L I V E   U N I T E D
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.

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.
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.

**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.

**Core Values**
Strength and growth come only through continuous effort and struggle.

**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.
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.

Your Community Fund Investments

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

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
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<tbody>
<tr>
<td>2-1-1 Hernando</td>
<td>$25,000</td>
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<tr>
<td>Achieve Tampa Bay</td>
<td>$25,000</td>
</tr>
<tr>
<td>American Red Cross</td>
<td>$17,500</td>
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<tr>
<td>Arc Nature Coast</td>
<td>$63,000</td>
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<tr>
<td>Big Bro./Big Sisters</td>
<td>$12,500</td>
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<tr>
<td>Catholic Charities</td>
<td>$24,150</td>
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<tr>
<td>Civil Air Patrol</td>
<td>$1,500</td>
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<tr>
<td>Children’s Advocacy Center</td>
<td>$25,000</td>
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<tr>
<td>Children’s Home Society</td>
<td>$6,500</td>
</tr>
<tr>
<td>The Dawn Center</td>
<td>$44,600</td>
</tr>
<tr>
<td>Deaf &amp; Hard of Hearing Services</td>
<td>$22,000</td>
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<tr>
<td>Family Visitation Center</td>
<td>$27,000</td>
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<tr>
<td>Girl Scouts of WCF</td>
<td>$6,500</td>
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<tr>
<td>HEART Literacy</td>
<td>$9,000</td>
</tr>
<tr>
<td>NAMI Hernando</td>
<td>$6,500</td>
</tr>
<tr>
<td>RSVP (Retired Senior Volunteer Program)</td>
<td>$9,000</td>
</tr>
</tbody>
</table>
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.

On December 23, 2010 we received an email that made our day!
Hi Kathy!
I just got the email! I’m going to Mississippi for UW Alternative Spring Break! I’m so excited!!!!

“I had the best time, it was so rewarding. I would do it all over again.” - Wykeeta
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 support services- 2-1-1, RX-FamilyWize, 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.
- FamilyWize 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.
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Gary Leblanc, Author of Staying Afloat in a Sea of Forgetfulness, partnered with United Way to conduct a free Alzheimer’s Care-Giving Workshop
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 Crediability 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.

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.
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.
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!
Workplace Community Investment -

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

- 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

- 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

- 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

- Hampton Inn
- HCA Healthcare
- Oak Hill Hospital
- HealthSouth
- HC Government
- HC Schools
- Best Western
- Hartford Financial
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 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.

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

UPS
USAA
Verizon
Wachovia
Wells Fargo
Walmart & Distribution Center
WREC
Xerox Corporation
YMCA of the Suncoast
Blue Print for Community Engagement

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'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 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

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

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

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

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

Blue Print for- Community Engagement

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

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

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

-Deana

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

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

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

Max Laudun- In memory of my beloved brother

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.