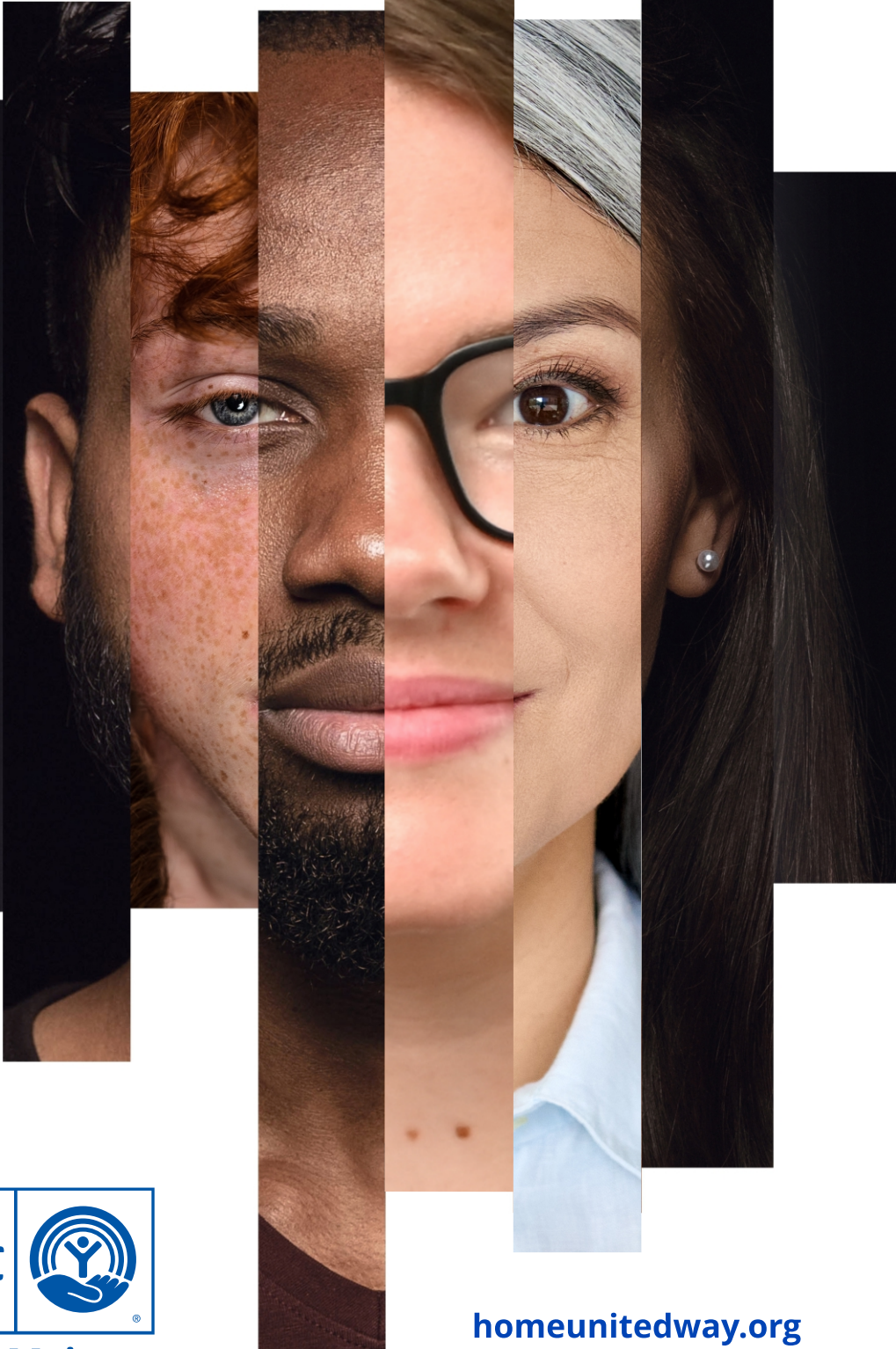


UNITED FOR ALIIG



Heart of Maine

homeunitedway.org

YOUR GIFT TO HEART OF MAINE UNITED WAY

supports 40 funded programs across Hancock, Penobscot, Piscataquis, Somerset, Waldo, and Washington Counties and is also used to provide essential United Way-led Initiatives.

