



2010-2011 UNITED WAY OF GREATER AUGUSTA ANNUAL REPORT



A Message from the Board President



We all know how tough the economy has been. With your help, this past campaign year we set and achieved a reasonable goal of \$600,000. Our strong board, working with the Impact Model, will see that your campaign dollars go to those agencies which have demonstrated the ability to improve education, income, and health in Greater Augusta.

We are a working Board of Directors. We exist, and we work hard, to make fundamental improvements in our community. We do not exist to attend monthly meetings and approve minutes of previous meetings. Through the very effective efforts of our local United Way Executive Director, Cynthia Pritchard, we have grown our board to 23 members. A twenty-three-member board means more talent, more resources, more contributions, more problem solving skills, and more representation from across our area. These strengths are brought together to achieve the three focus areas of our United Way of Greater Augusta.

The board's focus is to help our community with funding and other resources for people to create opportunities for better lives for all. Our three areas of focus are Education (helping children and youth achieve their potential), Income (promoting financial stability and independence), and Health (improving people's health and maintaining wellness). To bring our efforts into sharper focus, we have undergone a major change in the way we work with our partner agencies. Previously the United Way would ask the various agencies to submit proposals detailing what they hoped to accomplish and then they would be considered for funding according to the merits of their proposals. The difficulty with that came when donors asked; "what is my money accomplishing?" Quantifiable results were lacking. To remedy this we have moved to what is known as the Impact Model. We have trained local agencies in the Impact Model, including measuring agency impact by metrics related to helping children and youth achieve their potential, promoting financial stability, and improving people's health. Then partner agencies may request funding based on the quantifiable outcomes they have accomplished in the previous year. If an agency can demonstrate their positive impact on health, income, and education in our community they are more likely to be funded with dollars all of us have contributed to United Way.

Thank you to our partner agencies, our contributors, our Board members, and the United Way staff for helping us build opportunities for a good life for all in our community. Together, we can make LIVE UNITED a reality. .

Joe Kristoff

President Board of Directors
United Way of Greater Augusta

A Message from the Executive Director



On the cover of this annual report are children from our community in their LIVE UNITED shirts as part of the 2011 Read across America in conjunction with local elementary schools, daycares, community volunteers and Target Corporation.

During this past year, my experience in this community has confirmed something I long believed, that we need each other. As we strive to have significant impact in the community it is working together to achieve more than we could achieve on our own. Through our connection with United Way, we are making significant strides in the areas of education, income and health and creating a connectivity among the resources within our community

As part of our core mission, we continually look for opportunities to be part of public/private partnerships such as this that improve the lives of those in the community. We strive to engage and empower our community and donors to use their financial resources and their personal talents and passion to strengthen our community. The investment of our community both monetarily and the moral support of its residents has been key to our success in meeting our campaign goal of \$600,000 for 2010-2011.

Our 2010-2011 Annual Report demonstrates the local commitment to the programs and services that have a significant impact on the community. We invest in our community through multiple connections in order to have the most significant impact.

- ✦ We award grant funding to local programs and services
- ✦ We provide direct services
- ✦ We collaborate with other funders and non-profits to address critical or unmet needs
- ✦ We create new initiatives in order to strengthen services in our focus areas
- ✦ We provide free training to area non-profits to empower them for success
- ✦ We provide volunteers to area non-profits both for big projects and ongoing needs
- ✦ We create partnerships with public/private/academic/Non-profit entities

The **more connections we make**, the stronger our community grows. These connections combined with our traditional model of connecting a community of donors with programs that create lasting change that will improve the lives of thousands of people in our region.

You may not be thinking that with each donation to the United Way the significant impact you have upon the lives of those in the region, but as you think of family able to stay warm this winter due to utility assistance, the child who will enter kindergarten ready to learn, or the individual with suicidal thoughts able to received affordable counseling, you can remember that your donation does make a difference. You are reaching out to each of them through your gift to the United Way.

Thank you for connecting with us to build a stronger community.

Cynthia Pritchard
Executive Director
United Way of Greater Augusta

OUR PROGRAMS

DOLLY PARTON IMAGINATION LIBRARY

THE DOLLY PARTON IMAGINATION LIBRARY IS A PRESCHOOL LITERACY PROGRAM THAT PROVIDES CHILDREN WITH A NEW, FREE, AGE APPROPRIATE, HARDCOVER BOOK EACH MONTH BY MAIL. THOSE ELIGIBLE INCLUDE EVERY CHILD FROM BIRTH TO AGE FIVE RESIDING IN STAUNTON, AUGUSTA COUNTY, AND WAYNESBORO. LAUNCHED BY DOLLY PARTON IN 1996 TO BENEFIT CHILDREN IN HER HOMETOWN OF SEVIER, TN, THE PROGRAM WENT NATIONWIDE IN 2000. NOW, MORE THAN 400,000 CHILDREN ARE REGISTERED TO DATE, WITH 4.4 MILLION BOOKS MAILED TO PRESCHOOLERS IN 43 STATES IN 2010. CURRENTLY IN THE STAUNTON, AUGUSTA, AND WAYNESBORO AREA, NEARLY 800 CHILDREN ARE ENROLLED LOCALLY 221 CHILDREN HAVE GRADUATED FROM THE PROGRAM.

