

Annual 2010-11 Report



United Way of the Big Bend unites and inspires local citizens in caring for one another and building a more vibrant community.

From The President



The waiter seemed surprised that we would compliment him on his quality service during our restaurant meal. Then, slightly indignant, he informed us: "Well, ya know, I ain't just been startin' this job yesterday." We know you (ya) know that United Way ain't just been startin' this job yesterday, but we'd still like to take the time to give you a glimpse of some of our recent efforts.

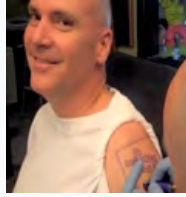
The waiter was the "front-man" for the restaurant, but the whole crew made our dining experience what it was. In our case, some of us on the staff and the Board or Campaign Chair are the visible ones. However, the truth is that UWBB's secret and strength is the tremendous wealth of volunteers who have chosen, to our great good fortune, to serve their community via United Way.

The successes noted in this brief report are completely due to our generous donors and to the corps of volunteers who work quietly and untiringly to make the Big Bend a better place in which to live and our organization a better tool for us all to use in caring for each other. Thank you for LIVING UNITED!

– Ken Armstrong



Campaign Give



“Unprecedented uncertainty, ongoing struggles across our economy, challenges for our local employment base, and ecological threats to our coastal communities are just a few of the major hurdles Big Bend residents have had to face. However, we have been heartened to see so many sectors of our community significantly step up their support for United Way and the critical programs sponsored through their agencies. Once again with their actions, the people of the Big Bend showed their true colors of generosity.”
 – Mark O’Bryant, Campaign Chair

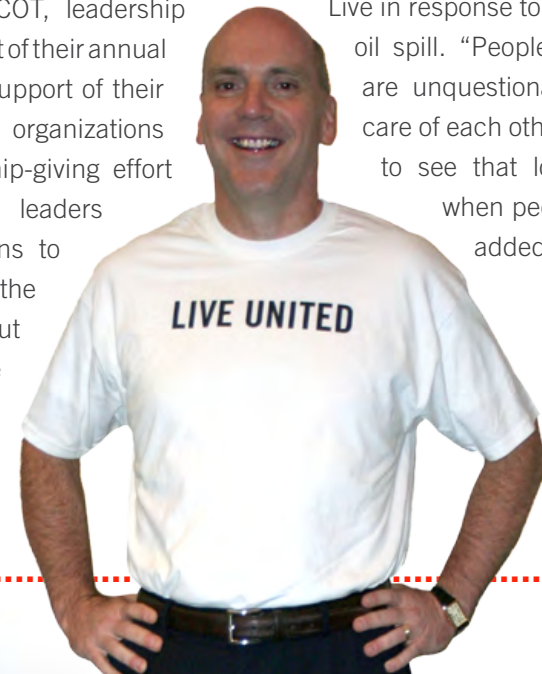


People chose to “do something about it” during this campaign, which was spearheaded by Campaign Chair Mark O’Bryant. The result was a \$6,334,905 total. Three of the major employers in Tallahassee held the top three spots in leadership giving, which recognizes all donors who make a contribution of \$1,000 or more. Florida State University (FSU), Publix Super Markets and the City of Tallahassee (COT) were in the “top three” not just in this campaign, but also for the past five years! In 2010, they accounted for 23% of the total number of leadership givers for the campaign and also took “top three” for number of new leadership givers.

For FSU, Publix and COT, leadership giving is a key component of their annual campaign. Led by the support of their respective CEOs, these organizations hold a special leadership-giving effort each year inviting the leaders within their organizations to also stand as leaders in the community. Rounding out the top five spots were Capital City Bank (CCB) and Capital Health Plan (CHP), with both

showing consistent, generous leadership giving. CCB and CHP have also held top five spots for five or more years. Leadership giving represented 32% of this campaign ... that’s 1,231 individuals and/or couples whose gifts totaled more than \$2,050,000! “We thank all leadership givers for their partnership in creating positive, lasting change, and making our community a better place to live, work and raise a family,” said Heather Mitchell, UWBB vice-president of resource development.

Progress was also seen in our neighboring counties. Gadsden got its first \$24,000 from a private foundation, Madison County had a 23% increase, and Taylor County achieved a 20% increase. Franklin County also showed an increase and received \$13,152 from a \$1.3-million telethon on CNN’s Larry King Live in response to the Deepwater Horizon oil spill. “People across the Big Bend are unquestionably devoted to taking care of each other, and it’s encouraging to see that local, community spirit when people are most in need,” added Mitchell.



