2014-2015 Annual Community Report

MOTIVATED BY YOUR PASSIONS

POWERED BY PARTNERSHIPS

INSPIRED BY YOUR SUPPORT

United Way of Hernando County
Your Support. Our Gratitude.

We LIVE UNITED

What a successful year! Our internal goal for 2014-2015 was to increase local United Way awareness, spread a consistent message emphasizing the importance of “collective” impact, and share real program outcomes with our donors and community. United Way’s continued support not only helped address critical needs this past year, but identified realistic solutions. We couldn’t have accomplished what we did without YOUR passion to help make Hernando a better place to live, work, and play.

Collective Community Impact

To “LIVE UNITED” means that we are willing to be part of something bigger than ourselves. It means that we are willing to invest in our friends, neighbors and community. This spirit of selfless giving is imbedded in the culture of Hernando County.

Since 1987, United Way has partnered with organizations and businesses that share a vision of improving lives by working together. Our support for long-term commitments are essential to addressing key social issues, such as helping children, youth, adults & elders, encouraging health and wellness, including physical and emotional care, promoting financial stability and self-sufficiency, and crisis intervention. United Way could not continue making the impact we do without the help and support from our partners and volunteers.

Thank you for believing in us.


We are Humbled to Serve, Inspired to Lead, and Grateful for the Power to do Both.
Your LIVE UNITED Team

2014-2015 Board of Directors

Pat Augustyniak  
Spring Hill Dental Associates

Matt Foreman  
Carter, Clendenin & Foreman, PLLC

David Gonzalez  
WREC

Chael Hanley  
BBVA Compass Bank

Deanna Kimbrough  
Community Advocate

Tom Kupcik  
Sir Speedy

George Kurppe  
Community Advocate

Richard Linkul  
Oak Hill Hospital

John Mitten  
Chick-fil-A

Jennene Norman-Vacha  
City of Brooksville

Nick Sessa  
Silverthorn Country Club

Lisa Williams  
Publix Supermarkets #1198

Nick Woodard  
Alumi-Guard

Ned Wright  
UPS

UWHC Staff

Angela Bonfardino  
Executive Director/CEO

Tina Kinney  
Finance Director

Dominique Ciappetta  
Community Outreach Coordinator

Executive Committee

Gina Wharton, Board Chair  
Regions Bank

Francine Ward, Secretary  
Community Advocate

John Ehlenbeck, Treasurer  
Bank of America/Merrill Lynch

Sonya Jackson, Past Board Chair  
Hernando County School Board

United Way Worldwide Membership Requirement C states:

"United Ways will have an active, responsible, and voluntary governing body, which ensures effective governance over the policies and financial resources of the organization."
Our Foundation

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

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

FOCUS AREAS
- Health, Wellness, Elders
- Crisis Intervention
- Children & Youth
- Strengthening Families & Promoting Self-Sufficiency

IMPACT
- GIVE
- ADVOCATE
- VOLUNTEER
- EDUCATION
- INCOME
- HEALTH
- ASK
- THANK
- INFORM

OUR GUIDING PRINCIPLES
- Leadership & Collaboration
- Compassion
- Core Values
- Stewardship & Accountability
- Diversity & Inclusiveness
- Statement on Accounting & Reporting Practices
- Volunteerism
Under the leadership of the Community Investment Grant Committee, our 7 CIG Review Teams made recommendations to the Board of Directors regarding program funding for the 2015-2016 FY. Each team based their decisions on site visits and comprehensive interviews with agency representatives. Through this process, CIG Review Team Members gain an important understanding of strained challenges, compromised issues and financial concerns escalating within our community.

19 Agencies applied for 2015-2016 funding
32 Programs requested support
33 CIG Review Team Members interviewed applicants & made grant allocation recommendations

$357,300 will be invested back into the Community + $60,000 in initiative support = for a total of $417,300!

