

Valley United Way

Three Corporate Drive, Suite 501
Shelton, Connecticut 06484
203-926-9478
203-926-1368
www.valleyunitedway.org



Proudly Serving the Valley Community since 1995

United Way



Valley United Way August, 2009

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.

Cause-Related Marketing: How Doing Good Can Help Companies Do Well



Dan Fitzgerald discusses the benefits of Cause-Related Marketing at the recent CVC networking event hosted by Basement Systems.

Those who attended the CVC Networking Event at Basement Systems last month had the opportunity to hear Dan Fitzgerald, VP of Marketing talk about Cause-Related Marketing and how supporting worthy causes can be a powerful component in a company's marketing strategy.

Cause-Related Marketing is a strategic approach to brand management, where for-profit businesses partner with non-profit charities for mutual benefit. Embracing a cause makes good business sense – nothing builds brand devotion among consumers like a company's proven commitment to a good cause. In fact, other things being equal, most people say they prefer to do business with a company that stands for something beyond profits.

Addressing an audience of current and potential new CVC members, Dan spoke about how Basement Systems has used its involvement with the Valley United Way to positively impact its business. He encouraged other business leaders who were present at the event to join the Corporate Volunteer Council and outlined key marketing benefits that can be gained through council membership:

- Support of community efforts enhances your company's image, creates goodwill, and helps consumers build positive associations to your products and services.
 - Community outreach is good news to share with the media and often times results in free publicity and brand awareness for your company.
 - CVC participation offers networking opportunities with other businesses and community leaders that can build new business relationships and generate lucrative new leads.
- Some things companies can do to leverage their involvement on the Corporate Volunteer Council are:
- Include their support of the Valley United Way and the Corporate Volunteer Council on their company's website and in corporate literature;
 - Promote CVC programs and activities to customers and vendors as well as employees.
 - Distribute press releases to media to publicize their company's involvement in CVC activities.

Many Derby Children Awaiting "Adoption" for 2009 Back-To-School Clothes for Kids Program

We have received profile sheets from 212 elementary school children from Derby – 155 of which have been adopted by CVC companies. That means we still have over 50 children awaiting sponsors for the program. Because we don't want to see a single needy child go without new school clothes and supplies this year, we are appealing to ALL CVC companies to adopt at least one child for the program.

To date, the following companies have taken profile sheets: PerkinElmer, Market Data Retrieval, ComputerShare, F.W. Serra, Crosby Commons, CDW-G, Fletcher Thompson, Professional Travel Planners, BIC, Walmart/Derby, Homewood Suites by Hilton, William Raveis Real Estate, Pitney Bowes, Altair Global Relocation, HSBC Bank, Ned Miller Associates, Newtown Savings, Hamworthy Peabody Combustion, Iroquois Gas Transmission, The United Illuminating Company, David M. Grant Caterers, DeDonato Building Contractors, Calvert Safe & Lock, Naugatuck Savings Bank, DHD Windows and Doors, GE, TD Bank, The McIntyre Group, Peoples United Bank, Barnum Financial Group, Sikorsky, Prudential, and Webster Bank.

To learn more about the program, go to www.valleyunitedway.org. If your company wishes to adopt one or more students, contact Carol Anzidei at 926-9478 or carol.anzidei@valleyunitedway.org.



UPCOMING EVENTS

Back-To-School Clothes For Kids Program

August 26: Please bring clothing boxes to Irving School at noon. Media will be present.

August 27: Distribution Party from 2:00 to 3:00 p.m. CVC members can meet their students and families.

August Food Pantry Drives

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

- William Raveis Real Estate
- Barnum Financial Group
- Naugatuck Savings Bank

Clothing Drives in August

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:

- Prudential
- William Raveis Real Estate
- The McIntyre Group
- NEC Infrontia & NEC Unified Solutions

August CVC Meeting – Hosted by William Raveis Real Estate and F.W. Serra to be held Thursday, August 20, 2009 from 8:30 to 9:30 a.m. at the Valley United Way office, 3 Corporate Dr., Suite 501. All CVC members are invited to attend.

Harvest House III Tool Kit Now Available For Planning Your Company's Food Drive

Our Goal: 100% participation in Harvest House III from our CVC companies. A tool kit of downloadable resources is available to help your company plan a Harvest House food drive.

Go to www.Valleyunitedway.org/VAC and click on the Harvest House soup can to find a fact sheet, posters, food drive tips, sign up sheet, sample email message that you can customize for your employees, and more!



