

2010-2011

Community

United Way of Hernando County

United  
Way



# LIVE UNITED



# YOUR SUPPORT. OUR GRATITUDE.



Steve Porter  
Board Chair

*Steve*

In the events of our everyday lives, many of us might overlook our sense of gratitude. Surely, we've all sensed relief that a long meeting is over or joy that we are able to make it to our kids' ball game on time. But gratitude-a feeling of thankfulness and appreciation- is really about acknowledging the generosity of others.

At United Way, we feel gratitude every day for the unshakable support of people like you- our Community Fund donors and community leaders. Your commitment to making Hernando County a better place has driven a remarkable process and plan that outlines how, together, we will work to address the critical issues of our community. The plan is called "Blueprint for Change" and we believe the strategies it defines will make an impact on our community by directly changing lives.



Kathy Jones  
Executive Director

*Kathy*

Bringing a community together around causes that will advance the common good is no small task. It takes all of us working side by side to shape the kind of community where everyone can flourish. It takes a commitment to change, the patience to know that change takes time and, most importantly, your support to transform our community.

P.S. This is truly your community report. We hope you see the reasons you support United Way in these pages and read it knowing that our community is better because of you.



# UNITED WAY OF HERNANDO COUNTY BOARD OF DIRECTORS

## Executive Committee

### Board Chair

Steve Porter, Hernando County Sheriff's Office

### Chair Elect

Pat Augustyniak, Spring Hill Dental Associates

### Secretary

Francine Ward, Community Volunteer

### Treasurer

Gina Wharton, SunTrust Bank

### Past Chair

Deanna Kimbrough, Freelance Journalist

## Board Members

Alex Contreras-Soto, S H Regional Hospital

Joe Corwin, Publix Supermarkets

Charles Donley, Regional Rehab

Walter L. Dry Sr., Consultant

Mike Duncan, WREC

John Ehlenbeck, Bank of America

Jeff Gebeault, Walmart Distribution Center

Dr. Stanley Giannet, PHCC

Sonya Jackson, Hernando County Schools

Max Laudun, Community Volunteer

John R. Mitten, Owner Chick-fil-A

Donald Page, Cortez Community Bank

Karen Phillips, Retired Government

Jennifer Rey, Hogan Law Firm

Gary Russell, Russell Roofing

Sam Shrieves, Capital City Bank

Mickey Smith, Oak Hill Hospital

2010-2011



We recognize and appreciate the important role of volunteer leadership throughout our entire community.

# The Organizational Review

In a balanced organization, working towards a common objective, there is success.

## Core Values

Strength and growth come only through continuous effort and struggle.

## Mission

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

## Vision

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

## Stewardship /Accountability

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

## 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.

## United Way Initiatives

We are focused on Health, Education and Financial Stability. Advocating for our community, support and strengthen the work of local partner agencies and their objectives, while enriching the lives of individuals.

## 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.

## 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.



## Your Community Fund Investments

Almost 20,000 donors contributed more than \$635,000 for our community through United Way's 2010 Annual Campaign. This accomplishment was truly a success for Hernando-thousands of you got up, got involved and gave what you could. We are continually inspired to see so many individuals, families, companies and organizations care for the community we live in and give back to make a difference. We are proud to say that Hernando County remains one of the most generous communities in America.

Funding will support local implementation of programs that have proven successful in our community, and expanded locally developed programs that offer promising results. This year's investments in evidence-based programs have doubled from prior years.

Starting on July 1, 2010, Community Fund dollars were directed to 32 local programs aligned. Starting on July 1, 2010, Community Fund dollars were directed to 32 local programs aligned to key strategies in five impact areas.



# VOLUNTEER LEADERSHIP

Volunteerism took many forms in our community this year. Despite their differing roles, all these volunteers share in the knowledge that they made a difference in our community with their time and talents. From the 200 Day of Caring volunteers who took to our local non-profits with shovels and bags, paint and brushes, to the 80 volunteers who guided United Way's workplace campaign and the Blueprint for Change process through our Community Investment Grant, thank you. Our community is all the better for your contributions and we are grateful for your generosity and leadership.

