

Empowering Community Impact: United Way of Central and Northeastern Connecticut's Journey with StratusLIVE and Dotdigital



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About Dotdigital

- Dotdigital's CXDP platform helps **4000+ brands across a range of industries** reach their marketing potential
- **400+** employees around the world and growing
- **Worldwide** network of trusted, vetted **partnerships**
- We consistently reinvest double digit % of group revenue into **R&D**
- Pioneers of **responsible marketing**; we're ISO27001, ISO27701, and ISO14001 certified
- We operate with **transparency**; we publish a public-facing roadmap and are listed as of 2009.



The fact that we have access to an emerging technology that is proving its potential, is quite thrilling. It enables us to build many capabilities with very low effort and much higher returns.

Adam Hollinshead

Chief Digital Officer at Winedirect



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About United Way of Central and Northeastern Connecticut

- Since our foundation in 1924, United Way of Central and Northeastern Connecticut has proven its capacity to transform by aligning, responding and creating the changes that times require.
- We recently completed 400 conversations with community members and held collaborative design sessions with aligned partners that position us to enter our next phase — producing tangible solutions for bold systems change to improve outcomes and reduce disparities.
- Our bold new path for the future: ***United to End Poverty.***
- United Way closes gaps in child literacy, wages, housing and life expectancy to eliminate poverty in all its forms. Together, we are co-creating a brighter future for the 52 towns we serve in the 860 region.



UNITED WAY
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