



Marketing Report

October 28, 2021



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Event Highlights



LIVE UNITED



Celebration

Impacting Long Islanders Everyday



A BIG THANK YOU to Title Sponsor **Bethpage Federal Credit Union**, along with the hundreds of generous supporters of the 2021 LIVE UNITED Celebration. Held on September 14 at the Crest Hollow Country Club, the event was a successful collaboration of Long Island businesses, labor and organizations, including the Long Island Insurance Community (LIIC) and individuals in support of helping our neighbors, raising **\$620,000!**







THANK YOU TO ALL OUR SUPPORTERS



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GRATITUDE



EXCELLENCE



ENERGY EFFICIENCY



COMPASSION



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Suffolk Community College Foundation, Inc. • Suffolk County Communications, Inc. • Suffolk Printing/Bus Wear • Sunrise Transmission
Support Claim Services • T.C. Nock Landscaping Inc. • The Building and Construction Trades of Nassau & Suffolk Counties
The Hallahan Group, Inc. • Tri-Mechanical Inc. • TruView BSI, LLC • Woodhull Expediting Inc.



GRADUATION 2021

For over ten years, United Way of Long Island has been transforming the lives of young people across the region through YouthBuild.

The program allows young people to obtain their High School Equivalency Diploma, vocational training, and employment opportunities. 2019 was like no other year for the YouthBuild team, including operating two YouthBuild programs simultaneously—one in Hempstead and one in Suffolk for Central Islip and Brentwood participants. In October 2019, both cohorts started with Mental Toughness, a week-long orientation designed to see who is ready to start the program.

The program began with 75 young people participating with in-person instruction, field trips to Albany for Advocacy Day, meeting locally with their elected officials, company tours, and networking events, just for everything to be cut short. March 15, 2020, the world and YouthBuild paused due to the global pandemic turning the program virtual like many things at that time.

The staff worked around the clock to check on participants, figure out learning platforms, and continue to offer the same level of engagement they had in-person, but online. New learning tools would be received, and they made it work. YouthBuild teamed up with Suffolk Community College for TASC preparation, Google classroom, and Zoom for the afternoon sessions; the youth had access to an open zoom room where they could log in. A staff person would be notified and logged in and chat with that young person(s).

Subsequently, while in quarantine, two more cohorts were launched and Mental Toughness for both cohorts was held virtually. The young people who graduated were a blend of all cohorts from 2019 to 2021 and exemplify resilience and grit. They demonstrate the 7 C's of Resilience: Competence, Character, Confidence, Connection, Contribution, Coping, and Control. When they could have done and become anything, they decided to become YouthBuilders, and we are very proud of each of them.





Thank You to All Our Supporters

Lead Funder:
U.S. Department of Labor

Supporting Funders:

AT&T • Bank of America Charitable Foundation
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and a Big Thank You to Our Graduation Supporters:

American Airpower Museum • Ben's Kosher Delicatessen
Suffolk Transportation Service, Inc. • Nassau Community College
Suffolk County Community College
Town of Hempstead Department of Occupational Resources
Commissioner Eric C. Mallette



Program Highlights



Wind, Solar & Renewables Career Training

Take Your First Step Towards a Career in Renewable Energy!

United Way of Long Island's Power Up Wind, Solar & Renewables training program will help you or someone you know secure a career in the renewable energy industry.

Our 4 Week Program Includes:

- Introduction to Wind Turbines and Renewables
- EEBA* Entry Level Certification
*Energy and Environmental Building Alliance
- Online and In-Person Training
- Assistance with Job Placement

This program is FREE of charge and enrollment is limited so sign up today.



Scan the QR Code to register or submit your application at:
unitedwayli.org/powerupcareertraining

Energizing Partners Include:
American AWS • Cameron Engineering • Brookhaven National Laboratory • GREE • LIA • LIPA
LI Contractors Association • LI Federation of Labor/OLI • National Grid NYSEDA • Orsted/Eversource
PSEG Long Island • SUNation Suffolk County Department of Labor, Licensing, and Consumer Affairs
Town of Hempstead Department of Occupational Resources • US Department of Labor • Wallace Eannace

This program is supported by Bank of America Charitable Foundation



Power Up! Wind, Solar & Renewables Training program run by United Way of Long Island and supported by Bank of America Charitable Foundation recently launched its first co-hort.