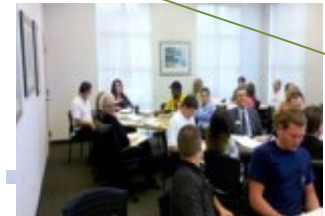


Pat Augustyniak,  
Spring Hill Dental  
Associates

**Pat and Gina  
volunteered  
their time,  
giving  
campaign  
presentations,  
which helped  
United Way  
exceed their  
projected  
community  
fund.**



Gina Wharton  
SunTrust Bank



**GIVE.**

**ADVOCATE.**

**VOLUNTEER.**

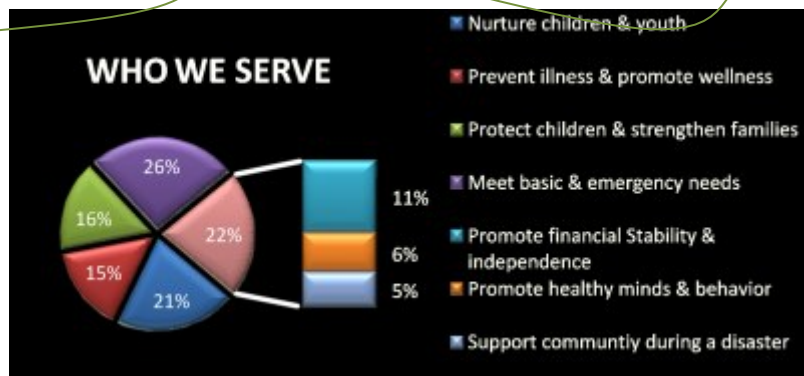


# Blue Print to- United Way Impact

## Under the leadership of the Administrative Community Investment Grant Committee,

more than 45 volunteers serving on six review teams, ultimately made recommendations to the UWHC Board of Directors regarding grant funding. Each team based their decisions on a series of site visits and comprehensive interviews with agency staff and volunteers. Through this process, team volunteers gain a better understanding of the agency's accomplishments, obstacles, important issues and financial pressure escalating within our community.

2-1-1 Hernando	\$25,000
Achieve Tampa Bay	\$25,000
American Red Cross	\$17,500
Arc Nature Coast	\$63,000
Big Bro./Big Sisters	\$12,500
Catholic Charities	\$24,150
Civil Air Patrol	\$1,500
Children's Advocacy Center	\$25,000
Children's Home Society	\$6,500



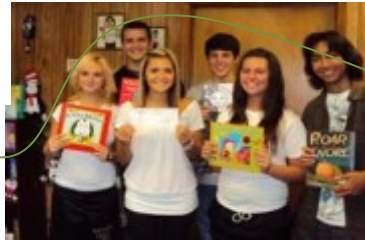
The Dawn Center	\$44,600
Deaf & Hard of Hearing Services	\$22,000
Family Visitation Center	\$27,000
Girl Scouts of WCF	\$6,500
HEART Literacy	\$9,000
NAMI Hernando	\$6,500
RSVP (Retired Senior Volunteer Program)	\$9,000

# Blue Print for- Student Advocacy

United Way of Hernando County's Student Board provides a forum for local youth to develop leadership skills and demonstrate the importance of youth 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 funds, to interact in the grant process, and to participate in organizational governance.



United Way 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 youth involved with the process of maintaining the organization.



These photos represent how students give to our community through United Way. Participants are UW Student Board members, school clubs and national organizations.



## Join the LIVE UNITED Movement

**OPEN YOUR HEART.**  
**LEND YOUR MUSCLE. FIND YOUR VOICE.**



Hi Kathy!

I just got the email! I'm going to Mississippi for UW Alternative Spring Break! I'm so excited!!!!

*On December 23, 2010 we received an email that made our day!*

*"I had the best time, it was so rewarding. I would do it all over again." - Wykeeta*



# Blue Print for- Resources and Community Impact



## Promote wellness of the community through Volunteering- (Volunteer Hernando, Day of Caring)

- Volunteer Hernando is a volunteer database for volunteers to help service organizations, agencies, and other non-profits that meet certain criteria.
- Once each year UW holds a “**Day of Caring**” with over 200 volunteers placed in local non-profit agencies and schools, for a morning of community service re: reading with students, assisting in the classroom, landscaping, painting, pressure washing, whatever it takes to make a difference.

