



United Way of Hernando County

2008 -2009 Annual Report

ADVANCING THE COMMON GOOD

LIVE UNITED™

'In a balanced organization, working towards a common objective, there is success.' - Arthur Helps -

Thank you Deanna Kimbrough. The Board of Directors and staff of the United Way want to acknowledge and thank Deanna Kimbrough for her outstanding leadership as board chair. Deanna served as chair for two years filling in for the chair elect; who relocated due to job locality. In words and actions, Deanna demonstrated her commitment to the mission and core values of the organization and her faith in our community. Through her leadership, her remarkably inclusive style, her compassion and caring, her infectious good humor, her humility and above all, her sense of mission and purpose, Deanna has made the United Way, the community and each of us better.



United Way of Hernando County (UWHC) Organizational Review

Mission:

To inspire leaders and partners and mobilize resources to strengthen the lives of people in our community.

UWHC's Focus:

To provide Programs via Partner Agencies and Sponsorships that: Advocate for our community and enrich the lives of individuals. Support and strengthen the work of local partner agencies and their objectives.

Vision:

To build a strong, caring community and improve the quality of life in Hernando County.

Organizational structure:

Founded in 1987- 501 c 3 public charity status
Governed by a 15 to 24 member volunteer Board
Two full-time staff members totaling 90 hours per week

'Strength and growth come only through continuous effort and struggle.' -Napoleon Hill -

CORE VALUES

Community:

The United Way of Hernando County is the place where people of our community come together to share our responsibility to care for one another.

Stewardship/Accountability:

As excellent stewards of the financial and human resources entrusted to us, the United Way of Hernando County ensures that those resources are effectively developed and properly invested to achieve optimum impact in the community.

Diversity & Inclusiveness:

The United Way of Hernando County values and is committed to the richness of diversity in all aspects of our organization and those with whom we partner and serve.

Integrity/Leadership:

We are an integral part of this community's leadership; we conduct ourselves with the highest regard for trust, fairness, ethics and respect for one another.

Volunteerism:

Volunteers are our foundation and most valuable resource. We were founded by volunteers and are a volunteer directed organization.

Autonomy/Excellence:

We take responsibility for directing and managing this organization, and in partnership with our agencies, we meet our community's critical human service needs.

Compassion:

We are a catalyst for change, creating awareness of needs and celebrating successes in caring for one another and in creating a more compassionate community

Thoughts from the Board Chair



One day as I indulged in a piece of Dove dark chocolate (for health reasons), I read the Promise Message printed on the foil wrapper. These thoughtful words made me smile: 'Give of yourself to someone who needs you'. My first thought was how perfectly the message fit with the mission of our United Way: to advance the common good.

As you will discover when reading this annual report, our United Way is making a difference in Hernando County by supporting the many agencies and programs that benefit the people who live in our community. You have exceeded our expectations during very difficult economic times, whether through financial donations or the gift of volunteering. Please be assured that your hard earned, graciously given dollars stay right here in your community, helping your friends, neighbors and co-workers.

We are so grateful to you, and encourage you to keep reaching out to help someone who needs you by supporting the Hernando County United Way. We truly can *Live United!*

Deanna Dammer Kimbrough

Deanna Dammer Kimbrough, Chairperson
United Way of Hernando County

Message from the Executive Director



I applaud our Board of Directors and Committees for their leadership, commitment and dedicated support. I would like to acknowledge the positive working relationship that I have with our Board Chair, along with the commitment and professionalism which she exhibits.

“During tough economic times we need to stay positive!”

Stay on course... To chart a course to success in this economic climate, marketers must be confident that their brand compasses are accurate and their goals are clear... Don't jeopardize your long-term brand strategy when adjusting to the new reality. When the clouds do clear, you need to be ready to compete. --- American Marketing Association, February 2009

United Way of Hernando County is on the right track, doing the right things and following the right strategy. We have the opportunity to set a consistent tone and point of view: optimistic, but willing to make tough choices. We can provide strategic leadership, bringing guidance, direction and clarity in difficult times while positioning ourselves as innovators, responding to the changed environment and focusing on the needs of our community.