This 4 Week Program will operate out of United Way's state-of-the-art E3 SmartBuild Training Center in Deer Park.



Outreach:

Flyers were distributed at events in Hempstead, Freeport and Brentwood. Flyers were also sent to Nassau and Suffolk County community based organizations, Town of Babylon, County Legislators and Suffolk County Department of Labor

Digital:

- Social Media posts on LinkedIn and Facebook
- Email blasts by Suffolk County Department of Labor
- Webinar and Facebook live event with County Legislator Kevan Abrahams, Hempstead

Print:

- Long Island Business News print ad
- Direct mail post card mailed by Legislator Kevan Abrahams to 32,000 residents in Nassau County Legislative District #1



Stuff-A-Bus...

where a few supplies can bring thousands of smiles



Thank you for making Stuff-A-Bus a Success!

Now in its 13th year, United Way of Long Island's annual Stuff-A-Bus program provides students from low-income families with new school supplies, preparing them for their academic studies, building their self-esteem and setting them up for success.

United Way partners with Suffolk Transportation Service, Inc. to deliver school supplies generously donated by companies, organizations and individuals across Long

Island to local elementary school students. Items were delivered to the following school districts: Amityville, Bay Shore, Brentwood, Central Islip, Freeport, South Country Central and Wyandanch. Additionally, United Way's Stuff-A-Bus supplies were distributed to the following community partners: ABBA Leadership Center, Ascent School, Faith Mission Inc., Parent-Child Plus, The New York Family Unity Project, TWU Local 252, United Veterans Beacon House, Wyandanch Homes and Property Development Corp., Wyandanch Plaza Association and YouthBuild Long Island.. Since its inception in 2008, Stuff-A-Bus has delivered over 990,000 school supplies to 45,000 children. **Thank you for all your help and support!**



Sponsors include:

Alba Wheels Up International Inc., Allstate Insurance, ClearVision Optical, Cerini & Associates, LLP, Coach, Daughters of the American Revolution – Ketewamoke Chapter, DriMark Products Inc., Family of Kidz, GEICO, Hofstra University, Hollister, Abercrombie & Fitch, Keller Williams Realty, Leviton, Local 338 RWDSU/UFCW, Long Island Contractors Association, Meadowbrook Pointe Athletic Club & Spa, MSC Industrial Supply Co., National Grid, Oliver Inc., Polo/Ralph Lauren, Posillico, Randstad, RXR Realty, Signature Premier Properties, St. Francis Hospital (Med-Surgi Unit), Sugar Crazy, Target, Telephonics, The Boxery and TDK USA Corporation.



Emergency Rental Assistance Program



Violet of Mastic Beach with ERAP Community Navigators Kevin and Sean.

Miracles Do Happen

The reason why I title this Miracles Do Happen is because a MIRACLE did happen for me and my husband.

My husband and I were fearful, afraid of an eviction from our Landlord where we are currently renting at the present time \$2,500 a month. We were in arrears of \$10,000, in the mean time we were still giving the rent of \$2,500 but we never seemed to be able to catch up. We even gave our Stimulus Checks which amounted to \$6,000 but we were in so much debt and had a hard time trying to keep up with our bills. My husband one day brought home the Long Island Press Newspaper, saw an Ad titled "Emergency Rental Assistance Program (ERAP)". I called and gave all my required information to New York State in July, but unfortunately, I had no way of faxing over the information that was required to send over to them. I was instructed to find an office who could help me that's when I found United Way of Long Island located in Deer Park.

I presented Sean and Kevin of United Way (819 Grand Blvd) all documents required, rent receipts, our current expenses (bills) lights, fuel, etc. Everyone at the office was very helpful, sympathetic, and understanding of our fears of being evicted. They faxed over the papers to the ERAP program. I followed up with ERAP once every week to see if I was accepted for the program. If any documents were missing, United Way helped me take care of that. Now here comes the MIRACLE, I applied in July and in September received a notice from my Landlord, all arrears of my rent he had received- my grant was sent directly to him.

The landlord received \$17,500 plus 3 months in advance in case we fall back. I want to thank the office who helped me send my papers and complete my application. Thank you Sean, Thank you Kevin, and Thank you Devera.