## Provide people with the basic necessities in a disaster or times of temporary need. (VRC, FEMA/EFSP, Support the Postal Food Drive, Deepwater Horizon Oil Spill)

- UWHC's Volunteer Reception Center (VRC) is staffed and ready to assist our County in the event of a disaster.
- UWHC facilitates Federal Funds under the local Emergency Food and Shelter Program (EFSP). Local 501(c) 3 non-profit organizations applied for funds through United Way, and were approved by the local EFSP Board.
- United Way was pleased to support the efforts of the Postal Food Drive. The Letter Carriers worked diligently to collect food for our local “food pantries”. The residents of Hernando County worked their magic again this year and came up with a multitude of food, stuffed into Publix shopping bags for local food pantries.
- UWHC facilitated the *Share A Little Sunshine* marketing campaign developed after the Deepwater Horizon Oil Spill. United Way connected with *Visit Florida* in supporting tourism. Volunteers came out to walk our beaches in promoting their oil free beauty.

## Provide support services- 2-1-1, RX-FamilyWise, Credibility, Alzheimer's Common Sense Care-Giving

- The 2-1-1 *Get Connected* helpline, giving people and agencies an efficient and effective way to link those in need with available resources.
- FamilyWise and UWHC offers prescription free discount cards. This resource reduces the cost of prescriptions by 10% to 30%. Saving Hernando County Residents \$62,000 in 2010.
- United Way partnered with Credibility to provide a workshop, free to the public, answering questions concerning foreclosures and how to recover from a poor credit rating.

Gary Leblanc, Author of *Staying Afloat in a Sea of Forgetfulness*, partnered with United Way to conduct a free Alzheimer's Care-Giving Workshop



# Blue Print for Health, Education and Financial Stability-

## Investing in the 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 succeed in school. Our goal is to reach 70% of Hernando County pre-school age children.
- By supporting Hernando County teachers through UWHC'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- (Healthy Kids "give it a shot booklet", UW Student Board)

- Our Healthy Kids "give it a shot" Booklet shows kids that you can stay healthy and feel **GOOD** about yourself with easy everyday activities.
- UW Student Board -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.



## Encourage and facilitate a return to self-sufficiency. (VITA Tax Prep., Financial Stability Workshops, Energy Neighbor Fund)

- Through the VITA Program; we were able to prepare 744 tax returns, with a total refund of \$858,560, total Earned Income Credit of \$255,047, Total Child Tax Credit of \$103,069, and Education Tax Credit \$20,860.
- Financial Stability Workshops: supported by Credibility Counseling, helping residents understand how to handle some of the tough decisions that need to take place in today's economy.
- UW partners with Progress Energy and their Energy Neighbor Fund program. This program provides opportunities for residence that are challenged with energy obstacles.
- United Way and the County Extension Office partnered in offering banking and budgeting workshops to deal with the declining economy. Including the development of a *Money Mentors* program.



# Best Practices and Standards



## Statement on Accounting & Reporting Practices

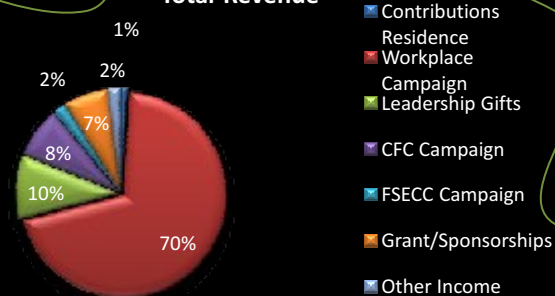
United Way of Hernando County, Inc. (UWHC) takes our role as a trusted community leader seriously. As a result, we have a long tradition of adhering to high standards of accountability and transparency. Our most recent IRS Form 990 is available upon request.

Following the American Institute of Certified Public Accountants (AICPA) Audit and Accounting Guide for Not-For-Profit Organizations, an independent CPA firm will conduct an annual audit, to guarantee financial statements conform to the Generally Accepted Accounting Principles (GAAP).

