

Because Westfield Cares

WESTFIELD UNITED FUND
ANNUAL REPORT TO THE COMMUNITY

Campaign Chair:

As I write this, world leaders are meeting in London to ponder an economic crisis of global proportions, the auto industry is feetering on bankruptcy, and consumer confidence has hit a five-year low. In spite of these economic storm clouds, here in Westfield the sun is shining, the daffodils are blooming, and we have just surpassed 95% of our campaign goal.

If ever you wanted proof that Westfield truly is different from other towns, this year's results are it. At a time when non-profit organizations and social services agencies across the board are seeing record drops in their contributions, the fact that the Westfield United Fund's annual campaign is so very close to goal can only be considered a home run. And while we have all seen our personal finances diminish by varying degrees, our strong result proves an even greater point: Taking care of neighbors and fostering a caring community are still priorities for Westfielders.

A challenging economy means our 19 member agencies are seeing even greater need among their clients this year. Thanks to your generosity and the careful stewardship of our board, we are able to deliver 100% of our promised allocations with the help of investment income and supplementary "rainy day" funds. That means agencies like Mobile Meals, Westfield Community Center and Contact We Care can continue to provide hot meals for homebound elders, afterschool care for single parents, and counseling for families in crisis.

When we launched our payroll campaign at the Westfield train station the week the Dow dropped 800 points, we all took a deep breath and wondered what the year would bring. Thanks to you and the diligent efforts of our volunteers and staff, our worst fears were not realized. To everyone who dialed a phone, signed a letter, shook a hand and, most especially, wrote a check, I extend my deepest thanks on behalf of our member agencies and the many people they serve. This year, we know what it meant to you, and even more, what it will mean to them. Way to go, Westfield!



Jennifer Jaruzelski
2008 Campaign Chair

2008 CAMPAIGN CABINET

Campaign Chair	Jennifer Jaruzelski
Special Gifts	John Ripperger
Advance Gifts	Charles Weidman
Major Gifts	Wendy Cozzi
Business	Tom Cusimano
Residential	Jill Dispenza
Dentists	Dr. Seymour Koslowsky
Doctors	Dr. Robert Panza
Lawyers	Marcus Millet
Corporate Payroll	Clint Factor

Annual Report



From the President...

David Foltz

It has been an honor to serve you, the people of Westfield, as President of your United Fund. It is not an easy task, and it is one that I could not have attempted without the support of a great many people. Our Trustees bring their business and volunteer experience to the table at every Board meeting. Their diligence and dedication help make Westfield a better place for all of us.

Since its founding in 1937, the United Fund has been run by Westfielders for Westfielders. We have always strived to be a low-cost fundraiser for local charities and local needs. You, the donor, can trust us to distribute your money wisely to neighbors in need according to a very careful review process. We survey local agencies to learn where the need is greatest. We monitor our member agencies to ensure that their efforts meet those needs. We make every effort to keep our operating costs low. These are all tasks that have to stay local if we are to honor our mission as stewards of a caring community.

Now, more than ever, Westfield needs the United Fund. And the United Fund is ready. Ready with a fresh look and a strong campaign message for Westfield. We will continue to do the job you have asked us to do. This may sound funny, but our new look and our new name announce to the world that *we have not changed*. We remain, as always, *your* United Fund.

I could not write to you without mentioning the tireless efforts of Linda Maggio, our Executive Director, and Nancy Vickers and Susan Di Iorio, her assistants. They have all helped me to be a better President.

Now, more than ever, the Westfield United Fund needs you. Please call or contact us through our website to say, "I want to volunteer for Westfield."



westfield
united fund

VISION STATEMENT: THE WESTFIELD UNITED FUND IS COMMITTED TO INCREASING THE OVERALL CAPACITY OF PEOPLE TO CARE FOR ONE ANOTHER.

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2008 Agency Review:

In Spring of 2008 we are proud to say that we allocated a record \$580,000 to our 18 member agencies! This money, which is then set aside and distributed throughout calendar 2009, is especially significant given the tough economic times of late. Certainly all of our agencies need these funds. In fact, each agency reported an increasing demand for its services, combined with reduced support. It is the job of the Fund Distribution Committee to determine how best to allocate the money to meet the needs of our local community.



