



Marketing Report September 9, 2021

POWER UP!

Wind, Solar and Renewables Career Training



United Way of Long Island received \$250,000 from Bank of America to pilot a new workforce development program 'Power Up Wind, Solar & Renewables.' The training will lay the foundation and create a pathway for participants, focused on culturally diverse young adults, to secure careers in the renewable energy industry. It will simultaneously advance economic mobility, as well as help shape the future of employment in our region's energy sector.

'Power Up Wind, Solar & Renewables' will operate out of United Way's state-of-the-art E3 SmartBuild Training Center, complete with a portable prototype wind turbine. With a 50-hour education curriculum and internships, participants will receive the required technical, functional and soft skills that will lead to employment in the renewables and green construction sectors.

Key to the success of the program will be the integration of training and on-the-job work experiences. Through partnerships with leaders in the green industry, engaging field trips, tours and onsite visits will be critical to allowing participants to gain knowledge and insight into the multitude of career opportunities that are available.

Photo Caption: Bob Isaksen, President of Bank of America Long Island, (front, 4th from right) is joined by industry officials, union members, policy makers and corporate supporters to announce the launch of Power Up, Wind, Solar & Renewables Career Training. Front row (l to r) Amy Engel, Manager of Environmental and Community Engagement Brookhaven National Lab; YouthBuild participants - Daniel Cuevas, Alexander Pink, Nasheem Nero, Marilyn Castro and Ashley Denis; Isaksen; Dave Calone, CEO, Jove Equity Partners LLC, United Way Board Member; Mathew Aracich, President, Building & Construction Trades Council of Nassau & Suffolk Counties, United Way Board Member; Rick Wertheim, SVP Housing, United Way; Middle Row (l to r) George Goreman, Jr, Regional Director, Office of Parks, Recreation and Historic Preservation; Daniel Lloyd, Founder and President, Minority Millennials, Inc; Alexander Bateman, Partner, Ruskin Moscou Faltischek, P.C., United Way Board Chair; John Brooks, NY State Senator; Theresa Regnante, President and CEO, United Way; Darryl Clark, Corporate Vice President, Wallace Eannace; John Guadagno, President, IBEW Local 25; Adam Hersch, Director Sales & Marketing, Wallace Eannace; Imran Ansari, Long Island Federation of Labor; Andrea Bonilla, Long Island Director, Workforce Development Institute; Gretshaida Guelee, YouthBuild Job Developer, United Way; Jean-Pierre Lardoux, Principal Architect, Fusion Architecture; Top Row (l to r) David Pollicino, Manager of Energy Services, Cameron Engineering & Associates; Nene Alameda; YouthBuild Workforce Development, United Way; Kathleen Wisniewski, National Grid, Manager of Community and Customer Management; Aster Mehreteab, President and CEO, Leadership Training Institute; Steve Muzyka, Director of Training, United Way; Dennis Galvam, Manager - Outreach Planning for Strategic Projects, Eversource Energy - Offshore Wind; Brian Tymann, Assistant Development Manager, Long Island Markets, North East Offshore - Ørsted; Marc Herbst, Executive Director, Long Island Contractors Association; Michael Deering, Sr. Advisor, Long Island Power Authority; and Craig Fligstein, Chief Grant Officer, United Way.

unitedwayli.org/powerupcareertraining



Robert Isaksen, President, Bank of America Long Island, "Bank of America is committed to accelerating the transition to a low-carbon, sustainable economy. By supporting the United Way of Long Island's latest initiative, participants will gain valuable education and work experience to put them on a better path to having a successful career and help build a more sustainable, clean energy community for Long Islanders."

Tom Falcone, Chief Executive Officer of LIPA said, "New York is on our way to achieving a 100 percent carbon-free electric grid by 2040 and increasing renewable energy sources to 70 percent. This new workforce development program will help to prepare the next generation for growing careers in the green energy economy."

Dennis Galvam, Manager – Outreach Planning for Strategic Projects, at Eversource - Offshore Wind, acknowledged, "On behalf of Sunrise Wind and South Fork Wind we want to thank the Bank of America for investing in the 'Power Up Wind, Solar & Renewables' workforce development program. We are excited to work with our friends at the United Way of Long Island to help prepare a workforce for the clean energy future."

