



LIVE UNITED unveiled

We weren't looking for a campaign theme, slogan, or bumper sticker. We did need a short, clear, compelling way to describe ourselves – hopefully in the form of a “call to action.” We found our answer in LIVE UNITED. LIVE UNITED says what we do, and what you are.

Underneath everything we are. Underneath everything we do. We are all people. Connected. Interdependent. UNITED. And when we reach out a hand to one, we raise the hopes of all. That's what it means to LIVE UNITED.

We did a survey this summer to discover whether you associate LIVE UNITED with UWBB – 57.4% of you do, an astonishing number considering that we unveiled it only eight months earlier. The same survey showed that 90% of you think we're doing a good or excellent job.

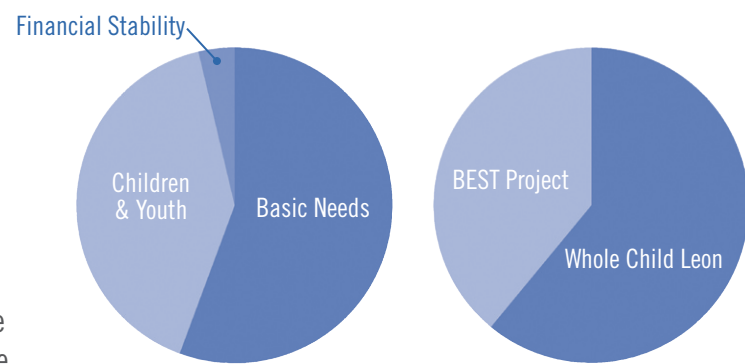
UWBB thanks you for your confidence in us. We are a local organization founded in 1943 – the only one that works for all of us. Together, we can accomplish what no one can do separately. LIVE UNITED.

Investing in results

United Way's dollars are yours. You gave them. You deserve immediate results. You deserve 47 certified agencies rescuing people 24 hours a day. You deserve accountability. Our Community Investment Committee (CIC) delivers. Every year, CIC members work with 200 trained volunteers to evaluate every agency and program we fund in eight counties. Examples:

- 1,441,998 pounds of food were distributed to needy individuals and families
- 140 homeless individuals and families moved from transitional to permanent housing

You deserve long-term results too. You deserve to know your United Way is focusing on improving conditions so fewer people experience crisis. UWBB's Committee on Strategic Initiatives (CSI) delivers. These volunteers



ensure that Whole Child and the B.E.S.T. Project are building the right partnerships and aiming at prevention. Examples:

- Whole Child staff helped 175 kids in Leon County Schools get health insurance
- 7 Money Smart financial-education courses were taught across the Big Bend

Not as many people as we would like are familiar with our dual approach (immediate plus long-term), but of those who are, less than 6% would change it. We get results.

Very difficult times very successful campaign

32,410 givers, 934 workplaces participating, 144 new organizations supporting, and 1,272 leadership givers. Most years, these numbers would add up to a larger campaign than the previous year. But 2008 wasn't typical. It was the most difficult fund-raising or business environment in decades. So did our campaign drop by 20% or 30% as many feared?

No. Thanks to your remarkable generosity, the 2008 UWBB campaign totaled \$6.55 million ... a decline of only 9.5%.



Along with that good news came the bad: demand for services is increasing dramatically exactly when we have less to distribute.

Planning for the 2009 campaign takes on greater significance. Our community needs for us to bounce back and raise substantially more than last year. While most charities would have congratulated themselves with the success last year – against all odds – your United Way doesn't have that luxury. The needs are too great.

