

what matters

Community Investment Report
November 2011



2011-2012 Board of Directors

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Dear United Way Friends & Supporters,

As I consider the importance of our ability to **Live United** in Escambia County, I am reminded of a simple quote from Helen Keller. "Alone we can do so little; together we can do so much." The value of our service to the community is something we need to share with vivid detail and clear successes. As we wrap up our 2011 year, it is clear that generous gifts of time, talent and energy were maximized through partnerships with United Way. We are humbled by your continued confidence in our mission and the value of collaborative services. It is exciting to think of how much we positively impact our community by investing in partnerships that magnify our abilities to reach shared goals.

In 2010-2011, we faced challenges that have caused us to take a look at our goals, our shared agendas and our leadership. Changes need to be made,

*"Alone we can do so little...
together we can do so much."
-Helen Keller*

but cannot be made in a vacuum. Despite all the upheaval, the continued courage and commitment of volunteers and staff allow United Way to meet ongoing responsibilities to the community. Your every dollar was leveraged and by year-end, the \$3,432,049 in general donations combined with other initiatives grew to a \$7,001,517 impact on our community.

Our over \$7M impact does not even take into account the many dollars agencies were able to solicit for matches available from private, state and federal sources:

Council on Aging
Meals on Wheels
\$9.2 to \$1 match

Lutheran Services
Sexual Abuse Program
\$4 to \$1 match

CDAC
Project Boost
\$3 to \$1 match

**ARC Gateway/Pearl
Nelson Center**
Early Intervention Services
\$17 savings for every \$1

Your investments in our community had extraordinary returns. Below are just a few ways we grew your dollars:
IRS: Voluntary Income Tax Assistance Program = \$71 return for every \$1

2-1-1: First Call for Help became a universal 2-1-1 program in February 2011 with a grant from AT&T. Over 41,000 calls were answered from needy citizens who needed resources and referrals.

VISTA: 16 AmeriCorps Vistas launched programs to build capacity in local non-profits = \$3.42 return for every \$1

Your help is essential to meeting the growing needs of our partner agencies and area citizens. Currently, we are revising our strategic plan to clarify responsible measurements by which we can report our shared success to you and our community. We will measure monthly, quarterly and annual goals related to:

1. Improving partnerships with agencies to create a sustainable and measurable impact.
2. Levering partnerships with corporations and sponsors to provide stellar experiences for donors, employers and employees.
3. Engaging individuals in rewarding experiences that provide linkage to impact while maximizing support in the areas of greatest community need.
4. Growing our brand recognition and reputation as the most effective and efficient way to create sustainable positive change.

While my vision may not be yours, and while I am often frightened by the depth of the goals before me and my peers, I do believe it is important to reach for those things that may start as just "dreams." Like Eleanor Roosevelt, I feel "we gain strength, and courage, and confidence by each experience in which we really stop to look fear in the face... we must do that which we think we cannot." Please accept my gratitude for all you have done in partnership with United Way for our community. We hope you will be excited to continue with us in an even brighter future of service to Escambia County.

Thank You for your commitment to **Living United**,

Andrea Farage

President/CEO
United Way of Escambia County



Core Values:

Integrity

Leadership

Inclusiveness

Volunteerism

Excellence

Mission:

To improve lives by mobilizing the caring power of the community.

Vision:

To build a strong and caring community.

Funds Distribution Volunteers Allocate \$1.2 Million

The **United Way** Board of Directors approved volunteer panel recommendations to distribute \$1,104,979 to fund 37 health and human service programs at 25 local non-profit partner agencies. The money was allocated to programs that have shown the ability to obtain measurable outcomes and results within United Way's three Community Impact Priorities: Education (\$307,147), Financial Stability (\$373,462), and Health (\$424,370).

While many people know about United Way's annual workplace campaign, they may not be aware that generous volunteers spend hours evaluating and recommending the most effective and responsible way to invest donor contributions in our community.

Additional Community Impact: To bring about breakthrough opportunities in the area of Education in Escambia County, United Way funded an additional \$100,000 as an investment in "The Next Right Thing." This program promises intensive after-school tutoring to accelerate breakthrough progress in third grade reading proficiencies.