SCHOOL READINESS IS A CONCERN IN OUR AREA AND ON AVERAGE, 30% OF PRESCHOOLERS ARE BELOW BENCHMARK WITH PALS TESTING, MEANING THAT THEY WILL LIKELY LAG BEHIND IN READING, MATH, AND LANGUAGE SKILLS BY THE TIME THEY REACH THIRD GRADE. MUCH RESEARCH LINKS THE IMPORTANCE OF READING TO A CHILD AT HOME AND SCHOOL READINESS, BUT 61% OF LOW INCOME CHILDREN LACK BOOKS. WE PLAN TO CONTINUE TARGETING NEW AVENUES FOR GETTING LOW INCOME CHILDREN REGISTERED, TO HELP MOVE FORWARD ON SCHOOL



YOUTH VENTURE

UNITED WAY IS PLEASED TO INTRODUCE A NEW PROGRAM, IN PARTNERSHIP WITH BOYS AND GIRLS CLUB: YOUTH VENTURE. YOUTH VENTURE IS A GLOBAL YOUTH INITIATIVE THAT INVITES YOUTH TO THINK ABOUT WHAT ISSUES MATTER MOST TO THEM AND TO COMBINE THIS WITH AN INTEREST OR PASSION AS A WAY TO TARGET THE PROBLEM. SOME LONG TERM YOUTH VENTURE GOALS INCLUDE:

- 1) THE DEVELOPMENT OF LIFE SKILLS SUCH AS BUDGETING, PLANNING, LEADING A TEAM, UTILIZING MENTORS, SETTING AND ACHIEVING GOALS, ORGANIZING VOLUNTEERS, EVALUATING WORK, AND FUNDRAISING
- 2) YOUTH ENGAGEMENT IN THE COMMUNITY INCREASES THROUGH LEADERSHIP ROLES
- 3) YOUTH DISPLAY SELF CONFIDENCE IN ABILITY TO START AND LEAD A PROJECT

THESE YOUTH WILL COMPLETE THEIR PROJECTS KNOWING THAT THEY CREATED CHANGE. THIS IS AN EMPOWERING EXPERIENCE THAT WILL AFFECT OTHER AREAS OF THEIR LIVES.

CURRENT FUNDRAISING EFFORTS SURROUND THE VISION OF CREATING A DOCUMENTARY ON BULLYING. YOUTH VENTURERS DEVELOPED THIS VISION AND MISSION STATEMENT: OUR VISION IS A COMMUNITY WHERE THERE ARE NO BULLIES OR NAME CALLING. WE SHOW THAT IT'S NOT COOL TO BULLY BY RAISING AWARENESS, PROVIDING SUPPORT, AND CHANGING BEHAVIORS IN SCHOOLS OF WAYNESBORO AND AUGUSTA COUNTY.





VOLUNTEER CENTER

MAKING A POSITIVE IMPACT IN OUR COMMUNITY IS OUR VOLUNTEER CENTER. THIS WEBSITE IS FULL OF OPPORTUNITIES FOR LOCAL AGENCIES WHO POST EXACTLY WHAT AND HOW BUSINESSES CAN ALL BENEFIT FROM THE VOLUNTEER CENTER.

WHEREVER YOU WANT TO MAKE A DIFFERENCE, WHETHER IT BE IN A SHELTER, WHEREVER YOUR INTERESTS LIE, OR WITH ABOUT 100 NONPROFIT ORGANIZATIONS, MORE THAN 200 OPPORTUNITIES ARE ACCESSIBLE TO VOLUNTEERS OF ALL AGES LOOKING FOR ONGOING COMMITMENTS OR ONE-TIME JOBS.

NONPROFIT: THE VOLUNTEER CENTER IS A “ONE STOP SHOP” FOR ORGANIZATIONS. ACCESS OUR VAST ARRAY OF RECRUITMENT, RESOURCES, AND CONSULTING AND TRAINING SERVICES TO SUPPORT YOUR WORK WITH VOLUNTEERS.

BUSINESSES: SHARE RESOURCES WITH OUR NETWORK OF BUSINESS LEADERS, STAY AHEAD OF TRENDS AND FIND THE HELP YOU NEED TO MAKE A POSITIVE IMPACT ON THE COMMUNITY.

