



# **United Way of Hernando County**

**2009-2010 Annual Report**

**LIVE UNITED™**

## Comments from the Board Chair

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

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

“United Way of Hernando County is proud of our community stewardship; thankful for your volunteer support and advocacy; and, most important, confident that together we can continue to build a community that is measurably better for all of our citizens.”  
-Fernando Tercero, Board Chair



Brooksville Senior FFA



## Message from the Executive Director



United Way is for advancing the common good. Simply put, but profound in impact. Our work at United Way is all about helping our community. Whether providing food and prescription discounts to a family in need, assisting with a tax refund, or hosting foreclosure workshops for residents to have a better understanding of their options, United Way has been there.

"I applaud our Board of Directors and Committees for their leadership, commitment and dedicated support."

This report provides a snapshot of our efforts to serve our community and our partner agencies. Rather than a comprehensive listing of programs and services, we've chosen to highlight a few instances that demonstrate our commitment to excellence and high impact through the design and delivery of programs and services that profoundly facilitate our initiatives; health, education and financial stability.

Giving, advocacy and volunteerism are essential mission components of United Way. If we are to continue to provide the best for our community, now and in the future, all of these elements must be seamlessly integrated such that the whole is greater than the sum of its parts. All of the work we do, the impact on countless lives over decades, has been made possible through the hard work of our partner agencies and dedicated contributors. We are driven by a dream and are guided by our vision of a better future for all, and have a belief that everyone has the opportunity to alleviate human suffering through giving. We must inspire leaders and partners and we need to mobilize resources to strengthen the lives of those in our community. Only then, can we say we will have fulfilled the United Way mission.

**Your support. Our promise.**

Sincerely,  
*Kathy Jones*  
Executive Director

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

## **United Way of Hernando County Organizational Review**

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

### **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.

### **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.*

### **Organizational Structure:**

Founded in 1987 501 c 3 public charity status Governed by a 24 member volunteer board. Two full time and 1 part time staff members.

## United Way of Hernando County Core Values

*Strength and growth come only through  
continuous effort and persistence.*

### 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

### 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

Achievement- UWHC believes the building blocks for a good life are: 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 succeed in school. Our goal is to reach 70% of HC pre-school age children in their first three years.
- 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 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. These students will learn to write grants to support programs in their community and local schools. The students hold meetings and report to the UW General Board with 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 services organizations, agencies, and other non-profits that meet certain criteria. Volunteers are the heart of United Way; those who donate their leadership, time and energy to help make us a stronger organization. Volunteering is the best time you will ever give away.
- Once each year UW holds a "*Day of Caring*" where we place over 200 volunteers with partner agencies and local schools, for four hours of community service ie: reading with students, assisting in the classroom, landscaping, painting, pressure washing, whatever it takes to make a difference. Carrabba's Italian Grill provides a thank you luncheon for the volunteers who participate with Day of Caring.

*Thank you, Carrabba's. It's one of the best parts of our 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/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. Each year we provide 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 the FEMA Emergency Food and Shelter Program (EFSP). In 2010 the amount to be distributed by the Local FEMA Board was \$118,000. Local 501(c) 3 non-profit organizations applied for funds through United Way, and were approved by the local FEMA Board. This dollar figure is based on Hernando County's unemployment rate.
- On May 8, 2010 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 a multitude of food, stuffed into Publix shopping bags for local food pantries. United Way was pleased to support their efforts through advertising, contacts, awards and recognitions.
- Late spring and summer, UWHC was the supporting agency for the HC Sheriff's Emergency Management Oil Spill initiative. We submitted Public Service Announcements asking for volunteer support in the event oil reached our shoreline. Our county along with several other counties were there if needed. Volunteers were tracked through the United Way Volunteer Hernando Database.