United Way wants to hear from YOU! Create a short summary describing how you LIVE UNITED and post it on UWHC’s facebook page or mail it to our office to be entered into the “I LIVE UNITED” Challenge for fun prizes!
United Way of Hernando County, Inc. 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.
Where Your Investment Goes:

**Health, Wellness, Elders**
- Catholic Charities: Respite Care
- Mid Florida Community Services: RSVP (Retired Senior Volunteer Program)
- United Cerebral Palsy (UCP): Special Education Services
- The YMCA of the Suncoast: Elder Wellness Rehab

**Children & Youth**
- Civil Air Patrol (CAP): Hernando County Squadron CAP
- Dolly Parton Imagination Library
- Girl Scouts of West Central Florida: Healthy Living Initiative
- Gulf Ridge Council, Boy Scouts of America: Community Service/Citizenship
- Healthy Living/Outdoor Education
- Mid Florida Community Services: Children’s Advocacy Center (CAC)
- Family Visitation Center
- The YMCA of the Suncoast: Region 1 Childcare—Brooksville
- Youth & Family Alternatives (YFA): New Beginnings Youth Shelter

**Strengthening Families & Promoting Self-Sufficiency**
- ALICE Report: (Asset Limited, Income Constrained Employed)
- The Arc Nature Coast: Residential Support
- Community Support
- Catholic Charities: Foundations of Life Pregnancy Program
- Deaf & Hard of Hearing Services: Communication Access Assistance
- FTRI Outreach
- Jericho Road Ministries: New Life & Emergency &Transition Program
- Lighthouse for the Visually Impaired & Blind: Adaptive Skills Training
- Mid Florida Homeless Coalition: Mid Florida Information Network

**Crisis Intervention**
- 2-1-1 Hernando Resource Center
- Dawn Center: Emergency Shelter Program
- Jericho Road Ministries: Jericho Food Barn

Collective Community Impact

16 AGENCIES  25 PROGRAMS

Quick Scan to Participate in UW’s Online Poll!
ALICE may be an acronym, but it stands for real people whose income is falling behind the cost of living in Hernando County.

These individuals are living above the poverty level (approximately $23,050 for a family of four), but below what it costs to provide for the basics of self-sufficiency: housing, childcare, food, transportation and healthcare.

ALICE represents the men and women of all ages and races who get up each day to go to work, but who aren’t sure if they’ll be able to put dinner on the table each night. They are our child care workers, our mechanics, our home health aides, store clerks, office assistants and so much more. The ALICE population are employed, hard working individuals and families who live paycheck to paycheck where one car repair or medical bill can tip them over into financial crisis.

The ALICE Report shows 52% of Hernando County is considered to be in the ALICE population or already in poverty. These are our neighbors, families and co-workers and their work supports all of us.

The ALICE Report is a study of family finances conducted by Rutgers University. Visit www.UnitedWayHernando.org/ALICE to download the ALICE Report and learn more about this important community issue.

Be The CHANGE
- Talk about the ALICE population with your neighbors, friends, and colleagues
- Learn, share and work with the programs strengthening and supporting ALICE and our community (free tax preparation, afterschool tutoring, etc.)
- Encourage businesses to grow in ways that allow them to support their workforce
- Join United Way in working with local & state governments to ensure our families & community have every opportunity to be secure and successful

Community Emergency Funds
Provided by the generous support of our partners at Publix Supermarkets Charities & Duke Energy

- 64 clients helped
- 47 budget calendars were provided
- $12,429.98 was used to supply residents with emergency assistance (electric, rent, car repairs, water bills, etc.)
- $5,413 was distributed for food and basic necessities

Top 5 Identified Needs
*gathered from 2-1-1 database
- Electric Payment Assistance
- Help with rent
- VITA Program Sites
- Missions (transitional housing, shelters, etc.)
- Food Pantries

Get Connected. Get Answers.
It Doesn’t Have To Be An Up-Hill Battle Forever.
Let’s Collectively Work Together to Identify Local Issues and Support Sustaining Solutions.

Through United Way funded programs, we have put over 46,428 people on the path to Financial Stability. How did we do it? By investing in solutions that provide proven pathways out of poverty, such as:

- Financial education through courses teaching fundamentals such as how to develop a budget, save, reduce debt, and improve credit
- Job training programs, such as those offering GEDs, computer literacy
- Adaptive skills training and outreach to those facing independent challenges
- Job placement services
- Providing access to tax preparation services
- Transitional housing programs that promote self-sufficiency and independence
- Connecting community members to vital resources

Preserving Financial Stability Programs.
Overcoming Obstacles.

