IN THE NEWS
A SELECTION OF MEDIA FROM JULY 2015 - SEPTEMBER 2015

EXTRA! EXTRA!
CRT Tops 500 Likes on Facebook!!

Community Renewal Team
Changing lives... Creating opportunity!

crtct.org
RSVP RECRUITS 200 NEW READING VOLUNTEERS
CRT’s Retired & Senior Volunteer Program (RSVP) needed 140 new volunteers to expand the reading program in 12 Manchester and Vernon elementary schools. To reach the target audience – retired seniors with time to volunteer – we placed multiple free notices in two print publications and an e-blast for Manchester residents; purchased ads in magazines mailed to every household in the two towns; and enlisted local senior center newsletters. Results: nearly 300 inquiries, with completed applications from more than 200.

FACEBOOK TOPS 600 LIKES!
Just three months after the CRT Facebook page hit 500 Likes, we’re up over 600! As usual, the photo albums brought the largest audiences and the greatest level of engagement. For example, the Head Start Parade reached 1,757 people, with 231 likes, shares or comments. Viewers clicked through to other content 1,643 times. The post about our Feed the Children distribution was nearly as popular: 1,442 people reached; 197 likes, comments or shares; and 2,330 post clicks.

WEBSITE WELCOMES 57,000 VISITORS
From January through early September 2015, the CRT website had an audience of 57,211 unique individuals. These visitors conducted a total of 97,281 sessions – meaning occasions when a user is actively engaged with the website. First-time visitors accounted for 54,199 of these sessions; returning visitors logged 43,082 sessions. In these sessions, a total of 247,215 pages were viewed – indicating that people were engaged and looking at several pages. Parents completed 754 applications for Early Care and Education.

MEDIA INTERESTED IN PARTNERSHIP STORIES
The spotlight was on stories featuring multiple partners with a common goal. The largest television audiences watched stories on our Feed the Children grocery distribution (263,221 viewers on two stations), a collaboration of CRT, Feed the Children and Price-Rite supermarkets.

When Gov. Dannel Malloy attended the closing of the region-wide 100 Day Challenge to house chronically homeless people, he brought an audience of 231,660 viewers on two stations.

The most-watched single segment was the celebration of a highly successful Summer Food season, featuring Lt. Gov. Nancy Wyman and several State Commissioners (95,089 viewers).

Another popular story has been the effort to provide bicycles for children and homeless adults. West Hartford students collected the bikes; many were repaired by the Summer Youth Employment participants at the Center for Latino Progress; and they were given to Generations children at a rodeo organized by the St. Francis Hospital Center for Violence and Injury Prevention, attended by the CT State Police. Two TV stations, and several websites have covered this collaboration, for a total of audience of more than 200,000 people.
Summer Food a Great Success

MIDDLETOWN PRESS
6/21/2015

139,377 meals served this summer-
Up from 89,308 last year
73 sites in 14 communities

Middletown summer meals sites open June 22

Program, according to CRT's Summer Meals Supervisor, shows kids what to expect when they return to school in the fall.

For more information about the Community Renewal Team, call 860-253-3783.

Community Renewal Team is a non-profit organization that assists low-income children.

ENFIELD EDITION
ReminderNews

Community Renewal Team serves free summer meals for kids

ENFIELD REMINDER
7/29/2015

WFSB CHANNEL 3
8/12/2015

COURANT ONLINE
8/14/2015

Summer Food Celebration Showcases Partnerships

COURANT ONLINE
8/14/2015

Facebook

REACH 204
POST CLICKS 1,421
LIKES, SHARES & COMMENTS 46

TV NEWS

AUDIENCE 95,089
BROADCASTS 1

CRTCT.ORG
Bike Rodeo Matches Children with Bikes

THANKS to all of the project partners including Hall High School students who collected the bikes; Center for Latino Progress which repaired the bikes; St. Francis Center for Violence and Injury Prevention, which organized the bike rodeo and provided helmets; and Connecticut State Police for their auto safety demonstrations.

More bicycles donated to local children at bike safety rodeo Aug. 10

HARTFORD NEWS 8/13/2015

Hartford’s On Aug. 10, dozens of children being raised by their grandparents received bicycles and properly fitting helmets—thanks to a most unusual multi-organization partnership. The bikes were presented at a bike safety rodeo at the Generations campus, for seniors and grandparents with custody of their grandchildren.

