

## Valley United Way

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*Proudly Serving the Valley Community since 1995*



Valley United Way October 2008

### Mission Statement

*The Corporate Volunteer Council strives to enhance the quality of life in the Valley by promoting and fostering corporate volunteerism through the sharing of ideas and information on corporate volunteer management and actions that can be driven to address issues of community concern.*

*All efforts performed by the CVC will be conducted to collectively embrace change and leverage diversity.*

### It's United Way Campaign Season!

The Valley United Way kicked off its 2008-2009 Community Fundraising Campaign on Sept. 22 with an event hosted by BIC Consumer Products USA in Shelton. Campaign Chairman Dave Grant and his campaign cabinet have set an ambitious goal for this year: \$1.2 million in campaign pledges. While attaining this target might be challenging in today's tough economic times, Dave believes this is even more reason why those who can give, should.

"Anyone watching TV and reading the newspapers knows that we are going through some very difficult times that affect many of the people in our community," said Dave in his Kick-off remarks.

"While the buzz this week has been about federal bailouts, on the local level it falls to all of us to make sure needed support programs and services continue to be available."



*Dave Grant, Campaign Chairman (far left) and his cabinet outside of BIC headquarters.*

### United Way Donations Serve our Local Community

The support that the campaign provides at the local level is a key point to Laurel Vicidomino, VUW's Director of Resource Development. "Many ask *'where do my donation dollars go?'* The answer is they go right here – into our own community, to provide services and programs that help our neighbors, co-workers and family members." The Valley United Way operates autonomously to support 23 local agencies focused on strengthening families, helping youth to succeed, and helping people in crisis. (Visit [www.valleyunitedway.org](http://www.valleyunitedway.org) for a listing of all the agencies that Valley United Way donations support.) Contrary to what some people might think, the VUW pays only minimal national dues, meaning nearly all dollars collected are spent locally. What's more, grants are decided upon by an Allocations Committee made up of local community volunteers that evaluate funding applications from agencies and allocate funds based on need.

### Each of Us Can Make an Impact

The Valley United Way's annual campaign encourages area businesses and municipalities to solicit donations from their employees through the convenience of payroll deductions. No minimum amount is required and even as little as \$1 per week – the cost of a cup of coffee – can make an impact. Many companies enhance their employees' donations through matching gift programs. In addition, the Community Foundation for Greater New Haven and the Valley Community Foundation have awarded Valley United Way with 2 to 1 challenge grants for all new and increased dollars raised. That means VUW will receive \$1 for every \$2 in pledges from new donors and increases in pledges from last year's donors.

For more information about running a United Way Campaign in your company, contact Laurel Vicidomino at 926-9478 or email her at [laurel.vicidomino@valleyunitedway.org](mailto:laurel.vicidomino@valleyunitedway.org).

What Your Donation Dollars Can Buy	
<b>\$1 per week</b>	Provides a week of summer camp for a needy child
<b>\$2 per week</b>	Provides a month of meals for a homebound senior
<b>\$5 per week</b>	Provides 26 days of lodging for a homeless individual
<b>\$10 per week</b>	Provides 40 hours of child care services

### UPCOMING EVENTS

#### October Food Pantry Drives

The CVC has established a year-round collection schedule to ensure a steady supply of food to local food banks. Each month, local businesses conduct food drives on their premises to benefit **Area Congregations Together** who distribute the food to the needy through their food bank. ACT also runs Spooner House, a homeless shelter in Shelton. Companies holding drives this month are:

- Newtown Savings Bank
- Basement Systems
- The McIntyre Group

#### Clothing Drives in October

CVC companies conduct monthly clothing drives throughout the year. Clothes are donated to **My Sister's Place** thrift shop which sells the clothing to benefit The Umbrella Domestic Violence Program and the **Helping Hands** thrift shop run by Father McKenna St. Vincent De Paul Society. Conducting drives this month:

- NEC
- GVCC
- Prudential Financial
- Pitney Bowes
- Commerce Bank

#### October CVC Meeting

The next CVC committee meeting will be held **Thursday, October 16, 2008 8:30 – 9:30 a.m.**, hosted by Homewood Suites by Hilton at 6905 Main Street Stratford. All CVC members are invited to attend.

### Iroquois Gas Transmission Has Fun With Its United Way Campaign

Iroquois Gas is one of many CVC companies that run annual United Way campaigns, and while the focus is on raising awareness and funds for local charitable organizations, the campaign is also about getting employees together to have a little fun. This year's campaign is no exception. The 2008 Schedule of Events includes an Ice Cream Social Kick-off, Employee Trivia Contest, Candy Countdown, Chinese Auction and a Wii Hula Hoop Challenge, just to name a few of the many events Iroquois' Campaign Committee has planned for employees during the week of Oct. 16 – 24.

Committee Chair Adrienne Cabral says "Our campaign goal is to have a 10% increase from last year's total (2007 employee contribution: \$27,620; the goal for 2008 is \$30,388). All employee funds that are designated to Valley United Way are matched dollar for dollar by the company – so we could wind up with a campaign in excess of \$60,000."

About half of the companies with representatives on the CVC hold United Way fundraising campaigns. Running a campaign is not a requirement for CVC membership, but it is certainly encouraged. "We would hope that the companies who value volunteering their time and talents to the local community also see value in helping financially," says Pat Tarasovic, VUW Director, Volunteer Center. If your company does not already hold a campaign and you would like to start one, please contact Laurel Vicidomino at 926-9478 or [laurel.vicidomino@valleyunitedway.org](mailto:laurel.vicidomino@valleyunitedway.org).



