

NASSAU COUNTY LAUNCHES ANNUAL CAMPAIGN



More than 100 business, civic and nonprofit leaders attended the Nassau County launch of United Way's Annual Community Campaign at the Atlantic Recreation Center.

More than 100 Nassau County business leaders, agency partners and elected officials filled the Atlantic Avenue Recreation Center in Fernandina Beach on Oct. 6 for United Way of Northeast Florida's 2011-12 Nassau County Leadership Breakfast.

Nassau County Campaign Chair "CA" McDonald, general manager of Rayonier's Fernandina Mill and United Way of Northeast Florida's Campaign Chair Terry West, president and CEO of VyStar Credit Union, shared how United Way's Community Impact Agenda and its focus on the building blocks of a good quality of life – Education, Income and Health support local communities. VyStar Credit Union hosted the breakfast event.

"There are basic things we all need for a good life: a quality education that leads to a stable job, financial stability and income that can support a family through retirement, and tools for a healthy and engaged life," said Rayonier's McDonald. "United Way works in partnership with volunteers, community organizations and leaders right here in our communities. Your gift to United Way, invested with those of others, is the most powerful way to improve lives in Nassau County."

In addition to the kickoff presentation, the recreation center featured display tables of agency partners who shared their work and informative materials with attendees. Local merchants also pitched in to pump up the excitement of the Leadership Event by



Stephen Lee of Baptist Health, Ca McDonald, Rayonier, Wanda Lanier, Barnabas Center and Campaign Chair Terry West

donating gift certificates for raffle prizes. Nearly 18,000 Nassau County residents received assistance from United Way-funded programs last year, including disadvantaged preschoolers, at-risk

youth, people with disabilities, dependent seniors, and financially challenged families.

There are 11 Nassau County-based agencies and a total of 44 United Way-funded programs located in Duval and Nassau counties that assist Nassau County residents.



CA McDonald, United Way Campaign Chair for Nassau County, kicks off the campaign describing United Way of Northeast Florida's impact in the community.



Chip Townsend and Tony Brauda of First Coast Community Bank, with Cindy Williams of the Nassau County School District

MILLION DOLLAR COMPANIES

United Way of Northeast Florida is fortunate to have a number of companies that can be counted on year after year to top one million dollars in annual giving. Their longstanding support and commitment to United Way's mission and goals are the true marks of a great corporate citizen. By focusing on leadership, employee education, and continued improvement in their individual campaigns, these leaders set an excellent example for our entire community.



PAGESETTER RESULTS

Pacesetter companies continue to lead the charge in United Way of Northeast Florida's campaign efforts. Their support is vital to getting the annual giving campaign off to a fast start and maintaining the excitement all year long. Our sincere thanks go to these great corporate citizens:

CSX	\$1,700,000
Vistakon	\$1,000,000
VyStar Credit Union	\$400,230
United Way Partner Agencies	\$202,215
Florida State College at Jacksonville	\$46,760
NuStar Energy	\$36,652
Reynolds Smith & Hills	\$32,051
Federal Reserve Bank of Atlanta Jacksonville Branch	\$21,867
Virginia College at Jacksonville	\$15,000
Hancock Bank	\$7,097

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

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LEADERSHIP BREAKFAST KICKS OFF UNITED WAY CAMPAIGN IN CLAY COUNTY

VyStar Credit Union hosted United Way of Northeast Florida's annual Clay County Leadership Breakfast September 29 at the VyStar Credit Union Service Center at 2310 Village Square Parkway in Fleming Island. The event signaled the official start to the county's annual giving campaign.

Clay County business leaders, elected officials, nonprofit organizations and local government leaders learned more about how United Way's Community Impact Agenda, its focus on the building blocks of a good quality of life – Education, Income and Health –will guide the organization's future work in Clay County.

Chairing this year's overall campaign is Terry West, president and CEO of VyStar Credit Union. "I'm



Clay County leaders gather for United Way's Leadership Breakfast hosted by VyStar Credit Union at their Fleming Island Service Center.

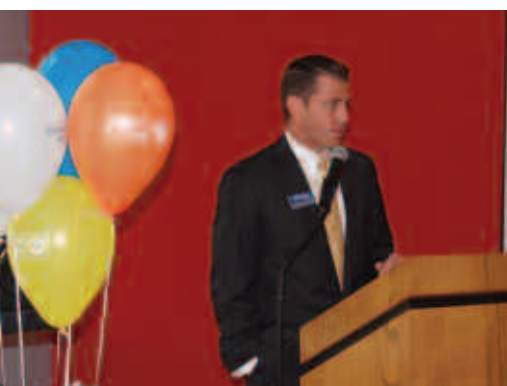
honored and excited to lead this year's campaign and Clay County plays an integral role in meeting the challenges of supporting the growing needs of our communities," said West. I want to make sure that we keep the momentum going in Clay County and across our five-county region throughout the year."