Advocate

“VITA is crucial to keeping our residents safe from financial predators. VITA also provides folks with an alternative to high-priced tax preparers and costly refund-anticipation loans. We are absolutely determined to help people keep the money they earn.”
 – Amanda Clements, Vice-President of Strategic Initiatives



Advocating for our residents’ best interests is a big part of how we strengthen our community’s future. Results from the BEST Project’s Volunteer Income Tax Assistance (VITA) service reflect our efforts to bolster financial stability. It’s a great way for residents to get back their entire refund, take advantage of credits and avoid predatory lenders. More than 4,300 residents used our VITA sites in Gadsden, Jefferson, Leon, Madison, Taylor, and Wakulla counties, which is up 15% from the previous tax season. In just seven years, the service has helped residents save \$2.5 million in tax-preparation fees and get back \$17.9 million in tax refunds, which resulted in a \$20.4-million economic impact on the Big Bend. This extra money also helps families pay down debt, boost savings and plan for the future. Through the BEST Project, we’re leading an effort to preserve and increase citizens’ financial assets, as well as improve long-term financial stability and quality of life. Visit www.theBESTproject.org today.

Whole Child Leon (WCL) advocates for children and families by bringing people and organizations together on their behalf. WCL serves them by providing developmental screenings, dental/medical accessibility, quality childcare, school-readiness reviews, and more. WCL reached out to 32,691 students (100 percent of enrollment) in the Leon County School District with KidCare application information, and 1,513 of those students’ families received additional information and assistance from the WCL Kidcare Outreach Specialist. The result of WCL’s holistic approach to nurturing our youngest children and engaging parents is the best possible start in life. Visit www.wholechildleon.org today.



Steppin' up

Volunteer



“The children were delighted to have a visitor read to them and broke out in applause when they heard they could take a book home! We are thrilled and honored to be part of the READ UNITED effort. You totally made a memorable day for our first-graders. It is definitely a united effort to bring literacy to our children in important, engaging and exciting ways. Once again, United Way has seen a need in the community and responded.”
– Barbara Mitchell, Pineview Elementary School Reading Coach

What did the kids have to say? “Books make me happy.” “It was a great pleasure to listen to the volunteers read. I always like to hear stories.” “Thanks for coming and giving me a new book. Maybe when I get older, I can help United Way too.”

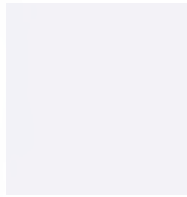
We couldn't accomplish our mission without volunteers who contribute their time and talent. To name a few, 200 Community Investment Team (CIT) volunteers made decisions about the use of donor dollars across the Big Bend. Their work is extremely difficult as they go through budgets, presentations, agency tours, and more before making the fund-allocation decisions. These COT volunteers help us deliver on our accountability promise to our donors. Our Loaned Executives, who come from all areas of the workforce, acted as account managers and worked as an extension of UWBB's team to plan and implement the campaign.

Many people have participated in our Days of Doing series, which provides opportunities to improve our community. The first-ever, week-long Day of Doing: READ UNITED effort was an astonishing success for volunteers who read to kids across the Big Bend. We're talking 4,400 books distributed to 300 first-grade classrooms by 125 volunteers in eight counties within five days! The result ... countless smiles and inspiration. Reading helps children develop vital language skills, open up new worlds, enrich their lives, and enhance social skills. None of these results would be possible without the dedication of volunteers who want to make a difference.



Bringing

People Together



Bringing people together is not only part of our name ... it's what we do. We unite people in many ways. Think about the last time you were listening to the band, eating a turkey leg or bang-bang shrimp, meeting some friends, or making new ones at the Capital City Bank Downtown GetDown. The design behind this community-wide, block party has always been to provide an opportunity for people from around the area to come together, enjoy downtown Tallahassee and celebrate with each other. For the first time ever at a GetDown, dozens of participants joined in on a flash mob, donned the LIVE UNITED T-shirts and helped us deliver a simple message ... LIVE UNITED.



With a fleet of golf carts ready to go, twenty-seven foursomes gathered for the 13th annual United Way Community Golf Classic presented by Deloitte at the Golden Eagle Golf and Country Club. The *Tallahassee Democrat* Team clinched first place, but every single player "won" by enjoying a beautiful day of golf and helping their community simultaneously. That's the reason it's the area's most anticipated golf tournament of the year.



Facebook and Twitter have become an important and fun way to bring people closer together. What seemed like almost over night, hundreds and hundreds of followers signed up to stay connected to the progress we're making together ... and the numbers continue to climb. If you haven't yet, find us on Facebook and Twitter.



