

Community News

SEPTEMBER 2008 NEWSLETTER

United Way Announces Leadership

The strong legacy of leadership continued as the United Way of Northeast Florida announced the Board of Trustees and Directors for the 2008 and 2009 fiscal year at its June 19 board meeting.



Kevin Twomey
2008-2009 Board of Trustees Chair
WILDHORSE ADVISORS

Kevin Twomey has been re-elected as Chairman of the Board of Trustees. Twomey has had a distinguished career in both the private and public sectors. Before retiring in 2006 as President of Jacksonville-based St. Joe Company, he was formerly Vice Chairman of H.F. Ahmanson and Company. He has been actively involved in the Partnership to Advance School Success as an executive mentor working directly with elementary school principals and teachers to improve students' academic achievement. He is also a member of the Board of Trustees of the University of North Florida and of the Navy Supply Corps Foundation. He was a commander in the Naval Reserve.

Barbara Drake, President of Barbara Drake Trading, LLC, has been re-elected as Chair of the Board of Directors. Drake has been a member of the Board of Directors since 2004. She also served as a Resource Management volunteer for eight years, served on its cabinet since 2001, and chaired the cabinet in 2005.



Barbara Drake
2008-2009 Board of Directors Chair
BARBARA DRAKE TRADING, LLC



Marty Lanahan
2008 Campaign Chair
REGIONS BANK

Marty Lanahan, City President, Regions Bank, is chairing the United Way campaign in 2008. Lanahan is a founding Co-Chair of Women in Local Leadership (WILL), United Way's women's initiative, an active member of the Alexis de Tocqueville Society, and served as chair of the Volunteer Services division for the Jacksonville Super Bowl Host Committee.

Chris Doerr, Senior Vice President of Finance at Blue Cross Blue Shield of Florida, will be the Treasurer of United Way's Board of Trustees. Doerr has been an active member of the Finance Committee since 2004.



Chris Doerr
2008-2009 Treasurer
BLUE CROSS AND
BLUE SHIELD OF FLORIDA

Michael Korn, attorney at law for Korn & Zehmer, will chair the United Way's Community Impact Council in 2009. He has served on the Council since 2006. He has been involved with Resource Management since 1997, serving as their Chair in 2001 and as a member of their Cabinet from 2002-2004. Michael is also Chair of the Life: Act 2 Partnership Council.



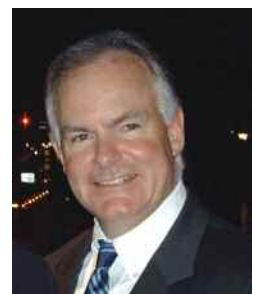
Michael Korn
2008-2009 Community Impact Council Chair
KORN & ZEHMER

Mike Cascone was elected as Vice Chairman of the Board of Trustees. Cascone, now retired from Blue Cross and Blue Shield of Florida, has been a member of the Board of Trustees since 2004. He has also been a member of the Community Impact Council since 2006, was Campaign Chair in 2003 and 2004, and is a Tocqueville Society member.



Mike Cascone
2008-2009 Board of Trustees Vice Chair
BLUE CROSS AND BLUE SHIELD OF FLORIDA, RETIRED

Jim Daly, Regional President of BB&T, will serve as the Vice Chairman of United Way's Board of Directors. Daly has served on the Board of Directors since 2007, has been a longtime supporter of United Way through his executive leadership at BB&T, and is a Tocqueville Society member.



Jim Daly
2008-2009 Board of Directors Vice Chair
BB&T

Lynn Jarrett, Senior Manager of Operations Planning for CSX Transportation, Inc., will serve as the Resource Management Chair. Myron Flagler, Executive Director of the Jewish Community Alliance, Inc., will serve as the United Way Agency Directors Association representative on the Board of Directors.

"We are honored to have such outstanding leadership for United Way's Board of Trustees and Directors," said Connie Hodges, President of United Way of Northeast Florida. "Their individual support has been tremendous and we look forward to their active participation in shaping the future direction of United Way."



