

Community News

OCTOBER 2008 NEWSLETTER



United Way Kicks Off Campaign with Concert on the River!

Employee Campaign Chairs from Pacesetter companies helped reveal this year's campaign goal.

With nearly 1,000 guests in attendance, United Way of Northeast Florida kicked off the 2008 Community Campaign on September 25 at The Jacksonville Landing. 2008 Campaign Chair Marty Lanahan, North Florida Area Executive and City President of Regions Bank, announced the campaign goal of \$26,350,000 that will allow United Way to create opportunities for a better life for First Coast children, youth, seniors and families.

Unlike the organization's traditional sit-down luncheons, the outdoor evening event was electric, drawing community citizens as well as company employee campaign leaders to the Landing. Decked out in t-shirts emblazoned with the words

"LIVE UNITED", the new United Way call to action, guests were reminded by United Way Trustee Chair Kevin Twomey, "when you reach out a hand to one, you influence the condition of all."

As a group of volunteers unveiled signs revealing the goal, Lanahan led the crowd in cheers of "LIVE UNITED". She explained, "With these funds, United Way will continue working to make measurable, long-term improvement in people's lives and in the quality of life for our community."

While this event officially kicks off the beginning of United Way's annual giving campaign, many businesses and organizations held workplace

campaigns early as a catalyst to jumpstart the Community Campaign. The dollars raised from participating Pacesetter organizations and other early gifts totaled \$7,165,280. The results of the Pacesetter campaigns were announced during the kickoff (See inside for list).

In addition, United Way has identified many new businesses that will be running first-time campaigns this year. United Way leaders recognize that this will be a challenging campaign season given the tough economic times. To that end, United Way Board of Directors Chair Barbara Drake stated, "The Northeast Florida community is doing all that it can to rally and demonstrate support for its citizens."

[\(story continued inside...\)](#)



Senior Engagement and Independence: Barbara & Richard

"If it wasn't for the center, we wouldn't be as social as we are now," Barbara says about herself and husband Richard, two of many seniors who stay active and involved through a local United Way-funded community program. Studies show that people who have strong social networks live longer and are physically healthier than people

who are socially isolated. The couple enjoy volunteering at a local arts and music center and periodically writing for the local newspaper. They take water aerobics classes together, attend concerts and lectures and are active members of the senior social group. Thanks to United Way, they remain vibrant, contributing citizens.

Campaign Kickoff (continued)

The campaign kicked-off with local band, Sugar Bear, playing upbeat rock 'n' roll music onstage. Describing the goal, Lanahan stated, "This is a big number, but we need to reach this goal in order to ensure that our region's children, seniors, and families will thrive."

Connie Hodges, United Way of Northeast Florida's President, explained, "United Way's Community Fund supports programs that target the building blocks for a good life: early childhood success, helping students at risk of dropping out, and keeping seniors active and independent."



Vistakon is one of many pacesetter companies to show their results during Kickoff



Local band Sugar Bear performed at the event



View of the Kickoff event from the balcony level of the Landing



Christina Fennel, Dawn Shank, Meridyth Smith, and Stan Jones of UPS



Connie Hodges, Kevin Twomey, and Barbara Drake

Special Thanks to our Pacesetters!

PACESETTER RESULTS

Vistakon	\$1,635,051
CSX Transportation, Inc.	\$1,150,000
UPS	\$468,591
VyStar Credit Union	\$344,675
Zurich Insurance Services	\$188,673
UWADA	\$167,300
State Farm Insurance Company	\$96,466
Florida Capital Bank	\$50,000
Reynolds, Smith & Hills, Inc.	\$43,696
Florida Community College at Jacksonville	\$40,907
Moseley Prichard Parrish Knight & Jones	\$37,475
Federal Reserve Bank of Atlanta, Jacksonville Branch	\$32,743
First Coast Community Bank	\$32,000
Nelnet	\$16,490
The CSI Companies, Inc.	\$1,462
Henkels & McCoy	\$1,160
Other Early Gifts (Tocqueville, Leadership, and Corporate Gifts)	\$2,858,591
Total	\$7,165,280



Jugglers, fire eaters, unicyclists, magicians, and more were on hand to provide entertainment during the festivities



The audience at the 2008 Campaign Kickoff



Jaxson de Ville gets in on the guitar action with Sugar Bear.