**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 674 tax returns, with a total refund of \$780,392, total Earned Income Credit of \$220,026 and total Child Tax Credit of \$100,979.
- Financial Stability Workshops: supported by Consumer Credit Counseling helping residences understand how to handle some of the tough decisions that need 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 Connected" helpline, giving people and agencies an efficient and effective way to link those in need with available resources. In 2009, the 2-1-1 specialists handled more than a 70% 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 and UWHC offered prescription drug discounts cards. They reduce the cost of medicine by an average of 30% or \$20 per prescription. You present the card to the pharmacists along with the doctor's prescriptions. The discount varies by medication and the pharmacist will apply the discount automatically.

## Executive Committee

Board Chair: Fernando Tercero, Home Mortgage Corp  
Chair-Elect: Steve Porter, Hernando County Sheriff's Office  
Secretary: Gina Wharton, SunTrust Bank  
Treasurer: Gary Russell, Russell Roofing  
Past Chair: Deanna Kimbrough, Freelance Journalist



## Board of Directors 2009-2010



### General Board

Pat Augustyniak, Spring Hill Dental  
Alex Contreras-Soto, SH Regional Hospital  
Joe Corwin, Publix Supermarkets  
John DiRienzo, Retired HC Schools  
Charles Donley, Regional Rehab

### General Board

Walter L. Dry Sr., Consultant  
Mike Duncan, WREC  
John Ehlenbeck, Bank of America  
Jeff Gebeault, Walmart Distrib. Ctr  
Dr. Stanley Giannet, PHCC  
Sonya Jackson, HC Schools

### General Board

Max Laudun, Volunteer  
John R. Mitten, Chick-fil-A  
Donald Page, Cortez Community Bank  
Karen Phillips, Retired Government  
Mickey Smith, Oak Hill Hospital  
Francine Ward, Volunteer

## Best Practices and Standards

"We are in an unprecedented time in our community right now- one that calls for action from us all. Neighbor to neighbor, friend to friend. *Small steps make great change when we all LIVE UNITED.*"  
 -Dawn Badami, Staff Finance



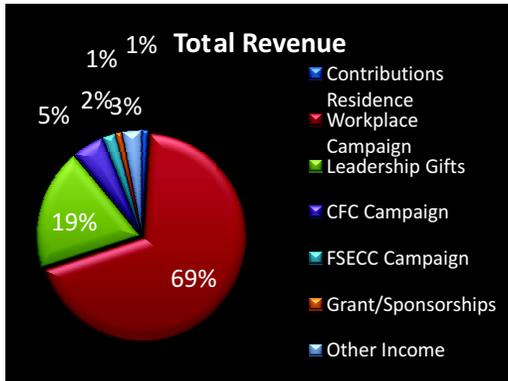
### Statement on Accounting & Reporting Practices:

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 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).

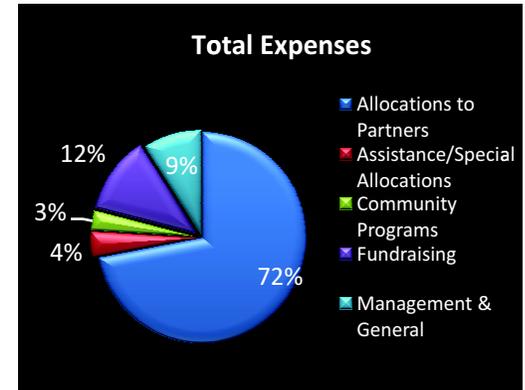
### Ethics:

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.



