

fall 2009

LIVE UNITED™

WHAT LIVING UNITED LOOKS LIKE!



Top to bottom, left to right: A Hannaford staffer volunteers by gardening at PROP; United Way's AmeriCorps VISTA Margaret Petrarca volunteers to roll up her sleeves and do some painting on 9/11 Remembrance Day; Maine Medical Center LIVES UNITED with a banner on its parking garage; L.L.Bean's "Give a Buck" special event catches people's attention and raises some "doe"; Maine Bank & Trust LIVES UNITED with a banner on Congress Street; and Loaned Executives take a break from their volunteer work at Scott Dyer School.

Westbrook Children's Project Brings Home First Year Report Card

The Westbrook Children's Project (WCP) is a collaboration of United Way of Greater Portland, Westbrook School Department, People's Regional Opportunity Program (PROP) and other organizations that want to help Westbrook children and youth succeed in school and in their community. One of the goals of the Project is to reduce absenteeism and improve achievement among target students. One year since the project's inception, and the outcomes have exceeded expectations.

Over the last year, the WCP focused on at-risk children in grades K – 2. It has also supported parents as they work to help their children succeed, through parent education and by linking them with school and community resources. As a result, schools have seen a marked decrease, ranging from 8 to 20 percent, in the number of students who were absent eight or more times. They also saw a decrease, ranging from 19 to 39 percent, in the number of out of classroom referrals for behavioral issues. WCP's support of the schools' many strategies to improve academic success has resulted in an increase ranging from 5 to 14 percent in the number of target students who met math performance standards.

Additionally, the Westbrook Children's Cabinet was formed in June 2009 to provide leadership and advocacy on children and youth issues in Westbrook. As a first step, the Cabinet is undertaking a community assessment that will help it establish priorities for its work. The Cabinet is made up of political, business and community leaders, as well as parents.



NATIONAL DAYS OF SERVICE MARK YOUR CALENDARS!

Check VolunteerMaine.org often for updates.

National Volunteer Manager Appreciation Day

November 1, 2009

Volunteer managers receive home baked goods via a prize patrol.

Family Volunteer Day

November 21, 2009

Card making for Meals On Wheels and food basket assembly for local families.

Martin Luther King, Jr. Day

January 19, 2010

Card making, booking collecting and food collecting.

National Volunteer Week

April 19-25, 2010

Inspire others to give back through volunteerism.

Earth Day

April 22, 2010

Cleaning beaches, parks and trails.

National Youth Service Days

April 24-26, 2010

Parks and beaches clean up.

ANOTHER DATE TO NOTE

United Way Night at the Pirates

November 6, 2009

Join us for a fun night of hockey and support our community at the same time. FMI: liveunitedportland.org



Campaign 2009



Campaign Chair, Rich Petersen, President and CEO, Maine Medical Center, throws out the first pitch at this year's Campaign kick-off at the Portland Sea Dogs.

This year represents United Way of Greater Portland's 81st Campaign, which last year raised more than \$8.5 million. Over 75,000 people of all ages and income levels benefited through 91 health and human programs at 43 local Partner Agencies.

We are fortunate to have Rich Petersen, President and CEO, Maine Medical Center, as our Campaign Chair this year. He shares a true passion for the work of the agencies and the importance of United Way's role in the Greater Portland community. In fact, he set a personal goal to visit each of our Partner Agencies during campaign. That's no small task - there are 43 agencies! But he is well on his way to achieving that goal this fall. He spent October visiting almost all of the agencies, touring their facilities and meeting with Executive Directors. The stories they shared were powerful and truly brought to life for Rich the importance and the breadth of the work each of these agencies do every day in our community. He's learned how challenging this economy has been for them specifically, and how committed their staffs have been to maintaining services for their clients.

*"This year we are in a unique period of time. A large percentage of our community needs us. **One out of every three families in Greater Portland depends on United Way services**, so this isn't some far away or theoretical problem. It's real. It's here. The faces we see are the people we know, they are neighbors, friends you pass on the street, people with needs as basic as food and shelter."*

Rich Petersen, Campaign Chair

CAMPAIGN CABINET 2009

The Campaign Cabinet is a vital part of the United Way team. This group of dedicated volunteers helps ensure success across a broad range of industry sectors. Members have worked hard over the past several months to ensure that CEO's and Employee Campaign Managers were ready to run quality campaigns in workplaces across Cumberland County. We are grateful for the passion and time they have shared with us this campaign.

