UNITED WAY OF GREATER NEW HAVEN
2020 COMMUNITY REPORT

RESPOND. RECOVER. REIMAGINE.

United Way of Greater New Haven has been here for 100 years, working to meet the immediate needs of our neighbors who need help and fighting for stronger, more equitable communities.

SEE HOW YOU MADE AN IMPACT
INNOVATION IN RESPONSE TO COVID-19

For 100 years, United Way of Greater New Haven has been there to meet urgent community needs in times of crisis. When COVID-19 struck, our communities and partners immediately turned to United Way to fill in gaps and provide vital support. We leveraged our relationships, knowledge and on-the-ground expertise to quickly meet the evolving needs of our neighbors.

- Within a week of workplaces, schools and businesses shutting down, United Way stepped up to act as the central hub for volunteer and donation needs, posting listings on behalf of almost 50 partners.

- The United Ways across the state help make 2-1-1 helpline possible. In the aftermath of COVID, 2-1-1 calls in greater New Haven saw an almost 40% increase in call volume from the same period last year. Over that same period, calls about food assistance doubled, and calls related to healthcare were more than 2.5 times greater than they were the previous year.

- We worked with the Community Foundation for Greater New Haven to raise and deploy $2.7M to 130 organizations in a matter of weeks through the Greater New Haven COVID-19 Community Fund.

- We launched Neighbors United, a new initiative to provide direct financial assistance to help families devastated by the pandemic pay for the things they needed most: groceries, utilities, and rent. To date, we have been able to help nearly 1,200 ALICE families (individuals who are Asset Limited, Income Constrained, Employed) from across our entire region.

- Leveraging donations, as well as the power of Make Haven’s network, United Way distributed over 7,000 face masks and shields to 70 local non-profit partners.
HOW YOU CAN HELP

We’ve come a long way, but the fight against COVID-19 is far from over.

Your neighbors continue to need your help in order to weather the financial, physical and mental health challenges that come along with persistent uncertainty. With your support, United Way can continue to be responsive, collaborative and flexible in the ongoing work to keep our communities healthy and safe.

Together we can meet the immediate needs of our neighbors while providing hope for a better tomorrow.

- **Sign up** for United Way’s regular updates about ways to get involved in the community as a volunteer.
- **Donate** to United Way to help us meet immediate community needs as they develop.
- **Follow us** on social media @unitedwayofgreaternewhaven and share resources and information with your friends and family
- Continue to follow public health guidelines to keep the most vulnerable among us safe during the pandemic.
“We are grateful to United Way of Great New Haven for being there for us by delivering masks. Our staff has been focused on meeting the essential needs of homeless clients and tenants during COVID-19. One big challenge has been getting personal protective equipment, particularly masks. Thank you, United Way, for your ongoing innovation and support, and for “having our back” - helping us help others!”

- Jim Pettinelli, Executive Director, Liberty Community Services

“United Way of Greater New Haven is the bridge between true community need and the time and talent of volunteers. Leveraging the deep relationships with community based organizations, United Way can effectively channel volunteer resources to target community identified need. This is in keeping with equitable engagement.”

- Susan Nappi, Executive Director, Yale Office of Public Health Practice

“I cannot thank you enough for the swift and impactful response that United Way had for vulnerable populations and community organizations like ours. I can honestly say that life trajectories were completely changed by your support.”

- Alden Woodcook, Executive Director, EMERGE

“When COVID hit, the United Ways across Connecticut came together and launched a program that was able to provide direct financial assistance through a virtual credit card to community residents. Through that program, we were able to get financial assistance into the hands of community residents who needed it most. We have received great feedback from folks able to pay their medical bills, rent, and more.”

- Aly Fox, UWGNH Vice President for Community Impact
"Getting this relief was really, really helpful for me and my family. When I received the gift card I had nothing and now I have enough to go grocery shopping for the next two or three weeks."

- Waleed, Father of Six, West Haven

"My family really needed help. Because of the pandemic, I have been out of work for weeks and do not know when I will be able to return to my job. The funds helped me to buy groceries when I had no other income. When you give to this fund you are helping families who are in great need."

- Hamden Recipient

"I live on a fixed income, so I don't have additional funds to buy groceries in advance. I really needed the funds and they came at the perfect timing. I am so grateful I was chosen to receive the help."

- Beverly, New Haven