### 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.



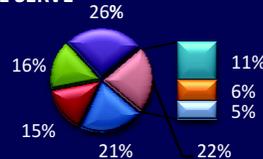
*Under the leadership of the Administrative CIG Committee, more than 30 volunteers serving on 5 review panels, ultimately made recommendations to the UWHC Board of Directors regarding grant funding. Each panel based their decisions on a series of site visits and comprehensive interviews with agency staff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

2-1-1 Hernando	\$25,000
Achieve Tampa Bay	\$25,000
American Red Cross	\$17,500
Are Nature Coast	\$60,000
Big Bros./Big Sisters	\$25,000
Catholic Charities	\$21,000
Children's Advocacy Center	\$25,000
Children's Home Society	\$ 6,500
Deaf & Hard of Hearing Svc	\$20,000
Family Visitation Center	\$27,000
Girl Scouts of WCF	\$10,000
Gulf Ridge Boy Scouts	\$ 4,000
HEART Literacy	\$ 9,000
YMCA	\$20,000
Youth & Family Alternatives	\$17,000



**2010 Grant Review Team**

**WHO WE SERVE**



- ▣ Nurture children & youth
- ▣ Prevent illness & promote wellness
- ▣ Protect children & strengthen families
- ▣ Meet basic & emergency needs
- ▣ Promote Financial Stability & independence
- ▣ Promote healthy minds & behavior
- ▣ Support community during a disaster

## Leadership/Contributors

**Tocqueville Society \$10,000+**  
Carol Jenkins Barnett & Barney Barnett

### Gold Pillar \$1000- \$4999:

Allen, John  
Augello, Stephen  
Aulozzi, Riki  
Benedetto, Robert  
Benner, James  
Bergman, James  
Bismarck, Timothy  
Blackwell, Cindy  
Burke, Kathy  
Cannella, Timothy  
Caquelin, Donald  
Carriveau, Susan  
Coleman, Ashley  
Contreras-Soto, Alex  
Corwin, Joseph  
Corwin, Tina  
Curry, Alan  
Dampier, Darin

Dyer-Troplett, Tina  
Foley, Mary  
Gill, Virginia  
Grullon, Juan  
Heavens, Wayne  
Johnson, Ann  
Jones, William  
King, Lori  
Lestinsky, Travis  
Lodge, Frances  
Marino, Janet  
Mathias, Corey  
McAvoy, John  
McConnell, Lisa  
McGee, Leslie  
Napolitano, Francine  
Nix, Josephine

O'Neill, Brian  
Parrish, Jason  
Philhower, Robert  
Philhower, Theresa  
Piazza, Joseph  
Predmore, Mary  
Renker, Eric  
Schaub, Doreen  
Schulsinger, David  
Shinholser, Lora  
Sievers, John  
Silva, Steven  
Sivon, John  
Smith, Mark  
Spaulding, Michelle  
Stifanic, Gina  
Thomas, Cathy

Thompson, Lisa  
Walsh, Diane  
Watts, Robert  
Williams, Lisa  
Woichowski, Steven  
Wyatt, Lisa  
Young, Arthur & Phyllis



*Thank you Publix  
Charities &  
Associates  
\$363,000*



*UWHC supporters know what it means to LIVE UNITED many of them not only give generously, but have been loyal contributors for many years. Thank you for your support!*

## Workplace Campaigns



LIVE UNITED



3M Retirees  
Achieve Tampa Bay  
ADP  
AIG/AGF  
Allstate  
American Express-  
Foundation  
Arc Nature Coast  
at&t  
Bank of America  
Baycare/Harbors  
BB&T  
BBUA Compass  
Belk Department Store  
Best Buy  
Blue Cross Blue Shield  
Brooksville Regional Hospital  
Budget Inns of Fl dba -  
Hampton Inn Brooksville



Cardinal Health Foundation  
Catholic Charities  
Ceridian  
CF Industries  
Combined Federal Campaign  
Children's Home Society  
Citigroup  
City of Brooksville  
Coastal Mechanical Services  
Crystal Motors- Chrysler/Jeep/  
Dodge/Chevrolet/Nissan  
CSX  
Cushman & Wakefield of Florida  
Deaf & Hard of Hearing  
Services of Florida  
Enterprise Leasing Company  
Ernst & Young LLP  
Family Visitation Center of -  
Hernando County