Nearly 53,000 residents in Clay County received assistance through 41 United Way-funded programs last year, and over 1,500 households received free tax preparation assistance, which resulted in \$1.6 million in refunds to the county's economy.

"Clay County has always been a very important part of our overall campaign and has great impact partners at work here," said Connie Hodges,

president of United Way of Northeast Florida. "United Way-funded initiatives like the RealSense Prosperity Campaign and Success By 6 serve

more than 52,000 Clay County residents and with the support of the community, we can continue to support these programs and look for opportunities to expand."



Clay County Chair Joseph Nowland talks about United Way's Community Impact Agenda and work that touched more than 52,000 Clay County residents last year.



Lori Wagner, VyStar Credit Union and Ben Wortham, Superintendent of the School District of Clay County

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Community News

NOVEMBER 2011 NEWSLETTER



UNITED WAY LAUNCHES ANNUAL COMMUNITY CAMPAIGN AND ANNOUNCES COMMUNITY IMPACT RESULTS

Terri West presents the 2011 campaign goal with the help of dancers from Douglas Anderson School of the Arts.

The building blocks of a good life: Education, Income and Health, the focus of United Way's Community Impact Agenda set the stage for the 2011-12 Community Campaign launch on September 20. The 2011-12 campaign giving goal of \$25,529,574 was announced, an increase of approximately \$500,000 from last year.

More than 500 business, civic, and non-profit representatives came together at the Hyatt Regency Jacksonville Riverfront Hotel to learn about United Way's goals for the coming year. Terry West, president and CEO of VyStar Credit

Union, is leading this year's campaign and said, "There was a lot of energy in that room and I intend to do everything I can to see that it grows and spreads throughout the region. We have set some lofty goals this year and we need to start off strong and build on the momentum."

The annual event, one of the most important on the United Way calendar, recognized Pacesetter Campaign results and highlighted United Way's work with its impact partners. Pacesetter results were particularly impressive this year at \$7,106,421. Pacesetter companies complete their



Travis Storey, KMPG, Connie Hodges, United Way, Lucy Talley, the Florida Times-Union, and Lee Thomas and Mike Herman with Rayonier

campaigns prior to the annual kickoff and their results act as an important "jumpstart" to the official campaign (see totals raised inside).

"As a leader of a Pacesetter campaign myself, I know the value of the teambuilding and sharing of best practices that are part of being a Pacesetter," said West. "Our Pacesetter campaign teams have stepped up and seeded the fall campaign with its first gifts, leading the way for the success of the overall 2011-2012 campaign."

CSX led the way this year with \$1.7 million raised and received the award for the "Highest Dollar



More than 500 business, civic and nonprofit leaders attended the United Way's Annual Community Campaign at the Hyatt Regency Jacksonville Riverfront Hotel.

Story continued inside...

CAMPAIGN KICKOFF (continued)

Increase" with \$127,222 in new pledges added to their campaign. Virginia College at Jacksonville had the "Highest Percent Increase" with a whopping 519% increase over last year, and a new Pacesetter company was welcomed – Hancock Bank, raising \$7,097. Pacesetter results also included early Tocqueville Society gifts and Publix Super Market's \$1.2 million campaign to date.



Douglas Anderson School of the Arts dancers kicked off the event with a high-energy performance.



Adam Haas and Laura Jones with Virginia College at Jacksonville accept Pacesetter Award for Highest Percent Increase.



Campaign Cabinet members and impact partners Jack Morgan and Marian Wilcher



John Kitchens with CSX accepts Pacesetter Award for Highest Dollar Increase.

"The excitement of our Community Campaign kickoff sets the momentum for the entire year. The building blocks of education, income and health deliver a powerful message to our community and with the support of our donors, impact and community partners, Terry and I are looking forward to a great campaign," said Connie Hodges United Way of Northeast Florida president.

STORIES OF UNITED WAY'S COMMUNITY IMPACT

United Way is creating positive, lasting and measurable change in education, income and health in Northeast Florida. These are the building blocks of our Community Impact Agenda and are the basis of the personal stories of donors, volunteers and recipients shared at the 2011 Annual Community Campaign Kickoff.

Education

Brenda Manson, a Nassau County single mom whose son's gains in early learning moved backwards when their childcare center changed suddenly, found help turning things around through United Way's Success By 6 program. Greg Bostic, an Achievers For Life principal at J.E.B. Stuart Middle School applauded the parental involvement and mentor components of the Achievers For Life program to help middle school students stay on track to graduation. Clay County mom Tina Folkmer shared how having Success By 6 in

her community and qualifying for a scholarship to the program is giving her son the foundation for success in first grade.

Income

Wanda Williams, a client of United Way's RealSense Prosperity Campaign and impact partner Family Foundations, found the help she needed to get out of debt and buy a home for herself and her son, a goal she'd all but given up on. John Malloy, a disabled veteran called United Way's 2-1-1 Information Referral Service when his wife died and he suddenly found himself unable to pay his bills. Through United Way's community partner, Catholic Charities, he received emergency financial assistance and is getting vocational training to become self sufficient. Joseph Murray, a retiree living paycheck to paycheck, turned to United Way's RealSense Prosperity Campaign for financial education that gave him the tools to better

manage his money and start realizing his goal of saving 10 percent of his income each month to help stretch his retirement income.