Strengthening Economic Solutions.
Preventing Lack of Resources.
Working Together for a Financially Stable Community

**VITA** Volunteer Income Tax Assistance is available to those who have a low-to-moderate income (generally $60,000 or less)

2015 VITA Site Partners

- CareerSource Pasco Hernando
- Spring Hill Library
- Mid FL Community Services—RSVP
- Explorer K-8
- Brooksville Elementary School
- Publix at Barclay Store #630
- Publix at Hernando West Store #220

Overview of 2015 results...

- $864,149 total EITC
- $255,034 total Education Credit
- $8,573 total # of tax returns completed
- $227,750 amount saved
- 911 total # of tax returns completed
- 24 returns thru MyFreeTaxes.com

**Free tax assistance through VITA resulted in more than $1,091,899 returning to our Hernando Community**

Those could be dollars spent on covering child expenses, transportation costs, paying bills, purchasing household necessities, weekly grocery bills, as well as to saving for the future!

Save up to 75% on everyday prescriptions with United Way’s FREE FamilyWize Discount Prescription Card

12,166 Hernando Residents Have been impacted by using FamilyWize

$929,341 were saved in prescription costs as of June 2015
Impacting EDUCATION

Our Education Goal:
encourage more individuals to succeed in school & in LIFE
by removing barriers that have a negative impact and giving them the proper tools to succeed in education.

Stuff The School Bus

United Way of Hernando County

An estimated 80% of students start each school year without the essential tools needed to learn and be productive within the classroom. United Way of Hernando County’s Stuff the Bus incorporates teacher volunteerism, community participation, and one very long weekend to advocate for the spirit of giving and help supply our local classrooms with extra tools for the new school year.

24 SCHOOLS
150 LOCAL CLASSROOMS
368 VOLUNTEER HOURS

Our 8th Annual Stuff the Bus collected:

$4,472 lbs. $7,196

Monetary donations

That’s equivalent to...

PURCHASED:
- Over 650 packs of COLORED PENCILS!
- 1,600 MECHANICAL PENCILS
- 6,300 Black Blue & Red PENS
- 454 HANDHELD PENCIL SHARPENERS
- 45 packs of INDEX CARDS
- 10,570 PENCIL CAP ERASERS
- 177 DICTIONARIES & 60 THESAURUSES
- 1179 PAGES OF PAPER & 146,400 sheets

BACKPACKS DONATED:
2013’s STR 22
2014’s STR 114

A huge Thank You to our VOLUNTEER Community for recognizing the need and participating in Stuff the Bus by DIVING, ADAPTING, & VOLUNTEERING

HC DPL statistics as of June 2015

In support of Early Literacy, Hernando County children enrolled in United Way’s Dolly Parton Imagination Library receive a FREE book in the mail every month from birth to age 5!

15,210 books distributed to children from July 2014-June 2015

1,109+ Children Graduated
1,400 Currently Enrolled

Studies Show...

92% predict what will happen next in a story by using pictures and content for guides

87% of children understand that reading progresses from left to right and top to bottom

* The American Federation of Teachers & Hart, B Risley, T. Meaningful Differences in the Everyday Experiences of Young American Children

* Amanda County’s Stuff the Bus is proudly hosted by United Way of Hernando County.
For more information on what YOUR United Way is accomplishing in YOUR community, visit www.ucbunitedwayhernando.org
### Our HEALTH Initiative

**HEALTHIER TOMORROWS**
A closer look at Hernando County through Robert Wood Johnson’s County Rankings & Roadmaps 2015 Report

- **25%** uninsured adults
- **10%** uninsured children
- **48%** of children are eligible for free or reduced lunch

**FLORIDA KIDCARE (FKC)**
Low Cost Children’s Health Insurance
Assisting parents with applying for FKC to help children qualify for one of the four: MediKids, Healthy Kids, Children’s Medical Services Network, Medicaid for Children.