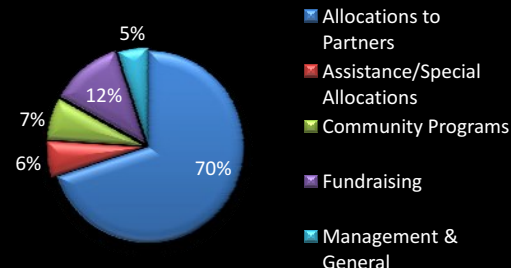
## Stringent Checks and Balances:

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.

### Total Revenue



### Total Expenses



## 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.

# Pillar Society-

Bronze Pillar - \$500 to \$999

Matt Aiken  
Brittany Barber  
Bridget Barker  
Wayne Bennett  
Jacob Blackstock  
Sean Borgo  
Dennis Callaghan  
Elizabeth Callaghan  
Connie Calub  
Noreen Carter  
Brenda Caswell  
Linda Chatman  
Anthony Clark  
Alvie Craig



Ginny Hamilton  
Scott Hartsell  
Ronelle Henwood  
Alex Holt  
Deanna Kimbrough  
Lori King  
Krystle Kinman  
Michael LaRosa  
Vicki Laster  
Stan Lavoie  
Robert Linke  
Jerry Maddox  
Anne Marcucci  
Louis Marino  
Darlene McNeal



Your dollars to United Way's Community Fund help us toward our goal of ensuring that all individuals and families in our community have their basic needs met by funding partner agencies and programs. Thank you.

Grady Craver  
Anthony Criscuoli  
Kelly Dampier  
Lauren Emerson  
Jaime Ferguson  
Charles Fernandez  
Sandy Fisher  
Dean Furlong  
Lottie Furlong  
Juan Grullon  
Eric Hagg  
Janet Hagg  
David Hamilton



Tara Ulasewich  
Bonnie Valliere  
Joann Walker  
Steven Wallace  
Francine Ward  
Scott Weber  
Harold Williams  
Janice Williams  
Jessica Zimmerman



Robert Melaccio  
Brittany Mellies  
Joseph Meunier II  
Kenneth Mikkola  
Ricky Miller Jr  
Daniel Mills  
Holly Neiswender  
Dustin Newton  
Jessica Opinski  
Joseph Pedone  
Shirley Powers  
Holly Price  
John Reale  
Charles Ross

FOR ALL YOU DO FOR  
OUR COMMUNITY, WE  
**THANK YOU**  
FROM THE BOTTOM  
OF OUR HEARTS!  
**LIVE UNITED**



Sam Shrieves  
Melissa Simonds  
Allan Sims  
Mickey Smith  
Kelly Spooner  
Alicia Stanina  
William Stanley  
Lloyd Stanley  
Willie Thomas  
James Thompson  
Christopher  
Tomaszewski  
Robyn Trevino-Coburn

**THE LIVE UNITED SHIRT**  
WEAR THE SHIRT AND BE A PART OF  
**THE LIVE UNITED MOVEMENT.**  
LIVE UNITED. IT'S A CREDO. A MISSION. A GOAL.  
A CONSTANT REMINDER THAT WHEN WE  
**REACH OUT A HAND TO ONE,**  
WE INFLUENCE THE CONDITION OF ALL.  
WE BUILD THE STRENGTH OF OUR NEIGHBORHOODS.  
WE BOLSTER THE HEALTH OF OUR COMMUNITIES.  
**AND WE CHANGE THE LIVES**  
OF THOSE WHO WALK BY US EVERY DAY.



# Pillar Society- Leadership Giving

Gold Pillar - \$1,000 to \$4,999

John Allan  
Stephen Augello  
Robert Benedetto  
James Benner  
Jim & Chrissy Bergman  
Chad Bernhardt  
Timothy & Carrie  
Bismarck  
Cindy Blackwell  
David Burbine  
Kathy Burke  
Timothy Cannella  
Dawne L. Carn  
Chris M. Chevalier  
Erica M. Chevalier  
Eamonn Chin  
Ashley Coleman



Francine Napolitano  
Larry Niesen  
Josephine (Chatty) Nix  
Allissa O'Berry  
Brian O' Neill  
Tanuja Osborne  
Jason & Kristin Parrish  
Wayne & Riki Peterson  
Joseph Piazza  
Giuseppe & Marla Prestigiacomo  
Robert D. Roderick  
Carl Rosciti  
Doreen Schaub  
Troy Schuldt  
Amanda Seminario  
John Sievers  
John M. Sivon  
Mark A. Smith



United Way contributors know how to LIVE UNITED. Many of them not only give generously, but have been loyal contributors for many years.