I am writing to those who have been waiting for their MIRACLE. Have patience, keep calling to see if you missed out on giving the information being asked of you, you must keep calling, don't give up. If you need help go to someone like I and my husband did. If you live near Deer Park it will be worth your travel. United Way of LI, 819 Grand Blvd, Deer Park, NY 11729. There are other locations you can look up if you are not near that location:

Thank you Sean & Kevin, couldn't have done it without you.

A word of advice, Give your Landlord what you can afford, but give him something. It will show you have good intentions on paying him his rent. That's what my husband and self-did. Keep your receipts even if it is only half of the rent you are showing the Landlord you are giving what you can.

We were also keeping our prayers in motion. Once again I want to thank Sean and Kevin of United Way of Long Island located in Deer Park, New York.

United Way of Long Island and Town of Hempstead Team Up Again to Keep Our Seniors Safe



On October 4th, the Town of Hempstead and United Way of Long Island announced the second phase of the Safe at Home for Seniors United Way program in the Town of Hempstead. This new \$387,995 grant from the CARES Act will be used for United Way of Long Island to distribute HEPA air filtration units to 500 low-to-moderate income seniors living in the Town of Hempstead.

The unit offers high-level respiratory protection and better air quality for seniors and provide an extra layer of protection to keep seniors safe at home.



On October 20th, Team Mission United gathered with Sponsors, Cindy Krezel from NYCB Foundation, Alanna Russo from National Grid, United Way Board Chair Alexander Bateman, United Way Staff and special guests Vicente Guzman, a National Guard veteran and his wife Monica.

The meet and greet started with a wonderful barbeque meal graciously donated by Texas Roadhouse. Team Mission United introduced themselves and Vicente spoke to the runners about his struggles and the support he has received through various United Way programs. His heartfelt pride and humble and gracious words moved everyone in the room; this was evident by the tears and words expressed by the runners. To date, the Team has raised over \$22,500 of its \$30,000 goal

Thank You to All Our Team Mission United Sponsors

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Bottomline.

www.unitedwayli.org/teammissionunited



THIS IS YOUR TICKET

to help veterans... it's a WIN/WIN!



Support Team Mission United in their fundraising efforts as they run in the NYC Marathon to help Long Island Veterans and their families.

Enter the Team Mission United Raffle

For every \$50 contribution the donor receives an entry into the raffle drawing.

Prizes are: 1st: \$1,000 • 2nd: \$500 • 3rd: \$200

Prizes are in the form of MasterCard gift cards. This opportunity is open to individuals only. Raffle drawing to be held November 17, 2021.



Scan the QR Code to donate or visit:
unitedwayli.org/TeamMissionUnited2021

www.unitedwayli.org/teammissionunited



THANK YOU FOR YOUR SUPPORT OF LONG ISLAND VETERANS AND THEIR FAMILIES



Media Highlights



always moving forward...

unitedwayli.org

Contact 211 Long Island for information and referrals related to finances and support services.



Dial 2-1-1, or outside of Nassau and Suffolk Counties 1-888-774-7633 and visit 211longisland.org

Over the past two decades Lily has had many setbacks, but... she has never given up hope.

Lily served as a NYC Police Officer in the aftermath of 9/11 and even though it took a toll on her health, she has never lost her passion to help others in need. Nine years after Superstorm Sandy devastated her Freeport home, she is still not back in her house... but she continues to look forward to moving day.

Most recently, the effects of the pandemic hit her family very hard, as her husband Winston, a U.S. Army veteran lost his job. Even through all of these challenges, Lily continues to have a bright outlook on the future, especially for her young son.

After finding out about Lily's struggles, United Way took immediate action by helping pay some of her bills, as well as groceries through its Emergency Financial Assistance Fund. With your generosity we can continue to be there for Lily, as well as all Long Islanders. www.unitedwayli.org

Suffolk homes that vets can call their own

BY JOHN ASBURY
john.asbury@newsday.com

For the past two years Vincent Ross lived in Long Island hotels, often unsure about where he would spend the next night.

Last month, a life of uncertainty and stress came to an end for the disabled Marine Corps veteran who served in Japan and Lebanon from 1981-1988.