FINANCIAL CONTRIBUTIONS: AS A NONPROFIT ORGANIZATION, THE GREATER AUGUSTA VOLUNTEER CENTER RELIES ON THE COMMUNITY’S GENEROSITY IN HELPING US CONTINUE OUR WORK. FIND OUT HOW YOU CAN LEVERAGE YOUR MONEY BY MAKING A FINANCIAL CONTRIBUTION OR FIND OUT HOW YOU CAN SUPPORT OUR PROGRAMS!

FAMILYWIZE

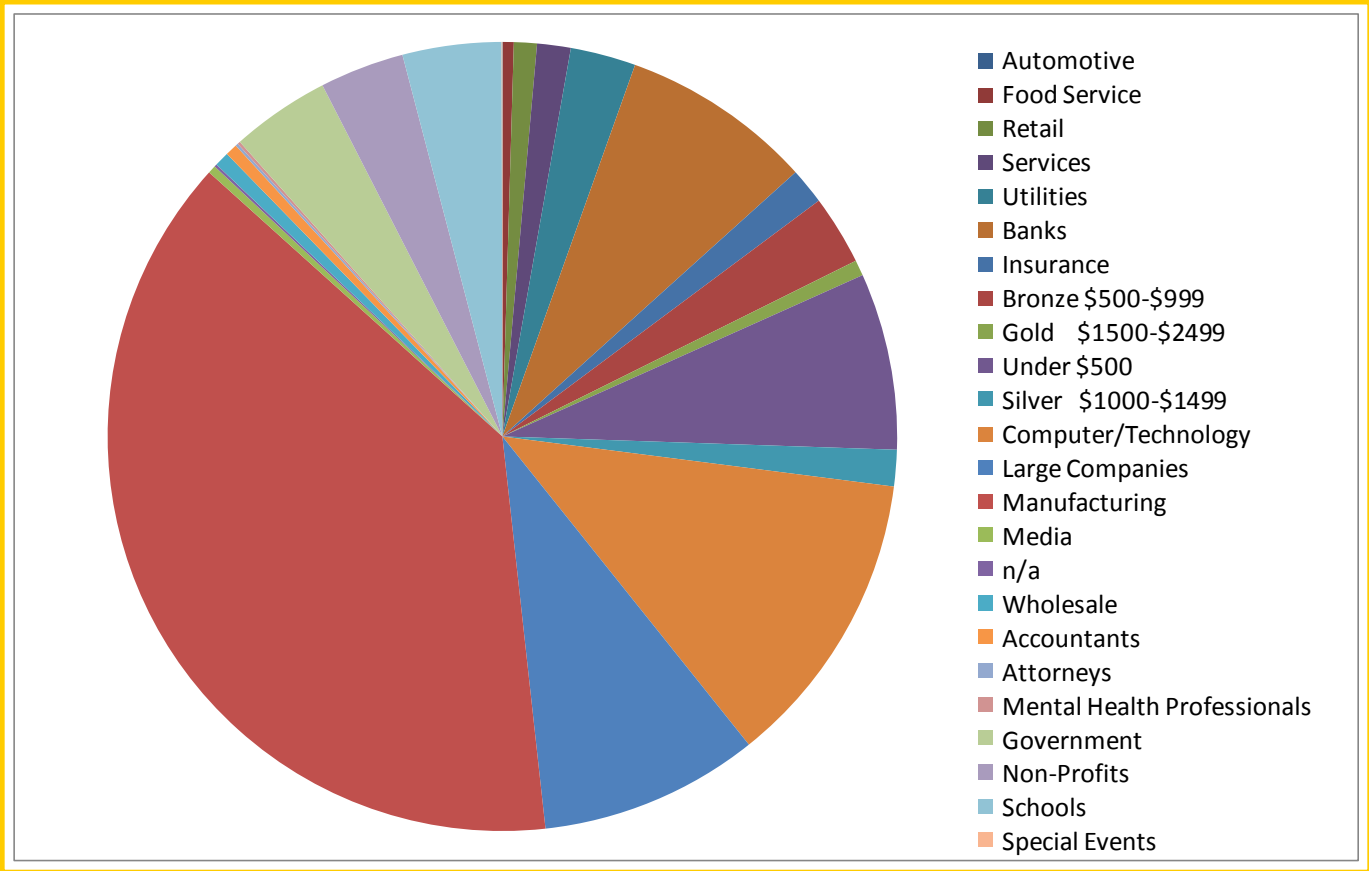
AS OF TODAY, THE FAMILYWIZE PROGRAM IS HELPING TO REDUCE THE BURDEN OF HIGH PRESCRIPTION DRUG COSTS. THIS EASY-TO-USE PROGRAM IS AVAILABLE NATIONWIDE, AND IS MOST USEFUL FOR INDIVIDUALS WITHOUT INSURANCE. AT THE PHARMACY IT CAN SAVE YOU UP TO 30% OFF THE COST OF YOUR PRESCRIPTIONS.