**174,441**
Estimated Hernando County population

### KNOW YOUR RESOURCES

**FLORIDA KIDCARE (FKC)**
Low Cost Children’s Health Insurance
Assisting parents with applying for FKC to help children qualify for one of the four: MediKids, Healthy Kids, Children’s Medical Services Network, Medicaid for Children.

**2-1-1 HERNANDO**
Get Connected

2-1-1 is a Resource Center designed to help connect residents in need of assistance to local health and human service organizations.

**FAMILYWISE**
Discount Prescription Cards
Average saving costs of 40%-75% for insured AND uninsured community members. Text “family” to 700700 for your FREE card!

**SUMMER BREAKSPOT**
Maintaining Proper Nutrition
Local meal sites provide FREE healthy breakfasts, lunches, & snacks to those under the age of 18 during summer break.

**PLAY 60**
A Movement For An Active Generation
United Way has partnered with the NFL to encourage kids to be active for 60 minutes a day in order to reverse childhood obesity.

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Through local Partnerships and Programs, United Way strives to ensure our community and its residents have access to affordable & quality healthcare, a healthy environment, and a physically & mentally healthy lifestyle.
### Community Engagement

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<tr>
<th>Event Name</th>
<th>Supporting Organizations</th>
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<tr>
<td><strong>RENAISSANCE BALL</strong></td>
<td>Tracer’s Information Specialists</td>
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<td><strong>CINEMA FOR A CAUSE</strong></td>
<td>Georgia Theatre Company and Beacon Brookville Theatre</td>
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<td><strong>BONEFISH GRILL BENEFIT DAY</strong></td>
<td>Bonefish Grill—Brooksville</td>
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<td><strong>5th Annual Greek Festival</strong></td>
<td>Christ the Savior Greek Orthodox Church</td>
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<td><strong>Business Blitz CHALLENGE</strong></td>
<td>Davis Family Hearing Services (DFH)</td>
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- **RENAISSANCE BALL**: Tracer’s hosted their 3rd Annual Event in support of the Dolly Parton Imagination Library.
- **CINEMA FOR A CAUSE**: 100% of all admission tickets & concession purchases on September 21, 2014 were donated.
- **BONEFISH GRILL BENEFIT DAY**: January 26, 2015: 50% kick-back, June 2, 2015: 20% kick-back. A percentage of event sales based off of admission and United Way Volunteer participation was donated.
- **5th Annual Greek Festival**: A percentage of event sales of admission and United Way Volunteer participation was donated.
- **Business Blitz CHALLENGE**: DFH matched dollar for dollar donations given by local businesses throughout the month of May 2015.

A special thank you to Davis Family Hearing for their corporate Challenge match and the following local partners for “Accepting The Challenge”:

For a list of upcoming events and more information on how you can support your local United Way, visit [www.UnitedWayHernando.org](http://www.UnitedWayHernando.org)
Committed to Our Partnerships

Hunger Project
In collaboration with our friends from LRE Ground Services, UWHC rallying over 30 volunteers (including student volunteers from Springstead High School) to help pack over 13,200 meal bags through Feeding Children Everywhere.

Dementia Care Seminar
Gary LeBlanc held his annual workshop on December 12, 2014 with advocates John Winans & patient Diana Winoker. Together, they inspire to educate dementia caregivers & help them cope with everyday challenges & emotional struggles of dementia care-giving. Over 30 caregivers attended that session.

Nature Coast TV - Positive Promotions
UWHC partnered with Nature Coast TV to enhance our community outreach through social media. This partnership has produced quality weekly web segments that highlight upcoming events, reporting results, volunteer opportunities, giving options, and encourage community involvement. THANK YOU NCTV!!

Promoting Early Literacy
UWHC attended the Early Learning Coalition’s Storybook Forest & the HC Public Library’s Summer Reading Kick Off in support of education & encouraging Early Literacy.

Book Drive Collects 566 Books!
The Department of Children & Families collected over 566 books and donated them to United Way of Hernando County trusting we would find them a good home. Books were distributed at local events and partner program meetings.

2-1-1 Community Workshops – Get Connected
UWHC hosted two 2-1-1 Get Connected Workshops at the Department of Health. These workshops included information for NEW & existing 2-1-1 partners, helpful tools on how to keep the resource data base current, tips & marketing strategies, and shared results! Over 40 residents joined us that morning.