The grant will provide training for 100 students including youth, veterans, unemployed workers and those seeking new careers leading to employment in the offshore wind industry (OSW), renewable/sustainable, smart grid and green construction industries. Harnessing the talent of "opportunity youth" (ages 18 - 24), 'Power Up Wind, Solar & Renewables' will interface United Way's YouthBuild program as an on-the-job training site for young adults.

Rosalie Drago, Commissioner of Suffolk County Department of Labor, Licensing & Consumer Affairs said, "We welcome this project which collaborates at regional and local levels to address challenges to job connectivity, economic self-sufficiency and equal access to training opportunities for vulnerable individuals who attend United Way's YouthBuild program. The project seeks to eliminate barriers to skilled employment which we believe is a key component in addressing economic inequality."

Theresa A. Regnante, President and CEO of United Way of Long Island noted the importance of increasing access to opportunities for individuals from priority populations, "We are grateful to Bank of America for this generous grant, as it helps us break down barriers for diverse communities to gain employment. This is especially important as New York State continues its commitment to increasing renewable energy sources."

Roger Clayman, Executive Director of Long Island Federation of Labor, AFL-CIO commented, "United Way's new training program will be a great benefit to the workforce by providing intensive learning in entry level technology career roles. The program will create programs that help people from all backgrounds and experience levels gain skills to pursue rewarding careers in the fast-growing renewable and green construction industry. We believe many of the individuals who benefit from this program will move into long-lasting careers that will strengthen our communities."

Matthew Cohen, President and CEO, Long Island Association said, "Long Island continues to become the offshore wind capital of the country, which will spur economic growth and create good-paying jobs to help keep young people here. Bank of America's investment will allow the United Way to prepare a diverse population for careers in this burgeoning industry, maximizing the benefits of the planned wind farms off our coast."

To learn more about United Way's green and renewable energy building models, visit www.unitedwayli.org.

unitedwayli.org/powerupcareertraining

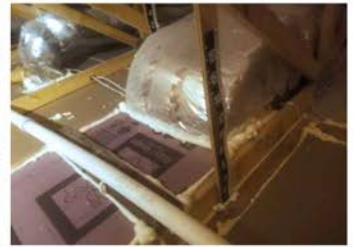


United Way of Long Island

Housing for Heroes | Medford, NY | UnitedWayLI.org



"These homes provide aging in place features and a healthy environment so they contribute to occupant health" *Builder*



United Way of Long Island recently received our 7th Department of Energy Housing Innovation Award. This is our first geothermal residential construction.

This group home is for veterans who are homeless and is operated by the Association of Mental Health and Wellness. It is a high performance home that uses geothermal energy from the earth to help cool and heat the house by using a water source heat pump with a loop drilled into the earth.

The project was a collaboration between NYSERDA, National Grid and United Way to explore the possibility of drilling community loops, meaning neighboring homes connect to the loop for energy where natural gas is not available. The equipment along with the geothermal loop and the installation, was donated by NYSERDA and National Grid.



NYSERDA

nationalgrid





The Equity Challenge Has Begun



On August 28, 1963, Dr. Martin Luther King, Jr. delivered his iconic 'I Have a Dream' speech at the Lincoln Memorial in Washington D.C., to an audience of over 200,000 diverse people. To commemorate this historical day, we have launched United Way's 21-Week Equity Challenge.

- To participate, follow the '**Sign Up Today**' link below.
- If you have already registered, the **WEEK ONE** Challenge is active...please check your email for the direct link.

SIGN UP TODAY!

For more information visit [Equity Challenge](#)

TEXT 21WEEK to 313131

www.UnitedWayLI.org/EquityChallenge

Scan the QR code
to register.



A PARTNERSHIP OF





LIVE UNITED



Celebration

Impacting Long Islanders Everyday

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United Way of Long Island's LIVE UNITED Celebration a collaboration of Long Island businesses, labor and individuals in support of helping our neighbors.

