

United Way of Northeast Florida
Report of Activities
July 1, 2009 – June 30, 2010

United Way of Northeast Florida's mission is to unite people and resources in building a stronger healthier community. United Way invests dollars raised through the community campaign toward the resolution of serious community issues. Early Childhood Success, Helping Students Achieve and Senior Independence and Engagement have been identified as issues of focus for increased/enhanced resources in the future. In addition, United Way funds services addressing the following core issues: preventing and addressing abuse, positive youth development, community support network, economic self-sufficiency and independence for individuals with disabilities. Funding is determined based on review of the success of programs and the strategy developed by our community to resolve the issue. There is no fee charged for agencies to be certified by United Way or to receive funding through the competitive allocation process.

United Way also leads several initiatives and collaborations to help resolve community issues:

Success By 6 – providing access to high quality early learning for hardworking families who cannot afford it for their preschool children (ages 3 and 4) and providing parent engagement and educational opportunities to increase early childhood development. To qualify for a Success By 6 grant, family income must be between 150% and 200% of federal poverty level. 136 three- and four-year-olds received high quality early learning through our Success By 6 partnership with the Early Learning Coalition of Duval and five-star early learning centers in Duval and Clay counties in 2009-10. Success By 6 grants are provided to families attending 14 centers in Duval and Clay Counties (All Saints Early Learning Center, Episcopal Children's Services, The Oaks, New Dimensions Learning Center, The Salvation Army Child Development Center, St. Catherine's Episcopal Preschool, Aldridge Day care, Happy Acres Ranch, Methodist Children's Village, Punkin Place Child Development of Jacksonville, Christ the King Child Care, All About Kids, Inc., Childtime Learning Center, Gingerbread Learning Center).

Achievers For Life – helping middle school students who are exhibiting the warning signs of dropping out in the future to develop school connections, experience success in school and help their families achieve stability and helping schools to better engage parents in their children's academic progress. Achievers For Life serves 6th, 7th and 8th grade students at risk of dropping out and their families. The criteria for participation include attendance and behavior problems or math and English failure and permission of the parent or guardian. 592 families were served through the Achievers For Life initiative through partnerships with Jewish Family and Community Services and Communities In Schools Jacksonville between July 2009 – June 2010. Achievers For Life is located six middle schools in Duval County (Arlington, Ft. Caroline, Matthew Gilbert, Northwestern, JEB Stuart and Jefferson Davis).

Full Services Schools - addressing social barriers to academic success. Students are referred for counseling, medical services, assistance for the family, drug counseling, a mentor, and other services. An assessment is conducted to determine need. 41,998

people were assisted through the Full Service Schools of Jacksonville collaboration led by United Way in 2009-10. Collaboration partners include the Jacksonville Children's Commission, Duval County Public Schools, St. Vincent's health System and the Department of Health. There are eight Full Service School locations in Duval County serving 82 schools.

United Way 2-1-1 - a 24-hour information and referral hotline and Northeast Florida's suicide intervention hotline. 102,202 calls to the 2-1-1 helpline were answered by United Way staff or volunteers between July 2009 and June 2010. Calls are from callers in Northeast Florida: Duval (82%), Baker (1%), Clay (7%), St. Johns (6%), Nassau (1%), Columbia (1%), Putnam (1%), Suwanee (1%), Hamilton (.3%) counties and other locations (.7%).

Born Learning - a campaign to empower parents to turn every day activities into learning moments with their preschool children. 414 Born Learning (parent education) sessions were facilitated in multiple locations in Duval and Clay counties including libraries, homeless shelter and other community locations by United Way staff or volunteers reaching 4,668 caregivers between July 2009 and June 2010.

RealSense Prosperity Campaign - increasing financial stability of Northeast Florida hardworking families through strategies that increase income, knowledge and assets. 14,542 tax returns were completed for individuals families or senior citizens through United Way RealSense staff and volunteers and our partnership with AARP. Tax preparation is provided in 60 community locations throughout Duval (28 locations), Baker (1 location), Clay (8 locations), Nassau (5 locations), St. Johns (7 locations), Bradford (1 location), Flagler (6 locations) and Putnam (4 locations) counties.

Life: Act 2 - dedicated to supporting the independence of frail seniors and engaging all seniors in our community. 192 seniors leaving Baptist and Shands Jacksonville hospitals were assessed for in-home supports by United Way staff during the 2009-10 fiscal year.

For the fiscal year ended June 30, 2010, United Way raised \$26.1 million through several sources: grants (federal, state and local government and foundation), individual and corporate donations and interest income. United Way's fundraising costs were \$1.6 million. Costs are proportionally shared with agencies.

United Way's Board of Trustees, Finance Committee and Audit Committee review and monitor United Way's financial position. As of June 30, 2010, Net Assets reflect United Way's cash and receivables that will be used to fund program allocations, operations, and United Way led initiatives and collaborations.

The following financial information was derived from United Way of Northeast Florida's financial statements for the years ended June 30, 2010 and 2009, on which Deloitte issued an unqualified opinion.

