United Way of Hunterdon County Launches Hunterdon Connect, a New Hyper-Local Community Resource Database.

A new, easy-to-use database connects Hunterdon County residents and service providers with trusted, up-to-date local resources. Powered by Brightspeed.

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Resources. Opportunities. Community. All connected. Powered by Brightspeed

> Hunterdon Connect gives residents and those who serve them one trusted local place to start—making it easier to find help, make a warm handoff and create a path forward."
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> *Jennifer Thompson, CEO, United Way of Hunterdon County*

FLEMINGTON, N.J. — September 16, 2026 — United Way of Hunterdon County has launched Hunterdon Connect, a new community resource database designed to make it easier for Hunterdon County residents, families, nonprofit organizations and service providers to find and connect with trusted local resources.

Powered by Brightspeed, Hunterdon Connect brings information about local services, programs and opportunities together in one accessible location — helping people navigate resources close to home and helping community organizations make stronger, more informed referrals.

The platform was created in response to a challenge that is particularly significant in rural and smaller communities: resources often exist, but finding the right organization — and knowing where to start — can be difficult.

"In a community like Hunterdon County, people often walk through the door of an organization looking for help with one issue, but what they really need may be much more complex," said Jennifer Thompson, CEO of United Way of Hunterdon County. "They may need food assistance, transportation, mental health support, help paying a utility bill or simply someone who knows where to send them next. Hunterdon Connect is about making sure the answer isn't just, 'Here's a phone number.' It's about helping people get connected to the right local resource and creating the opportunity for a warm handoff."

Hunterdon Connect is designed for both residents seeking assistance and the people who help them every day — including nonprofit staff, case managers, school personnel, healthcare

providers, municipal employees, faith communities and other trusted community partners.
The platform will provide a centralized, evolving directory of hyper-local resources, allowing organizations to maintain and update their information so those making referrals have access to current details about programs and services.
National and statewide resource systems, including 211, continue to provide an important gateway to information and assistance. Hunterdon Connect is designed to complement those systems by focusing specifically on the organizations, programs and connections available within Hunterdon County.
“Large resource systems are incredibly important, but local navigation matters too,” Thompson said. “Sometimes the difference between receiving help and giving up is having someone say, ‘I know this organization. Let me help connect you.’ Hunterdon Connect gives our community another tool to make those connections easier, faster and more personal.”
That local approach is especially important in rural communities, where transportation barriers, fewer service providers and geographic distance can make accessing assistance more difficult.
“At Brightspeed’s core, we believe the internet is more than just technology— it’s a bridge that brings people closer together,” said Sabrina Anderson, Brightspeed local marketing manager. “By providing access and supporting local initiatives, such as Hunterdon Connect, we strive to unlock opportunities and build stronger connections within Hunterdon County. Brightspeed is proud to make the investments that empower the communities we serve.”
Hunterdon Connect is also intended to strengthen the network of organizations serving Hunterdon County. Participating nonprofits and community partners will be able to share information about their services and keep listings current, creating a resource that becomes stronger as more organizations participate.
“Every organization in our community has people arriving at its door who may need something it doesn’t provide,” said Anderson. “Having one trusted, local place where community members can quickly identify another resource — and help make that connection — will be invaluable to their success. Hunterdon Connect helps all of us serve residents as a coordinated community rather than as individual organizations.”
United Way of Hunterdon County sees the platform as more than a directory. It is part of a broader effort to strengthen community navigation, collaboration and access to assistance throughout the county.
“We want Hunterdon Connect to become something that belongs to the entire community,” Thompson added. “If you’re a resident looking for help, it should be a place to start. If you’re a case manager helping a family, it should be a tool you trust. And if you’re a nonprofit providing a resource, it should be a place where you can make sure the community knows how to reach you. The goal is simple: wherever someone enters our community network, we want there to be a path forward.”
“Hunterdon Helpline is excited to be working with United Way of Hunterdon County to share resources, strengthen connections, and expand access to kindness, information, and support throughout our community,” said Amy Horton, Executive Director of Hunterdon Helpline
Community organizations serving Hunterdon County are encouraged to participate in Hunterdon Connect and help ensure their program and service information remains accurate and current.

To explore Hunterdon Connect, visit https://hunterdonconnect.org/

About United Way of Hunterdon County

United Way of Hunterdon County mobilizes people, resources and partnerships to strengthen the community and create opportunities for individuals and families to thrive. Working alongside residents, nonprofits, businesses, schools, government and community partners, United Way addresses local needs through programs, partnerships, volunteerism and community-driven solutions.

About Brightspeed

Headquartered in Charlotte, N.C. and with assets and associated operations in 20 states, Brightspeed provides broadband and telecommunications services through a network platform capable of serving more than 7.3 million homes and businesses. Our 4,000 employees are committed to building a future where more communities benefit from a more connected life, deploying a state-of-the-art fiber network and a customer experience that makes being connected as simple as it should be. For more information, please visit www.brightspeed.com

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