Ross, 57, moved into a new Medford home he can call his own, courtesy of Suffolk County, with construction overseen by the Association for Mental Health and Wellness. He will share the home with two other former service members under a county grant program for homeless veterans.

"The first thing they said to me was consider this your home. They didn't just say it. They meant it. I've felt nothing but family," Ross said in front of his new Hawkins Avenue residence. "It's good to know someone

cares and is interested in my well-being. . ."

The Medford home is one of three built as part of a \$2.4 million project to house homeless or formerly homeless veterans in Suffolk County.

The other homes were built in Riverhead and Mastic. The former zombie properties were acquired by Suffolk through foreclosure or abandonment. The properties were then transferred to nonprofit organizations under the county's Housing Our Homeless Heroes Act, and funded through New York State Temporary and Disability Assistance, officials said.

The foreclosed houses were demolished and construction crews from the United Way built the new homes, with heat from geothermal power provided by National Grid.

Lt. Gov. Brian Benjamin, who attended the ribbon cutting for the Medford home Tuesday, said

Suffolk County has served as a model for housing veterans.

"If it wasn't for veterans and those who serve and protect us, we would not be able to have the life we have right now. It's only right we do everything we can when they come home so they never be labeled homeless. It's sickening to even have the term, 'homeless veterans,' " Benjamin said. "How can we live in the wealthiest state and wealthiest country in the world and have homeless veterans? It doesn't make any sense whatsoever. They deserve the best we have because we wouldn't have our homes without them."

The Riverhead home was awarded to Ashanta Murray, 36, a U.S. Navy veteran of eight years and mother of three.

"I was so proud to serve in the Navy and to come home and trying to find housing was such a struggle," Murray said. "To serve your country and come home to face homelessness should never happen. I knew I'd have a home for my children, but I never thought it would be so beautiful."



Lt. Gov. Brian Benjamin speaks with Marine veteran resident Vincent Ross at Ross' new Medford home.



BOA boosts renewable energy training with \$250K grant

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."

— DAVID WINZELBERG



Neighbors helping neighbors

Local school supply drives happening now

BY MARIANA DOMINGUEZ

On your next trip to pick up school supplies for the upcoming year, why not pick up a few extras for those in need? Here are some local school supply drives that are collecting much-needed items for students.

Community Exchange of Central Islip

On Sunday, Aug. 29, this new organization will be collecting school supplies as well as food starting at 9 a.m. in the parking lot behind AutoZone in Central Islip (2 Carleton Avenue). If you are in

need of food or school supplies, feel free to stop by starting at 10 a.m. to pick up whatever it is you may need.

Stuff-A-Bus

A partnership between United Way of Long Island and Suffolk Transportation Services Inc., the Stuff-A-Bus initiative is now in its 13th year of providing school supplies to elementary school students in need. Past participating school districts include Central Islip, Amityville, Brentwood, Copiague, Freeport, Hempstead, North Hempstead, South Country and Wyandanch. Some of the supplies being collected are backpacks, lunchboxes, folders, index cards, hand wipes, rulers and scissors. For more information on the program or to get involved please visit <https://www.unitedwayli.org/stuff-bus>.

Greater Sayville Food Pantry

In addition to the food they also receive, the Sayville Food Pantry has put out a special request for school supplies. The pantry is located at 47 Gillette Avenue in Sayville and is open Tuesdays through Thursdays from 9:30 a.m. to 12 p.m.



ELECTRIC BILLS New push to help lagging customers avoid shutoffs A5

PSEG to help users avoid shut-offs

ONLY IN NEWSDAY

BY MARK HARRINGTON
mark.harrington@newsday.com

PSEG Long Island staffers will begin visiting customer homes Wednesday to inform those late on their electric bills about programs that can help keep their service on as a state shut-off moratorium expires in December.

Among the state-run options is an arrears forgiveness program that can erase upward of \$10,000 in past-due electric charges from their accounts, PSEG said. Customers must meet eligibility requirements and the payments are available only as long as the state funding lasts.

Gov. Kathy Hochul last month announced the \$150 million arrears forgiveness program, which is available to Home Energy Assistance Program-eligible households through September, 2022, said Anthony Farmer, spokesman for the state Office of Temporary and Disability Assistance.