To learn more about HOMEUW initiatives changing lives across our six counties, scan the code below or check out our website: HomeUnitedWay.org/what-we-do



Heart of Maine United Way
700 Main Street, Suite 1
Bangor, Maine 04401
207-941-2800

homeunitedway.org

DEAR FRIENDS,

Heart of Maine United Way has always been at the forefront of addressing our community's most urgent needs. For decades, it has provided a lifeline to countless individuals and families, ensuring that no one has to face their challenges alone. As we step into the role of campaign chairs this year, we are both humbled and excited to continue this important work, knowing that every dollar raised helps to create a stronger, more resilient community for all.

TODAY, OUR BELOVED COMMUNITY IS FACING A CRISIS THAT AFFECTS NEARLY HALF ITS HOUSEHOLDS.

Take a moment to look around, and you will see it: Forty-six percent of your neighbors, coworkers, and friends are struggling to cover basic necessities like housing, childcare, food, and healthcare. Despite their best efforts, they are just one unexpected expense away from financial disaster. They are ALICE (Asset Limited, Income Constrained, Employed).

We know these struggles all too well. Both of us were once single parents, barely making ends meet. We understand the exhaustion of working multiple jobs while trying to be present for our kids. The fear of not having enough for daycare after a surprise visit to the mechanic. The awkward moment at the grocery store when the debit card declines and groceries end up on a credit card collecting interest. The feeling that you can't get ahead, let alone catch up.

After years of feeling unable to give back, worried I couldn't donate enough to make an impact, in 2017 things changed. One of my proudest moments came when I signed up for my \$3 bi-weekly payroll deduction to support United Way through my employer. It was a small amount, but it represented my commitment to paying it forward, to giving back to a community that gave so much to me. Today, I continue this tradition as a proud member of the Leaders' Circle.

We invite you to join us in this commitment to pay it forward. Whether you lead by contributing \$1,000 or more to the Leaders' Circle, encourage your employer to start a campaign at your workplace, or sponsor one of HoMEUW's funds, initiatives, or events, your support matters.

BY DONATING TO HEART OF MAINE UNITED WAY, YOU ARE DIRECTLY IMPACTING ONE IN THREE PEOPLE IN OUR SIX-COUNTY REGION.

Your generosity helps provide the resources they need to keep moving forward, to keep striving for a better life for themselves and their families. Together, we can ensure that our community remains a place where everyone has the opportunity to succeed.

Thank you for your support and for standing with us as we work to lift up those who need it most.



Kate Bielinski and Chris Rudolph
Campaign Co-Chairs



EMILY'S STORY: THE RESILIENCE OF ALICE

As a working mom living paycheck to paycheck, Emily was one emergency away from financial crisis. When she started working for Penquis CAP, she was—in her words— “over the moon to join the incredible staff, all striving to be the wind beneath someone's wings. Little did I know that my own wings would need that very gust of support just a year after being hired.”

EMILY AND HER YOUNG SON HAD NO CHOICE AND HAD TO ABRUPTLY LEAVE THEIR HOME.

After packing up their lives into a small car, they found temporary shelter in a rented office space. They lived in constant stress of being discovered and had to find makeshift solutions for basic needs. After two months, a toddler meltdown revealed their location. Emily and her son did not have anyone to turn to; her father had just passed away and her friends all had small one-bedroom apartments.

Emily searched relentlessly for housing options, but she was marginally over the income limit for housing vouchers and supplemental financial assistance because she was still working. She had to prioritize securing housing over transportation and returned her car to the dealership. In a moment of despair, she realized how close she was to being unhoused.

When a housing navigator found an available and safe apartment, Emily finally felt hope – but the security deposit was out of reach for her fully

expended resources. That is when the Crisis Team at Penquis stepped in and lifted Emily's family out of their precarious situation with the funds they needed to secure the apartment.