Thank you for your continued support!



Ann Johnson  
Laura J. Kuster  
Steve & Jewel Lamb  
Frances Lodge  
Patricia Lonergan  
Jay & Lorraine  
McAvoy  
Lisa McConnell  
Paul McCreary  
Leslie McGee  
Lawrence Mercush  
Annette Miner  
Barbara J. Mullane

Tocqueville Society \$10,000 +  
Barney Barnett and Carol Barnett



Alex Contreras-Soto  
Joe Corwin  
Tina Corwin  
Tiffany Crecca  
Ashley Crisci  
Alan Curry  
Darin Dampier  
Mitchell Deitz  
Tina Dyer-Triplett  
Colleen Faircloth  
Rebecca & John  
Fengarinas  
Arnold Fliesher  
Julie Florio  
Robert Frank  
Virginia Gill  
Hal & Andrea Jerinsky

The Spaulding Family  
Gina & Greg Stifanic  
Lisa M. Thompson  
Tyson Tracy  
Ellen Viereck  
Robert Watts  
Lisa & Nate Williams  
Joshua & Sara Williamson  
Lisa Wyatt  
Arthur & Phyllis Young  
Brandon Young  
Frank Zito



# Workplace Community Investment-

**3M Company**  
**AAA Auto Club South**  
**ADP**  
**Advance Auto Parts**  
**Allstate**  
**Arc Nature Coast**  
**AT&T**  
**Ball Metal Container**  
**Bank of America**  
**Bay West Health & Rehab**  
**Baycare/Harbors**  
**BB&T**  
**Belk Department Store**  
**Best Buy**  
**Brooksville Regional Hospital**



**Giving to United Way through payroll deduction is a great way to engage your business in impacting our community.**

**Florida State Employees**  
**Enterprise Leasing**  
**Family Visitation Center**  
**Federal Express**  
**Ford Motor Retirees**  
**General Electric**  
**General Motor Retirees**  
**Girl Scouts of WCF**  
**Gulf Ridge Council BSA**



**Capital City Bank**  
**Catholic Charities**  
**Ceridian**  
**CF Industries**  
**Combined Federal Campaign**  
**Children's Home Society**  
**City of Brooksville**  
**Clerk of Court- HC**  
**Coastal Mechanical Services**  
**Crystal Automotive**  
**Deaf & Hard of Hearing Serv.**  
**Delta Air Lines**



**Hampton Inn**  
**HCA Healthcare**  
**Oak Hill Hospital**  
**HealthSouth**  
**HC Government**  
**HC Schools**  
**Best Western**  
**Hamford Financial**



**LIVE UNITED™**

# Workplace Community Investment-

HPH Hospice  
Humana Cares  
IMB Employees/Retirees  
JC Penney  
Johnson & Johnson  
Kohl's  
Lowe's  
Macy's  
Massey Enterprises  
Medco  
Mid Florida Comm. Serv.  
Pepperidge Farms  
PNC Mortgage National  
Progress Energy



**Publix Super Markets & Associates contributed \$342,738+ United Way and Publix Store Managers celebrate with a Ginger Ale Toast.**

Publix Supermarkets  
Publix Charities  
Qwest Comm.  
Raymond James & Associates  
Regions Bank  
Ring Power  
RJ Reynolds  
Sikorsky  
Spring Hill Dental Associates  
Spring Hill Regional Hospital



St Petersburg Times  
State Farm Insurance  
Sumter Electric  
SunTrust Bank  
Superior Bank  
Swiftmud  
Tampa Electric Company  
Target Stores  
TECO Peoples Gas  
United Cerebral Palsy  
United Health Group  
University of South Fl.