We were founded upon the understanding that no challenge can be tackled alone. It takes teamwork, innovation, determination and community. Since the pandemic's onset, United Way stepped in to help ease the burden for vulnerable families, veterans, students and seniors. All while continuing to support over 100 nonprofit partners, as well as provide opportunities through signature programs that best meet the needs of Long Islanders; with the focus on health, education and financial stability.

United Way is ready with a network of services and will identify and respond to the needs of the people who are impacted. This is more the reason why it is so critical that we achieve our goal.

Please support us as we continue to fundraise leading up to our event. Now is more important than ever. Together, we can inspire, hope, and create opportunities for all Long Islanders to experience better lives.

As of September 7, the LIVE UNITED Celebration has raised \$580,000.

To make a difference, please bid on auction items, give a cash contribution or simply share this auction on your social media using the hashtag, #charityauction

unitedwayli.org/2021LUCelebration

LIVE UNITED Celebration Sponsors

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CALL FOR 2 RUNNERS

United Way of Long Island's Team Mission United is an Official Charity Partner of the TCS New York City Marathon to be held on November 7, 2021.

Team Mission United is a dedicated group of premier and recreational runners who will be taking on 26.2 miles for Long Island veterans and military families. Since its inception, team members have raised nearly \$120,000.



Runners & Fundraising Commitment

Team Mission United runners must each commit to a fundraising minimum of \$3,000. Participants will receive special benefits, including:

- Automatic entry into the 2021 TCS New York City Marathon
- Fundraising page
- Team shirt to wear on race day
- Personalized story about your journey
- Assistance with ask letters and/or matching funds from workplace
- Content for social media
- Dedicated fundraising/special events
- Tips from past and current team members
- Press release for each runner
- Individual webpage on United Way website

Runners are responsible for the TCS NYC Marathon registration fee

Collective Fundraising Goal: \$30,000

To secure a runner's spot contact Devera Lynn at 631.338.0567 or Devera@unitedwayli.org

Sponsorships are available.

Mission United Veteran Partners





YouthBuild Graduation 2020/2021
Thursday, October 7, 2021 • 11am

**Join us in helping celebrate
their achievements. Graduation will be
held at American Airpower Museum
1230 New Hwy, Farmingdale, NY 11735**

Details to follow.



Media Highlights



Grant Plan Helps LI Seniors 'Age In Place'

United Way is excited to announce its much needed "Aging in Place" community impact initiative for lower income seniors, launching in Early 2022 The HUD Older Adult Home Modification Grant Program (OAHMP) will bring \$1m to the region for seniors over 62. The program is set to begin operation in January 2022.

View the video at: <https://www.unitedwayli.org/grant-plan-helps-li-seniors-age-place>



LI BUSINESS

A33

GRANT PLAN HELPS LI SENIORS 'AGE IN PLACE'

BY MAURA MCDERMOTT
maura.mcdermott@newsday.com

Long Island seniors who need to modify their homes so they can stay safe can get help from United Way of Long Island's new \$1 million federal grant.

The Deer Park-based group expects to make home improvements for about 250 lower-income homeowners over three years, starting next year.

The grant from the federal Department of Housing and Urban Development's Older Adults Home Modification Program will pay for equipment such as grab bars, railings, lever-handled doorknobs and faucets and nonslip strips for tubs, showers and stairs. The aim is to help seniors to continue living at home instead of moving to elder-care facilities, the agency said.

Upgrades also could include ramps and chair lifts if needed, the organization said.

To be eligible, recipients must be 62 or older, own their home and earn no more than \$66,450 for one person or up to \$75,960 for a two-person household, United Way of Long Island said. The limits are higher for larger households.

There is "a tidal wave of need" among seniors on Long Island, said Rick Wertheim, se-



Carolyn and Lorenza King at home in Shirley with an air purifier funded by a grant to help lower-income seniors age in place.

nior vice president for housing at United Way of Long Island. The funding, he said, will allow the group to make "meaningful, small modifications that enable people to age naturally without having to leave their homes."

The group will send occupational therapists into seniors' homes to check for hazards and health problems, and its workers will make the upgrades.