Emily and her son now have a home to call their own. Free from fear and debilitating stress, she was able to succeed at work, eventually rising up in the organization to become the executive assistant.

Now she can focus on giving her son the childhood he deserves. Though she has stable housing and employment, she is still trying to build her savings so they are not drained by unexpected expenses like a flat tire.

Emily's story highlights the harsh reality faced by many hardworking individuals and families who are one medical diagnosis, rent increase, or family emergency away from poverty.

AT HEART OF MAINE UNITED WAY, WE BELIEVE THAT FINANCIAL STABILITY IS POSSIBLE FOR ALL.

We are committed to meeting immediate needs by operating and funding programs throughout our region that provide a lifeline for families when they run out of options. We also recognize the need for long-term solutions, creating opportunities for financial stability and allowing all to thrive.



Your generous support makes these life-changing interventions possible. By contributing to HoMEUW, you help create a safety net for families like Emily's. **Together, we can drive lasting change, lift up our community, and ensure a better future for all.**



**ALICE:
ASSET LIMITED,
INCOME CONSTRAINED,
EMPLOYED**

**46% OF PEOPLE IN
THE HEART OF MAINE
ARE STRUGGLING TO
MAKE ENDS MEET.**

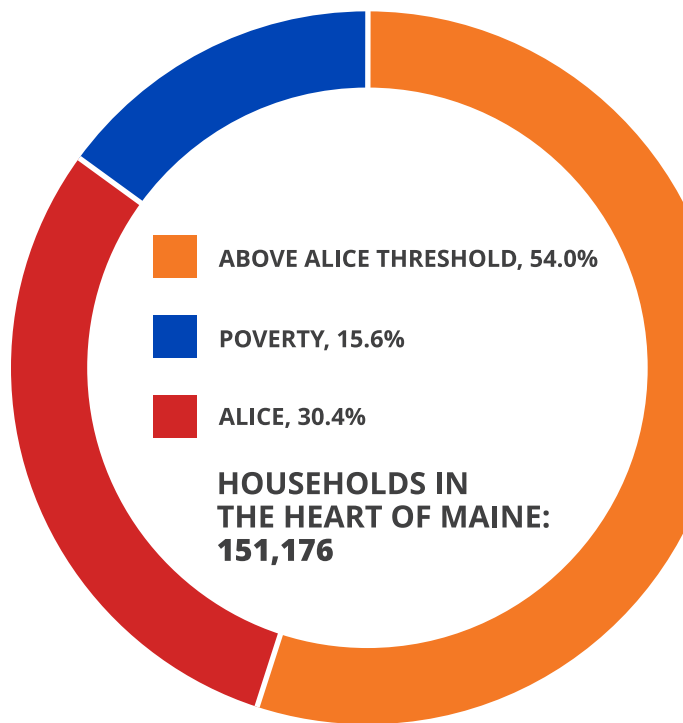
LIVING ON THE EDGE: THE OVERLOOKED STRUGGLE OF ALICE

ALICE matters to you. ALICE lives and works in your community, and may be your relative, friend, colleague, or neighbor. We rely on ALICE to provide essential services like childcare, healthcare, construction, and food service. ALICE often has to choose between buying groceries, paying the electricity bill, or affording childcare to continue working. ALICE earns above the Federal Poverty Level, yet lives on the edge of their income, struggling to afford basic necessities and unable to save for an unexpected expense or life emergency.

Nearly half of households in the Heart of Maine are not earning enough to afford their basic household budget, despite the fact that many are employed full-time or even working multiple jobs.

At United Way, we are naming this overlooked population who may be struggling to make ends meet but do not qualify for public benefits.

ALICE matters to all of us, and at HoMEUW we see it as our responsibility to find solutions that move ALICE families out of the struggle and help them to thrive. With your support, we can work towards a future where every household can build financial stability.