Kevin Twomey, Kit Thomas, Marty Lanahan, and Melanie Patz



Skip Cramer and Stephen Wallace



Susan Wit, John Gibson, and Lori Bergeron from CSX Transportation



Cathy Turner, Laurie Price, Vicki Waytowich, and Janice Ancrum of UWADA



Vicki Cavey, Pam and Michael Korn, Barbara Drake, and Linda Larkin Smith



CSX Transportation shows their Pacesetter results



Craig Roth, Laura East, and Alan Thomas of Publix, along with Clay Carter



Brenda Bailey and Toni Philips with Citi

2008 UNITED WAY COMMUNITY BUILDERS

Thanks to our Community Builder sponsors and participating companies.



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United Way thanks the
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and Loaned Executives
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United Way's Full Service Schools Receives \$2.25 Million Grant

Mega Gift will serve more than 10,000 Westside at-risk students and families

Full Service Schools, a community collaboration led by United Way of Northeast Florida, was recently awarded \$2.25 million by the Lucy Gooding Charitable Foundation Trust. This grant will be dispersed annually over five years and will provide continued support for Full Service Schools served through the Westside Resource Center at Oak Hill Elementary School.

In 2004, the Westside Family Resource Center was established through the first major gift from the Lucy Gooding Charitable Foundation Trust and provided the first five years of funding. This year's grant will provide five more years of continued funding.

"We are grateful to the Lucy Gooding Charitable Foundation trustees for their support. This gift represents one of the largest private gifts in our community," said Connie Hodges, President of United Way of Northeast Florida. "With this commitment of funding, we will be able to continue to meet the needs of the students and families on the Westside. We are truly grateful and excited to be able to provide services that empower families and remove the barriers to student success."

The Westside Family Resource Center serves six neighborhood schools including: Nathan B. Forest High School, J.E.B. Stuart Middle School, Lake Shore Middle School, Bayview Elementary School, Cedar Hills Elementary School, and Timucuan Elementary

School. Since 2004, more than 10,000 Westside students and families have received services.

The goal of Full Service Schools of Jacksonville works to empower students and their families to reach their potential by addressing the non-academic barriers that inhibit student success. Provided services include mental health counseling, behavioral intervention, case management, mentoring, positive youth development, medical and health services and substance abuse treatment.

"We are proud to have a continued role in ensuring that Westside students and families have the services and opportunities they need to succeed in school," said Bonnie Smith, Managing Trustee of the Lucy Gooding Charitable Foundation Trust. "The Full Service Schools location on the Westside has been a tremendous success. We are excited to continue our investment in the children and families served by Full Service Schools of Jacksonville."

The Lucy Gooding Charitable Foundation Trust supports organizations that provide services directly to children and relief services to the community in Duval and Clay Counties in keeping with the charitable activities and purposes supported by Mrs. Gooding during her lifetime.

Full Service Schools is led by United Way of Northeast Florida and works in partnership with



the Jacksonville Children's Commission, Duval County Public Schools, Duval County Health Department, and J. Wayne and Delores Barr Weaver to provide services to eighty schools and more than 28,000 First Coast families each year.

"Full Service Schools has been an essential part of services available to students and families in the public school system," said Ed Pratt-Dannals, Superintendent of Duval County Public Schools. "Without these supportive services, many students would not achieve academic success."

"I'm so excited to see that the Lucy Gooding Charitable Foundation trustees are continuing their support of Full Service Schools, said Greg Bostic, J.E.B. Stuart Middle School principal. "Many of our students and families need these services in order to be academically successful now and in the years to come."