Carolyn King, 65, and her hus-

band Lorenza King Sr., 63, got help from a separate United Way of Long Island program called Safe at Home for Seniors, aimed at providing older Long Islanders with safety equipment, help with heating and grocery bills and other assistance during the pandemic.

COVID-19 "has only exacerbated the issues for seniors that wish to remain at home and age in place," said Craig Fligstein, United Way of Long

Island's chief grant officer.

The local group installed bathroom grab bars and a medical-grade air purifier in the Kings' home in Shirley, where the couple lives with their son Lorenza Jr., 28, who has special needs.

Carolyn King said she has arthritis and her husband has lymphoma, and the grab bars help them both get in and out of their tub safely, while the air purifier reduces her allergy symptoms and filters the air to protect them when caregivers visit.

"The air purifier came in quite handy," she said. "It recirculates the air, it cleans the air and it helps my breathing, and it's good to have with COVID."

United Way also plans to upgrade the loose wooden railing outside their home, the group said.

King said it's important for her and her husband and their son to remain in the house.

"It's a home that my husband and I bought together," she said. "We worked to keep it, worked very hard to keep it." Plus, she said, "this is a home for my son. God forbid something happens to us, my son will have a safe dwelling. It's a blessing."

For more information, go to unitedwayli.org or call 211 in Nassau or Suffolk counties or 631-940-3700.

LI BUSINESS

newsday.com NEWSDAY, THURSDAY, AUGUST 12, 2021



Bank of America Powers Up United Way

United Way of Long Island received \$250,000 from Bank of America to pilot a new workforce development program 'Power Up Wind, Solar & Renewables.' The training will lay the foundation and create a pathway for participants to secure careers in the renewable energy industry. It will simultaneously advance economic mobility, as well as help shape the future of employment in our region's energy sector.

View the video at: <https://www.unitedwayli.org/BankofAmericaPowersUpUnitedWay>



A28

LI BUSINESS

Grant for green-energy training

United Way begins new program with help from BofA

BY MARK HARRINGTON
mark.harrington@newsday.com

United Way of Long Island has launched a green-energy training program that combines classroom learning with on-the-job training to nurture a new generation of workers in the solar, wind and renewable energy fields.

The program, which is being funded through a \$250,000 grant from Bank of America, will encompass a 50-hour training curriculum that includes technical, functional and "soft skills that will lead to employment in the renewables and green-construction sectors," United Way announced.

United Way said the grant will allow it to train an initial 100 students over the next year, including those currently unemployed and looking for work, as well as veterans, and those just entering the job market. It will work with United Way's YouthBuild program to provide an on-the-job training site for young adults seeking work in the field.

Called Power Up Wind, Solar & Renewables, the training will take place at United Way's Deer Park E3 SmartBuild Training Center and the Jones Beach Energy and Nature Center. The program is designed to "advance economic mobility as



United Way Long Island board members, trainees and local officials gather at the Jones Beach Energy and Nature Center on Tuesday to announce the new green-energy training program.

well as shape the future of employment in our region's energy sector," United Way said.

At the Jones Beach energy center Tuesday, Theresa Regnante, president and chief executive of United Way Long Island, said the program will "help us break down barriers for diverse communities to gain employment." She said the renewables training will "blend with" other training done by the United Way to prepare those who use its services for higher-skilled jobs. She said she expects the program to last beyond its initial one-year funding outlay through fundraising and grant

applications that United Way does normally.

Training will include field trips to power plants, the Block Island Wind Farm, the Brookhaven Lab solar farm and other related locations, Regnante said. United Way will assist students who earn a training certificate to move on to higher levels of education or training beyond United Way or local jobs, she said.

United Way will also work with green-energy employers in the region, including wind-energy companies such as Orsted and Eversource, which are constructing the South

Fork Wind Farm and Sunrise Wind, to "help prepare a workforce for the clean energy future," Dennis Galvam, an Ever-source manager for outreach planning, said in a statement.

Bank of America Long Island president Robert Isaksen said the program is "going to provide a career for young people on Long Island in an industry that's really the future." It's part of Bank of America's commitment to "accelerating the transition to a low-carbon, sustainable economy," he said, noting the bank's decadelong record of contributing to and working with United Way.