SCAN TO LEARN
MORE ABOUT
ALICE IN MAINE



TURNING YOUR DONATIONS INTO COMMUNITY INVESTMENT & IMPACT

Your support is vital to Heart of Maine United Way's efforts across Hancock, Penobscot, Piscataquis, Somerset, Washington, and Waldo Counties. Thanks to your generous donations, we can lead and support initiatives like 211, KeepMEWarm, Neighbors United, Bundle, and ALICE. These programs serve 92,959 of our neighbors, from infants to seniors.

Leaders' Circle donors play a crucial role in our funding strategies, allowing us to support top health and human service programs across our six-county region. An important part of our mission is carried out through our Strategic Investment Grants. This competitive grant program, utilizing volunteer-based review, ensures we create measurable impacts toward our

Opportunity 2028 goals. We proudly fund 40 programs, thanks to your donations, improving the lives of 32,155 individuals and families in our diverse communities.

Additionally, we provide one-time grants through our Innovation and Community Response funds, addressing urgent needs and fostering new ideas. Your contributions make all this possible.

Thank you for your unwavering support!

Learn more about our United Way initiatives, Strategic Investment Grant Partners, Innovation Fund and Community Response grant awardees by scanning the QR code.



**INNOVATION
FUND**

**RESPONSE
FUND**

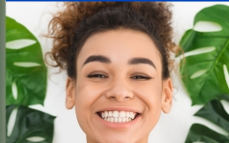


**SCAN TO LEARN
MORE ABOUT
WHAT WE DO**





**ALICE MAY BE
YOUR RELATIVE,
FRIEND,
COLLEAGUE,
OR NEIGHBOR.**



OUR GOALS

BOLD GOAL 1:
BASIC NEEDS

Meet basic needs and promote self-sufficiency for all.

BOLD GOAL 2:
**SUBSTANCE USE
DISORDER**

Prevent, treat, and support recovery from Substance Use Disorder.

BOLD GOAL 3:
**EARLY
CHILDHOOD**

Ensure all children have quality early learning experiences.

Your gifts make the incredible work of **33 agencies and 40 programs** across our six county region possible. Strategic Investment Grants provide organizations with stable funding over three years so they can provide critical services in our communities.

OUR IMPACT

COUNTY	% Below ALICE survival budget	# Programs & Initiatives Funded	# Served by HoMEUW
Hancock County	42.9%	19	36,129
Penobscot County	45.8%	32	45,292
Piscataquis County	47.2%	15	7,887
Somerset County	48.1%	14	13,705
Waldo County	45.3%	12	7,936
Washington County	50.1%	13	11,798

In the Heart of Maine, 46% of households struggle to afford their basic expenses. Over the past year, HoMEUW helped 122,747 people, many of whom are ALICE, through our initiatives and investment in nonprofit programs.

If you would like to influence where your dollars are invested in the next cycle of grantmaking, we invite you to become a volunteer grant reviewer in 2025. To talk more about this opportunity, please email Elaine Thomas, Senior Manager of Community Impact, at elainet@homeunitedway.org.

HELPING
1 IN 3

LEADERS' CIRCLE

Thank you to our Heart of Maine United Way Leaders' Circle donors. Your combined generosity contributed \$647,312 to the United Way Campaign last year, which will make a difference in the lives of 125,114 community members in need. Support from Leaders' Circle donors goes beyond resources, and also includes gifts of time and talent as board members, advisors, and volunteers. Leaders' Circle giving creates hope for so many in our community when they need it most. Your gift assists with providing meals and housing, support for those fighting substance use disorder, and resources for children and their families.

WE ARE GRATEFUL TO THE 259 LEADERS' CIRCLE DONORS WHO CONTRIBUTED TO LAST YEAR'S CAMPAIGN. THANK YOU!

New or increased support makes it possible to expand our impact in the Heart of Maine.

IF YOU ARE ABLE TO JOIN THE 121 LEADERS' CIRCLE DONORS WHO INCREASED THEIR GIVING LAST YEAR, IT WILL HELP ENSURE CONSISTENT SUPPORT OF OUR FUNDED PARTNERS AND ALSO MAKE IT POSSIBLE TO HELP EVEN MORE PEOPLE IN NEED.

