

# Community Matters

Summer 2010

*Give. Advocate. Volunteer.*

## Campaign Kick-Off just days away

On August 26<sup>th</sup>, the 2010 Annual Campaign kicks off. Melisa Roberts, the 2010 Campaign Chair, will announce this year's Campaign Goal at the Kick-Off event.

Join us for the Campaign Kick-Off luncheon, August 26<sup>th</sup> at the Lubbock Memorial Civic Center. Seating is available for \$15.00 per seat or \$120.00 for a table of eight. Reservations can be made by calling 806.747.2711.

Before the goal announcement, Roberts and other community volunteers are looking at many different factors to decide on what the goal will be.

Within these factors, there are a lot of numbers. We wanted to share some of those numbers with you and show the power of giving, advocating, and volunteering.

### SOME OF THE NUMBERS:

Because of one choice to give more than 20,000 supporters like you raised more than \$5.5 million dollars in 2009.

This money works 365 days a year through United Way and our 23 Community Partner agencies.

In 2009, right here in the Lubbock area, more than 108,000 lives were touched through this work.

With the money raised in the 2010 Annual Campaign, 33 programs within 23 Community Partner agencies will be funded.

And, one life at a time, one community will change for the better.

United Way funded programs provide a range of services and meet a variety of needs. This includes assisting people with medical needs, child care, crisis situations, character development, adult literacy, youth mentoring, and more.

When planning for the campaign began at the beginning of the year, Roberts issued a challenge to all of the volunteers, simply asking, "What do you imagine?"

We imagine the best for our community and we thank you for your support in this vision.

Don't forget to visit our web site at [www.liveunitedlubbock.org](http://www.liveunitedlubbock.org) to see how your support makes a difference.



## LIVE UNITED- Pass it On and Day of Caring

On June 18<sup>th</sup>, individuals and organizations joined together for LIVE UNITED- Pass it On.



PlainsCapital Bank employees out in the community living united

Random acts of kindness swept the community. A variety of people participated including individuals from organizations such as:

- Betenbough Homes
- Guadalupe Early Learning Center
- Kaplan College
- PlainsCapital Bank
- RAMAR Communications
- Speedpro Imaging
- TTU Health Sciences Center
- U.S. Postal Service

*(continued on back cover)*

## Giving Back *A Story of One from The Boys and Girls Clubs*

It's time to celebrate! The month of June marked the 70<sup>th</sup> anniversary of the Lubbock Area Boys and Girls Clubs. After seven decades of providing youth with a healthy, safe, and engaging atmosphere, it is evident that the organization is more devoted than ever to helping future leaders develop their talents.

The Boys and Girls Clubs of Lubbock selected Miranda Cardona as the Youth of the Year for 2010. Miranda, a seventeen year old senior and resident of Lubbock, has overcome many obstacles in her journey thus far, yet has still managed to retain her drive and motivation.



Within the last year, Miranda has dedicated at least 750 hours to helping the children of the Boys and Girls Clubs of Lubbock. Miranda spends her day mentoring and guiding the kids of the Boys and Girls Clubs in a series of activities that ultimately stress the importance of developing positive decision-making abilities.

Miranda Cardona with Boys and Girls Club members

While engaging in arts and crafts with the children may be her favorite aspect of the day, Miranda also partakes in a variety of activities throughout the week including sports such as flag football and basketball. She feels that her primary source of motivation is seeing the kids who attend the Boys and Girls Clubs develop into healthy, young adults.

Because of the ongoing support of her family and her Boys and Girls Clubs co-workers, Miranda has set a series of goals that she otherwise may not have had the opportunity to achieve. In the coming years, Miranda intends to pursue a career in the medical field, specializing in the area of pediatrics.

Despite her own trials over the years, Miranda has remained resilient. She knows how important it is for children to have someone in their lives who is willing to listen and offer words of guidance in the wake of an absent parent.

The Lubbock Area United Way would like to congratulate Miranda on all of her achievements and offer a sincere "thank you" for all her hard work and time she has devoted to improving the world around her.