Efficient operations

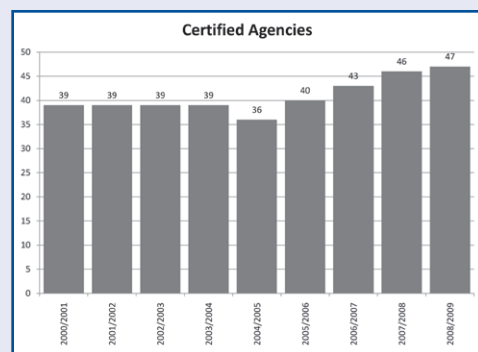
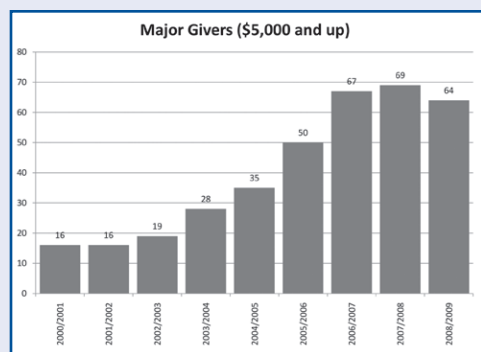
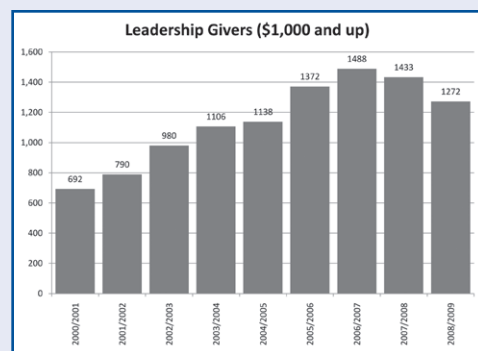
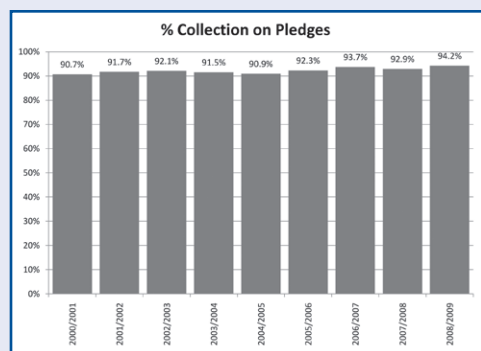
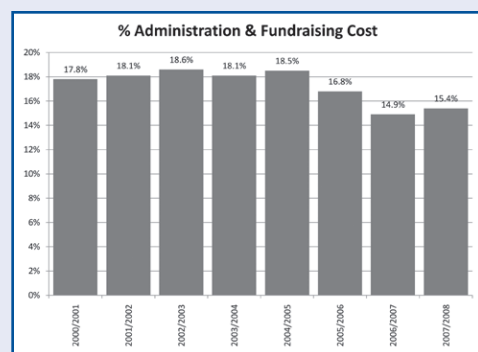
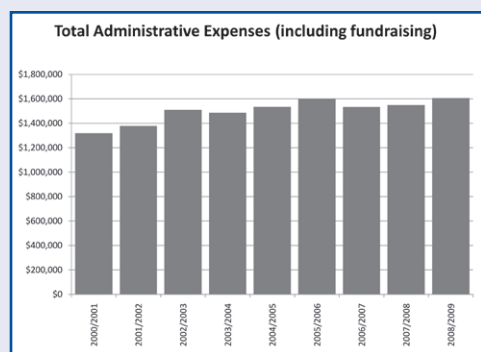
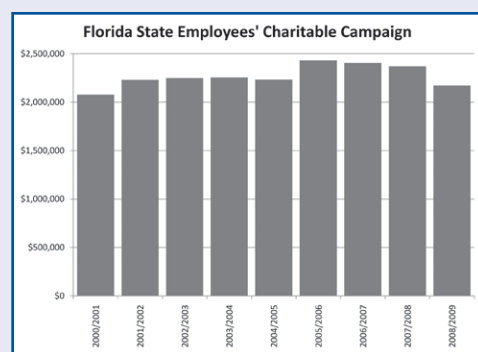
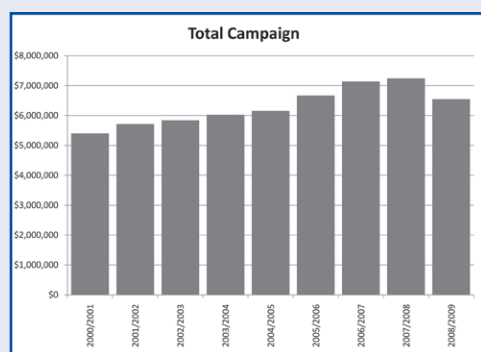
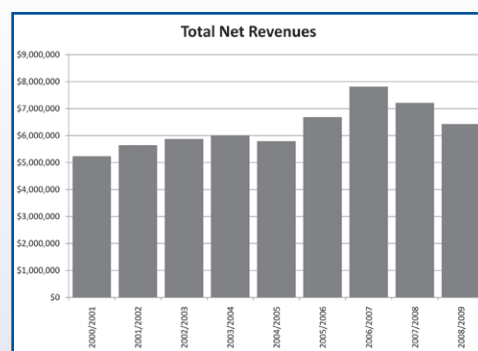
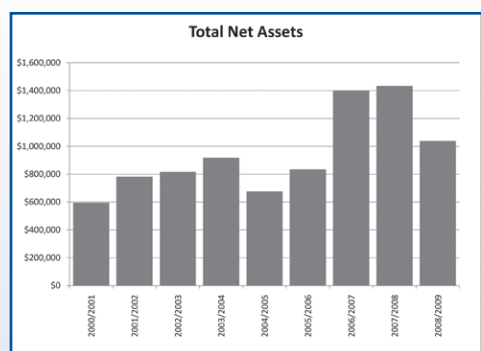
In our recent survey, only 4.1% said UWBB's priority should be cutting administrative costs, and only 1.4% of people who didn't give indicated that it was because they worried the donations wouldn't reach the people who need help. Obviously, most people feel we are operating as we should. Our operating costs run about half what the Better Business Bureau targets as acceptable.