We are grateful for your contributions to our community. When we come together, we can change lives in our six-county region.



LEADERS' CIRCLE DONORS

TOCQUEVILLE SOCIETY (\$10,000+)

Renee Bishop & Duane Graves
Steve & Carrell Chase
The Epstein Family
Francis & Louise Nichols Foundation

Bailey & Zachary Means
Jen & Bob Montgomery-Rice
Deb & Jeff Sanford
The Stephen & Tabitha King Foundation

BENEFACTORS (\$5,000-\$9,999)

Michelle Austin
Erin & Travis Barry
Christienne Boisvert & Orin Buetens
Kris Chahley
Timothy Dentry
Karen Foxwell
Jeff Jones & Nancy Jacobson
Paul & Rachel Means

Renee Minsky
Kevin & Kendra Overlock
Shirar & Ryan Patterson
John & Debra Pond
John & Tracy Ronan
Warren & Evelyn Silver
Denis & Sue St. Peter
6 anonymous donors

PATRONS (\$2,500-\$4,999)

Kate Bielinski & Chris Rudolph
Scott Blake & Liz Rettenmaier
Jane & Frank Bragg
Dr. Melissa Burch
Mary Ellen Camire
Yan-Meng Chan
The Chase Family Fund
David Davoren
Matt Donahue & Derek Mitchell
Lori Dwyer
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Charles Therrien
Suzanne Tyler & Dennis Casey
Jeff & Lisa Wahlstrom
Christopher Winstead
Adam Youngblood
4 anonymous donors

PACESETTERS (\$1,500-\$2,499)

Ryan Albert
Carl Babcock, Jr.
Sno & David Barry
Bruce & Catherine Brown
Carol Carew
David & Susan Carlisle
Daniel Cassidy
Lee & Ann Chick
Theresa Cody
Amanda Cummings
Brian & Susan Donahue
Wendy & Keith Durrah
Tim & Amy Estabrook
Bill & Carol Farthing
John Flynn
Dr. Thomas & Uiko Frey
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Nancy Harrison & Jane Clayton
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Marie & Tim Sereyko
Ben & Peggy Smith
Gary Smith
Christopher Snowdeal
Bob & Kristen Strong
Robert & Nina Sutcliffe
Dr. & Mrs. Roger M. Wilson
3 anonymous donors



LEADERS (\$1,000-\$1,499)

Glenn Adams
Brad Andrews
Carrie & Christopher Arsenault
Jaime Audet
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Andrew Bien
Kevin Black
Kristy Blackwood
Donna Boehm
Lynn & Ray Bolduc
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James & Betsy Braley
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Jason Charland
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Kristi Lyford
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David Noto
Shareen Palmacci
Michael Lang & Susan Pinette
Kimberly Plourde
Glen Porter & Jean Deighan
Jessamine & Jon Pottle

Bob Potts
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Tom & Sue Reid
Hope Richards
Jaime Rogers
Josh Saucier
David Sayers
Kurt & Karen Schaller
George & Joyce Schelling
John Seavey
Kristine & John Selleck
Michael Senecal
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Karl-Heinz Spittler, MD
Suzanne Spruce
Heidi Stanhope & Family
Brian Stanley
Karen Stewart
David Stratton
Michael Sutton
Mary Taylor
Debra Terone
Jeff Teunisen
Matt & Kim Thibault
Richard Thorn
Deanna Thurston
Mary Anne Turowski
Jeanne Weeks
Lancey Wheaton
Dr. Sheena Whittaker
Stanley Whittemore
Stephen & Marlene Wight
Darren Williams
Cory Worcester
Scott Young
10 anonymous donors

CHARLES BRAGG 2ND SOCIETY

Charles F. Bragg 2nd was a tireless volunteer who lived a life of advancing the common good through service to public education and countless organizations, including what is today the Heart of Maine United Way. His very name conveys a sense of permanence and trust that will endure. The Charles F. Bragg 2nd Society has been established in his memory.