Raising Awareness with WWJB Radio
Community advocates at WWJB enhanced their support this year with rallying behind United Way’s “Did You Know” Awareness Campaign! WWJB was kind enough to invite UW out to discuss on-air some of our upcoming events & fun “DYK” facts. THANK YOU WWJB!!

Promoting Early Literacy
UWHC attended the Early Learning Coalition’s Storybook Forest & the HC Public Library’s Summer Reading Kick Off in support of education & encouraging Early Literacy.

Touch-A-Truck
UWHC helped sponsor the HC Public Library’s Touch-A-Truck event by providing UNITED WAY hard hats for over 400 children on October 20, 2014.

FREE Flu Shots
UWHC, the Department of Health, and Walgreens partnered to provide FREE flu shots to residents 18+. This service was offered to those with little or no health insurance!
D.S. Parrott Middle Honored With Bright Apple Award
Parrott Middle School’s Principal Brent Gaustad & his team rallied in honor of receiving United Way’s Traveling Apple Trophy for their participation with their internal giving campaign and volunteerism with Stuff the Bus!

Scholarships through CETA
UW provided four $500 education scholarships through CETA (Chamber Education Training Association), for students who exceeded in two categories: Community Service & Leadership.

EFSP (Emergency Food and Shelter Program)
Hernando County was chosen to receive $23,988 to supplement emergency food and shelter programs in the county. The selection was made by a National Board that is chaired by the Department of Homeland Security’s Federal Emergency Management Agency. A Local Board made up representatives from United Way of Hernando County, American Red Cross, Salvation Army, Catholic Charities, Local Government, Jericho Road Ministries and the Jewish Community will determine how the funds are to be awarded for Hernando County.

Residents Reception
UW participated in the Greater Hernando County Chamber of Commerce’s Residents Reception on September 12, 2014. This event was the perfect opportunity to share information on 2-1-1 and other helpful programs UW provides locally.

Positive Picketing
United Way Partner Agencies thanked Publix Associates on ‘Publix Appreciation Day’ by Positive Picketing to all eight Hernando Stores. It created a positive spin on this annual event and captured the media’s attention! A special thanks to the Children’s Advocacy Center for spearheading this important day!

America Saves—Advocating for Financial Stability
UW is an official Participating Organization with the National America Saves Campaign. Already aligning with our Financial Stability Initiative, UW promoted smart savings strategies and collaborative efforts with local financial institutes & local partners to show the community how easy it is to “Pledge to Save”.

Veteran’s Resource Fair
It was an honor for UWHC to attend Hernando’s Annual Veteran’s Resource Fair on April 18, 2015. Connecting community members to needed resources is our mission! A special thank you to all veterans who have served our country proudly!

Chocachatti Helps “Stamp Out Hunger”
Chocachatti students collected 80 mail trays of non-perishable food items for Hernando County! This year’s collection contributed to over 30 local food pantries.

20 Mile Awareness Walk
On April 7, 2015, the LIVE UNITED Team, along with 100 other advocates, took to the streets to raise awareness for child abuse prevention during a 20 mile walk across Hernando County in support of Lauren’s Kids.
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<th>INVESTING IN UNITED WAY’S COMMUNITY INVESTMENT FUND</th>
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Corporate Partnerships

INVESTING IN UNITED WAY’S COMMUNITY INVESTMENT FUND

* Explore the Gift of Giving Back to Your Community *

Contact the United Way office to organize a Workplace Giving Campaign for your place of business.