## Tackling Community Issues *Two recent forums focus on growing issues*

### INCREASING GRADUATION RATES FORUM

What is the economic impact of a high-school drop-out?

This was the driving question when the United Ways of Texas commissioned a study through the Texas A&M Bush School of Government and Public Service, titled "The ABCD'S of Texas Education: Assessing the Benefits and Costs of Reducing the Drop Out Rate".

Dr. Lori Taylor, author of the study, presented her findings at a forum for business, education, and government representatives.

The state-wide 2007-08 graduating class started with more than 370,000 students — and ended with about 237,000, or 64 percent. Not all students dropped out. Some left Texas public school and graduated elsewhere. Researchers argue over how to measure the dropout rate, but they agree on this point: It's way too high, and disproportionately high for Hispanic and African American students.

This forum was a first-step to bring awareness to this issue and engage the community in developing solutions. Watch for more on this issue.

### DIABETES FORUM

According to the American Diabetes Association, it is estimated that 24,500 people in Lubbock County have diabetes.

Thanks to a grant from Amylin-Lilly, Lubbock Area United Way hosted a Diabetes Forum to gather local perspectives on what

is and what is not working in the state's efforts to address the diabetes epidemic.

Information was discussed including national, state, and local diabetes statistics which highlighted numbers related to underserved diabetics. Information on childhood obesity and early diabetes was also discussed.

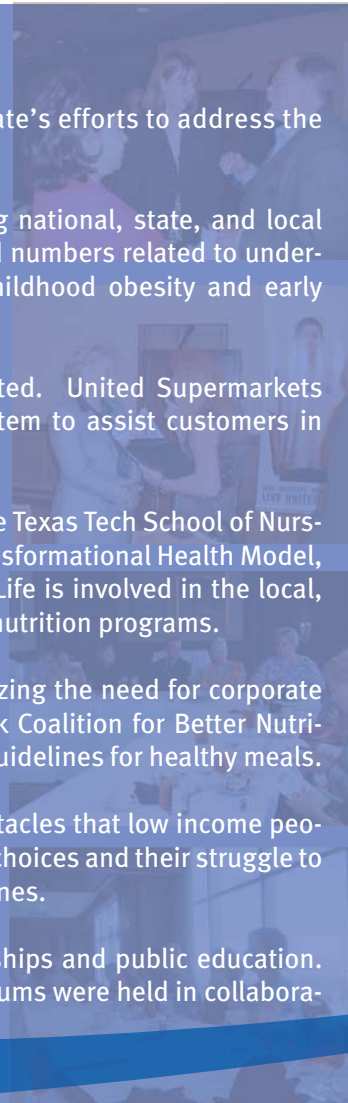
Several best practices were presented. United Supermarkets has launched NUVal, a labeling system to assist customers in making healthy choices.

The Combest Wellness Center and the Texas Tech School of Nursing are conducting research on a Transformational Health Model, using certified health workers. AgriLife is involved in the local, rural communities in education and nutrition programs.

Corporations in Lubbock are recognizing the need for corporate wellness programs, and the Lubbock Coalition for Better Nutrition is working to set up restaurant guidelines for healthy meals.

Nonprofit providers outlined the obstacles that low income people have with making healthy eating choices and their struggle to secure diabetes supplies and medicines.

Next steps include building partnerships and public education. More to come on this issue. Both forums were held in collaboration with United Ways of Texas.



## Does it work? *Volunteers work behind the scenes to make sure donor-supported programs are effective*

United Way donors support a range of programs, meeting needs and changing lives, at our 23 Community Partner Agencies.

To make sure that United Way funded programs continue to be effective and efficient, it is important to evaluate these programs.

Each year, United Way volunteers participate in this process, called Program Review.

During April and May of this year, fifty-three volunteers served on five teams reviewing 10 of the 23 United Way Community Partner agencies.

This year the 10 agencies involved in the review process were:

- American Red Cross
- Catholic Family Service
- CASA (Court-Appointed Special Advocates)
- Communities In Schools
- Early Learning Centers
- Girl Scouts
- Goodwill Industries of Lubbock
- Literacy Lubbock
- Lubbock Children's Health Clinic
- Parenting Cottage

The teams participated in site visits, touring the 10 agencies, and then met with the agency directors and board members.