Funds Distribution Summary

	Panels	*VG / RFP	Grand Total
Last Year:	\$1,094,979	\$23,000	\$1,117,979
This Year:	\$1,104,979	\$100,000	\$1,204,979
\$ Change	+\$10,000	+\$77,000	+\$87,000
% Change	+0.91%	+335.0%	+7.8%

*VG/RFP = Venture Grant/Request for Proposal

2011 Financials (unaudited)

Year Ended June 30, 2011

Total Revenues	\$2,555,616
Expenses	
Program Services Expense	\$1,539,594
Supporting Services Expense	
<i>Fundraising Expenses</i>	\$310,430
<i>Administrative Expenses</i>	<u>\$347,348</u>
Total Expenses	<u>\$2,197,372</u>
Change in Net Assets	\$358,244
Net Assets at the Beginning of the Year	<u>\$1,382,703</u>
Net Assets at the End of the Year	<u><u>\$ 1,740,947</u></u>

Community Impact

Through **Big Brothers Big Sisters**, a program that receives support from United Way, "big sister" Beverly and "little sister" Demayla bonded over strawberry ice cream – a favorite flavor for both. Demayla has a twin brother who is disabled, and requires a lot of their single mother's attention. With Beverly, Demayla is able to get the special time and attention she needs. Beverly and Demayla enjoy reading together and doing service projects including writing letters to Haitian earthquake victims.



Programs Selected for Funding by Volunteer Funds Distribution Panel

Donors pooled funding in the community chest. Programs were selected to receive funding based on their ability to have measurable impact in priority areas.

Education Priority

- AMIkids Pensacola:**
Counseling Alternatives - \$30,000
- Big Brothers Big Sisters of Northwest Florida:**
Social Adjustment & Delinquency Prevention - \$46,309
Middle School Bigs - \$19,413
- Boys & Girls Club of the Emerald Coast:**
Youth Development - \$70,000
- Community Drug & Alcohol Council:**
Project Boost - \$10,000
- Children's Home Society:**
Teen Space - \$15,000
(pregnancy prevention/education)
- Gulf Coast Kid's House:**
Kid's House Program - 17,500
(wrap-around services for abused children)
- The Salvation Army:**
Youth Development &
Juvenile Delinquency Prevention Programs - \$55,399
- YMCA of Northwest Florida:**
Child Care - \$43,526

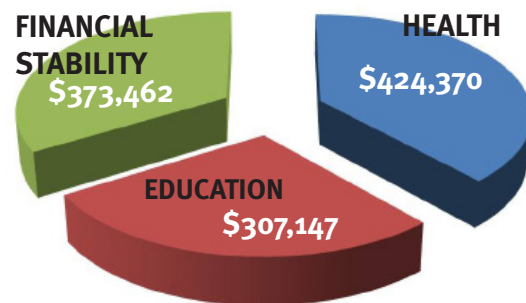
Financial Stability Priority

- American Red Cross of Northwest Florida:**
Disaster Services - \$17,500
- Catholic Charities of Northwest Florida:**
Bridges to Circles - \$30,000
Emergency Assistance Programs - \$20,000
- Early Learning Coalition of Escambia County:**
Subsidized Child Care - \$65,000
- FavorHouse of Northwest Florida:**
Domestic Violence Intervention - \$25,000
- Northwest Florida Legal Services:**
Domestic Violence Program - \$10,000
- The Salvation Army:**
Social Services & Basic Needs - \$62,306
Homeless Shelter - \$53,000
- United Way of Escambia County:**
Financial Stability Coalition - \$5,541
2-1-1 Escambia - \$85,115

Health Priority

- American Red Cross of Northwest Florida:**
Armed Forces Emergency Services - \$5,076
Health & Safety Services - \$1,800
- ARC Gateway:**
Pearl Nelson Child Development Center - \$79,650
- Bay Area Food Bank:**
Local Food Pick-up and Distribution - \$8,000
- Children's Home Society of Florida:**
Adoptions/Foster Care - \$12,000
Kugelman Counseling Center - \$12,526
- Council on Aging of West Florida:**
Meals on Wheels - \$49,000
Senior Companion Program - \$13,000
- Epilepsy Society of Northwest Florida:**
My Grey Matters for Kids - \$26,122
- Lakeview Center:**
Rape Crisis/Trauma Recovery Center - \$9,000
- Leaning Post Ranch:**
Critical Mental Health Services - \$10,000
- Lutheran Services Florida:**
Sexual Abuse Treatment Center - \$33,000
- New Beginnings:**
Recovery Homes for Women - \$15,000
- Sacred Heart Foundation:**
Pediatric Dental Care - \$9,000
- Speech & Hearing Board:**
Financial Assistance - \$12,377
- United Cerebral Palsy of Northwest Florida:**
Essential Life Skills Services - \$58,555
Children and Family Services - \$33,007
- YMCA of Northwest Florida:**
Youth Development - \$37,257

These programs receive funds from United Way of Escambia County's volunteer-driven review and allocation process (above and beyond donor designations). In addition to the 37 programs at 25 agencies listed above, United Way of Escambia County funds impact more than 80 nonprofit organizations through designated funding.