Statement of Financial Position
As of June 30, 2010
(In Thousands)

ASSETS

Cash, Cash Equivalents & Short-term Investments	\$ 11,843
Pledges Receivable, less Allowance for Uncollectible	7,994
Grant Support and Other Receivables	753
Interest in Charitable Trust	795
Equipment-At cost less accumulated depreciation	<u>295</u>
Total Assets	<u><u>\$ 21,681</u></u>

LIABILITIES

Accounts Payable and Accrued Expenses	\$ 1,560
Undistributed Designations	<u>2,541</u>
Total Liabilities	4,101

NET ASSETS

Unrestricted	14,790
Temporarily Restricted	2,740
Permanently Restricted	<u>50</u>
Total Net Assets	<u>17,580</u>
Total Liabilities and Net Assets	<u><u>\$ 21,681</u></u>

Statement of Activities
For the Year Ended June 30, 2010

(In Thousands)

REVENUE AND SUPPORT

Total Campaign Support	\$ 21,189
Less: Amounts raised on behalf of others	<u>(7,437)</u>
	13,751
Less: Provisions for uncollectible pledges	<u>(1,155)</u>
Net Campaign Support	12,596
Grants/Contract Revenue	3,202
Endowment Revenue	4
Other Contributions	627
Investment Income	131
Service Fees	739
Designations from Other United Ways	69
Miscellaneous Income	<u>144</u>
Total Revenue and Support	17,513

ALLOCATIONS AND EXPENSES

Gross Funds Awarded and Distributed	14,989
Less: Donor designations	<u>(5,433)</u>
	9,557
Program Services	5,375
Fundraising	1,631
Management and General	<u>795</u>
Total Allocations and Expenses	17,358
Changes in Net Assets	156
Net Assets - Beginning of Year	<u>17,424</u>
Net Assets - End of Year	<u><u>\$ 17,580</u></u>

Agency Leadership

Board of Trustees:

- Michael Cascone, Jr., Trustee Chairman
Blue Cross and Blue Shield of Florida, Retired
- Dave Brown, President – Johnson and Johnson Vision Care, Vistakon
- R. Chris Doerr, Executive Vice President & Chief Administrative Officer, Blue Cross and Blue Shield of Florida
- Kristi Bageant-Epperson, Site President, Citi
- Eric Holshouser, Attorney, Fowler White Boggs Banker P.A.
- Cyrus M. Jollivette, Senior Vice President of Public Affairs, Blue Cross and Blue Shield of Florida

- Michael Korn, Attorney at Law, Korn & Zehmer
- Greg Smith, Regional Market President, Bank of America
- R. Travis Storey, Partner, KPMG, LLP
- Lucy Talley, Publisher, The Florida Times-Union
- Lee M. Thomas, Chairman, President, & CEO, Rayonier
- Kevin M. Twomey, Owner, WildHorse Advisors
- Michael Ward, Chairman, President & CEO, CSX
- Delores Barr Weaver – Emeritus, Chair and CEO, Jacksonville Jaguars Foundation
- Ex-Officio Members:
 - Barbara Drake, Board of Directors Chair
 - President, Barbara Drake Trading, LLC

Board of Directors:

- Barbara Drake, Board of Director Chair
President, Barbara Drake Trading, LLC
- Michelle Braun, Senior Vice President - Florida Community Relations Executive, Wachovia, a Wells Fargo Company
Bob Brigham, Chief Administrative Officer, Mayo Clinic
- Anna Lopez Brosche, Managing Partner, Ennis Pellum & Associates
- Vickie P. Cavey, Director, Strategic Partnerships, Alliance & Acquisitions, JEA
- Jim Daly, Regional President, BB&T
- Juan Diaz, Counsel, BAE Systems
Lynn Esposito, Vice President Channel Service Organization, Blue Cross Blue Shield of Florida
- Becky Gay, Community Volunteer
- Susan Greene, Community Volunteer
- Robin Harmotto, Senior Vice President, Director of Customer Service, Citi
- Melanie Husk, Vice President, Marketing and Communications, Baptist Health
Lynn Jarrett, Senior Manager, Operations Planning, CSX Transportation, Inc.
- Linda Lamb, Vice President, Sales Business Management DCC 3-5, Blue Cross Blue Shield of Florida
- Lee Lomax, Community Volunteer
- Anne Lufrano, Community Volunteer
- Patrick McCabe, Managing Director, Marketing and Communications, Nemours
- Fred McGinnis, President, McGinnis & Associates
- Steve Potter, Assistant Vice President, CSX
- Jim Shurling, President/Business Manager, Teamsters Local Union 512
- Lori Smith, Leadership Development Associate Auto Claims, State Farm Insurance Company
Justin Spiller, Attorney at Law, Spiller and Associates
- Mark Swink, President, Swink & Associates, Inc.
John Thomas, Community Volunteer
- Arie “Chip” Vance, III, Vice President/General Manager, Enterprise Holdings
Judith T. Walz, Senior Vice President Marketing, VyStar Credit Union

- Ex-Officio Members:
Jack Morgan, UWADA Representative
Executive Director, American Red Cross Northeast Florida Chapter

United Way Staff:

- Connie Hodges, President
- Janet Owens, Vice President of Marketing and Communications
- Melanie Patz, Vice President of Community Impact
- Patricia Kilgore, Vice President of Finance
- Linda Malloy, Vice President of Resource Development
- Kit Thomas, Vice President of Major Gifts

United Way has been impacting the lives of Northeast Florida residents since 1924. Future plans include expansion of the initiatives listed above and increasing opportunities to engage senior citizens in the important work in our community through paid and unpaid work and developing a comprehensive strategy to increase financial stability of hardworking families.