Early Childhood Success: Cynthia

Born with a cleft palate, Cynthia endured years of corrective surgeries. Her early traumas took a toll: When she enrolled in a United Way-funded early learning program, the little girl was painfully shy. She cried when her mother left each morning, refusing to look at staff or other children. Her mother, a volunteer at the child care center, has been a faithful attendee at par-

ent meetings. Through them, she learned how to redirect Cynthia's temper tantrums and create effective discipline strategies. Cynthia's father attends sessions that help fathers and daughters bond while completing an activity. Today, Cynthia talks more, knows almost all of the alphabet, can write her name and – to everyone's delight – loves dancing!

Weavers Receive United Way of America's Most Prestigious National Award

On September 4, United Way Board of Trustees Vice Chair Mike Cascone revealed that J. Wayne and Delores Barr Weaver were the recipients of the 2008 National United Way Tocqueville Award, United Way's highest honor for volunteerism, philanthropy and community service. The first National United Way Tocqueville Society Award was presented in 1973 to Bob Hope for his volunteer role with the USO. The Weavers join a distinguished list of honorees including late President Ronald Reagan and former President Jimmy Carter, Jacksonville native and former college president Johnnetta Cole, Ambassador Walter H. Annenberg and 2007 recipients Bill and Melinda Gates.

Award recipients have demonstrated the following attributes: leadership in volunteer service; creativity in devising new and better ways of meeting the community's needs; sustained service over a period of years; community impact on a national or global level; inspiring others to work and serve; strong commitment to volunteerism; tangible impact from their efforts; and embodying the mission of United Way.

"United Way is proud to have Wayne and Delores Weaver as recipients of the National Tocqueville Society Award," said Brian Gallagher, president and CEO of United Way of America. "They have a commitment to service and believe that philanthropy extends beyond generosity, it requires action. The Weavers' action has improved the lives of countless children and families throughout the Jacksonville area and their example inspires leaders across the entire United Way movement."

The Tocqueville Society was inspired by French historian Alexis de Tocqueville who wrote about Americans' unique spirit of philanthropy and voluntary effort for the common good. Tocqueville members contribute a minimum annual gift of \$10,000. United Way of Northeast Florida's Tocqueville Society was founded in 1987 with 20 members and currently has 317 members.

The Weavers' philanthropic spirit and leadership continue to set the standard for giving to United Way of Northeast Florida. Delores Weaver has served six years on the Board of Trustees, playing an active role during the transformation from a fundraising organization to community impact organization. As Honorary Co-Chairs for United Way's 2004 campaign, they guided the community-wide campaign to unprecedented growth during Jacksonville's Super Bowl year.

In 1994, Delores and Wayne Weaver established The Jacksonville Jaguars Foundation. They wanted to impact the lives of economically and socially disadvantaged children in the greater Jacksonville area. Since its inception, the Foundation has allocated more than \$9.5 million in grants to local agencies. In addition, the award-winning

Straight Talk program, in partnership with seven local television stations and their affiliates, address the issues of teen pregnancy, AIDS, and increased male responsibility through broadcasts run each May.

Through the Jacksonville Jaguars Foundation, the Weavers have assisted other NFL communities to develop their own philanthropic initiatives. The nationally recognized Honor Rows incentive program, which gives low-income youth an opportunity to earn a seat to a Jaguars home game, has been recognized nationally. Other NFL teams have replicated the program or incorporated other elements into their own charitable tickets program.

In 1999, the Weavers presented United Way of Northeast Florida with a one million dollar gift. As a result, the Weaver Challenge was established to increase Tocqueville Society membership and giving, which has increased by 150 percent with 181 percent growth in Tocqueville giving to \$4.56 million. They pledged a second million dollar gift in early 2005, to continue the growth of the Tocqueville Society. With this commitment the Weavers became the first NFL team owners in history of the national United Way movement to give a second million dollar gift to a local United Way. To help those most affected by Hurricane Katrina, the Weavers stepped forward with another gift of \$1 million in September 2005 to United Way of America's Hurricane Response Fund. In addition to their contribution, they invited other Tocqueville Society members to partner with them in this effort.

In 2007, Full Service Schools, an initiative led by United Way that works to remove barriers to student and family success, received more than \$1.6 million; making this



gift the fourth \$1 million gift to United Way of Northeast Florida from the Weavers. As a result, a site in the Sandalwood High School neighborhood was established, bringing the total number of Full Service School sites in Jacksonville to eight, serving 59,602 students and families.