Still, we sought to improve. We've cut our utility bill by 26%, our technology bill by 34%, and our insurance bill by 12%. We are reducing our impact on the environment. We successfully collected 94.3% of our pledges. Our actual operating costs were held below budget.



For key financial figures, see the last page of this Annual Report.

FROM PAST TO PRESENT



University students create United Way

LIVE UNITED shirts look good in garnet and gold. United Way looks good in garnet and gold too. What appears to us to be the best all-around Student United Way (SUW) in the nation was launched last year at Florida State University.

The inaugural year included events, fund-raisers, and educational opportunities to engage FSU students. Highlights:

- Built a 25-person board of directors
- Won the United Way of America Facebook Challenge \$5,000 grant
- Launched a Give 5 Campaign
- Partnered with Godby High School to collect over 750 teddy bears for the Refugee House, Children's Home Society and Boys and Girls Clubs
- Participated in UWBB's FYLO Extreme Agency Makeover, redoing the pantry at Catholic Charities and Big Bend Care's lobby
- Had the SUW President chosen as an ex officio UWBB Board member

Students culminated their year with a full week of LIVE UNITED activities that celebrated their accomplishments. Planning is under way for 2009-2010.

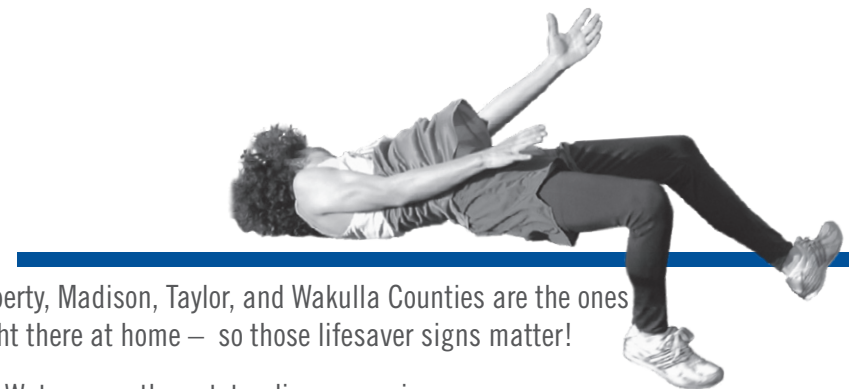


Neighboring counties over-achieve

The lifesaver-stack sign in front of our office tracks campaign progress, but the signs that matter most in Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor, and Wakulla Counties are the ones in their town square or in front of their Courthouse. Every one of the neighboring counties decides how to use that money to help people right there at home – so those lifesaver signs matter!

In 2008-2009, bucking the national trend, the UWBB campaigns in those counties actually increased, raising \$700,000 collectively. Nestle Waters was the outstanding campaign, and Deanna Samaha (Nestle Waters), Mark Wentworth (BIS Frucon), and Donnie Gay (Apalachicola State Bank) won the outstanding campaign-volunteer awards.