We are about hope, opportunity and change. We acknowledge the realities- focus on what people are able to do to give help or get help- and tie today's work to the long-term change to which we're committed. It's proven that people will always respond better to inspiration rather than desperation. United Way's commitment to advancing the common good, with our **LIVE UNITED** call to action; to give, advocate and volunteer, is the ***right strategy and the right message- at the right time***. As we work to secure our investor base and to strengthen our donor relationships, it is critical to re-establish the simple practices of ***asking, thanking, and informing*** our donors at every opportunity.

There are a lot of people out there who want to change things for the better and I'm inviting them to join us. ***You can give, you can advocate and you can volunteer*** and in doing so, help to make things better for all of us. That's what **LIVE UNITED** is all about.

Sincerely,
Kathy Jones
Executive Director

“The achievements of an organization are the results of the combined effort of each individual” - Vince Lombardi -

When economic times are tough on our community, Hernando County opens their pocketbooks a little wider. Knowing that the economy was on a downward spiral, we chose to decrease our campaign goal by 8% setting it at \$630,000. With the help of volunteers, community leaders, and partner agencies, we not only reached our goal, we surpassed it by \$25,000.

Achievements- our goal is to create long-lasting changes that prevent problems from happening in the first place. To UWHC, the building blocks for a good life would be- a quality *Education* that leads to a stable job, enough *Income* to support a family through retirement, and good *Health*.

Investing in the future success of children by providing safe environments & educational activities (DPIL, STB, Born Learning, Success by 6)

- Through early learning, along with the Dolly Parton Imagination Library, we can give children the tools to be successful in school. Our goal is to reach 70% of Hernando County pre-school age children in the first three years.
- By supporting Hernando County teachers through UW's Stuff the Bus Program, we can make a difference in the classroom. Teachers are able to request the tools needed for their students, and who knows better than the teachers on what their needs are to be successful.
- Born Learning & Success by 6- are programs of early childhood initiatives that work to ensure that all children from birth to 6 have positive and enriching experiences necessary to begin school & succeed.

Enhance character development and self-esteem, while fighting childhood obesity - (Healthy Kids “Give It A Shot” Team, UWHC Student Board)

- Our Healthy Kids “Give It A Shot” Team, shows kids that you can stay healthy and feel GOOD about yourself with easy everyday activities. We ask the kids to just “Give It A Shot” with the team booklets. Each child will receive a UW Certificate for “Giving It A Shot” and the participating school will receive a plaque.
- UWHC Student Board is for students age 16 to 20. The students will learn to write grants to support programs in their community and local schools. The students hold monthly meetings and report to the UW General Board, their accomplishments. This student program promotes character, self-confidence, and a sense of ownership. Volunteer hours are tracked to be used in conjunction with the Bright Futures and other scholarship programs.

Promote wellness of the community through physical activities. (Volunteer Hernando, Day of Caring)

- Volunteer Hernando is a volunteer database for volunteers/coordinated by volunteers, to help service organizations, agencies, and other non-profits that meet certain criteria. The heart of United Way is our volunteers- those who donate their leadership, time and energy to help make us a stronger organization.
- Once each year UW holds our “Day of Caring” event. We place over 200 volunteers with partner agencies and local schools for four hours of community service re: reading with students, assisting in the classroom, landscaping, painting, pressure washing, whatever it takes to make a difference. Carrabba's Italian Grill provided lunch for the volunteers who participated with our Day of Caring. Thank you, Carrabba's, it's one of the best parts of the day.