The project began in the spring as a bike drive to benefit CRT, organized by three seniors at Hall High School in West Hartford. They thought they might get 30-40 bikes, and instead received more than 140. But many of the bikes needed considerable work before they could safely be given to children.

That’s where the Center for Latino Progress comes in. Teens at their BICI Co-summer employment program learned to refurbish bikes by working on the two-wheelers headed for Generations. They worked on brakes, gears, tires and more, then added reflectors and lights to be sure that the children would be safe when riding these bikes.

Children will be matched with the refurbished bikes during one of the popular bike safety rodeos put on by St. Francis Hospital Injury Prevention Center. Assisting at the five activity stations will teens from BICI Co, who will get to see the results of their efforts.

In addition, State Police will inspect the bikes that kids are currently riding and make simple repairs as needed. Every competitor will be fitted with a new helmet.

HARTFORD NEWS 8/13/2015

THANKS to NBC Connecticut for coming to our Bike Rodeo! An event that provided properly fitting helmets, bikes and information about bike safety to kids from the Clark neighborhood in Hartford. Partners included: Hall High School, Community Renewal Team, Center for Latino Progress - CPROF and Saint Francis Hospital.

Bicycles for Deserving Kids in Hartford, CT

HARTFORD NEWS 8/13/2015

HARTFORD NEWS 8/13/2015

HARTFORD NEWS 8/13/2015

HARTFORD NEWS 8/13/2015
RSVP Recruits Reading Volunteers

Seniors needed to read with students in Manchester, Vernon

By Maria McGaery
For the Journal Inquirer

The Retired and Senior Volunteer Program RSVP READS is seeking volunteers aged 55 or over to spend one hour per week reading with an elementary school child in Manchester or Vernon. The program runs from late October through May, allowing teachers to send students out of the classroom for one-on-one attention during the school day. Volunteers act as positive role models, inspiring their students to read by making it fun. Volunteers need not have educational backgrounds or any formal experience. Training will be provided, and scheduling is flexible to the volunteer's preferred days, hours, locations, and travel plans.

According to Theresa Strong, RSVP manager of the Community Renewal Team, the program has expanded significantly since its inception 15 years ago. "We were only in four Vernon schools and one Manchester school when I began my tenure in 2013;" Strong said. The program now reaches 11 schools in Manchester and Vernon, and one school in Portland. Participating schools include Buckley Elementary, Bowes Elementary, Kenney Elementary, Marta Elementary, Widdell Elementary, and Highland Park Elementary in Manchester. Vernon schools include Center Road School, Maple Street School Skinner Road School, Northeast School, and Lake Street School. Gildersleeve School in Portland was recently added.

Strong hopes to continue the expansion, and RSVP is collaborating with Cromwell. "We're the largest RSVP in the state," said Strong. "We're really trying to diversify and reach all the towns we serve. It will take years, but that's our goal."

Interested volunteers should contact Theresa Strong by email at strongt@crtct.org, or call 860-760-3088. "The only requirements are to be 55 and over, have one hour per week, a desire to work with children, and a love of reading," she said.

Volunteers Needed For Reading Program In Manchester, Vernon

Media - blitz = more than 200 new volunteers for Vernon and Manchester program

A reading improvement program that pairs seniors with elementary students needs volunteers in Manchester and Vernon.

The Retired & Senior Volunteer Program seeks volunteers age 55 and over to spend one hour each week helping a student become a better reader, organizers said.
Homeowners
Renters! Landlords!
You may be eligible for FREE weatherization!
Save 25% on water and energy bills!
CRT will:
- Seal air leaks and drafts
- Install energy-saving light bulbs
- Install water-saving aerators on faucets
- See if you qualify for:
  - Insulation upgrade
  - Furnace cleaning
  - Refrigerator/freezer replacement

Call to see if your property qualifies.
(860) 560-5354.
Weatherization@crtct.org

Residents can win gift cards for weatherization efforts

SIMSBURY >> Donna Keene of the Tarryville section of Simsbury and the other Community Renewal Team are ‘Weatherization Winners’ for June. They completed free weatherization measures to reduce their heat, light, air conditioning and water bills.