Pacesetters Lead the Way and Set New Records!



Lisa Mancini and Susan Wit accept their award on behalf of CSX Transportation



Melissa Thomas and Dennis James of VyStar Credit Union accept their Pacesetter Award from Linda Malloy.

While the Community Campaign kicked off on September 25, many businesses and organizations held early campaigns as a catalyst to jumpstart the Community Campaign. Leading the way for campaign giving, this year's Pacesetter organizations raised more than \$7,165,280, including early Tocqueville and community gifts, a 35 percent increase over 2007 Pacesetter and community giving.

Special honors went to VyStar Credit Union, who carried on with their successful theme from last year, "Rockin' the Community with the VyStar Idols." The company increased their campaign by 13%, raising a total of \$344,675. They received a 2008 Pacesetter Award for the Highest Percent Campaign Increase.

CSX Transportation, Inc. also received honors for their increase of more than \$166,000. For their stellar performance, CSX was presented the 2008 Pacesetter Award for the Highest Dollar Campaign Increase.



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

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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.



Explore United Way
Blue Cross and Blue Shield of Florida kicked off their Explore United Way Campaign on

August 19 with a Leadership Breakfast. Executives posed for a picture with Catherine Smith, a United Way program recipient who spoke to the employees during the breakfast.

Students LIVE UNITED

President John Delaney from UNF gives a few inspirational words and testimonies to those in attendance for UNF's leadership event.



ABC's of Giving

Children from the Community Connections child care center helped kick off the annual

Publix Leadership Event at the downtown main library by performing the ABC's song.

Jags Pride

First-time United Way campaign **Sterling Healthcare** received a warm welcome from Brian Sexton at their kickoff last week, who revealed that the grand prize winner of the participation raffle will get two club seats at the Titans vs. Jags game.



Start your engines...

Florida Capital Bank

kicked-off their Nascar themed campaign with an event featuring the CEO as a driver and the committee as the pit crew. Since the winner of the Indy 500 chugs a gallon of milk, employees were treated to Kilwins Ice Cream.



Party All the Time!

The activities week for **State Farm** included a street festival, bake sale, silent auction, musical street performers, children's coloring contest, and a jail & bail.

VyStar Idol!

18 employees were contestants of **VyStar Idols** Season II, complete with their versions of judges Randy, Paula and Simon, and host Ryan Seacrest. The event raised about \$4,000 in just one night.



Fun in Fundraising

Please renew your commitment to the **Community Care Challenge**

It is with tremendous pride and gratitude that we celebrate the spectacular results achieved over the last 5 years and thank all leadership donors for their participation in the Community Care Challenge. **Since its inception in 2003, more than 4,100 new leadership donors have generated over \$2.6 million new dollars for our community.**

We are so grateful for the multi-year support of all of our corporate partners beginning with the first lead gift from Blue Cross and Blue Shield of Florida and supported over the remaining years by Baptist Health, Coggin Automotive, Haskell, Regency Centers and St. Joe.

In 2008 we proudly bring the Challenge to a close. In this closing year, through the generosity of Coggin Automotive, donors who participated in the Community Care Challenge in 2007 and continue to step up to \$825 in 2008 will be matched to \$1,000 and recognized at the Silver level of leadership giving. Those who participated in the 2007 challenge at the \$825 level are invited to increase their gift to \$1,000.



LOOKING FOR A GREAT WAY TO ENGAGE EMPLOYEES DURING YOUR UNITED WAY CAMPAIGN & HELP THEM LEARN MORE ABOUT UNITED WAY-FUNDED PROGRAMS?

Customized volunteer projects and teambuilding opportunities are available for your employee groups, whether you can spare an hour or an afternoon. Volunteer opportunities may be tailored to meet your company's corporate mission and workplace skills.

For more information on available opportunities, please contact Coretta Hill at corettah@uwnfl.org or 390-3231.