



ANNUAL REPORT 09-10

A MESSAGE FROM OUR 09-10 BOARD CHAIR

For more than six decades, people in the Big Bend have shown how deeply they care about the health and well-being of those around them. This year was no exception. By partnering with our local United Way, our friends and neighbors proved that we share the vision of a community where working together improves the quality of life for all. We hope you will be as proud of these efforts as we are. Without you, none of this would be possible. — Jennifer Patty



GIVE. ADVOCATE. VOLUNTEER.

26,034 givers, 985 workplaces participating, 131 new organizations running campaigns, and 1,230 leadership givers. With demand for services at dangerous levels and our economy suffering, givers in the Big Bend pledged \$6.53 million, virtually matching the previous year's campaign.

We, meaning United Way and countless partners and supporters, are dedicated to understanding our community's issues, speaking up, creating solutions, and sharing them with everyone.

Whole Child Leon (WCL) advocates for kids and serves their families with developmental screenings, dental/medical accessibility, quality childcare, school-readiness reviews, and more. WCL reached out to 32,691 students (100% of enrollment) in the Leon County School District with a KidCare application, and 2,513 of those students' families received additional information for accessing services. After follow-up, 938 students were identified as needing assistance and were contacted.

Through the BEST Project, United Way is giving people the tools they need to become and remain self-sufficient. BEST's Volunteer Income Tax Assistance (VITA) program prepared taxes for free. Thanks to 143 volunteers, 3,761 tax returns were filed through VITA resulting in \$4.4 million in total refunds and more than \$564,000 in tax-preparation-fee savings.

Volunteers improve lives. Ordinary people doing extraordinary things to help local people are our community's heroes. Nothing beats the joy and satisfaction that comes with using your skills, ideas, and energy to make a difference. We connected with Florida State University's (FSU) football team during two-a-day practices in August of 2009 for a first-ever Day of Action. Quarterback Christian Ponder kicked off the effort with a Meals on Wheels route. Then, FSU Football Coach Jimbo Fisher, Terrell Buckley, and the football team took their efforts beyond the field with projects at four of our certified agencies. These types of efforts help build a stronger community. That's the spirit of volunteerism.



PARTNERSHIPS

Partnerships are key! Working together to strengthen our community and future is what it's all about. Who are our partners? Our 47 certified agencies address emergencies and basic needs every day. Thousands of donors and organizations give what they can to keep these agencies and strategic initiatives going strong. Our network of volunteers is our foundation. Our board guides us toward strategic solutions with their leadership and innovative approach.

Our communication and media partners help us keep people connected to the progress we're making together. Sponsors like Capital City Bank and Deloitte help us continue community-building events like the Downtown GetDowns and Community Golf Classic. 2-1-1 Big Bend is a telephone call away during someone's crisis. Our Loaned Executives are huge partners during the campaign season and beyond. The BEST Project wouldn't be possible without dozens of community partners. These efforts are truly accomplished in a united way.

Partners change lives! One illustration happened just a few hours before Bill Moor passed away when his son Bill turned over the keys to the Moors' wheelchair-accessible van to Schuyler Seifert. To see her roll up the ramp and lift herself into the driver's seat of "her" new van was a once-in-a-lifetime moment. It's partners like Bill who make dreams come true.



WHEN WE LIVE UNITED ANYTHING IS POSSIBLE

A RECORD OF SUCCESS

Call it "stepping up in a clutch situation" or "rising to the occasion." People looked beyond the economic challenges and said, "We can do this!" And, they did, which was individually remarkable and collectively successful. We had more participants at the 12th Annual Community Golf Classic than ever before. Campaign records were set by key organizations, including Florida State University and Florida A&M University. A dozen organizations reached new levels of per-capita giving. In the neighboring counties, Gadsden, Jefferson, and Taylor continued their community's success by reaching the highest campaign totals to date.

Volunteers teamed up with us to show appreciation to the community for a first-ever, week-long Thank-a-Thon, which included thank you signs, smiles, waving, delivered cookies, handshakes, and personal communication in all forms. Thanks to the support of local organizations, 11 Loaned Executives joined in our efforts. In just six years, 12,443 people got their taxes prepared for free through VITA, which adds up to a \$14.6-million economic impact on the Big Bend. The results speak for themselves. It's amazing what happens when we LIVE UNITED.



REACHING OUT

We're reaching out to people more than ever before. FSU's Student United Way teamed up with students across campus to raise \$10,000 from efforts such as their Krispy Kreme Challenge. More than 10,000 unique visitors used the HELP&HOPE website to learn what services were available and how to navigate the recession. Power of the Purse members decided to fund a new service project called "Homelessness to Health," which will provide services for local women and children who are experiencing homelessness. We held a historic gathering of more than 30 CEOs from many business, government, nonprofit, educational, and various other sectors to discuss our community's future.



For Young Leaders Only members and guests gave several of our agencies a facelift with landscaping and renovations. We partnered with the World Class Beauty School to provide students from PACE Center for Girls with a makeover, hope, and inspiration. We've gone to where people want to be reached with social media and digital communication. If you haven't already, check us out on Facebook, Twitter, YouTube, or www.uwbb.org. Reach out a hand to one and raise the hopes of all!

BY THE NUMBERS