ENDOWMENT & PLANNED GIVING

Endowed funds, created with a minimum \$5,000 gift, are long-term investments with a small portion of annual growth used to support the mission. Donors may choose to create an endowed fund with a major gift, or leave a legacy with a planned gift from their will.

If you have already included United Way in your will and would like your name added to the Charles F. Bragg 2nd Society, contact President & CEO Shirar Patterson directly at (207) 262-6940.

Making or updating your will is easier than you might imagine. Heart of Maine United Way has partnered with FreeWill.com to give you a free, uncomplicated way to write your will in about 20 minutes. All you will need to do is have it notarized. Visit freewill.com/unitedway to get started today.

CURRENT MEMBERS

Charles F. Bragg 2nd
Frank & Jane Bragg
John Bragg
Dr. Donald M. Clough Sr.
Carol & Steve Colson
Andy & Patty Hamilton
Elisabeth Hansen
Tracy Harding & Aimee Smith
John Kuropchak
John Lord
Harris & Judy Madson

Leonard & Renee Minsky
Norman Minsky
Jeff & Kara O' Sullivan
Glen Porter
Nancy Roberts
Jeff & Deb Sanford
Mike & Nancy Shea
Molly & Patrick Stevens
Suzanne Tyler
Jeff & Lisa Wahlstrom

NAMED ENDOWED FUNDS

Charles F. Bragg 2nd Fund
Katherine Dolley Fund
The Eames Family Fund
Irene Gray Fund
John & Sidney Kuropchak Fund

John & Maida Marquis Fund
The Means Family Fund
Herbert E. Sargent Fund
Jeff Wahlstrom Fund
G. Peirce Webber Fund

Pictured: Andy and Patty Hamilton



LEADERS' CIRCLE BY COMPANY

We are grateful for the support of Leaders' Circle donors from these companies. The figures beside the company name indicate the number of Leaders' Circle donors giving \$1,000 or more.

Bangor Housing Authority	2	Katahdin Trust Company	1
Bangor Nursing & Rehab Center	1	Literacy Volunteers of Bangor	1
Bangor Publishing Company	1	L.L. Bean	1
Bangor Savings Bank	22	Machias Savings Bank	1
Bangor Water District	1	Maine Savings	2
Bar Harbor Bank & Trust	1	MaineHealth	1
Bath Iron Works	1	Martins Point HealthCare	1
BBSC CPAs	1	Means Wealth Management	4
BerryDunn	7	Maine State Employees (MSECCA)	5
Bison Transport	1	New Reach Financial	1
Boys and Girls Club of Bangor	1	Northern Light Health	54
Brookings-Smith	1	Paychex, Inc	1
Bucksport Regional Health Center	3	Penobscot Community Health Care	2
Caterpillar	1	Penquis	2
City of Bangor Inc	1	Prentiss and Carlisle Co., Inc.	1
Community Compass	2	Quirk Auto Group	1
Cross Insurance	2	RBC Wealth Management	1
Dahl-Chase Diagnostics Services	1	R.H. Foster Energy	1
Darling's	8	Rockwell Automation	1
Deighan Associates, Inc.	1	Rudman Winchell	1
Dennis Food Service	1	Sappi North America, Somerset Operations	2
Eastern Area Agency on Aging	1	Sargent Corporation	11
Eastern Maine Community College	1	Seaboard Federal Credit Union	1
Eaton Peabody	3	St. Joseph Hospital	2
Epstein Commercial Real Estate	1	Skowhegan Savings Bank	1
Experis	1	Somerset County Government	1
Galen Cole Family Foundation	2	TD Bank	1
General Electric Vernova	2	Tradewinds Marketplace	2
Good Samaritan Agency	3	Tyler Technologies	1
Griffin & Jordan	1	United Insurance	1
Gross, Minsky & Mogul, P.A.	1	United Parcel Service (UPS)	1
Haley Ward, Inc.	9	University of Maine System	10
Hannaford	7	Versant Power	35
Heart of Maine United Way	6	WBRC Architects-Engineers	1
Horizon Solutions	4	Wellspring, Inc.	1
Husson University	1		

CAMPAIGN AWARD WINNERS

Heart of Maine United Way gratefully acknowledges top-performing campaigns. Awards are presented to organizations who have gone above and beyond with a dedicated and creative approach to raising funds to help support their community.