Delores and Wayne Weaver continue to embody the mission of United Way through their integrity, community impact, and service. They have committed themselves to helping families and young people on the First Coast lead self-sufficient, meaningful lives. Since arriving in Jacksonville, they have partnered with United Way of Northeast Florida in making their franchise accessible in mobilizing the region in support of the community impact work of United Way as well as the annual giving campaign.

"Throughout their careers, the Weavers have maintained a strong commitment to investing in their community and leading by example," United Way of Northeast Florida President Connie Hodges said. "Their generosity has inspired others to not only give, but become personally involved in the issues and challenges that face children and families on the First Coast."

The National United Way Tocqueville Society Award will be presented to the Weavers on November 20 at the St. Regis Hotel in New York City. In 1987, as President Ronald Reagan received the National Tocqueville Award, more than 60 community volunteers across the nation were recognized for their grass roots, community service in honor of the United Way centennial celebration. Included in this group was Jacksonville community leader, the late Mrs. Arnolta "Mama" Williams.

Be sure to visit the new web store for Official United Way of Northeast Florida LIVE UNITED t-shirts
LiveUnitedNortheastFlorida.org | click on the web store button at the bottom of our homepage



2008 CAMPAIGN CHAIR
**MARTHA T.
"Marty" LANAHAN**
Regions Bank

"The economy is taking a toll on everyone, and the needs are growing. In this climate, now more than ever, it's critical that each of us steps up to do our part. If we reach out a hand to one we influence the condition of all. That's what it means to LIVE UNITED."

— Marty Lanahan

2008 CAMPAIGN CABINET

United Way of Northeast Florida appreciates the leadership and support of this dynamic 2008 Campaign Cabinet team!



TOCQUEVILLE SOCIETY
**ROBERT L.
"Bobby" STEIN**
Chartwell Management



CLAY COUNTY (Co-Chair)
JAN CONRAD
Regions Bank



COMBINED FEDERAL CAMPAIGN (Co-Chair)
CAPTAIN MATT STRAUGHAN
NAS Jacksonville



COMBINED FEDERAL CAMPAIGN (Co-Chair)
RICHARD BRETTCELL
U.S. Department of Labor-OWCP



EDUCATION (Co-Chair)
STEVEN R. WALLACE
Florida Community College at Jacksonville



EDUCATION (Co-Chair)
ED PRATT-DANNALS
Duval County Public Schools



F.I.R.E. (Finance, Insurance, Real Estate) (Co-Chair)
SUSAN B. TOWLER
Blue Cross and Blue Shield of Florida



F.I.R.E. (Finance, Insurance, Real Estate) (Co-Chair)
CHARLES E. HUGHES, JR.
Florida Capital Bank



F.I.R.E. (Finance, Insurance, Real Estate) (Co-Chair)
CHRISTY BUDNICK
Prudential Network Realty



FLORIDA STATE EMPLOYEE CHARITABLE CAMPAIGN (FSECC)
DR. ROBERT G. HARMON
Duval County Health Dept.



LEADERSHIP CIRCLE
JAMIE C. SHELTON
Regency Centers



MARKETING COMMITTEE
DAVID A. PIZZO
Blue Cross and Blue Shield of Florida



NASSAU COUNTY (Co-Chair)
MICHAEL M. BELL
Rayonier



NASSAU COUNTY (Co-Chair)
ALLEN SAGE
Regions Bank



NEW BUSINESS
WALTHER VLIEGEN
The Plantation at Ponte Vedra



NOT-FOR-PROFIT (Co-Chair)
LAURIE PRICE
Hope Haven Children's Clinic & Family Center



NOT-FOR-PROFIT (Co-Chair)
DR. AL RIZER
Nassau County Council on Aging, Inc.



PROFESSIONAL
MICHAEL H. BLOUNT
Ernst & Young, LLP



PUBLIC SECTOR (Co-Chair)
ALAN MOSLEY
City of Jacksonville



PUBLIC SECTOR (Co-Chair)
JAMES DICKENSON
JEA



SERVICES
ARIE "Chip" VANCE, III
Enterprise Rent-A Car



SMALL BUSINESS (Co-Chair)
MICHAEL AMMIANO
Harden & Associates



SMALL BUSINESS (Co-Chair)
LYNETTE SELF
Rose of Sharon European Florist



TCU (Transportation, Communications, Utilities)
JOHN M. GIBSON, JR.
CSX Transportation, Inc.