LI BUSINESS

NEWSDAY, WEDNESDAY, SEPTEMBER 1, 2021 newsday.com



United Way of Long Island establishes new wind workforce development program

By WPED Staff | August 31, 2021

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United Way of Long Island received \$250,000 from Bank of America to pilot a new workforce development program 'Power Up Wind, Solar & Renewables.' The training will lay the foundation and create a pathway for participants to secure careers in the renewable energy industry. It will simultaneously advance economic mobility, as well as help shape the future of employment in our region's energy sector.

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Key to the success of the program will be the integration of training and on-the-job work experiences. Through partnerships with leaders in the green industry, engaging field trips, tours and onsite visits will be critical to allowing participants to gain knowledge and insight into the multitude of career opportunities that are available.

"Bank of America is committed to accelerating the transition to a low-carbon, sustainable economy," said Robert Isaksen, President, Bank of America Long Island. "By supporting the United Way of Long Island's latest initiative, participants will gain valuable education and work experience to put them on a better path to having a successful career and help build a more sustainable, clean energy community for Long Islanders."

The grant will provide training for 100 students including youth, veterans, unemployed workers and those seeking new careers leading to employment in the offshore wind industry (OSW), renewable/sustainable, smart grid and green construction industries. Harnessing the talent of "opportunity youth" (ages 18 – 24), 'Power Up Wind, Solar & Renewables' will interface United Way's YouthBuild program as an on-the-job training site for young adults.

"Long Island continues to become the offshore wind capital of the country, which will spur economic growth and create good-paying jobs to help keep young people here," said Matthew Cohen, President and CEO, Long Island Association. "Bank of America's investment will allow the United Way to prepare a diverse population for careers in this burgeoning industry, maximizing the benefits of the planned wind farms off our coast."

News item from UW of LI

BOA boosts renewable energy training with \$250K grant

By: David Winzelberg " September 1, 2021



The United Way of Long Island training center. / Courtesy of United Way of Long Island

Bank of America has awarded a \$250,000 grant to United Way of Long Island to pilot a workforce development program for career training in the renewable energy sector.

The United Way program, called "Power Up Wind, Solar & Renewables," is aimed at creating a path for participants to secure jobs in the renewable energy industry.

Focused on "culturally diverse young adults," the program will operate out of United Way's E3 SmartBuild Training Center, which is equipped with a portable wind turbine prototype. It involves a 50-hour education curriculum with internships, where participants will receive the required technical, functional and soft skills that will lead to employment in the renewables and green construction sectors.

"Bank of America is committed to accelerating the transition to a low-carbon, sustainable economy," Robert Isaksen, president of Bank of America Long Island, said in a written statement. "By supporting the United Way of Long Island's latest initiative, participants will gain valuable education and work experience to put them on a better path to having a successful career and help build a more sustainable, clean energy community for Long Islanders." Theresa Regnante, president and CEO of United Way of Long Island, stressed the importance of increasing access to opportunities for individuals from priority populations.

"We are grateful to Bank of America for this generous grant, as it helps us break down barriers for diverse communities to gain employment," Regnante said in the statement. "This is especially important as New York State continues its commitment to increasing renewable energy sources."



Social Media Highlights



United Way of Long Island

Published by Scot Mario · September 3 at 11:17 AM ·

A big thank you to our partners at Northwell Health, Pronto of Long Island and Abba Leadership for helping support our "You Call the Shots" vaccine education and outreach program. With their support we were able to help 48 Long Islanders get their first dose of the Covid Vaccine this past Saturday morning in Bayshore and Hempstead.

[Northwell Health Pronto of Long Island ABBA Leadership Center INC.](#)



United Way of Long Island

Published by Devera Lynn · September 2 at 2:20 PM ·

United Way's 21-Week Equity Challenge has begun. Join at any time and go at your own pace. Scan the QR code, text 21week to 313131 or visit unitedwayli.org/equitychallenge and sign up today. Now is the time!



United Way's Equity Challenge is a 21-week program that encourages Long Island residents to engage in racial equity conversations to gain a deeper understanding about the impact systemic racism and inequity have on our local communities. United, we can help create a stronger, more equitable economy and more inclusive community.

