

# Community Matters

4<sup>th</sup> Quarter 2010

*Give. Advocate. Volunteer.*

## 5.4 Million Reasons to Celebrate

*Campaign raises the second largest amount ever*

Lubbock Area United Way Campaign Chair Melisa Roberts announced at the Victory Report luncheon on November 19, 2010, that the annual fundraising drive raised \$5,403,283.

This represents the second largest amount ever raised in the campaign and is less than two percent below the record amount raised in 2009.

“We’re obviously disappointed that we were not able to reach our goal of \$5.6 million, but we’re very proud of what we have accomplished,” commented Roberts.

“We faced some tough challenges along the way that we feel were still related to a sluggish economy. I can’t say enough about the dedication and hard work of our volunteers who



Red team Loaned Executives

will keep working as long as there is more money to be raised. We see this as a tremendous victory for our community that always steps up in both good times and bad times.”

More than 25 million dollars has been raised in the past five annual campaigns.

More than 500 United Way volunteers and supporters gathered at First United Methodist Church to celebrate the campaign’s success.



Members of the Knight Stompers with their CIS advisor

In addition to hearing the campaign’s outcome, the crowd was entertained by the O.L. Slaton Knight Stompers, a group affiliated with Communities In Schools (CIS), one of United Way’s 23 Community Partner agencies.

See more pictures at [www.liveunitedlubbock.org](http://www.liveunitedlubbock.org)



Campaign Chair, Melisa Roberts, with her family after the Victory Report

**Campaign Division Totals:**

**Loaned Executive and JumpStart**  
\$2,905,627

**Corporate**  
\$893,108

**State Employee Charitable Campaign**  
\$821,453

**Local Government**  
\$344,021

**Professional**  
\$114,643

**Special Gifts**  
\$69,374

**Combined Federal Campaign**  
\$90,142

**National**  
\$36,703

**Golf Tournaments**  
\$128,212

**Total Campaign**  
\$5,403,283

## Success By 6 Promotes Early Literacy

*Families Read Night at Shapes Academy*

In December, United Way Staff responded to the invitation to hold a *Families Read Night* at Shapes Head Start Academy.

Staff members arrived at the center with books, crafts, and snacks for the children and their parents.



Glenn Cochran reads "A Very Special Snowflake" to one of the children

Glenn Cochran, President of the Lubbock Area United Way read the book "A Very Special Snowflake" to the children.

Each child received a copy of the book, and then moved to the Snowflake room to decorate snowflakes to take home. They finished the evening with cookies.

Success By 6 promotes early literacy skills with *Families Read* nights in appropriate venues across the area.

It is important for parents to understand how critical early literacy skills are for the development of language.

The interactions that young children have with such literacy materials as books, paper, crayons, and the adults in their lives are the building blocks for language, reading and writing development.\*

Success By 6 helps parents realize how easy it is to help children develop early literacy skills.

To find out more about early literacy, please visit the Lubbock Area United Way web site at [www.liveunitedlubbock.org](http://www.liveunitedlubbock.org)



Wayne Thornton and Janis Putteet join in to help the children make snowflakes

\* from [www.zerotothree.org](http://www.zerotothree.org)

## Target and United Way partner to deliver holiday cheer

*Share-A-Tree Partnership marks 20 years*

From December 18-22, Target stores across the country celebrated the season of giving by donating 2,678 decorated holiday trees—worth an estimated \$500,000—to United Way as part of the Target Share-a-Tree Program.

Here in the Lubbock area, United Way volunteers distributed the trees to families in need and others including assisted living and community centers.

Nationwide, this is the 20<sup>th</sup> consecutive year for this outstanding holiday partnership.

"A single act of kindness is an important step in any effort to improve lives and strengthen and support your community. The Target Share-a-Tree program does just that," said United Way President and CEO Brian Gallagher.



Home for the holidays- this tree finds a happy home

"For 20 years now, United Way has been proud to partner with Target to give lift to this very special program and bring holiday cheer to families everywhere."

This year local Target stores donated six decorated Christmas trees. Lubbock Area United Way volunteers delivered the trees, along with children's books and tickets to a Texas Tech University men's basketball game.