“The value of achievement lies in the achieving.” - Albert Einstein -

Provide people with the basic necessities in a disaster or times of temporary need. (VRC, FEMA Phase 26, 27, & ARRA, Support the Postal Food Drive)

- UWHC's Volunteer Reception Center (VRC) is staffed and ready to assist our County in the event of a disaster. In May of 2009 we provided an informational/role play session addressing what a VRC is and how it will work to directly assist the community during its time of need.
- UWHC facilitates Federal Funds under Phase 26, 27 and ARRA Emergency Food and Shelter Program (EFSP). In 2008/09 the amount to be distributed by the Local FEMA Board was \$178,000. Local 501(c) 3 non-profit organizations applied for funds through United Way, and approved by the local FEMA Board. This dollar figure was based on Hernando County's unemployment rate.
- On May 11, 2009 the Letter Carriers of Hernando County worked diligently to collect food for our community's local "food pantries". The residents of Hernando County really worked their magic and came up with 280,365 lbs of food stuffed into Publix shopping bags, an increase over last years amount. United Way was pleased to support their efforts through advertising, contacts, awards and recognitions- Great Job Hernando County!

Encourage and facilitate a return to self-sufficiency. (VITA Tax Prep., Financial Stability Workshops, Experience Works)

- Through the VITA Program; we were able to prepare 430 returns, with a total refund of \$400,000, total Earned Income Credit of \$125,000 and Total Child Tax Credit of \$55,000.
- Financial Stability Workshops: Supported by Consumer Credit Counseling- helping residents understand how to handle some of the tough decisions that needs to take place in today's economy.
- UWHC partners with Experience works, a program providing opportunities for the retiree or physically challenged workers in our community. This program helps participants utilize new skills and secure unsubsidized employment.

Provide support service, i.e. case management, counseling, budgeting, goal setting, employment skills, education and training. (2-1-1, RX-FamilyWize)

- The 2-1-1 "get and give" help line, giving people and agencies an efficient and effective way to link those in need with available resources. In 2008, the 2-1-1 specialists handled more than a 50% increase in calls for basic needs assistance from the previous year re: calls linked to people looking for free tax prep, mortgage assistance, utility assistance, food pantries and more.
- FamilyWize cards are prescription drug discounts cards. They reduce the cost of medicine by an average of 35% or \$20 per prescription. They are self-explanatory. People just give them to the pharmacists with their doctor's prescriptions. The discount varies by medication and the pharmacist will apply the discount automatically.

**We invite you to be part of the change.
Together, United, we can Inspire Hope and Create Opportunities for a Better Tomorrow.**

“The true sign of intelligence is not knowledge but imagination.” - Albert Einstein -

2008-2009 Board of Directors

Executive Committee

Board Chair

Deanna Kimbrough

Freelance Journalist

Chair-Elect

Fernando Tercero

*Home Mortgage Corp
of America, Inc*

Treasurer

Gary Russell

Russell Roofing

Secretary

Gina Wharton

SunTrust Bank

Past Chairperson

Joe Corwin

Publix Supermarkets, Inc

Pat Augustyniak

Spring Hill Dental Association

Alex Contreras-Soto

Spring Hill Regional Hospital

John DiRienzo

Retired Hernando County Schools

Charles Donley

Regional Rehab

Walter L. Dry, Sr.

Consultant

Mike Duncan

W.R.E.C.