After the appointment, families are entered into a monthly drawing for one of 10 gift cards, ranging from $25 to $300. These incentives are underwritten by CRT’s sub-contractors, to raise awareness and increase the excitement about Weatherization – an important way to make homes and apartments more energy-efficient.

Keene, who was this month’s first prize winner, said she was pleased with the work that was completed, including sealing up the drafts in her attic and providing highly-efficient light bulbs. Other winners of $25 to $150 came from Hartford, Manchester, Middletown, and Terryville.

CRT is the Community Action Agency for central Connecticut, providing services such as Energy Assistance and Weatherization for 60 communities from Enfield down to the shore of through a program called Home Energy SolutionsSM - Income-Eligible (HES-IE), which is supported by Energize ConnecticutSM, a technician conducts an assessment for income-eligible families to determine which measures would make their homes more energy-efficient. HES-IE is a free service for income-eligible residents.

During a Weatherization service call, a technician tests for drafts or leaks, and then seals those up. CRT will also install energy efficient light bulbs and water-saving faucet aerators and shower heads. All of that is free to qualified households. In addition, some families may qualify for insulation and energy-efficient appliances.

For Summer 2015, CRT is partnering with its sub-contractors to offer an additional benefit: A chance to win up to $300 in gift cards. Ten winners will be chosen on the first Mondays of each month, from July through October.

WEST HARTFORD PRESS
6/17/2015

BRAD DAVIS SHOW - WDRC RADIO
9/2/2015
Feed the Children helps 800+ Families

More than 825 families from 25 towns received at least 25 pounds of produce and shelf-stable food, assisted by 140 volunteers.

NBC CONNECTICUT
6/17/2015

WTNH 8
6/17/2015

AUDIENCE 263,221
BROADCASTS 5

A big ‘thank you’ to our partners – Feed the Children, Frito-Lay division of PepsiCo, PepsiCo, PriceRite, XFINITY Theatre, Live Nation and the Hartford Police CT – for making yesterday such an incredible success! 800 families from 26 cities and towns received a week’s worth of produce and shelf-stable food, along with personal hygiene products, books and more. And three cheers to the hundreds of volunteers who checked, sorted and loaded throughout the afternoon!

facebook

REACH 1,442
POST CLICKS 2,330
LIKES, SHARES & COMMENTS 197

+96
100 Day Challenge Ends Successfully

FOX 61
6/24/2015

Community Renewal Team added 27 new photos to the album: 100-Day Effort to End Homelessness: Mission Accomplished.

Gov. Dannel P. Malloy and Hartford Mayor Pedro Segarra spoke to the teams from the five areas in Connecticut that undertook 100-Day Challenges to house chronically homeless people at their wrap-up today at the Community Renewal Team. More than 460 people have found stable and secure housing as a result of this statewide Rapid Results Initiative. The partners will continue the push to end veteran homelessness in 2015, and all chronic homelessness in Connecticut in 2016.

WTNH 8
6/24/2015

Facebook
Reach 1,110
Post Clicks 1,686
Likes, Shares & Comments 127
Whole Foods Supports Generations

5% Day generated a donation of $7,012.48 from Whole Foods customers to CRT’s Generations

FOX 61
7/1/2015

5% Day: To Support CRT Generations

Thanks to Kristen Arlan and all the other folks at Whole Foods on Raymond Road, West Hartford, for believing in us! They will be donating $7,012.48 to the CRT Generations program, for grandparents raising their grandchildren!! This is 5% of the sales on July 2 at that store. As Kristen said, "WOW!!! I think it is one of the highest we have ever done! We are so happy for you!!"
Tee Off With Women to End Domestic Violence

2015 Charity Golf Tournaments

July 15: CT Capitals Golf Tournament at Manchester Country Club. Shotgun scramble at 1 p.m. Entry fee is $125 and includes golf, cart, dinner, raffle and silent auction. Proceeds benefit CT Capitals Traveling Baseball Club. For information call 860-247-2498.

July 16: Joey Logano’s Racing for Hope Tournament at Portland Golf Club. Proceeds benefit The Connection, a Connecticut-based nonprofit human service and community development agency that provides support and resources to individuals and their families in need to improve their lives. Logano is scheduled to be at the event. Golf is 10 a.m.–4 p.m. Dinner and auction 4:30–8 p.m. at Saint Clements Castle in Portland. Entry fee is $200 and includes golf, lunch, dinner, auction. Dinner only is $75 and $30 for children 5–12. For information, contact Beth Connor at (860) 343-3500, extension 1600 or at bconnor@theconnectioninc.org.