UPS  
USAA  
Verizon  
Wachovia  
Wells Fargo  
Walmart & Distribution Center  
WREC  
Xerox Corporation  
YMCA of the Suncoast



**LIVE UNITED™**

# Blue Print for- Community Engagement

United Way Workplace Campaigns, a great way to connect to your community.



Our family has always given to United Way, so when it was offered at my new job, I was one of the first to sign up. My parents were so proud when I told them of my payroll deduction. I like being a "United Way Leadership Giver".  
-Josh

I'm part-time and give a little each week. I'm so thankful payroll deduction was an option. It makes it so easy to give.  
-Ted



I help people all day, so helping my community through my paycheck was easy. My company is very caring and wants to make that impact. - Denise



I'm so grateful that my employer is part of the United Way program. I give two dollars out of my paycheck a week and feel that I'm really helping my community. -Missy

I give each pay period knowing that my donation is supporting Education in my community.  
-HC Teacher



When I was younger, our house burnt down. United Way and Red Cross were there for us. Payroll deduction gives me the opportunity to say thank you.  
-Sid



Through my employee contribution I feel good about my contribution to United Way and the impact made in the community.  
-CIG Team Member



I've been giving through my pay check for many years. It's the easiest way to make a difference in my community.  
-Community Advocate

# Blue Print for- Community Engagement

United Way Workplace Campaigns, a great way to connect to your community.

Growing up without a father was hard but when United Way and Big Brother/ Big Sisters introduced us to my mentor, it changed my life. Now I can say Thank You weekly through my paycheck.  
-Matt



My husband lost his job last year. So I feel very fortunate that I'm working and can help others with a three dollar a week payroll contribution.  
- Tiffany



I gave up one donut stop a week and give that amount towards United Way's payroll deduction. I lost six pounds last year!  
-Deana



Giving to United Way through payroll deduction is a great way to support my community. Cindy



With a company transfer, I was pleased to find that United Way is impacting our community and I can be part of that impact through my continued payroll deduction.  
-Jeff

I don't even miss my payroll donation to United Way. Seeing the results in the community is well worth my five dollars each week.  
-CIG Team Member

I retired six years ago and give to United Way through my retirement program. I've started a part-time job as a bagger, and I'm happy to say, I continue to give each pay period to United Way.  
-William



Thanks to my employer, I can give to United Way, who was there to help me after I lost my husband last year. -Marie



# In Remembrance



*"The best and most beautiful things in the world cannot be seen, nor touched... but are felt in the heart." - Helen Keller*

Odd O. Pedersen- In memory of Linda Pedersen



Max Laudun- In memory of my beloved brother



**In memory of Barbara LaJoy- Our mentor, our teacher, our friend, and our office mother, guiding our faith along the path of hope.**

**Barbara volunteered in the United Way Office for over 6 years. She has left a void in our hearts and will truly be missed- United Way Staff**

Anonymous- In memory of Barbara Infurchia

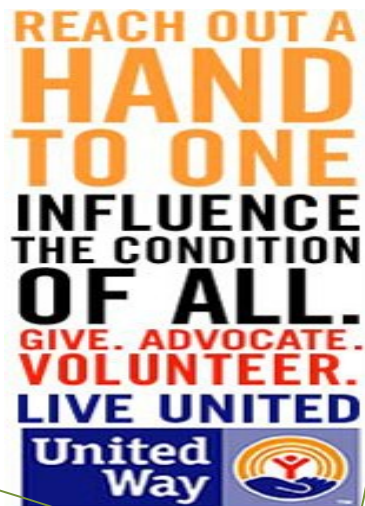
Steve & Vicki Porter- In memory of Theodore P. Geatrakas

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





This Community Report was designed and created by the United Way Staff, printing Courtesy of Sir Speedy.  
Community Fund Contributions remain local and are used to strengthen our community.



United Way of Hernando County  
4030 Commercial Way  
Spring Hill, Florida 34606  
[www.unitedwayhernando.net](http://www.unitedwayhernando.net)

**GIVE.**

**ADVOCATE.**

**VOLUNTEER.**

# 2010-2011 Annual Report Courtesy of



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