Health

Baptist Hospital CEO Hugh Greene, and UF & Shands Hospital Jacksonville CEO Jim Burkhart, community partners in United Way's Life: Act 2-led initiative to establish the Elder Care Advocate program, shared how more than 3,000 seniors had benefited from the service that helps seniors recover successfully at home. Barbara Hicks, whose son suffered traumatic brain injury in an accident and became dependent on his recently retired parents, turned to United Way impact partner All Saints Early Learning & Community Care Center when his 24/7 care became too much for the family alone. Their United Way-funded program provides Barbara with the caregiver respite that allows her to keep their son at home, improving the quality of life for all.

ANNUAL STUFF THE BUS HITS THE SCHOOLS AGAIN



Enterprise Leasing employees unload the last pallet of supplies for the Terry Parker Resource Center.

With the start of the new school year underway, the eight United Way of Northeast Florida-led Full Service Schools sites in Jacksonville received 26 boxes each of classroom supplies to support students as part of the annual "Stuff The Bus" drive. With the assistance of Vice President/General Manager Chip Vance of Enterprise Holdings, Enterprise Leasing employees delivered a truckload of pallets stacked high with school supplies in a one-day citywide blitz.

Full Service Schools of Jacksonville is a collaboration of partnerships administered by United Way of Northeast Florida to provide services to Duval County students, and their families, who are struggling in the classroom for reasons other than academic ones. These can be domestic violence, substance abuse, medical conditions, depression, homelessness or mental health issues.

The program also helps the family with such issues as emergency financial assistance, transportation, clothing or medical needs. All services are provided at no charge and anyone can refer a student or family by calling the site in their neighborhood.

Volunteers spent several weeks at the Salvation Army's downtown headquarters sorting all of the donated supplies, which include paper, pens, pencils, notepads, and other items that teachers

need and use on a regular basis in the classroom.

The first delivery was to the Terry Parker Resource Center, followed by sites at Fletcher, Englewood, Andrew Jackson, Ribault, and Sandalwood high schools and to S.P.

Livingston and Oak Hill elementary schools. Stuff The Bus partners include First Coast News, The Salvation Army, Publix Super Markets and Community First Credit Union.

"The annual Stuff The Bus school drive to collect school supplies is particularly important to these schools and their students, especially in this time of tight budgets and cutbacks," said Connie Hodges, president of United Way of Northeast Florida. "We are grateful to First Coast News, Publix Super Markets, Community First Credit Union and all of the Stuff The Bus partners for supporting the Full Service Schools of Jacksonville program and our very special thanks also to Enterprise and UPS for their generous donation of supplies, personnel and equipment."

More than 3,600 students were referred to the Full Service Schools of Jacksonville program last year. When additional help given to family members is included, the program reaches 36,000. On average, 96 percent of parents witnessed improvement in their child's behavior, and students served experienced a 52 percent reduction in behavioral referrals.

Major funding and support partners include Duval County Public Schools, the Duval County Department of Health, Jacksonville Children's Commission, Lucy Gooding Charitable Foundation Trust, and St. Vincent's Health Center.



Patricia Latimer of Arlington Heights Elementary, Chip Vance, general manager of Enterprise Holdings, and Ashton Price of Parkwood Heights Elementary with 26 boxes of school supplies for the Full Service Schools program.



Chip Vance and Mike Brady of Enterprise help unload pallets for the Resource Center.



Cadets from Terry Parker High School's NJROTC program helped unload school supplies at the Resource Center.

United Way thanks the Community Builders and Loaned Executives for their help in supporting the 2011 campaign effort.

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THE BRUMOS 500 CHALLENGE REVS UP FOR YEAR TWO

Developing creative giving programs that encourage new companies and their employees to support United Way of Northeast Florida is always a challenge. When a program comes along that excels at this, we all benefit.

Sponsors of one of the most successful teams in the history of auto racing, The Brumos Companies have turned their talent for winning into a unique program to benefit the annual United Way Community Campaign—the Brumos 500 Challenge.

The Challenge encourages new businesses to join United Way with a dollar-for-dollar match of corporate gifts over \$500. It also matches participating companies' employees' total gifts up to \$1,000, raising an additional \$20,000 last year. The program is now in its

second year and companies that have not participated in a United Way Campaign can visit our website to learn how the Brumos 500 Challenge can bolster their campaign.

Charlie Tomm, president and CEO of The Brumos Companies, understands that education is an essential building block for getting and keeping a job with a livable wage. As a result, The Brumos Companies stepped up with a targeted, three-year match of \$25,000 per year to United Way's "Achievers For Life" initiative for middle school students.

United Way is fortunate to have creative partners like The Brumos Companies who are willing to help new companies have a successful campaign. Thank you team Brumos!



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