Richard W. Petersen, Chair, [Maine Medical Center](#)

Beth Newlands Campbell, Tocqueville Co-Chair, [Hannaford](#)

Erin Ehrlenbach Collins, Finance & Insurance Division, [Androscoggin Bank](#)

Michael W. Coughlin, Non Profit Division, [Goodwill Industries of NNE](#)

Andrew Dolloff, Schools/Education Division, [Kennebunk School Dept.](#)

Sean Dugan, Healthcare Division, [MaineHealth](#)

Shawn O. Gorman, Retail Division, [L.L.Bean](#)

Horace W. Horton, Professional Division, [Drummond & Drummond](#)

Suzanne McCormick, Non Profit Division, [PROP](#)

Nathan Poore, Municipalities Division, [Town of Falmouth](#)

Marc Powers, Professional Division, [Purdy Powers & Company](#)

James E. Pratt, Service Division, [Wright Express](#)

Douglas Richard, Manufacturing Division, [Hannaford](#)

Chris Rogers, Tocqueville Co-chair, [Morgan Stanley Smith Barney](#)

William S. Richards, Loaned Executive Trainer, [Portland Yacht Club](#)

Michael R. Stoddard, 2010 Chair, [Maine Bank & Trust](#)

Daniel R. Tremble, New Business Division, [L.L.Bean](#)

Heart and Soul of Campaign



A special thank you to the organizations that financially supported the Loaned Executive Program this year: Baker, Newman, Noyes; Bank of America; Berry, Dunn, McNeil & Parker; Fairchild Semiconductor; Macdonald Page & Co.; Maine Medical Partners; Pierce Atwood; Preti Flaherty; and Verrill Dana.

Loaned Executives are one of the most critical components of our campaign. These 12 people, whose time is donated to United Way by their companies, joined us in August and are working tirelessly on over 600 workplace campaigns.

Loaned Executive Class of 2009 (top to bottom, left to right)

Martin Bruno, [Wright Express](#)

Jay Madden, [Anthem Blue Cross and Blue Shield](#)

David Varney, [Hannaford](#)

Emma Lishness, [Sponsored](#)

Jess Harris, [L.L.Bean](#)

Joanne Brewster, [Maine Medical Center](#)

William Cookson, [Hannaford](#)

Greg Mehlhorn, [Gorham Savings Bank](#)

Elizabeth Veregge, [L.L.Bean](#)

Samantha Minton, [Sponsored](#)

Judy Gilman, [Maine Medical Center](#)

Anne Nadzo, [Sponsored](#)

Many thanks to the Loaned Executives and to the generous companies who sponsored their time with us.

United Way in the Community

Warm ME Up

This year, United Way is partnering with PROP, Habitat for Humanity and Hour Exchange Portland to weatherize 75 homes in the Greater Portland area. The special part about this year's weatherization is that we will be creating up to six REUSABLE double-paned, plastic, interior window inserts for each house. Warm ME Up is a free program that provides low income families, individuals and community members in need with step one weatherization. In one weekend, we plan to reduce the energy costs in community homes by up to 25%.

If you'd like to help us with our Warm ME Up weatherization project, call Margaret at United Way at 874.1000 x 339. Volunteers must attend a 3-hour training to participate. The content is interesting and can help you with your own homes and give you tips on saving energy and money!

2-1-1 Maine Receives Federal Grant



Senators Olympia Snowe and Susan Collins, both long-time champions for 2-1-1 Maine, helped secure a \$190,000 federal grant to support 2-1-1 call center operations. 2-1-1 Maine continues to see a growing demand for information and referrals for health and human services, and is fulfilling a vital role in connecting Maine people with community resources like food banks, energy assistance and mental health services.

Last year, calls increased 44% from 50,000 to 72,000. 2-1-1 Maine thanks Senators Snowe and Collins for their support. Our Senators are joined by Representatives Chellie Pingree and Mike Michaud in support of the Calling for 2-1-1 Act in 111th Congress.

CA\$H *Creating Assets, Savings & Hope*

CA\$H Seeks Tax Site Volunteers

CA\$H Greater Portland, helping community members find ways to make the most of their money, is looking for CA\$H Tax Site volunteers to help with tax preparation (training is free), coaching (helping clients get connected to programs and services), interpreting, and scheduling appointments.

CA\$H Tax Sites offer qualified filers (anyone who makes \$50,000 or less) an opportunity to have their federal and state income taxes prepared and filed for free. Clients often learn about tax credits, like the Earned Income Tax Credit (EITC), that can put thousands of dollars back into their pockets. For more information, contact Nicole at 874.1000 or email her at nevans@unitedwaygp.org.