Many thanks to Target, Texas Tech University, and the volunteers who helped brighten the holidays for some area residents!

"The holiday season is about sharing with others, especially those in need," said President of Target Community Relations and Target Foundation Laysha Ward. "With our partners at United Way, Target is honored to continue the tradition of sharing our holiday trees with families across the country."



Volunteers get ready to deliver trees

## Public Policy at Work *Lubbock Area United Way Engages in Advocacy*

One role of the Lubbock Area United Way is to advocate for the Community Partner agencies with regard to legislative issues.

In the 2011 Texas Legislative session, local Lubbock Area United Way Partner agencies could see possible significant funding losses from State grants and programs.

The Lubbock Area United Way and the United Way of Amarillo/Canyon are especially interested in the proposed cuts in the Department of Family and Protective Services budget. The proposed drastic cuts in the area of Prevention and Early Intervention would severely restrict the efforts of several agencies in this region. Programming related to child abuse prevention, parent education, early intervention, and youth development would be dramatically impacted.

Recent advocacy efforts included a range of activity. The Lubbock Area United Way and the Lubbock Chamber of Commerce sent a joint letter to the area elected officials stating the consequences that these proposed budget cuts would have locally.

On December 6<sup>th</sup>, Jason Sabo, Senior Vice President of Public Policy for the United Ways of Texas, arrived in Lubbock to meet with local elected officials.

While here, Jason also conducted a grassroots parent training. The goal of the training was to equip parents with the necessary tools to become involved in the legislative process. Parents learned how to focus on a single message and how to contact their elected officials.

On December 7 Lubbock Area United Way staff attended a legislative forum in Amarillo with Jason Sabo as the featured speaker. The afternoon session was held with elected officials from the Amarillo area. Elected officials addressed the concerns over the budget cuts in preventive programs.

The Lubbock Area United Way and the United Way of Amarillo/Canyon will continue to work together as a region to protect funding in these critical areas.

For further information on United Way Public Policy issues, visit us on-line.

## Giving a Legacy

### *United Way's Endowment Campaign Update*

Under the leadership of Chairman Jim Gilbreath, a special team has made great progress in the last eighteen months, calling on United Way supporters on behalf of the Endowment. Commitments for nineteen new planned gifts have been received since May of 2009.

Thanks to the special matching grant from The CH Foundation, these gifts have been doubled. This adds almost \$1.2 million to the value of our endowment. The income generated by this endowment fund will be used to offset United Way's operating costs, which will allow more funding from the annual campaign to go to our Community Partner agencies.

One young couple, both under the age of forty recently completed a very special planned gift of life insurance. Their premium payments are tax deductible, which is a benefit to them today. Many years from now United Way will receive a gift from this policy valued at more than 20 times the donors' actual cost. This couple is very pleased to have created a United Way giving legacy that will extend far beyond their lifetime.

Call the United Way office to learn more about this special giving opportunity.

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED**   
Lubbock Area United Way

## Outgoing Board members

*Thank you for your service*

The Board of Directors is a group of volunteers responsible for overseeing the operations of the Lubbock Area United Way.

These individuals lend their time and talents to ensure that the Lubbock Area United Way works effectively in and for the Lubbock community.

The following is a list of board members who have finished their terms. We are grateful for their service.

Exiting Chair  
Douglas Sanford

Exiting Members  
Steve Beasley  
Adrienne Cozart

New and returning board member nominations will be announced and voted on at the upcoming Annual Meeting, scheduled for January 27, 2011 at the Lubbock Country Club.

Seating is available for \$25.00 per seat. Please call 806.747.2711 for reservations.



## Save the Date *Annual Meeting*

LUBBOCK AREA UNITED WAY  
ANNUAL MEETING  
JANUARY 27, 2011  
LUBBOCK COUNTRY CLUB  
11:45 AM - 1:00 PM

Call 806.747.2711 to reserve  
seating or for more information.  
Seating is limited.

Receive this newsletter electronically, sign-up at  
[liveunitedlubbock.org](http://liveunitedlubbock.org)



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