

# A Birthday Gift that Will Keep on Giving



Andrea Obston was about to celebrate a milestone birthday—her 60<sup>th</sup>. On a retreat last fall with a group of women, Andrea asked, “What should I do for my birthday? How do I celebrate this significant birthday and also do something special?” The brilliant idea of setting up a fund for a cause near and dear to her heart was born. Rather than gifts for the birthday girl, she decided to ask her family and friends to help her do something that would help her create a legacy.

of the fund was a very special and worthwhile one of providing small niceties to CCCI low-income clients, helping to brighten their lives.”

Andrea’s late mother, Bobbie Schoenberg, in whose memory she dedicates the fund, taught her daughter early in life that “a little pampering goes a long way.” Bobbie worked in the high-powered advertising industry on Madison Avenue in New York in the 1940s. After that, she held a succession of marketing and public service jobs ending with a stint as Deputy

Commissioner for the Nassau County Department of Senior Citizens, where she received national recognition. “My mother worked extremely hard, but she also knew the importance of treating oneself well. This made her successful both in business and in her personal life,” Andrea added. In establishing the U.G.L.Y. Fund, which she plans to grow, Andrea honors her mother and helps to bring smiles to the faces of those who may rarely have a chance to have something special.

*“You have to know one big thing and stick with it. The leaders who had one very big idea and one very big commitment. This permitted them to create something. Those are the ones who leave a legacy.”*

*– Irving Kristol*

A great deal of thought went into creating the vehicle for that legacy. Andrea, a successful marketing professional and president of Andrea Obston Marketing Communications, LLC, immediately thought of Connecticut Community Care, Inc. Asked about the name she selected, the U.G.L.Y. Fund, the marketing guru explains, “It’s a play on words. U.G.L.Y. stands for Unnecessary Gifts and Luxuries for the Young-at-heart. I thought it would get people’s attention. And once it did, they would see that the purpose



CCCI care managers can request up to \$50 per client to provide small luxuries like flowers, a manicure or even a long-distance phone card. “Whatever is considered special for a client, I want them to have it,” Andrea said. More than just a source of funds to do nice things, the U.G.L.Y. Fund opens up the dialogue between care managers and clients in terms of hopes and dreams. *If you could treat yourself to something nice and different today, what would that be?*

Donations to the U.G.L.Y. Fund continue to come in and CCCI care managers are excited to have them available. Andrea’s friend and graphic designer Bob Breno donated his time to create the 1940s–looking logo. Friend David Parment also created a Facebook page which she encourages all to visit and “like.”

Andrea’s association with Connecticut Community Care, Inc. spans more than 20 years. It began in the early 1980’s when she was hired to create a newsletter for the organization called the “Independence News.” Andrea also served as the organization’s PR consultant for ten years during the 1990s. From 2004 to 2010 she served on the CCCI Board of Directors, is currently a Corporator, and hopes to one day return to the board.

Most recently, Andrea embarked on a new side job, becoming an adjunct professor in the School of Communications at Quinnipiac University. She teaches classes on public relations and crisis management and this semester chose CCCI as a PR campaign project for her students.

The newly created fund is already more than \$900 and growing. To donate, send your check to Pat Morgan at CCCI with a notation on the check to the U.G.L.Y. Fund. You can also follow the fund’s progress at [www.facebook.com/theuglyfund](http://www.facebook.com/theuglyfund).



Andrea Obston