July 31: Tee Off With Women to End Domestic Violence at Lake of Isles GC in Stonington. Registration starts at 11:30 a.m.; shotgun start at 1 p.m. Proceeds support Interval House, Central Connecticut’s primary provider of emergency shelter for women fleeing domestic violence, and CRT’s Family Shelter in East Hartford and other services that support people who are leaving abusive relationships. Entry fee is $250 and includes a group photo, player gift, goody bag, lunch, sit-down awards dinner, boutiques, golf, cart and raﬄes. To play or become a sponsor call Nancy Shapiro at 860-356-5471.

HARTFORD COURANT
2/16/2015

REACH 707
POST CLICKS 1,429
LIKES, SHARES & COMMENTS 65

LOCAL NEWS

CUBA - The New Beginning Exhibition will be held in April 2016. The cost per person which includes all features listed above for $875.00 per person air and land. Call the Manchester Chamber of Commerce to book your trip at 800-660-2225 or for more information.

All women golf tournament to benefit domestic violence survivors

AREA WIDE - The sixth annual Tee Off With Women To End Domestic Violence, an all-women golf tournament, is set for July 23 at Lake of Isles Golf Club in North Stonington. The Off with Women is Connecticut’s only all-women golf tournament to benefit victims of domestic violence.

Proceeds from the tournament support Interval House, Central Connecticut’s primary provider of emergency shelter for women fleeing domestic violence. Proceeds also benefit CRT’s Family Shelter in East Hartford, and other services that support people who are leaving abusive relationships. This includes supporting housing, financial literacy, basic needs support and more.

The tournament costs $600 per player and includes a group photo, gift bag, lunch, awards dinner, boutiques and raﬄes. Sponsors are still needed to make this event truly successful. From the highest Ace Sponsorship level of $10,000 to an in-kind donation such as gift cards, theater tickets or restaurant gift certificates, every little bit helps to build a brighter future for those who are escaping family violence. To play or become a sponsor at any level, call Nancy Shapiro at 860-356-5471.

Manchester Emblem Club 251

MANCHESTER - Manchester Emblem Club 251 will meet on Wednesday, Aug. 3, at 7 p.m. at the Hideaway on 39 Hillside St., Manchester. The club is planning for the Connecticut State Association of Emblem Clubs meeting on Aug. 15. For more information, call 903-924-6322.

REMinDR
7/23/2015
NK5 Kicks off Northeast Tour at CRT

New Boy Band NK5 Performing At Launch And First Thursday Block Parties

New musical boy group NK5 will perform at Wadsworth Atheneum and Museum of Art’s First Thursday Block Party, 5 p.m. Thursday, Aug. 6, at the Atheneum, 600 Main St., Hartford. Members of NK5 are Lil Redd, age 8; Gee Goo, age 9; Lil Gee, age 10; Finnes, age 11 and Joo, age 12. The group has two singles out, “I Like the Rain” and “2gether We Stand.” A launch party will be held 5 to 7 p.m. Wednesday, Aug. 5, at The Luminson Center, 555 Windsor St., Hartford, sponsored by Hartford native Joe Young of Maurice Starr Entertainment/ Joe Young Studios. This event is free. The launch party is accepting reservations at reservation@mauricestarrent.com or 860-999-5885. Admission to the Atheneum’s block party is $5 for nonmembers and free for Hartford residents; thewadsworth.org, 860-838-4400.

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American Legion Supports Veterans Housing

$17,198 contributed
42 posts and auxiliaries donated
Shared proceeds from golf tournament and baseball game

Our deepest gratitude to The American Legion, Department of Connecticut for donating more than $17,000 to help furnish Veterans Landing, CRT’s affordable assisted living for veterans and their spouses, to be constructed on the VA Newington campus. Veterans Landing has been this year’s Commander’s Project, spearheaded by Commander Butch Hansen and by Steve Pintarich from the American Legion Kittonic Post 72 in Southington. The funds were presented at the American Legion’s annual conference in Trumbull.