PSEG said its representatives will be visiting potentially tens of thousands of residential and business customers in coming months to tell them of government-provided energy and heating programs, encourage them to es-

tablish payment plans and even take payments if customers can pay in cash or by check.

The representatives will be following all COVID-19 safeguards, officials said, and won't be making appointments in advance. The plan is to avoid shutting off service for nonpayment, said Kim Soreil, PSEG's manager for customer operations, who noted the company could restart the practice of shut-offs as soon as January.

"We want customers to take action now before disconnects resume," added Brigitte Wynn, director of revenue operations. They'll be telling customers about current and future programs such as the Home Energy Assistance Program and United Way's Project Warmth, which can help lower their energy costs. Offices throughout the state also can help customers determine eligibility for arrears forgiveness. PSEG customer visits will continue through end of the year, she said.

As of the end of September, 182,435 residential PSEG customers were 30 days or more late paying their bills, and had accumulated \$173.4 million in arrears. That compares with 178,559 late-paying

customers at the end of April with arrears totaling \$144.7 million.

On the commercial side, 30-days-plus arrears totaled \$57.6 million at September's end for 22,975 businesses, compared with \$43.2 million for 24,562 in April.

PSEG representatives will tell customers that if they attest to a pandemic-related financial hardship, they can stave off a shut-off under a moratorium approved under state law until Dec. 21. Shut-offs are not done around holidays. Customers also will have to attest to a hardship to be eligible for arrears forgiveness.

WHAT TO KNOW

■ PSEG LI will begin visiting customer homes

to inform those late on their electric bills about programs that can help keep their service on.

■ A state shut-off moratorium expires in December.

■ At the end of September, 182,435 residential customers were 30 days or more late paying their bills, accumulating \$173.4 million in arrears.





Social Media Highlights





United Way of Long Island

Published by Devera Lynn · September 15 ·

A BIG THANK YOU to Title Sponsor [Bethpage Federal Credit Union](#), along with the hundreds of generous supporters of the 2021 LIVE UNITED Celebration. What a successful collaboration of Long Island businesses, labor, organizations, including the Long Island Insurance Industry (LIIC) and individuals in support of helping our neighbors. What a great day! More photos to come... <https://www.unitedwayli.org/2021LUCelebration>

Check out the [Northwell Health](#) Nurses Choir video, who shar... [See More](#)



216

People Reached

19

Engagements

-

Distrib...



9



Like



Comment



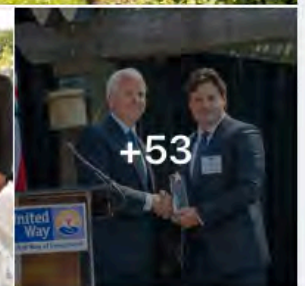
Comment as United Way of Long Island



United Way of Long Island is with Paul Fleishman and Elizabeth Hashagen.

Published by Devera Lynn · September 21 ·

We are beyond grateful for the outpouring of generosity in support of last week's LIVE UNITED Celebration at the Crest Hollow Country Club in Woodbury. Special thanks going out to Title Sponsor, [Bethpage Federal Credit Union](#), as well as our longtime partners, the Long Island Insurance Community. We also acknowledge Sponsors: Education - [Suffolk Transportation Service, Inc.](#); Gratitude - [GEICO](#) and [National Grid](#); Excellence - Garfunkel Wild, P.C. and [USI Insurance Services](#); En... [See More](#)



2,401

People Reached

348

Engagements

[Boost Post](#)



17



Like



Comment



Share

1 Comment 2 Shares



United Way of Long Island ✓

Published by Devera Lynn · September 24 ·

Thank you [Bank of America](#) for awarding United Way with a \$75,000 grant supporting the Summer Youth Employment Program (SYEP). The program provides high school and college students from diverse Long Island communities, with paid internships and hands-on career training. Nearly 30 students, ages 14-23, were employed with 29 non-profit host agencies in communities throughout Nassau and Suffolk counties this summer. For their Community Service Project, the students loaded up 2... [See More](#)



353

People Reached

31

Engagement

17



United Way of Long Island ✓

Published by Devera Lynn · September 22 ·

Registration is now open for Power Up, Wind Solar and Renewables, United Way of Long Island's workforce development program for those seeking new careers in the offshore wind industry, renewable / sustainable, smart grid, and green construction industries. The program is FREE and the first class of 20 students will begin on October 11th. Seating is limited so act today.

