered with Jersey Shore University Medical Center to expand their Healthy Teeth for Happy Tots program through

a \$12,000, 4-year UWMC Community Impact Grant. Healthy Teeth for Happy Tots helps prevent tooth decay in children by providing free basic dental assessments, fluoride varnish applications, and oral health education at Asbury Park and Neptune preschools. Over the course of a year, each preschool will be visited twice with every child receiving an assessment and fluoride varnish application each time. All dental services are provided by JSUMC pediatric and dental residents.

The application of fluoride varnish treatments every six months has been shown to be effective in the prevention of cavities in both children and adolescents. Fluoride strengthens tooth enamel, making it more resistant to acid breakdown. By strengthening tooth enamel, fluoride helps prevent tooth decay and stops the progression of cavities that have already started. The protective effects of these fluoride treatments can last for several months.

Healthy Teeth for Happy Tots also provides oral health education to children and their families. The program teaches them how to establish and maintain good oral hygiene habits and make good dietary choices, as well as establishes children a "dental home," if they do not already have a regular dentist.

In its first three months of operation (October - December 2010), JSUMC has provided dental screenings and education to over 400 preschool children with the help of the UWMC Community Impact grant. Highlighting the critical need for dental access, 78% of children who have been seen to date had to be referred to a dentist for additional dental care and, of those, 8% were identified as already having moderate to massive tooth decay.

If you would like more information on this initiative or our Community Impact work, please contact Christine Jagerburger, Director of Community Impact at cjagerburger@uwmonmouth.org or 732-938-5988 ext. 14.

Volunteer Center News

Volunteer Training



The Hands On Network is the largest volunteer network in the nation, with over 245 action centers in the US. United Way of Monmouth County Volunteer Center is happy to present the first Hands On Network training in the area: Volunteer recruitment and placement.

Training will take place June 22, 2011, 9:00AM–12:00PM. Registration begins at 8:45 A.M. (free of charge), at the NJ Natural Gas Building (Conference Room C), 1415 Wyckoff Road, Farmingdale NJ, 07727

Registration in advance, tmaffei@uwmonmouth.org or call Tara Maffei at 732-938-5988.

Are you one in a million?



United Way of Monmouth County Volunteer Center has a number of fun and exciting projects for volunteer groups right now. Donating a few hours, a day, or coming together monthly, allows you and your group to have a lasting impact in the community while having a great time.

This season the focus area is “education”. We are looking for groups to volunteer to collect books for children of all ages, adopt a preschool classroom, sort books for distribution to children in need, tutor in after-school programs, read to classrooms, mentor college bound teens through their senior year of high school and much more. On June 21st, United Way agencies across the country will kick off a targeted recruitment effort to draw in one million volunteers working to have an impact on education.

Can you think of a creative project? Are you part of a group with the desire to give your time and talent? Call the Volunteer Center at 732-938-5988 for more information.

May 16
•United Way of Monmouth County
2011 SPRING TEE-OFF

June 23
•Night at the Ballpark
Lakewood BlueClaws vs- Delmarva Shorebirds

Spring/Summer
•Group needed to get camp ready
for kids in Oakhurst, NJ

•Group needed to clean up grounds around
historic water tower in Oakhurst, NJ

•Group needed to purchase and assemble bikes
for donation to area kids

•Group needed to purchase sprinklers for
daycare summer programs

Casino Night



On March 26, 2011, Knob Hill Golf Club in Manalapan held its 1st Annual United Way of Monmouth County Casino Night to benefit United Way and The Leukemia and Lymphoma Society of New Jersey. Over 170 Knob Hill members, United Way Board Members, and community guests enjoyed a night of food and fun while raising money for two great causes. Many attendees left with great prizes, including golfing foursomes, restaurant gift certificates, golf clubs and a mountain bike. Everyone had a fantastic time, and together our organizations raised over \$10,000.



UNITED WAY OF MONMOUTH COUNTY
PRESENTS
NIGHT AT THE BALLPARK
LAKWOOD BLUECLAWS VS DELMARVA SHOREBIRDS
JUNE 23, 2011 @ 7:05 PM
TICKETS \$10 FOR A RESERVED SEAT
CALL 732-938-5988 x 10 TO RESERVE YOUR SEAT TODAY!



1415 Wyckoff Road • Farmingdale, NJ 07727
Phone: 732-938-5988 • Fax: 732-938-2850 • www.uwmonmouth.org

How I LIVE UNITED!



Left to right along the top: Vicky Feltz, Stefanie Eremus, Brendan Keelen, Henry Hong, James Kelly, Jason Dulow, Madasia Hicks, Joseph Traina Bottom: John Keogh, Erin Stathokostas

Over the years, Enterprise Rent-A-Car has been one of United Way of Monmouth County's (UWMC) most generous supporters. Through the leadership of Henry Hong, a UWMC Board Member, we have seen Enterprise's involvement grow exponentially. In addition to going beyond a textbook United Way Employee Giving Campaign, Enterprise is a proud sponsor of our Annual Spring Tee-Off, holds their own golf tournament to benefit UWMC and donates vans and drivers for Snowflake Wishes (sponsored by J.F. Kiely Construction Co.). Thank you Enterprise for all you and your employees do for Monmouth County and thank you for choosing to LIVE UNITED!

With all the choices in giving, what drew Enterprise to partner with United Way?

One of the values that Enterprise Rent-A-Car lives by is “We strengthen our communities one day at a time.” We operate car rental locations in thousands of communities where our employees and customers work and live. Similarly, United Way supports organizations in many of those same communities. Our mission of giving back to the communities where we do business and committing to giving back as a corporate citizen aligns nicely with the mission of United Way and makes for a very strong partnership.

Enterprise has seen its employee and corporate contribution increase significantly, more than double since 2008. What do you feel attributed to this increase in support of United Way?

Our region has a Diversity Work & Life Integration Team. One of the many responsibilities of this team is to drive the values that are important to our company and our employees. Over the past few years, our regional leadership has worked very closely with leaders on this team to communicate the importance of giving back to our community. During this recent economic downturn, our employees have demonstrated a

strong understanding that the needs of our community are greater than ever and we have embraced the opportunity to give back by supporting United Way. Additionally, the Enterprise Holdings Foundation helps support our employees' commitment to our company's values by matching 50% of all employee contributions in North America as well as a "Give as You Earn" program in the United Kingdom. In 2010, our company gave more than \$12 million to United Way, with \$8.4 million from employee giving and \$4.2 million from the Foundation's matching contribution.

Your company has been a generous and loyal partner with United Way for many years. If you had the opportunity to get others within Enterprise or other corporations to partner with United Way, what would you say is one or a few of the more compelling reasons or issues to support our work?

United Way supports the organizations making the biggest impact in our communities – addressing the essential issues of education, income and health. As a Board and Committee Member since late 2008, I have seen first-hand how United Way advances the common good in our community. I have worked closely with United Way employees and other committee members from within our community to identify areas of need to develop and execute plans addressing those needs. The Volunteer Center that was established in 2009 is just one example of how United Way has mobilized the caring power of our community to improve the lives of people in Monmouth County.

What does it mean to you to “Live United”? Collaborating with our business partners, customers, and local organizations to better serve the needs of our local communities.