Committee members pictured from left are: (seated) Susie Schwarz, Colleen Echausse, Chairperson Linda Kaplan, John Ripperger, Art Condodina and Paul Zoidis; (standing) Jason McLane, Rick Malacrea, Charlie Weidman, Anthony Cook, John Reynolds, Kathleen Lynch, Lou Franz and Kevin Fitzpatrick.

The Fund Distribution Committee is comprised of 14 Westfield volunteers, with diverse backgrounds and perspectives. Together we spend more than 1,000 hours over a three-month period, personally visiting agencies and reviewing their programs, goals, objectives and finances. In addition to these on-site visits, the entire Fund Distribution Committee hears a presentation from each agency outlining its programs and needs for funding.

Some factors we consider when making decisions include the importance of the program to Westfielders, the demand for the program, its success in meeting its objectives, the program's uniqueness, the overall health of the agency and its Board commitment. The Committee then discusses and debates community needs and agency capabilities to determine how best to allocate the funds.

This process enables us to understand the needs that truly exist in our community. We also see first-hand, the hard work, caring and dedication of our agencies. Westfield United Fund contributors can feel confident that their donations will help provide the important services that our neighbors need.

We applaud our agencies for all the work they do to meet the needs of the community, especially in this tight economic environment. We also thank our community for generously providing funding and time to support the Westfield United Fund.

Linda Kaplan, Chair
2008 Fund Distribution Committee

2008 AGENCY REVIEW COMMITTEE

Linda Kaplan, Chair

Art Condodina	Rick Malacrea
Tony Cook	Jason McLane
Colleen Echausse	John Reynolds
Kevin Fitzpatrick	John Ripperger
Lou Franz	Susan Schwarz
Kathleen Lynch	Charles Weidman
	Paul Zoidis

2008 PLEDGE CARD SURVEY RESULTS

During the 2008 campaign, contributors responded to a survey on the back of their pledge cards on the most important community needs. This information helps us evaluate programs to be sure community needs are met. *The top five needs identified are:*

1. Services to the elderly
2. Home health care
3. Aid to homeless
4. Child/Spouse Abuse
5. Medical Services

Your 2009 pledge card will again request participation in this survey.

ALLOCATIONS FOR 2009

American Red Cross

Transportation for elderly	16,500
Handyman Program	3,500
Health & Safety Programs	16,500

ARC of Union County

Services for Children with Disabilities	17,000
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Boy Scouts

Fostering of Strong Families	11,000
Safe Environments	3,500
Collection of Food for Food Banks	2,500

Central Jersey Legal Services

Civil Legal Assistance to Low Income	5,000
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Cerebral Palsy League

Adult Work Training Program	9,000
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Community Access Unlimited

Seeks Housing for Low Income Homeless, Elderly & Disabled	1,500
Provides Outreach, Education & Recreation	3,500

CONTACT We Care

24 Hour Crisis Hotline	14,500
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Girl Scouts

Youth Development & Outreach	20,000
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Jewish Community Center

Day Camp Scholarships	11,000
After School Care	8,000
Senior Adult Program	8,000

Jewish Family Service Agency

Counseling for Children	10,000
Homecare Services	7,500

Mobile Meals of Westfield

Meals for People Confined to Home	13,000
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Prevention Links

Substance Abuse Education	7,500
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UCPC Behavioral Healthcare

Outpatient Behavioral Services	14,000
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Visiting Nurse & Health Services

Home Care	6,500
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Westfield Community Center

After School/Summer Day Camp	61,000
Senior Citizens Program	48,000
"At Risk" Youth Program	10,000

Westfield Day Care Center

Scholarships	6,500
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Westfield "Y"

Youth & Family Activities	70,000
Teen Program	80,000
Senior Wellness	30,000

Youth & Family Counseling

Counseling Services	65,000
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THE ACCOUNTS OF THE WESTFIELD UNITED FUND ARE AUDITED ANNUALLY BY A FIRM OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS. THEIR REPORT AND RELATED STATEMENTS ARE AVAILABLE FOR PUBLIC INSPECTION. ALSO AVAILABLE IS THE INFORMATION RETURN FILED WITH THE INTERNAL REVENUE SERVICE ON FORM 990.

You Make a Difference

Agency Stories

For agencies supported by the Westfield United Fund, people remain the key commodity. The 19 agencies reflect the needs of today's society, and those who seek help are provided with people-oriented services. The following stories spotlight some of the work being done for people who use the agencies' services.