- 100% FREE to participate.
- Receive one email per week.
- Spend approximately 15 minutes per week completing each challenge activity.
- Weekly topics include Understanding Privilege, Housing & Redlining, Justice System Inequities, among many others.
- Participants who complete all of the weekly challenges will receive a certificate of completion, a digital badge, and links to tips and training tools to help continue the conversation

SCAN THE QR CODE TO REGISTER





United Way of Long Island is with Rick Wertheim and 2 others.

Published by Devera Lynn · August 31 at 5:31 PM ·

...

Bob Isaksen, President of [Bank of America](#) Long Island, (front, 4th from right) is joined by industry officials, union members, policy makers and corporate supporters to announce the launch of Power Up, Wind, Solar & Renewables Career Training. The training will lay the foundation and create a pathway for participants, focused on culturally diverse young adults, to secure careers in the renewable energy industry. It will simultaneously advance economic mobility, as well as h... [See More](#)



249
People Reached

17
Engagements

↑ +1.3x Higher
Distribution Score

Boost Post

10

Like

Comment

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Comment as United Way of Long Island



United Way of Long Island

Published by Devera Lynn · August 18 at 6:26 PM ·

...

Time is "running" out!

We are seeking runners to join Team Mission United...by raising funds for veterans you will receive special benefits, including:

Guaranteed entry into the TCS New York City Marathon • Personalized fundraising page • Team Shirt • Personalized story about runner's journey • Assistance with ask letters and/or matching funds from workplace • Content for social media • Tips from past and current team members • Individualized press release • ... [See More](#)



United Way of Long Island's Team Mission United is an Official Charity Partner of the TCS New York City Marathon to be held on November 7, 2021.

Team Mission United is a dedicated group of premier and recreational runners who will be taking on 26.2 miles for Long Island veterans and military families. Since its inception, team members have raised nearly \$125,000.

Runners & Fundraising Commitment

Team Mission United runners must each commit to a fundraising minimum of \$3,200. Participants will receive special benefits, including:





United Way of Long Island

Published by Devera Lynn · August 25 at 10:58 AM ·

This is YOUR opportunity to set up your career for life! Sign up today for our free construction training program. Thanks to funder [Suffolk County Department of Labor](#), there are no fees for the program. You can nail down your financial stability by getting your boots and hard hats on....training starts Sept. 13, 2021. www.unitedwayli.org/e3-smartbuild-training-center



E3 SMARTBUILD TRAINING CENTER

1,779

People Reached

52

Engagements

↑ +3.3x Higher
Distribution Score

Boosted on August 25 at 11:33 AM Completed
By Devera Lynn

People
Reached

1.2K

Post
Engagements

203

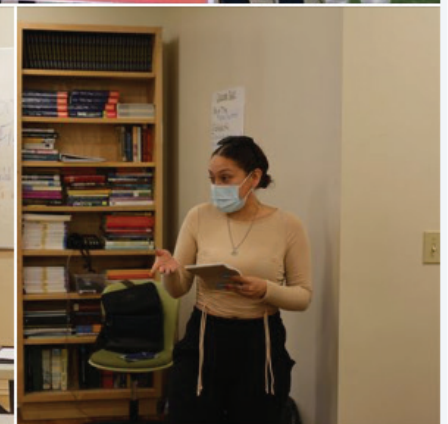
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United Way of Long Island

Published by Devera Lynn · August 23 at 3:25 PM ·

Thank you United Way Board Member Paul Fleishman for sharing your knowledge and expertise with the YouthBuild participants through "Presenting Yourself" Workshop. The attendees gained valuable tips and techniques that will help them craft thoughtful messaging and most important, build their confidence when speaking in front of groups. www.unitedwayli.org/youthbuildli



264

People Reached

10

Engagements

[Boost Post](#)



United Way of Long Island

Published by Scot Mario · July 29

We are so excited to learn that Senator Schumer has advanced our appropriation earmarks for two important projects – including \$700,000 to fund YouthBuild in the Town of Hempstead and the City of Long Beach and \$500,000 to support our net zero construction/building project at our headquarters in Deer Park. Both of these earmarks for United Way of Long Island are now in front of the Senate Appropriations Committee and are of vital importance to our community. Join our efforts... [See More](#)