Federal Express  
Florida State Employee Campaign  
General Electric  
Genuine Parts Company  
Girl Scouts of West Central Florida  
Grainger  
Gulf Ridge BSA  
Hawker Beechcraft  
HealthSouth  
Hernando County Association of -  
Realtors  
Hernando County Clerk of Court  
Hernando County Government  
Hernando County Schools  
Hernando Realty dba Best Western -  
Brooksville  
Hillsborough County  
HP Travelers  
HPH Hospice  
HSBC  
IBM Employees/Retirees  
ITW Building Company Group



*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!*

## *Workplace Campaigns*



JC Penney  
Johnson & Johnson  
Lowe's  
Marshall's #1010  
Massey Enterprises  
Medco  
Nature Coast Tech -  
Children's Crusade  
Northrop Grumman  
Northwest Airlines  
Oak Hill Hospital  
Oak Hill Hospital Volunteers  
Paychex  
Payless Shoe Source  
Pepperidge Farms  
Pfizer Foundation  
Progress Energy  
Publix Supermarkets  
Publix Supermarket Charities  
Qwest Communications  
Spring Hill Regional Hospital  
St Joseph's Baptist Healthcare

Regions Bank  
Ring Power  
RJ Reynolds  
Royal Cup Coffee  
RTI International  
Raymond James

St Petersburg Times  
Stanley Security Solutions  
State Farm Insurance  
Sumter Electric Cooperative  
SunTrust Bank  
Superior Bank



Southwest Water -  
Management District  
T. Rowe Price  
Tampa Electric Company  
Target  
The Hertz Corporation  
Tremco  
United Health Group  
University of Central Florida  
UPS  
Verizon  
Wachovia/Wells Fargo  
Walmart Stores  
Walmart Distribution Center  
Walt Disney Company  
West Pharmaceutical Services  
Willis of New Hampshire -  
Insurance Co  
WREC  
YMCA of the Suncoast  
Youth & Family Alternatives  
Zachry Construction

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 and interact in the grant process, to participate in organizational governance, and contribute to organizational policy, etc.



Angie Bonfardino,  
Staff Resource Dev &  
Student Advisor

"I'm grateful to have been accepted into a workplace that is a part of something so much bigger than myself. I am proud to be part of the experience. In just a few short months, I understand what it means to LIVE UNITED."

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

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 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.



Thank you to the following foundations for their support for the Dolly Parton Imagination Library & Healthy Kids Team "Give It A Shot" Programs



Healthy Kids Team  
*"Give It A Shot"*



*The Gift that speaks volumes*



*Get ready, get fit & Give it a shot!*

# 2009-2010 Volunteer Photo Gallery



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



# A Glimpse of our work 2009-2010



*"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*



## *In Remembrance*

*Steve & Vicki Porter- In Memory of Theodore P. Geatrakas*

*George Lund- In Memory of Phyllis Lund*

*Libby Roberts- In Memory of Lucy Aloia*

*Odd Pederson- In Memory of Linda Pederson*

*James Smith- In Memory of James Smith*

*"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*



## *In Honor Contributions*

*Murray & Ann Landsman- In Honor of Beatrice Shafer*

*Thursday Night Dinner Group of Timber Pines- In Honor of  
Crystal Lake Village of Timber Pines*

*Libby Roberts- In Honor of PCT Joseph Aloia*

*"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*



*Hernando Beach*

*"The fact that I can plant a seed and  
it becomes a flower, share a bit of  
knowledge and it becomes another's,  
smile at someone and receive a smile  
in return, are to me continual  
spiritual exercises." - Leo Buscaglia*

*Hernando Beach*





Photo Courtesy of Fischer Photography

**JOIN THE MOVEMENT:**

**LIVE UNITED™** 

***United Way of Hernando County***

*4030 Commercial Way Spring Hill, FL 34606*

*352 688 2026 Phone/ 352 688 8336 Fax*

*[www.unitedwayhernando.net](http://www.unitedwayhernando.net)*

*Designed & Created by United Way Staff*

# 2009-2010 Annual Report Courtesy of



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