Power

Of the

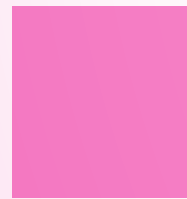
Purse



“Through the generosity of women in our community – as well as the support of many local businesses – we’ve been able to make a difference in the lives of women and children experiencing homelessness.”
– Karen Walker, previous POP chair



Power of the Purse (POP) provides a collaborative forum for women of all ages who want to significantly improve the quality of life in the Big Bend through leadership giving, advocacy and volunteering. POP brings like-minded women together to be a strong voice and powerful way for women to make a difference by meeting needs in our community. Making a difference is exactly what they accomplished. The ear-to-ear smiles were nearly as big as the \$10,000 check they presented to Big Bend’s Homeless HOPE Community as part of the POP Homelessness to Health (H2H) Project.



Women and children experiencing homelessness were the focal point of the H2H Project. Participants were residents of HOPE Community, which is the coalition’s successful transitional-housing program for homeless families and adults. “This program has enriched and brought joy to the lives of children,



teens and women who are on their way out of homelessness,” said Susan Pourciau, Big Bend Homeless Coalition executive director. “The Power of the Purse funding allows us to offer a range of empowering, educational and enjoyable opportunities for HOPE Community women and children.” For the campaign, 554 POP members contributed \$901,651! Visit www.powerofthepurse.org today.

For Young

Leaders Only



For Young Leaders Only (FYLO) members have always extended an invitation for young professionals to focus on philanthropic leadership, and this year was no different. Volunteering and charitable giving are at the center of FYLO, which is exclusively for Leadership Givers (\$1,000 or more) who are between ages 20 and 40. For their campaign, 65 FYLO members raised \$91,040! “Many people may not have the financial resources to give at the most generous level, but as young leaders, it’s incumbent upon you to demonstrate there are more ways to give back,” said Michael Himmel, FYLO Chair.

In 2011, FYLO became the Young Philanthropists Circle. Stay tuned as young professionals continue to reach out and lead with heart.

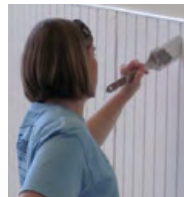


Their efforts didn’t stop there as they illustrated how young professionals can LIVE UNITED in another way. They teamed up with FSU’s Student United Way and Access Tallahassee for the 4th annual Extreme Makeover: Agency Edition. They rolled up their sleeves and participated in improvement projects at three UWBB Certified Agencies, which included painting, room design/décor, landscaping, and basic renovations. “It gave us a chance to thank the agencies that help make Tallahassee a great philanthropic community,” added Himmel. “The employees at these agencies go to work every day to support and serve others. We can now say thank you for your service with more than just words.”



“Giving, advocating, and volunteering continually help make a positive difference in our community. It’s amazing what young professionals have the ability to do.”

– Michael Himmel, FYLO Chair

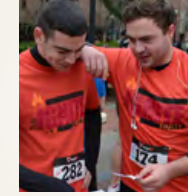


Student United Way

STUDENT UNITED WAY



It's never too early to establish a tradition of giving back and helping people in need. Florida State University's Student United Way (FSU SUW) has begun that tradition. FSU SUW completed its first-ever community-investment process, which distributed \$8,053 to student-run organizations that support health- and human-service initiatives for FSU, Tallahassee and Leon County. These funds were raised throughout the year from fund-raisers like the Krispy Kreme Challenge.



What is that, you may ask? It's the sound of hundreds of tennis shoes hitting the pavement and stacks of boxed donuts being devoured during the wildly popular Krispy Kreme Challenge ... a four-mile run that is not for the faint of heart. "It's not your typical run, and there's something in it for everyone," said Larry Weru, FSU SUW vice-president. At the two-mile mark, the runners have to make a tough decision ... eat a dozen, one or no donuts ... a tasty and unique adventure to say the least.

*"We give back to the Tallahassee community not only through advocating and volunteering, but also by allocating funds that have been raised by SUW to student organizations that need help undertaking deserving charitable projects."
— Simi Boutzoukas, FSU SUW president*



President and CEO Brian Gallagher presented them with the prestigious LIVE UNITED Best Practice Award: GIVE. "This award validates why this student United Way is so different from the others," said Heather Mitchell, UWBB vice-president of resource development. "The FSU SUW is the only one of its kind in the country that not only raises its own funds, but also distributes them to human-service organizations in our community. The students decided from the onset that their fund-raising must be diverse and 'out of the box,' and it has been!"