Platinum Winner: Haley Ward, Inc.

Gold Winners: Bangor Savings Bank, BerryDunn, Changing Seasons FCU, Galen Cole Family Foundation, Heart of Maine United Way, Maine Savings, and Skowhegan Savings Bank.

A complete list of award winners and criteria can be found at:



Platinum Winner: Haley Ward



Employee Campaign Manager of the Year:
Christina Blake of Hannaford, Ellsworth

CORPORATE GIVING & SPONSORSHIP

Corporate giving to Heart of Maine United Way can come from generous gifts above and beyond a campaign. Examples of additional support include direct gifts from an organization, matching gifts from employee giving, or through the foundation arm of a business.

Heart of Maine United Way offers a number of sponsorship opportunities throughout the year, often coinciding with special events. Sponsorships provide companies partnership exposure and branding with United Way's international nonprofit brand while also decreasing costs, ensuring that gifts are used to help people in our community.

Thank you to our Corporate Giving and Sponsorship Partners who made contributions during our previous campaign (July 1, 2023-June 30, 2024).

\$50,000 +

Versant Power

Bangor Savings Bank and The Bangor Savings Bank Foundation



\$25,000 - \$49,999

Hannaford

\$10,000 - \$24,999

Caterpillar Employees/Retirees and the Caterpillar Foundation
Darling's
Epstein Commercial Real Estate
L.L. Bean
Sappi North America, Somerset Operations
Anonymous

\$5,000 - \$9,999

ABM Mechanical, Inc.
General Electric Vernova
Haley Ward, Inc.
Harnum Holdings
Hollywood Casino
Maine Savings
Means Family Foundation

\$2,500 - \$4,999

Maine Distributors
Skowhegan Savings Bank
Rotary Club of Bangor

\$1,000 - \$2,499

AAA Northern New England
Pike Industries
RBC Wealth Management
Machias Savings Bank
Maine Savings Amphitheater
Marden's
Key Bank of Maine

Thank you to
our first **2025**
Community Champion



CORNERSTONE COMPANIES

Together, these ten companies and their employees have raised more than half of the Heart of Maine United Way Campaign. They are the foundation and support that our mission is built upon. **Thank you for all of your dedicated and generous efforts!**



You matter more.



HALEY WARD.



CITY OF BANGOR



WAYS TO GIVE

Gifts to Heart of Maine United Way help fund critical initiatives and support nonprofit programs throughout our six-county region in Maine. All agency allocations are made through a competitive grant process administered by a committee of nearly 70 community volunteers. HoMEUW is a 501c3 and gifts may be tax deductible.

Your personal 2024 Campaign Pledge Card can be found enclosed in this publication or online at: homeunitedway.org/donate

Payroll Deduction – If your company runs a United Way campaign, you can fill out a pledge card. You can choose any amount to donate that will be automatically deducted each pay period to help benefit our local funded programs and initiatives.

Credit or Debit Card – You can make a one time or recurring credit or debit card payment on our website at: homeunitedway.org/donate or by calling our offices at: 207-941-2800. If you choose a recurring payment, it allows the gift to continue until you change or cancel it.

Check – You can mail a check along with your completed pledge card.

Gifts of Stock, IRA Distributions and Donor-Advised Funds – Heart of Maine United Way also gratefully accepts gifts of stock, IRA distributions including required minimum distributions (RMD), or payments from donor-advised funds. If making a gift in this fashion, please reach out to us to let us know it is on its way. Thank you.

If you have questions please contact us at:

Heart of Maine United Way

700 Main Street, Suite 1
Bangor, ME 04401
info@homunitedway.org
207-941-2800

GIVE TODAY



homeunitedway.org



Heart of Maine

**THANK YOU TO OUR
LEADERS' CIRCLE
BOOKLET SPONSOR:**