Register Here: <https://www.unitedwayli.org/powerupcareertraining>

[#renewables](#) [#careers](#) [#training](#) [#susta...](#) [See More](#)



Take your first step towards a Career in Renewable Energy!

Enroll today in Power Up Wind, Solar & Renewables, a **FREE** United Way of Long Island training program and certification that will help you secure a career in the renewable energy industry.

Our 4 Week Program Includes:

- Introduction to Wind Turbines and Renewables
- EEBA* Entry Level Certification
- Online and In-Person Training
- Assistance with job placement

This program is **FREE** of charge and our first session begins October 11, 2021. Enrollment is limited so act now.

Scan the QR Code to register or submit your application at:
[unitedwayli.org/powerupcareertraining](https://www.unitedwayli.org/powerupcareertraining)

*Energy and Environmental Building Alliance



BANK OF AMERICA

This program is supported by
Bank of America Charitable Foundation





United Way of Long Island

Published by Devera Lynn · October 5 at 11:08 AM ·

[Theresa Regnante](#), President and CEO of United Way of Long Island invites you to participate in an open discussion with Elaine Gross, President of [ERASE Racism](#).

Join us for A CONVERSATION ABOUT EQUITY on OCTOBER 14 from 11am-12pm. Be a part of this virtual dialog relating to the 21-Week Equity Challenge, and how the topics and activities are making an impact on your perspectives.

Register for the "21-Week Equity Challenge" www.unitedwayli.org/equitychallenge... See [More](#)



Reach More People With This Post

You could reach up to 607 people daily by boosting your post for \$14.

222

People Reached

12

Engagements



5

Like



Comment as United Way of Long Island



United Way of Long Island

Published by Devera Lynn · October 12 at 12:59 PM ·

Congratulations to the 2021 graduating class of Youthbuild Long Island...you did it! Even through this challenging year, blending in-person and remote learning, you have created a solid foundation leading to your next phase of your journey...and that is to secure a successful career. Check out the graduation ceremony www.unitedwayli.org/youthbuild-long-island.

Employers are you seeking young, eager and ready to work employees in the following industries... offshore wind, solar a... [See More](#)



Reach More People With This Post

You could reach up to 607 people daily by boosting your post for \$14.

305

People Reached

32

Engagements

-

Distribution Score

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11

1 Share

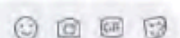
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Comment as United Way of Long Island





United Way of Long Island

Published by Devera Lynn · October 19 at 2:56 PM ·

D.R.E.A.M.S. for Youth and Anthony J. Stupore Memorial Fund Scholarship recipients Eric and Christopher are realizing their DREAMS, one day at a time. Watch their video <https://www.unitedwayli.org/eric-christopher-realizing...>



United Way of Long Island

Published by Devera Lynn · October 21 at 2:45 PM ·

It's been 13 years, and even through the pandemic Stuff-A-Bus, in partnership with Suffolk Transportation Service, Inc., is still going strong and helping young students succeed. Thanks to sponsors including [AT&T](#), The Banyan Tree Roots Foundation and [United Capital Source Inc.](#), as well as companies, labor unions and individuals who donated funds and/or supplies... several buses were loaded up with much needed items and delivered to schools to be distributed to thousands of c... [See More](#)



Reach More People With Th

You could reach up to 607 people

191

People Reached

15

Engagements

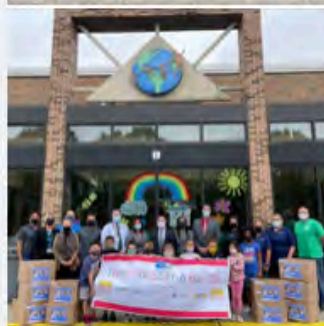


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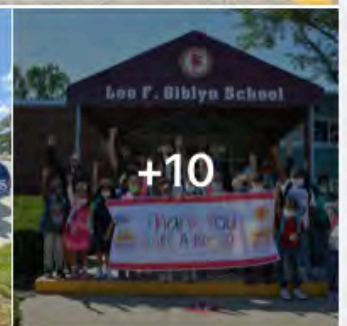
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