Peoples Gas System (TECO)
PNC Mortgage National
Publix
R.J. Reynolds Tobacco Company
Raymond James & Associates
Regions Bank
Ring Power
Royal Cup Coffee
Sam’s Club
Seaboard Pencil Company, Inc.
Shuayb Dental
Spring Hill Dental Associates
State Farm Insurance
SECO
Suncoast Credit Union
Suncoast Urgent Care
SunTrust Bank
Southwest FL Water Management District

Tampa Bay Times
TARGET
Thunder Bay Builders, Inc.
Total Merchant Services
Tracer’s Information Specialists
Tropic Shores Realty
United Cerebral Palsy
United Health Group
UPS
USAA
Walmart Distribution Center
Walmart Stores
Wells Fargo
WREC
Youth & Family Alternatives
Zachry Holdings, Inc.
Giving Campaigns

Companies that offer Workplace Campaigns to their employees:

- AAA Auto Club
- AT&T
- Baycare Behavioral Health
- Belk Department Store
- Big Brothers Big Sisters
- Burns & McDonnell Engineering
- Capital City Bank
- Catholic Charities
- Crystal Automotive
- Deaf & Hard of Hearing
- D.S. Parrott Middle
- Federal Express
- Gulf Ridge Council, Boy Scouts
- IBM Employees/Retirees
- JC Penney
- L.R.E. Ground Services, Inc.
- Manpower
- Nationwide
- O’Reilly Auto Parts
- Pine Grove Elementary School
- PUBLIX
- Raymond James
- Ring Power
- Royal Cup Coffee
- Spring Hill Elementary School
- State Farm Insurance
- Target
- USAA
- UPS
- Wells Fargo
- West Hernando Middle School

# of DONORS: 1,864+

Increased Giving Campaigns: 31

New Campaigns: 4

As Our Community Continues To Grow, So Shall We!
Publix Super Markets Charities & Associates
$391,952+ Contributed
in United Way’s Community Investment Fund!

Teamwork Divides the Task and Multiplies the Success
United Way investors know what it means to LIVE UNITED!

Many of them not only give generously to United Way, but have been loyal contributors of the United Way movement for years. Thank you for the positive impact you make on our community and the lives of thousands each year!
Thank You to those who GIVE:
We couldn’t continue serving the community like we do without each and every one of you. EVERY dollar, every contribution counts.

Thank You to those who ADVOCATE:
You give us a voice and a presence here in Hernando. You share our stories and you connect our community to the services we help provide.

Thank You to those who VOLUNTEER:
Your helping hands are always there when we need you the most. You are valuable.. You are appreciated.. You are priceless.

YOU are all a part of something much larger than yourself. YOU are the true definition of what it is to LIVE UNITED.

United Way THANKS YOU for that.

HOW YOU CAN HELP
- Conduct a Workplace Giving Campaign at your company
- Parental involvement
- Encourage healthy lifestyles
- Volunteer your time
- Donate supplies for Stuff the Bus
- Invest in United Way!
- Know your resources! (2-1-1)
- Help others by sharing program info
- Become a Summer BreakSpot meal site
- Sponsor a UWHC Initiative program
- Attend a 2-1-1 Workshop

To change lives, we need YOUR help.
Sign up to receive our #UnitedNews NEWSLETTER for current details on what’s happening at YOUR United Way!
Awareness Campaign

ADVOCATE
This Campaign is a year-round effort that highlights fun facts about your local United Way and how their work impacts our community. This outreach is executed through handout materials, social media posts, local radio announcements, and presentations. Help us raise awareness!

Sign your pre-school aged child up to receive FREE books through DPIL
For the 2014-2015 FY United Way provided over 15,210 books for Hernando children
1,400 Currently Enrolled
1,109+ Children Graduated

PUBLIX has pledged over $760,000 to UWHC and our Partner Programs over the past two years!
Take a look at 2015’s “PUBLIX Appreciation Day” video on Facebook!
Turn to page 15 & 16 for a list of United Way’s other Corporate Giving Partners

Become a #DigitalAdvocate today!
‘LIKE’ United Way of Hernando County on Facebook
Did You Know?

Check out how many programs United Way invested in!
Find out who gets to decide what programs are funded
Where do YOU believe the dollars should be invested?
Take a look at what some of our Partners were able to achieve in 2014-2015!

96% of United Way of Hernando County's total revenue is raised through workplace campaigns.

What is 2-1-1?
Looking for help but don't know where to go?
Need assistance but don't know what resources your community has to provide?
Dial 2-1-1!

Looking for help but don't know what resources your community has to provide?
Dial 2-1-1!

For more fun “Did You Know” facts and answers visit www.UnitedWayHernando.org