Junette Alldredge, Drew Anderson, Helen Crossland, Lori Heald, Mike Massengale, Juanita Mendoza, Sheri Nugent, Ann Powell, and Colleen Sizemore served as team leaders. At the end of the review process they reported findings to the Community Impact Leadership Team.



Program Review volunteers listen during a tour at the American Red Cross

Beginning in June another group of volunteers, the Stewardship Review Committee, began their work on the financial reviews of all 23 agencies. These volunteers evaluate audits, 990 Forms, grants, fundraising and other related information.

Together, the two groups work to assure donors that United Way agencies are providing excellent services and are financially strong.

## Welcoming new team members

There is a lot that happens at the United Way office. To continue pursuing our mission of Giving People Hope, it is important that we have a dedicated staff. In line with that, we are happy to welcome two new team members.



Linda Hazelwood

Linda Hazelwood rejoins the Lubbock Area United Way team as Office Manager.

Linda is a familiar face, having worked here from 1998 - 2005. She returns to United Way after a move from Tulsa, Oklahoma.

Linda is happy to be back in Lubbock and at the United Way.

Nicole Ashley, while new to Lubbock Area United Way, is not new to Lubbock. She graduated from Lubbock Christian High School before moving to Abilene to attend Abilene Christian University.

Nicole worked at United Way of Abilene before returning to Lubbock. She joins our team as the Public Sector Coordinator.



Nicole Ashley

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

### Golf to Give - Join us!

In less than a month, volunteers, supporters, and friends will be gathered with golf clubs in hand.

Our Golf-to-Give Tournament will be held on Monday, September 13, 2010. This is the third year of the tournament and our Golf Chairman, Traci Robertson, and her committee members are working hard to ensure another great success. Calls are being made to previous and prospective players and golf posters and brochures are available.

The tournament is a key factor in helping United Way and our 23 Community Partners change lives. It is a day when a simple game of golf can impact and enhance the lives of people in our community.

Play a round of golf; reconnect with old friends, make new friends, all while making a difference.

LIVE UNITED and participate in our tournament. Various sponsorship and volunteer opportunities are available.

Please call (806) 747-2711 or visit our web site for registration and information.



# Living United (continued from front cover)



Kids watch Kevin McConic waiting for the signal to go!

Throughout the day, reports came in through our Facebook and Twitter pages of individuals doing Pass it On acts of kindness. For example, we received a report that an individual pumped and paid for a stranger's gas.

Meanwhile, the members of the Loaned Executive Division participated in a day of activities with kids from Guadalupe-Parkway Neighborhood Centers, Boys and Girls Clubs and the YWCA.

More than 100 children ranging in ages from 5-14 participated in activities and games organized by the Loaned Executives.

Thank you to everyone involved in LIVE UNITED-Pass it On. See more about it on our home page, [www.liveunitedlubbock.org](http://www.liveunitedlubbock.org)



LE's and the kids pose for a group shot at the end of the day

## Investing in the future

*Donors continue support of the Endowment Campaign*



The Planned Giving and Endowment volunteers have been hard at work calling on supporters for the Endowment campaign.



Progress has been made in the last few months, including one gift of \$250,000. Thanks to a special grant from The CH Foundation, this gift and seven others have been matched dollar for dollar. The value of these gifts has added almost a million dollars to the Endowment.



The Endowment is made up of many different types of gifts, based on the needs and desires of you, our donors. In addition to the completed gifts, another eight couples are finalizing the details for their planned gifts.

The Endowment Campaign remains on track to reach our \$5,000,000 goal. Every gift to the endowment is different. If you would like more information on how to make a planned gift that can be doubled, please call Amy Berry at 806-747-2711.

**CONGRATULATIONS...**

Big Brothers/Big Sisters of Lubbock just celebrated their 40 year Anniversary!  
Catholic Family Service celebrated their 25 year Anniversary!



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