Harvest House III will be built on the Shelton Riverwalk, Saturday, Sept. 26, 2009

CVC Member Companies
 Arson Productions
 Altair Global Relocation
 Barnum Financial Group
 Basement Systems
 Better Packages
 BIC Corporation
 CDW-G
 Citi Bank
 Comcast
 Computershare
 David M. Grant Caterers
 DeDonato Building
 Emhart Teknologies
 Enterprise Rent-A-Car
 F.W. Serra, Inc.
 Fletcher Thompson
 Fred Ortolini 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
 T.D. Bank
 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 Nancie Gray, Vice President, Marketing & Special Events, Greater Valley Chamber of Commerce (GVCC)



Give us a brief overview of the Greater Valley Chamber of Commerce . Founded in 1964, the Greater Valley Chamber of Commerce represents the business communities of Ansonia, Beacon Falls, Derby, Oxford, Seymour and Shelton. This dynamic, pro-active organization lives by its motto " *Advancing the Regional Agenda through Business Leadership*". The Chamber has over 500 members, with representation from manufacturing, retail, service, and corporate businesses ranging in size from sole proprietors to companies with 1,000+ employees. Membership in the GVCC helps a company share their business message, build their network, and stay "in the know" about current business events. Member companies also enjoy exclusive referrals, eligibility in various networking groups, personal and professional development programs, member-to-member discounts, and many more benefits. Chamber meetings and events are open to all employees of member businesses. For more information about Chamber membership, visit www.greatervalleychamber.com.

The GVCC is served by two full-time staff: Chamber President Bill Purcell and myself, plus two part-time staff. The Chamber is proud to serve as the region's business advocate on issues ranging from business financing and real estate matters, local permitting, and government and public affairs.

How long have you been involved with the Corporate Volunteer Council and why is membership important to you?
 I believe the Chamber has been involved with the CVC since its inception, which was before my time here. As a staff we believe business has a responsibility to give back to the community. Participating on the CVC provides us with the opportunity to be involved with large scale community projects that we couldn't handle on our own, given our small staff size.

Tell me about one or more CVC programs that you support? We have been involved in a variety of programs throughout the years. We've participated in Week of Caring projects (painting The Umbrella shelter brings back fond memories!) and the Back-to-School Clothes for Kids program each year. We have a bin for My Sister's Place in our lobby year-round, which allows members to drop off donated items whenever they are here in the office or in the neighborhood.



Harvest House is another major project we have supported. In previous years we have collected funds for Harvest House by selling paper soup cans to members and posting the cans on the coat closet doors in our lobby. It was great to see the doors covered from top to bottom with soup cans and know that they represented the generosity of our Chamber members. This year, my goal is to sell enough cans to cover the walls of our lobby, too!

Greater Valley Chamber of Commerce staff and their families participating at a recent bowling fundraiser. Nancie has served as the Chamber's Vice-President, Marketing & Special Events for more than 11 years.

CVC COLLECTION COMMITTEES:

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| Cell Phone Collection – Used phones for victims of domestic violence <i>Team Leads:</i> Walter Binck 922-1199 ext. 250 Wbinck@hamworthy-peabody.com Carol Pendagast 926-0001 carolp@fwserra.com | Clothing Collection – Used clothes for the Umbrella Program & St. Vincent DePaul Helping Hands of the Valley <i>Team Leads:</i> 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 <i>Team Leads:</i> Antonietta Hallet 402-1405 Antonietta.hallet@prudential.com Michelle Fabozzi 944-3385 michelle.fabozzi@corporate.ge.com |
| Notions Collection – Toiletries for the men living at the Valley YMCA <i>Team Lead:</i> Antonietta Hallet 402-1405 Antonietta.hallet@prudential.com | Food Pantry – Corporate food drives to benefit area food banks <i>Team Lead:</i> Bonnie Sinclair 926-5407 Bsinclair@necinfrontia.com | Computer Collection –Refurbished equipment donated to charities <i>Team Lead:</i> Alan Tolmich 929-9746 atolmich@sbcglobal.net |

Valley United Way
 Jack Walsh, President & Chief Operating Officer
Jack.walsh@valleyunitedway.org
 Patricia C. Tarasovic, Director, Volunteer Center
Patricia.Tarasovic@valleyunitedway.org

CVC 2009 Co-Chairs
 Dotty Cacchillo, Wal*Mart Derby
magnamo@sbcglobal.net
 Antonietta Hallet, Prudential
Antonietta.hallet@prudential.com

Forward comments regarding the CVC newsletter to:
 Karen Crane, Editor
Karen.crane2@sbcglobal.net