

THE UWHC VISION

SEPTEMBER 2011

Fall Edition

Hudson-based Goya and United Way of Hudson County Team Up to Fight Hunger

“Goya recognizes that there is a need in this country in terms of people who lack proper nourishment.”

Rafael Toro, Director of Public Relations for Goya

Spearheaded by Goya Foods and the United Way of Hudson County, the distribution of 100,000 pounds of food to local pantries, soup kitchens, churches, and shelters took place in an open lot at the Honeywell site in Jersey City on Friday, July 8, 2011.

United Way of Hudson County President Dan Altilio praised the Unanue family and Goya's ongoing efforts to fight hunger. “This is a special and monumental donation, but it's typical of Goya. They consistently give back to the community year in and year out. We're proud to have them as part of the Hudson County business community.”

Goya, which moved to Secaucus from New York in 1973, was founded by Don Prudercio Unanue and his wife, Carolina.

Their grandson, Goya Executive Vice President Peter Unanue, said that his grandparents would be amazed to see the growth of the company and happy that it has “kept the same values and mission.”

Jaclyn Cherubini, United Way community partner of the Hoboken Shelter, said the donation of 200 cases of food would quickly go toward the organization's 350 daily meals. “This donation comes at a time of great need in our community because hunger has doubled in the past few years,” she said. “In 2005, we served 55,000 meals; in 2010, it was over 110,000 meals. The entire community will need to come together to end hunger and homelessness. We are grateful to Goya and the United Way of Hudson County.”



United Way Distribution Day: United Way volunteers and workers supervise Goya donation of a 100,000 pounds of food.

What to Look for:



Goya, UWHC Team Up to Fight Hunger

\$100,000 Grant from Goldman Sachs



Ernst & Young Take Our Daughters and Sons to Work Day

VITA Tax Return Assistance



OF HUDSON COUNTY

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United Way of Hudson County and York Street Project Receive \$100,000 Grant from Goldman Sachs

Earlier this year, Goldman Sachs awarded a \$100,000 grant to the United Way of Hudson County (UWHC) and the York Street Project.

“The grant enables us to continue to provide supportive housing to 80 chronically homeless individuals and families through our Housing First program and the St. Joseph's Home program at York Street Project,” said United Way President, Dan Altilio.

UWHC has successfully executed a comprehensive campaign to fight homelessness in the community. Through the Housing First Program (the first awarded in Hudson County by HUD), 26 individuals have been placed in permanent housing. Moreover, through the program at St. Joseph's Home, 22 single mothers and

32 children have been provided with living accommodations while attending school.

“Funds provided by Goldman Sachs are being used to assist crucial supportive services including counseling, substance abuse, mental health and assistance accessing medical services,” added Altilio. Additionally, funds will be utilized to provide education in financial literacy, employment opportunities and rights to benefits, all with the primary focus on independent living.

UWHC charitable contributions from Goldman Sachs included the gift of furniture and numerous household items. These items were distributed to non-profit partners, collaborators and formerly homeless families and individuals throughout the New York metropolitan area.

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United Way Partners with Ernst & Young LLP for the 2011 Take Our Daughters and Sons to Work Day

The United Way of Hudson County and Ernst & Young LLP gathered together on April 28th for the annual “Take Our Daughters and Sons to Work Day.”

The UWHC assisted in identifying recipients for school supplies and items for the elderly donated by employees of Ernst & Young LLP.

This year’s activities included over 30 participants at the Iselin location and over 100 at the Secaucus campus.

In Secaucus, United Way of Hudson County’s Michelle Loughlin helped the children to create finger puppets for distribution to children participating in United Way of Hudson County programs and receiving care at local hospitals.

Children enjoyed another very successful “Take Our Daughters and Sons to Work Day.” The day is intended to strengthen the connection between education and work and to also build upon family relationships. The United Way of Hudson County was proud to share in the excitement of the day.



Whether it’s making finger puppets for other children or sand art for senior citizens, the kids were reminded about the importance of helping others.

United Way of Hudson County and United Way of Central Jersey also helped with the activities at the Meadowlands and Iselin sites to encourage children to give their time to help others in need and make a craft project for those less fortunate.

The programs are filled to capacity with kids returning year after year. They learn about the working world and Ernst & Young, meet new friends, enjoy the time with their parents and especially enjoy showing off what they’ve learned at the end of the day with a round of “JeopardEY!” Whether it’s making finger puppets for other children or sand art for senior citizens, the kids were reminded about the importance of helping others. United Way thanks Ernst & Young LLP for providing the opportunity for people to help their local communities.



Above: Dan Altilio, President of the United Way of Hudson County with Tom Dowling of the United Parcel Service and the rest of our partners from UPS. UWHC is very thankful for all the hard work that our friends at UPS put into this golf outing every year for us.



Left: United Way President Dan Altilio accepting the award given by the Park Performing Arts Center to the United Way of Hudson County. The award for “Best Performance in a Supporting Role” was presented at the theatre’s annual award ceremony in May to recognize community leadership.

VITA Site Assists Hundreds with Tax Returns

United Way of Hudson County operated an IRS-certified Volunteer Income Tax Assistance (VITA) site during the last tax return preparation season at our headquarters in Jersey City. The VITA program offered free tax help for those with low-to-moderate income levels (usually \$49,000 and below) who cannot prepare their own tax returns.

This year, the United Way of Hudson County assisted 323 New Jersey residents with their taxes, over a six week time period. VITA site customers spoke 10 different languages including Spanish, French, Russian, Polish and Arabic.

“Many of the returns prepared qualified taxpayers to receive the Earned Income Tax Credit (EITC), Child Tax Credit (CTC) and Education Tax Credit (ETC), said United Way President, Dan Altilio. “These tax credits bring needed funds to members of the community with the lowest incomes,” he added.

The United Way of Hudson County was successful in obtaining a grant from the IRS to provide tax preparation and financial literacy activities to the greater Hudson County area.