WHOLESALE/RETAIL TRADE
ALAN THOMAS
Publix Super Markets, Inc.

Not Pictured:

CLAY COUNTY (Co-Chair)
JOHN TABOR
Lehman Brothers



United Way of Northeast Florida
1301 Riverplace Blvd. Suite 400
P.O. Box 41428
Jacksonville, Florida 32203-1428

Nonprofit Org.
U.S. Postage
P A I D
Jacksonville, FL
Permit No. 320

Board of Trustees Chair:
Kevin Twomey
Board of Directors Chair:
Barbara Drake
2008 Campaign Chair:
Marty Lanahan
Community Impact Council Chair:
Michael Korn
Resource Management Chair:
Lynn Jarrett
President:
Connie Hodges

www.LiveUnitedNortheastFlorida.org

Published by United Way of Northeast Florida's Marketing and Communications Dept.
If you have any questions about your United Way, please call 390-3200.

United Way Surpasses Goal of Mentor Recruits!

On July 18 United Way of Northeast Florida announced surpassing their recruitment goal of 1,000 new volunteer mentors, and to date have recruited more than 1,200 mentors. United Way in conjunction with its community partners began an effort to recruit 1,000 new volunteers between May 14 and August 15. United Way and its partners were thrilled with the community response and were glad to begin the 2008-09 school year with more than 1,200 new, eager volunteer mentors.

"When we began this initiative with our community partners on May 14, I was confident we would achieve our goal," said Connie Hodges, president and CEO of United Way of Northeast Florida. "To reach this accomplishment is a wonderful testament to the dedicated efforts of our community."

During United Way's Day of Action, they joined with the City of Jacksonville, the Jacksonville Children's Commission, Duval County Public Schools, and the Mentor First Coast Task Force, along with corporate and community partners, to launch this community mobilization effort as a response to the region's high dropout rate and the critical level of violent crime.

With a current school-based mentor network of 1,727, the number of mentors has increased by nearly 60 percent as a result of the recruitment drive. The newly recruited mentor volunteers will serve in school-based programs throughout Duval, Clay and Nassau counties involving over 45 elementary, middle and high schools. More than 1200 students will receive the caring attention of a concerned adult for one hour each week during the school year. Research has shown that one helpful adult can have a positive, lasting impact in the life of a struggling student, and the mentor's involvement can lead to improvements in attendance, behavior and academic performance in a relatively short period of time.

The success of this mentor drive built on the United Way credo—that when people work together they can accomplish more than any one can alone. It takes the whole community working together to reach mutual goals, to step out and take action on behalf of the common good. Whether by giving, advocating or volunteering their time, every citizen can LIVE UNITED. This is the real meaning of United Way's new call to action, LIVE UNITED, that will provide the framework for the community engagement efforts in the months ahead.

Women in Local Leadership Lead the Way!



Lori Smith
2008 WILL Chair
STATE FARM INSURANCE

Lori Smith, Claims Team Manager with State Farm Insurance, begins her second year as chair of United Way's women's initiative, WILL (Women In Local Leadership). WILL seeks to engage women leaders in addressing critical social issues by contributing their time, talent, and financial support to achieve positive,

long-term community change. WILL boasts more than 430 women, who contribute at the leadership level of \$1,000 or more. Their giving in 2007 represented more than \$1 million to the community campaign. Lori and the group launched a new year with an August kickoff, entitled "An Evening of Estrogen", with more than 300 guests in attendance. To learn more about WILL, contact Kit Thomas, Vice President of Major Gifts and Planned Giving, at 904-390-3253 or kitt@uwnefl.org.

PLEASE JOIN US FOR UNITED WAY OF NORTHEAST FLORIDA'S 2008 COMMUNITY CAMPAIGN KICKOFF

5:30 P.M. TO 8:00 P.M. | THURSDAY, SEPTEMBER 25, 2008 | THE JACKSONVILLE LANDING
\$10 per person, includes live music by Sugar Bear, two drink tickets, hors d'oeuvres and a LIVE UNITED t-shirt. Please R.S.V.P. to 904.390.3260.