Each county had a campaign team, several held leadership-giving events, and most important, groups of volunteers met during the summer to allocate the funds to human-service programs they thought would do the most good in meeting local needs. Neighboring county people know how to LIVE UNITED.



In your opinion

In the last dozen years, UWBB has frequently undertaken public-opinion research efforts. Why is it so important for us to know what you think? We are not "entitled" to your support; we have to earn every dollar or hour you give to us. Your donations of time or money depend on how you think we are doing.

We learned in our 2009 survey that:

- Many of you (45%) aren't as familiar with UWBB as we would like.
- 33% of you don't know whether we are local or national.
- 41% of you donated to us in the last 12 months, mostly at your workplace (23%).
- Only 2% of you think we are doing a poor job.
- 47% of you (compared to only 30% in 1997) know that we are locally run and operated.
- Only 1% of you donate to UWBB because of the tax benefits.



Tax preparation done free

United Way of the Big Bend's B.E.S.T. Project (Believe Earn Save Thrive) mobilized more than 120 volunteers who donated 7,200 hours to prepare and file federal tax returns for 3,538 Big Bend residents last tax season. The result – more than \$3.8 million in tax refunds!

VITA (Volunteer Income Tax Assistance) has had an estimated \$9.6-million economic impact in the Big Bend area – \$8.2 million in total refunds and \$1.4 million in tax-preparation-fee savings.

During the five years that UWBB has offered the service, the primary reasons for success have been the relationships we enjoy. Among several dozen partners, 2-1-1 Big Bend, AARP, Capital Area Community Action Agency, City of Tallahassee, Florida A&M University School of Business, Internal Revenue Service, Smith-Williams Neighborhood Service Center, and Volunteer Leon stand out.

If you want to volunteer in 2010, contact Stephanie Brandt at 850-488-8342 or vita@uwbb.org.



Economy requires HELP&HOPE

Hundreds, perhaps thousands, of Big Bend residents have for the first time in their lives experienced economic crisis during recent months. Existing resources of human-service agencies are already stretched thin. How do we keep these individuals who until 2008 were "doing just fine, thank you" from falling so deep into distress that they can't recover when the economy does? The community needs to reach out to them in an extraordinary way.

HELP&HOPE is the project initiated by UWBB. We believe that all across these eight counties are individuals, businesses, churches, service clubs,

civic organizations, and nonprofits who would be willing to do something special – if they knew what was needed and how to step forward. Local media have already begun telling the story.

UWBB will coordinate HELP&HOPE, seeking the many folks in our community who have outstretched hands, and bringing them together. It's what you'd expect of United Way isn't it?



Dynamic class of new board members

Chicken and egg. Cart and horse. Cause and effect. Does UWBB get great Board members because we are a great organization? Or, are we a great organization because we have great Board members?

Multiply these 9 people by 4 and you have a picture of the board responsible for your United Way's success. The Board meets bi-monthly, and we would be happy for you to attend.

An entry about a class of "dynamic board members" could be a part of every one of our annual reports, but we'll use this year as an example.

- Monesia Brown, former state agency head now with Akerman Senterfitt
- Dee Crumpler, City of Tallahassee and Leon School Board member
- Estella Gray, Florida League of Cities
- Phil Harrison, Publix
- Frank Jameson, Wachovia Bank
- Emory Mayfield, Capital City Bank
- Bill McCollum, Florida's Attorney General
- Patsy Palmer, D'Alemberte & Palmer
- Sean Pittman, Pittman Law Group



MESSAGE FROM THE BOARD CHAIR, CAMPAIGN CHAIR AND PRESIDENT

2008-2009 was the year of LIVE UNITED. As you read this annual report, you will also discover that it was the year of "the business plan." Much of what UWBB accomplished was an outgrowth of the business plan created last year – the public opinion research, the balancing of traditional funding and strategic initiatives, operating efficiencies, even this annual report itself. We report to you because we belong to you ... 93% of you believe that UWBB should be a strong advocate for human services. We hear you. Thank you for your trust. We will work hard to keep it.

– Dave Ramsay, Bill Montford and Ken Armstrong