284

People Reached

18

Engagements

↑ +1.4x Higher
Distribution Score



6

Like

Comment



Comment as United Way of Long Island



United Way of Long Island

Published by Devera Lynn · August 11 at 12:40 PM

United Way recently received a \$1 million federal grant from the U.S. Department of Housing and Urban Development (HUD) to make safety and functional home repairs and modifications to meet the needs of low-income elderly. This grant will allow seniors to remain in their homes through high-impact home modifications to reduce the risk of falling, improve general safety and increased accessibility. Thanks to [Newsday](#) for helping us raise awareness about the Home Modification Pro... [See More](#)



216

People Reached

14

Engagements

↑ +1.0x Average
Distribution Score

Boost Post



United Way of Long Island

Published by Susan L Dunbar · July 20 ·

YouthBuild Long Island participants learn basic construction skills as part of their curriculum, in which they gain hands-on skills to explore career paths. Melissa recently finished building a bookshelf for her son, and she will soon begin HVAC training at Suffolk County Community College. More about YouthBuild at www.unitedwayli.org/youthbuildli



256

People Reached

10

Engagements

↑ +1.2x A
Distribution



4



United Way of Long Island

Published by Susan L Dunbar · July 16 ·

We're pleased to welcome Bank of America Student Leaders to United Way of Long Island for the summer. Samara and Michael are working in the Community Impact department to assist in outreach efforts addressing vaccination hesitancy and expanding access. More information on United Way's work at www.unitedwayli.org/ourwork.



United Way
of Long Island



Visit the COVID-19 Information Center for vaccine resources.

[Get Vaccine Info](#)



5

Like

Comment

Share



United Way of Long Island

Published by Scot Mario · August 5 ·

Since she was 10 years old, Shyla has had a passion for fashion. She originally began developing a love for fashion by watching online videos and cutting her own clothing. Shyla enrolled in YouthBuild in 2019, and the program drastically changed her perspective. Today, she is in the process of creating an original mother-daughter fashion line inspired by her own life and her three-year-old daughter.

"YouthBuild helped me see there's more to life than what I grew up around,"... [See More](#)



264
People Reached

14
Engagements

↑ +1.2x Average
Distribution Score

Boost Post

11



United Way of Long Island

Published by Susan L. Duncan · July 21 ·

Transportation shouldn't be a barrier to receiving your COVID-19 vaccine. United Way of Long Island can help... Ride United to and from your vaccination appointment in Nassau or Suffolk County by using free Lyft rides via a code, up to \$25 each way. Sign up to Ride United today - www.unitedwayli.org/rideunited.

To participate, you can also contact 211 Long Island by dialing 2-1-1, or outside of Nassau and Suffolk Counties dial 1-888-774-7633, 7 days a week, or visit www.211longisland.org.



Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

5

3 Shares

Like

Comment

Share



United Way of Long Island

Published by Devera Lynn · July 13 ·

...

United Way of Long Island in partnership with the Town of Brookhaven is reaching out to residents who need help through the Emergency Rental Assistance Program due to the effects of COVID-19. Community Navigators, like Kevin, are helping families understand the program and complete their application process. All Long Island residents can call 2-1-1 or visit www.unitedwayli.org/ERAP for more details or to fill out an application.



Get More Messages for United Way of Long Island

You can add a Messenger button to your post to get more messages for United Way of Long Island.

×

425
People Reached

25
Engagements

↑ +2.0x Higher
Distribution Score



5



United Way of Long Island

Published by Susan L. Dunbar · July 9 ·

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Help us create hope and opportunities for all Long Islanders to experience better lives... Join us on September 14 at the LIVE UNITED Celebration. With your support, we can continue to ease the burden of families impacted by COVID-19. Tickets and sponsorships are available now - www.unitedwayli.org/2021-LIVEUNITED.



165
People Reached

9
Engagements

↓ -1.3x Average
Distribution Score

Boost Post



3

2 Shares

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