Partners in Progress



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2010-11 CERTIFIED AGENCIES

– helping people meet basic needs and handle emergencies 24-7-365

2-1-1 Big Bend
Ability 1st
A Life Recovery Center
The Alzheimer's Project
American Red Cross, Capital Area Chapter
America's Second Harvest of the Big Bend
Big Bend Cares
Big Bend Habitat for Humanity
Big Bend Homeless Coalition
Big Bend Hospice
Big Brothers Big Sisters of the Big Bend
Boys and Girls Club of the Big Bend
Boys' Choir of Tallahassee
Boy Scouts of America, Suwannee River Area Council
Brehon Institute for Family Services
Capital Area Community Action Agency
Capital Area Healthy Start Coalition
Capital City Youth Services
Capital Region YMCA
Catholic Charities of Northwest Florida
Children's Home Society of Florida, North Central Division
CredAbility
Dick Howser Center for Childhood Services
Early Learning Coalition of the Big Bend
ECHO Outreach Ministries
Elder Care Services
Epilepsy Association of the Big Bend
Florida Disabled Outdoor Association
Girl Scout Council of the Florida Panhandle
Kids Incorporated of the Big Bend
Legal Aid Foundation of the Tallahassee Bar Association
Legal Services of North Florida
Lighthouse of the Big Bend
Literacy Volunteers of Leon County
Lutheran Social Services of North Florida
Mothers in Crisis
Neighborhood Health Services
Office of the Public Guardian
PACE Center for Girls
Planned Parenthood of North Central Florida
Pregnancy Help and Information Center
Refuge House
The Shelter
Special Olympics Florida Leon County
Turn About

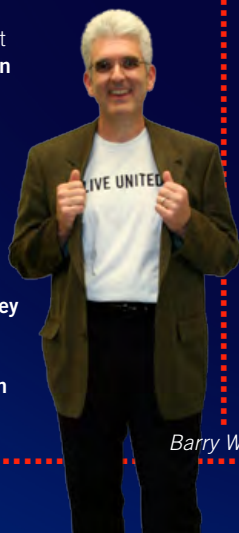
STRATEGIC INITIATIVES – BEST PROJECT AND WHOLE CHILD LEON

– pinpointing social challenges and developing strategies to minimize or prevent them in the future.

LOCAL MEDIA AND COMMUNICATION PARTNERS

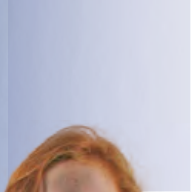
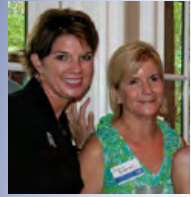
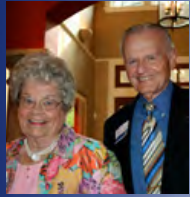
have always helped us keep the community connected and informed about UWBB's progress, day-to-day solutions and long-term strategies.

Clear Channel Communications	Havana Herald
Comcast Cable Communications	Jackson County Floridan
Cumulus Broadcasting	Jackson County News
Imarcsgroup.com	Jefferson County Journal
Lamar Outdoor Advertising	Madison County Carrier
LIVE Tallahassee	Madison Enterprise
Tallahassee Democrat	Recorder
WCTV 6 CBS	Monticello News
WFSU	Opus Broadcasting
WTLH 49 FOX	Tallahassee
WTWC 40 NBC	Ron Sachs Communications
WTXL 27 ABC	Perry News
Apalachicola Times	Tallahassee Magazine
Calhoun-Liberty Journal	Tallahassee Woman
Capital Outlook	Magazine
City of Tallahassee	Taco Times
County Record	Twin City News
Crash & Annie Productions	Wakulla Area Times
Family Forum	Wakulla News
Florida News Channel	WANM 90.5 FM
FSView and Florida Flambeau	WVFS 89.7 FM
Gadsden County Times	Ziffer Stansberry Advertising
	Public Relations



Barry Webster

Many Thanks



Our staff joined with volunteers for another week-long Thank-a-thon and touched thousands of lives. We waved thank-you signs, made media appearances, greeted early morning commuters with a smile, held special thank-you events, visited organizations with cookies in hand, and made 1,500 phone calls to Big Bend contributors to simply say THANK YOU! It's important for us to share our gratitude with our donors, volunteers and partners because they don't just wear the LIVE UNITED T-shirt ... they live it!

Thank you for reading our annual report. YOU are the key to how our community continues to care for itself and strengthen its future. YOU are the solution.

THANK YOU!

*"We have thousands of volunteers and tens of thousands of contributors. Every single one of them is important. That's why we're reaching out to make sure they know how much we appreciate them."
– Ken Armstrong, UWBB president*