John Ehlenbeck

Bank of America

Jeff Gebeault

Wal-Mart Distribution Center

Dr. Stanley Giannet

Pasco Hernando Community College

Sonya Jackson

Hernando County Schools

Max Laudun

Retired

John R. Mitten

Chick-fil-A

Donald Page

Cortez Community Bank

Karen Phillips

Retired- Government

Steve Porter

Hernando County Sheriff's Office

Sam Shrieves

Capital City Bank

Mickey Smith

Oak Hill Hospital

Francine Ward

Mid-Florida Community Services

Youth Board

Bradley Pugh

Volunteer Director

Bradley Urling

Central High School

Cassandra Rivera

Springstead High School

Emily Jones

Central High School

Morgan Booker

Springstead High School

Wykeeta Stephens

University of Central Florida

Office Volunteers

Barbara Lauderback

Volunteer Hernando Coordinator

Stephanie Sutton

Program Volunteer



“Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted.” - Albert Einstein -

Management you can trust-

Statement on Accounting & Reporting Practices

United Way of Hernando County, Inc. (UWHC) takes our role as a trusted community leader seriously. As a result, we have a long tradition of adhering to high standards of accountability and transparency. Our most recent IRS Form 990 is available upon request. For the fiscal year of 2008-2009 an independent CPA firm will conduct an annual audit, following the American Institute of Certified Public Accountants (AICPA) Audit and Accounting Guide for Not-For-Profit Organizations to guarantee financial statements conform to Generally Accepted Accounting Principles (GAAP).

Stringent Checks and Balances:

UWHC has a stringent system of checks and balances in place to ensure it operates in a sound fiscal manner. The organization's operating budget as well as its community funding decisions are reviewed and approved by several volunteer committees, as well as the board of directors.

Ethics:

UWHC's Board of Directors has developed a Code of Ethics and Conduct Agreement. The purpose of the code is to describe standards of conduct and business ethics expected of the directors, officers, standing committee members, and employees of UWHC, Inc.



Community Investment Grant Recipients

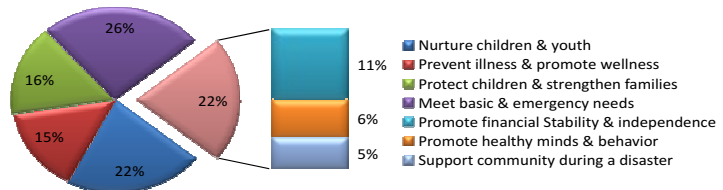
Just as a volunteer team manages the operation of the annual campaign kickoff, a team of volunteers from the community known as the Community Investment Grant (CIG) Review Team, determines how dollars raised will be allocated for the upcoming year.

Under the leadership of the Administrative CIG Committee, more than 30 volunteers serving on 5 review panels, ultimately made recommendations to the UWHC Board of Directors regarding grant funding. Each panel based their decisions on a series of site visits and comprehensive interviews with agency staff and volunteers. Through this process, volunteers gain a better understanding of the strained challenges, important issues and financial pressure escalating within our community.

Achieve Tampa Bay	\$30,000	Deaf & Hard of Hearing Services of Florida	\$20,000
American Red Cross	\$17,000	Family Visitation Center of Hernando Cty	\$26,450
ARC Nature Coast	\$60,000	Girl Scouts of West Central Florida	\$10,000
Big Brothers/ Big Sisters	\$30,000	Gulf Ridge Council BSA	\$ 4,000
Catholic Charities	\$19,950	Habitat for Humanity	\$11,200
Children's Advocacy Center	\$21,340	HEART Literacy	\$ 8,000
Children's Home Society	\$ 4,000	NAMI Hernando	\$13,000
Consumer Credit Counseling	\$ 5,000	Nature Coast Community Health Center	\$ 5,000
Dawn Center	\$45,000	Youth & Family Alternatives	\$18,500

“Set your target and keep trying until you reach it.” -
Napoleon Hill -

WHO WE SERVE



Leadership/Contributors

Tocqueville Society- \$10,000+:

Carol Jenkins Barnett & Barney Barnett

Alan, John	King, Lori
Aulozzi, Riki	Lestinsku, Travis
Barton, Michael	Lodge, Frances
Benedetto, Robert	Mann, Timothy
Benner, James	Marino, Janet
Bismarck, Timothy	Mastantuono,
Burke, Kathy	Stephanie
Caquelin, Donald	McAvoy, John
Carriveau, Susan	McConnell, Lisa
Corwin, Joseph	McGee, Leslie
Corwin, Tina	Memoli, Hilda
Cotton, Cassie	McNeill, John
Cramasta, Paul	Merson, Ashley
Creedman, Donald	Napolitano, Francine
Dampier, Darin	Nix, Josephine
Dyer-Troplett, Tina	O'Neill, Brian
Friends, Charles	Oquendo, Britney
Furlong, Lotte	Ortiz, Susanne
Grullon, Juan	Parrish, Jason
Heavens, Wayne	Philhower, Theresa
Hackman, Daniel	Philhower, Robert
Herrmann, Dawn	Piazza, Joseph
Johnson, Ann	
Jones, William	



Schaub, Doreen	Stifanic, Gina
Schuldt, Troy	Thomas, Cathy
Sellers, Jerry	Walker, Joann
Shinholser, Lora	Wallace, Steven
Sievers, John	Watts, Robert
Silva, Steven	Wiggins, Christy
Spaulding, Michelle	Williams, Lisa
Russell, John	Wojchowski, Steven
Swiger, Carl	Young, Arthur & Phyllis
Smith, Mark	



“Be the change you want to see in the world.”
~ Mahatma Gandhi ~

“It takes half your life before you discover life is a do-it-yourself project.” - Napoleon Hill -



Amanda Gosizk, Intern
Saint Leo University
January 2009- June 2009



It was not until I started my internship with United Way of Hernando County that I began to understand what the trademark “LIVE UNITED” truly meant. Even in the office, where the projects begin, it is possible to see a collective gathering of minds, from the two fulltime staff to the volunteers to the board of directors. Every individual I have encountered while at this internship has assisted in showing me what it means to not only wear the shirt but to live it. Thank you to each individual who helped teach me something new each day. I am truly grateful and will continue to use this knowledge in the future. I would especially like to send my deepest appreciation to Kathy Jones, Executive Director and Dawn Badami, Finance/Program Coordinator for taking the time out of their busy schedule to show me the in’s and out’s of how a non-profit works and how to be the most effective at anything you tackle. Thank you!



United Way of Hernando County’s Student Board provides a forum for local students to develop leadership skills and demonstrate the importance of student civic involvement as a key component of community change. Such opportunities give students a chance to make their voices heard on substantive and meaningful issues, to raise and interact in the grant process, to participate in organizational governance, and contribute to organizational policy, etc.

United Way of Hernando County is proud to participate in the education and working of a non-profit board. If we are to continue to demonstrate the importance of civic involvement to Advance the Common Good, we need to keep our students involved with the process of maintaining the organization.

The following students participate with the UWHC Student Board:

- Emily Jones, Central High- second year
- * Morgan Booker, Springstead High, first year
- Bradley Urling, Central High- first year
- Wykeeta Stephens, Springstead High- first year
- * Cassandra Rivera, Central High- first year
- Bradley Pugh, Youth Board Volunteer Director



The giving of love is an education in itself.” - Eleanor Roosevelt -

* not pictured

It is literally true that you can succeed best and quickest by helping others to succeed.” - Napoleon Hill -

Thank you to the following foundations for their support with the
Dolly Parton Imagination Library.



Healthy Kids Team “Give It A Shot”



United Way of Hernando County Workplace Campaigns

Giving to the UWHC through workplace campaign is a wonderful example connecting our community. It's who we are, it's what we do, and it's our message to the world that, together we are Advancing The Common Good. We would like to thank following companies who helped make last year's campaign an outstanding success. We would like to acknowledge these organizations and all who participated and contributed to the success of our campaign.