Westfield Day Care Center

When Mrs. Smith, a local teacher, began looking at childcare options for her 2 year-old son, she visited no fewer than 15 local centers. "When I came upon the Westfield Day Care Center, I found that the director didn't stress the number of computers or the security system they had. Instead, she talked to my son, asking him about his pets and other interests," she recalled.

Everything else felt right too, from the welcoming open doors in the classrooms to the diversity of the teachers' ages. She enrolled her son, and when her second son turned 18 months, he joined his older brother. The family was in a good place: their monthly childcare payments were in line with what childcare centers charge for full-time care for two, and between Mrs. Smith's salary and her husband's income, they were able to afford the fees.

Then, Mr. Smith lost his job. To further complicate the situation, he was hospitalized twice and had to undergo major surgery each time. Suddenly, the couple found themselves trying to stay afloat on one salary.

With all the disruption at home, Mrs. Smith felt very strongly about keeping her sons' day-to-day lives consistent. Her childcare bills, though, swelled as her older son entered kindergarten. She needed to be able to go to her own job with the peace of mind that her children were in good hands. She initially kept her struggles private; however, at the end of one particularly tough day, an office worker at Westfield Day Care Center noticed her stress level and suggested she apply for a scholarship.

"I had no idea that Westfield Day Care Center even had such a program. Reducing our childcare costs \$300 a month eased the strain on our finances. By doing that, they gave me hope during a very difficult time," said Mrs. Smith.

Westfield Day Care Center Director, Thera Rocco, describes the scholarship program as benefiting a wide range of families. "Our scholarships, made available through a grant from the Westfield United Fund, are a wonderful thing to offer people who, like Mrs. Smith, are anxious to keep their children's situations positive and consistent even during times of economic difficulty."



Cerebral Palsy League

Meredith is a 23 year-old young woman who struggles with the daily challenges of life with cerebral palsy. She has limited verbal skills but can usually articulate her personal wants and needs. Meredith is happy to continue to live in Westfield with her caring parents and two older siblings.



Meredith graduated from a Regional Day School several years ago. Due to her many needs, community employment was not an option at that time, and her future was uncertain. Fortunately, Meredith was accepted into The Cerebral Palsy League's Adult Service – Work Training Center. There, she and her family developed a Life Plan Summary which led to identifying essential life skills that Meredith needed to learn to achieve her future goals.

An Individualized Habilitation Plan was drafted. Specifically, Meredith would be given the opportunity to train in the League's Bulk Mailing Center on a daily basis. During this time she would receive individualized training in work and social behaviors as well as earn money for the work she produced. When not working, Meredith would also receive training to address many of her own personal needs as well as learning new ways to spend leisure time.

Meredith enjoys her time at the League's Adult Service Center and has many new friends. She continues to improve each day. Equally important is that now Meredith and her family can see a hopeful future. Meredith's story is just one wonderful example of how the funds from the Westfield United Fund help to change the quality of individuals' lives and make a difference.

Westfield Community Center

Mr. Francis, an elderly gentleman, had lived in four different housing situations before moving recently to Westfield. Mr. Francis' daughter noted her father's lack of social contact, as well as his sadness at his loss of independence. After doing some research, his daughter discovered the Westfield Community Center's Senior Citizen program. Mr. Francis now attends each weekday and enjoys the socialization and stimulation provided by the program. He revels in the attention of being one of only a few men in a room full of women, whom he calls "the girls". He especially looks forward to Fridays, when the group goes on outings for lunch and shopping. His daughter reports that her father is no longer depressed and enjoys living his life. Mr. Francis describes the Westfield Community Center's Senior Program as "heaven – if I could come here seven days a week I would. I am only lonely on the weekends now."

It is through the generosity of Westfielders and the funding provided by the Westfield United Fund that the Westfield Community Center's Senior Citizen program continues to light up the lives of many of our seniors, such as Mr. Francis.



Photos courtesy of Susan Cook

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Linda Maggio, Executive Director

Important News!!!

RETURNING TO OUR ROOTS

WE ARE NOW THE "WESTFIELD UNITED FUND"



WE CAN CONTINUE TO GUARANTEE:

- YOU MAKE A DIFFERENCE IN YOUR COMMUNITY
- YOU SUPPORT LOCAL AGENCIES & THEIR CLIENTS
- YOU HELP CAUSES THAT ARE IMPORTANT TO YOU
- YOU KNOW WHERE YOUR CONTRIBUTION GOES

YOUR GIFT GOES FAR, BUT NOT FAR AWAY