Our Partner Agencies

A Company of Girls
American Cancer Society of Maine
American Red Cross of Southern Maine
Amistad
Big Brothers Big Sisters of Southern Maine
Boys & Girls Clubs of Southern Maine
Catherine Morrill Day Nursery
Catholic Charities Maine
The Center for Grieving Children
Community Counseling Center
Community Dental
Community Partners
Day One
Family Crisis Services
Frannie Peabody Center
Freeport Community Services
Girl Scouts of Maine
Goodwill Industries of Northern New England
HomeHealth Visiting Nurses of Southern Maine
Immigrant Legal Advocacy Project
Kids First Center
Legal Services for the Elderly
MAPS Shelter Services
Mission Possible Teen Center
Morrison Developmental Center
Northeast Hearing & Speech Center
Peaks Island Children's Workshop
People's Regional Opportunity (PROP)
Pine Tree Legal Services
Planned Parenthood of Northern New England*
Preble Street
Regional Transportation Program
Salvation Army
Serenity House
Sexual Assault Response Services of Southern ME
Shalom House
The Iris Network
Tri-County Mental Health
VNA Home Health Care
Wayside Soup Kitchen
Young Men's Christian Association (YMCA)
Youth Alternatives Ingraham
Youth and Family Outreach

**Partner for donor designation only*

Call for Volunteers



Whether you want to meet new and like-minded people or change someone else's life as well as your own or want to feel a sense of accomplishment and self-fulfillment, United Way of Greater Portland can be your link to finding just the right volunteer opportunity.

United Way is a member of the VolunteerMaine Partnership. VolunteerMaine.org is its state-wide, searchable volunteer database that you can use to get started.

WHAT'S NEW AT UNITED WAY OF GREATER PORTLAND

NEW BOARD MEMBERS & OFFICERS ELECTED

United Way held its annual meeting in September. New Board Officers are Board Chair Chris Emmons, President & CEO, Gorham Savings Bank, and Vice Chair Al Swallow, Associate Vice President of Finance, Maine Medical Center.

Elected to the Board were James Craig, Chief of Police, City of Portland; Chip Kelley, SVP & Manager of Commercial Banking, KeyBank; and Anne Swift-Kayatta, Town Councilor, Town of Cape Elizabeth.

Stuart Williams, SVP and Wealth Management Regional Manager at Maine Bank & Trust was elected to the Foundation Board. Foundation Board member Barbara Wheaton, Partner at Pierce Atwood LLP, was elected as Chair.



Chris Emmons



Al Swallow



Chief Craig



Chip Kelley

UNITED WAY NIGHT AT THE PORTLAND PIRATES

How can you have a night of fun AND help support United Way and your community? Easy. Go to a Pirates game! United Way is selling Portland Pirates flex tickets in support of the 2009 Campaign. The Portland Pirates have generously donated flex tickets that can be used for any game on or before November 8. Tickets are just \$5!

100% of the \$5 price of these Main or Quarter Deck tickets goes directly to United Way to support our work in Greater Portland. Flex tickets are good for the following games: Friday, October 30; Saturday, October 31; Friday, November 6, which is United Way Night; and Sunday, November 8. These games start at 7:00 pm.

For more information, contact: Anne at 874.1000 x 413 or email anadzo@unitedwaygp.org.

VOLUNTEERS HONORED AT ANNUAL MEETING

Volunteers were recognized for outstanding contributions and dedication to the United Way at the Annual Meeting.

Bill Caron, CEO of Maine Health, received the Legacy Award, which celebrates the important role one person has played in the long term success and viability of the United Way of Greater Portland Foundation.



Bill Caron



Brian Petrovek

Brian Petrovek, Managing Owner and CEO of Portland Pirates and outgoing Board Chair, received the Bert Andrews Volunteer Spirit Award. This award recognizes the contribution a volunteer makes to the mission of United Way and the cause of caring for others.



Visit us on Facebook! Become a fan and we will update you on news, events & volunteer opportunities.

Through the UNITED WAY OF GREATER PORTLAND FOUNDATION you can continue your legacy of making a difference in our community through your estate plan or with another planned gift option. Please visit liveunitedportland.org/give for more information.

We want to hear from you! If you have a story about how United Way of Greater Portland has helped you, your friends or family, or if you want to tell us how you LIVE UNITED by giving, volunteering or advocating in your community, please email us at info@unitedwaygp.org.

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P.O. Box 15200, 400 Congress St.
Portland, ME 04112
(207)874-1000

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