Donor Designations

The following agencies received funding based on donor wishes designated on pledge cards:

- | | | | |
|---|---|---|---|
| Adventist Development & Relief Agency Int | City of Pensacola Police Dept | Leukemia Society | South Santa Rosa Interfaith Ministries |
| Alliance for Children and Families | Community Drug & Alcohol Council | Loaves and Fishes | St. Luke United Methodist Church |
| Alzheimers Family Service | Community Information Network | Lutheran Services of Northwest Florida | The Salvation Army |
| American Cancer Society | Council On Aging of West Florida | Make-A-Wish Foundation of Central & Northern FL | TKE Educational Foundation |
| American Diabetes Association | Covenant Hospice, Inc | Manna Food Bank, Inc | Trauma Intervention Programs, NW FL |
| American Heart Association | Deaf & Hard of Hearing Svcs of NW FL | March of Dimes | Troy University Foundation |
| American Parkinson Disease Association | Disabled American Veterans | Mental Health Association of West Florida, Inc | United Cerebral Palsy of NW FL |
| American Red Cross of Northwest Florida | Early Learning Coalition | Milk and Honey Outreach | United Fund of Atmore Area |
| AMIkids Pensacola | Epilepsy Society of NW Florida | Miracle League of Pensacola | United Fund of Brewton/East Brewton |
| Appetite for Life | Escambia County 4-H Foundation, Inc | Mobile ARC, Inc | United Way of Baldwin County |
| ARC Gateway, Inc | Escambia County Sickle Cell Foundation | Multiple Sclerosis Association | United Way of Jackson and George Counties |
| ARC/Florida | EscaRosa Coalition on the Homeless | National Breast Cancer Foundation, Inc | United Way of Northwest Florida |
| Autism Society of the Panhandle | Every Child A Reader in Escambia (ECARE) | National Marfan Foundation | United Way of Okaloosa-Walton |
| B.R.A.C.E. | Favorhouse of Northwest Florida | Navy Supply Corps Foundation | United Way of Santa Rosa County |
| Baptist Health Care Foundation | Florida Blood Services | New Beginnings Recovery Homes for Women | United Way of South Mississippi |
| Bay Area Food Bank, Panhandle | Girl Scout Council of the Florida Panhandle | Northwest Florida Legal Services, Inc | United Way of Southwest Alabama Mobile |
| Big Brothers Big Sisters of NW FL | Gulf Coast Kids House | NW Florida Area Agency On Aging | United Way of the Big Bend, Inc |
| Boy Scouts Gulf Coast Council | Hadji Shrine Temple | Panhandle Youth Assistance Program | USO, Greater Pensacola Area |
| Boys & Girls Clubs of The Emerald Coast | Hospice of the Emerald Coast | Pensacola Habitat For Humanity Inc | Waterfront Rescue Mission |
| Breast Cancer Coalition | Humane Society of Pensacola | Reflex Sympathetic Dystrophy Syndrome Assoc of Am | West Florida Public Library |
| Cathedral of the Sacred Heart | Humane Society of Santa Rosa County | Ronald McDonald House of Mobile | West Florida Railroad Museum, Inc |
| Catholic Charities of Northwest Florida | Junior Achievement of West Central Florida | Ronald McDonald House of Northwest FL | Wildlife Sanctuary of Northwest Florida |
| Children's Home Society of Florida | Lakeview Center, Inc | Sacred Heart Foundation | YMCA of Northwest Florida |
| Churches of Christ Disaster Relief Inc | Learn To Read of Northwest Florida | Seastars Aquatics | |



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Today, more than ever, our community needs to **LIVE UNITED**.
Those in need of help aren't just strangers anymore... they are people we know.

it could be your co-worker...

With the help of **Loaves & Fishes**, an organization that receives designated funds through United Way's annual campaign, Malisa was able to pay off all of her credit card debt in one month. "I felt relief knowing that I could provide for my children," Malisa says. "Loaves & Fishes is an incredibly generous organization." Loaves & Fishes helped Malisa set up a savings account. Though part of her savings was used to pay off her debt, Malisa, who is a new homeowner, was also able to use some of her savings to furnish her new home. "Malisa was a model client," says Desiree Antonelli, a Loaves & Fishes Case Manager. "She took advantage of the opportunity to advance and get ahead."



IT COULD BE YOU.

David Broxson, who works in the IT department at the Pensacola News Journal, faithfully gives to United Way every year. A number of years ago, David, who was a single parent with three children, needed to find affordable child care. With the help of **YMCA** and other United Way partner agencies, David was able to get the help he needed. "Knowing that I could be helping someone that might be in that same situation that I was in years ago is why I give each year," he says. "Who knows, you could be helping out a co-worker, friend or relative that might be in need some type of assistance."



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