*Iroquois management took pies in their faces to raise 2007 United Way pledges!*

*For fun ideas for campaign activities, see the Campaign Coordinator's Idea Book at [www.valleyunitedway.org/campaign/08-09](http://www.valleyunitedway.org/campaign/08-09)*

- A-Plus Staffing
- Arson Productions
- Altair Global Relocation
- Barnum Financial Group
- Basement Systems
- Better Packages
- BIC Corporation
- Bright Horizons
- CAPS Business Recovery
- Cara Therapeutics
- CDW-G
- Citi Bank
- Comcast
- Commerce Bank
- Computershare
- David M. Grant Caterers
- DeDonato Building
- Emhart Teknologies
- Enterprise Rent-A-Car
- F.W. Serra, Inc.
- Fletcher Thompson
- Fred Ortolli Photography
- GE International
- Greater Valley Chamber of Commerce
- HSBC Bank, USA
- Hamworthy Peabody
- Health Net
- Hilton Garden Inn
- Holiday Inn Express
- Homewood Suites
- Iroquois Gas
- Kerite Company
- Latex International
- Market Data Retrieval
- Marks of Design
- Microsol, Inc.
- NEC Infrontia & NEC Unified Solutions
- Naugatuck Savings Bank
- Ned Miller Associates
- Newtown Savings Bank
- People's United Bank
- PerkinElmer
- Pitney Bowes
- Professional Travel
- Prudential Financial, Inc.
- SSC, Inc.
- Sikorsky Aircraft
- Starbucks
- The Greenwich Workshop
- The Hartford
- The McIntyre Group
- United Illuminating
- Wachovia
- WalMart
- Warner Insurance & Financial
- Webster Bank
- William Raveis Real Estate



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**COMPANY OF INTEREST:**

*A Conversation with Carol Pendagast, Manager of Administrative Services and HR Consultant for F.W. Serra, Inc.*



**F W SERRA**  
Employee Benefits • HR Consulting • Staffing

**Tell us about your company.**

F.W. Serra, Inc. is an independent employee benefits and human resources management firm specializing in Benefits Administration, Consulting and Outsourcing, Human Resource Management, Organizational Development and Leadership, and Business Planning. We bring highly competent and experienced professionals to your business, all striving to provide exceptional customer service. Currently, F.W. Serra has over 400 plans under management for clients and has been growing by 40 percent per year. In 2003 we received the prestigious *Connecticut Quality Improvement Award* for innovation and creativity with respect to the human resource services we combined with our benefit management, saving our clients thousands of dollars in fees.

We have 9 employees in our Shelton Office and 3 in Wallingford.

**How long has F.W. Serra been a member of the CVC and why is it important to your company?**

This is our second year as members of the Corporate Volunteer Council. We believe we have a special responsibility in helping out our community and we dedicate many hours of our time to ensure that we can make a difference.

**What are some of the CVC programs that your employees support?**

Our employees particularly enjoy the Back-to-School project and we sponsor a child each year. I also helped at Spooner House during this year's Week of Caring/Day of Action. We have also run a toiletries collection that resulted in a huge bag of donations for the residents of the YMCA in Ansonia.

Our staff regularly participates in collecting food for the CVC food drive, holding collections quarterly. So far this year our small office has collected and donated nearly 30 bags/boxes of food. We are also collecting clothes for the CVC clothing drive.



*Carol Pendagast (far right) at this year's Back to School Clothes for Kids program, along with co-worker Mary Ciancio (2<sup>nd</sup> from right) and Carol's husband Dave, a CVC representative for William Raveis Real Estate. Carol has been with F.W. Serra for 5 years and has served as its CVC representative since May, 2008.*

*In addition, Carol serves as an Ambassador for the Greater Valley Chamber of Commerce, a member of the Healthy Valley-Heritage Valley Committee, and F.W. Serra's team captain for the annual TEAM, Inc. Toys-for-Tots & United Way campaigns. She is also a 2007 graduate of the Leadership Greater Valley program.*

**CVC COLLECTION COMMITTEES:**

**Food Pantry – Corporate food drives to benefit area food banks**

*Team Lead:*  
Bonnie Sinclair 926-5407  
Bsinclair@necinfrontia.com

**Clothing Collection – Used clothes for the Umbrella Program & St. Vincent DePaul Helping Hands of the Valley**

*Team Leads:*  
Sue Millican 925-7255  
Sue\_Millican@iroquois.com  
Mandi Marcino 203-944-0777 ext. 241  
mam@themcintyregroup.com

**Caring Circle – Knitted blankets and apparel for clients at Umbrella**

*Team Leads:*  
Antonieta Hallet 402-1405  
Antonieta.hallet@prudential.com

**Notions Collection – Toiletries for the men living at the Valley YMCA**

*Team Lead:*  
Michelle Fabozzi 944-3385  
michelle.fabozzi@corporate.ge.com

**Cell Phone Collection – Used phones for victims of domestic violence**

*Team Lead:*  
Walter Binck 922-1199 ext. 250  
Wbinck@hamworthy-peabody.com

**Computer Collection – Refurbished equipment donated to charities**

*Team Lead:*  
Alan Tolmich 944-7300 ext. 149  
Alan.tolmich@computershare.com

**Valley United Way**

Jack Walsh, President & Chief Operating Officer  
[Jack.walsh@valleyunitedway.org](mailto:Jack.walsh@valleyunitedway.org)  
Patricia C. Tarasovic, Director, Volunteer Center  
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**CVC 2008 Co-Chairs**

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[magnamo@sbcglobal.net](mailto:magnamo@sbcglobal.net)  
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