3M Retirees
Achieve Tampa Bay
ADP
Aetna Foundation
AIG/AGF
Allstate
Alltel
American Express Foundation
American General
Arc Nature Coast
Artic Slope Regional
Corporation
AT&T
Bank of America
Baycare/Harbors
Belk Department Store
Big Brothers/Big Sisters
Blue Cross Blue Shield
Brooksville Regional Hospital

Budget Inns of Fl dba Hampton
Inn Brooksville
BBVA Compass
Catholic Charities
Corrections Corp of America
Ceridian
CF Industries
Combined Federal Campaign
Children's Home Society
Citigroup
City of Brooksville
Coastal Financial Services Inc
Consumer Credit Counseling
Services
Costco
Crystal Motors
Cushman & Wakefield of Florida
Deaf & Hard of Hearing Services of
Florida



Embarq
Enterprise Leasing Company
The Honey Baked Ham Co
Family Visitation Center of Hernando
Federal Express
Ferman Motor Car Company
FRI Inc
Girl Scouts of West Central Florida
Gulf Ridge Council BSA
Haskins Group Inc
Hawker Beechcraft
Health Management Associates
Healthsouth
Hernando County Clerk of Court
Hernando County Government
Hernando County Schools
Hernando Pasco Hospice
Hernando Realty Corp dba Best
Western Brooksville
HSBC



IBM Employees/Retirees
ITW Building Components Group
JC Penney
Keefe Commissary
Kohl's
Lowe's
Massey Enterprises
Medco
Northrop Grumman
Northwest Airlines
Oak Hill Hospital
Oak Hill Hospital
Volunteers Assoc.



“Take time to deliberate; but when the time for action arrives, stop thinking and go in.” - Andrew Jackson -

Paychex
Pennsylvania Lumberman's
Mutual Insurance Co
Pfizer Foundation
Progress Energy
Publix Supermarkets
Publix Supermarket Charities
Qwest Communications
Raymond James & Associates
Regions Bank
Ring Power
RJ Reynolds
Royal Cup Coffee
Sears
Seminole Electric Corporation



Uradco
USAA
Verizon
Wachovia Bank
Wal-Mart Stores
Wal-Mart Distribution Center
Walt Disney Company
Wells Fargo
West Pharmaceutical Services
Willis of New Hampshire
Insurance Co
Winn Dixie Charitable Giving
Campaign
WREC
YMCA
Youth & Family Alternatives
Zachry Construction



Spring Hill Regional Hospital
St Petersburg Times
State Farm Insurance
State of Florida Employees
Sumter Electric Cooperative
Suntrust Bank
Superior Bank
Sweetbay Supermarkets
Swiftmud
Synverse Technologies
T. Rowe Price
Tampa Electric Company
Target
The Hertz Corporation
United Health Group
UPS



2008-2009 Volunteer Photo Gallery



Because we don't just wear the shirt, we live it.



In Honor of and Memorial Contributions

“The heart hath its own memory, like the mind. And in it are enshrined the precious keepsakes, into which is wrought the giver’s loving thought.”
-H.W. Longfellow-

Rose Sinare- In memory of Mr. & Mrs. Frank Zappia

Ester Johnson- In memory of Vic Johnson

“Perhaps they are not stars in the sky, but rather openings where our loved ones shine down to let us know they are happy.”
-Eskimo Legend -

Farrel VanAlstyne- In memory of Mr. & Mrs. Victor VanAlstyne



In Honor Of

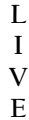
FRI Inc. In Honor of Mary & Bill Repper and Family

“What we have once enjoyed we can never lose. All that we love deeply becomes a part of us.” -Helen Keller-

FUN FOTOS



2008-2009



First comes thought, then organization of that thought into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is your imagination." -Napoleon Hill-

2008-2009 ANNUAL REPORT COURTESY OF



Printing and Marketing Services

1260 Lori Drive • Spring Hill, FL 34606
(352) 683-8757 • Fax: (352) 683-8786
sspeedy@tampabay.rr.com

LIVING UNITED WITH UNITED WAY OF HERNANDO COUNTY

LIVE UNITED™



GIVE. ADVOCATE. VOLUNTEER.

www.unitedwayhernando.net