THE FAMILYWIZE CARD IS FREE, HAS UNLIMITED USE, AND IS AVAILABLE TO THOSE WITH NO INSURANCE, THOSE WHO HAVE MEDICAID, OR THOSE ON MEDICAID OR MEDICARE. THERE IS NO SIGN-UP FEE.

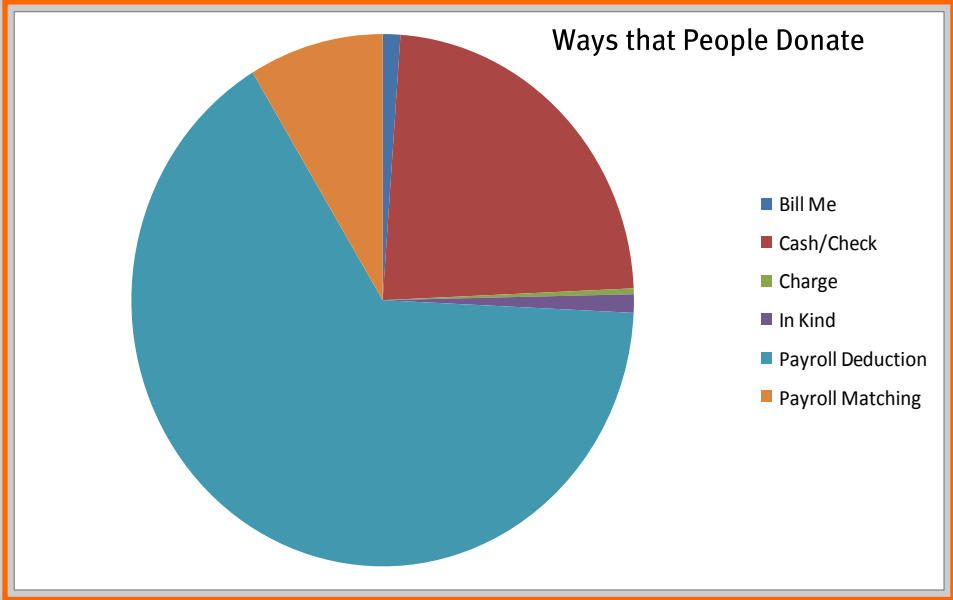
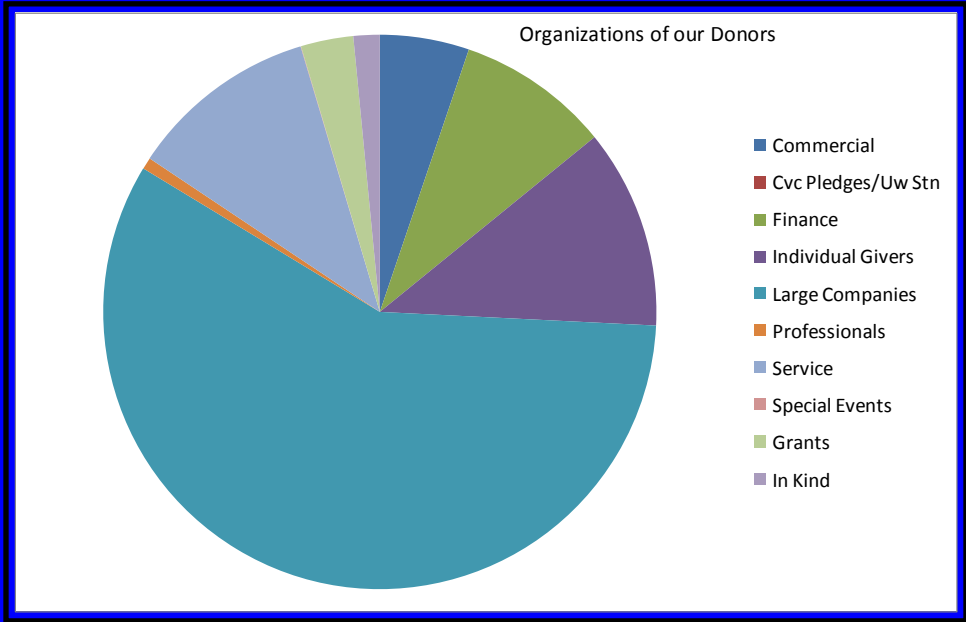
WE WANT TO ENCOURAGE EVERYONE IN THE COMMUNITY TO GET THESE CARDS. YOU CAN PICK THEM UP AT OUR OFFICE OR IN MANY OF YOUR LOCAL DOCTOR’S OFFICES.



WHO AND HOW THE GREATER AUGUSTA AREA DONATES



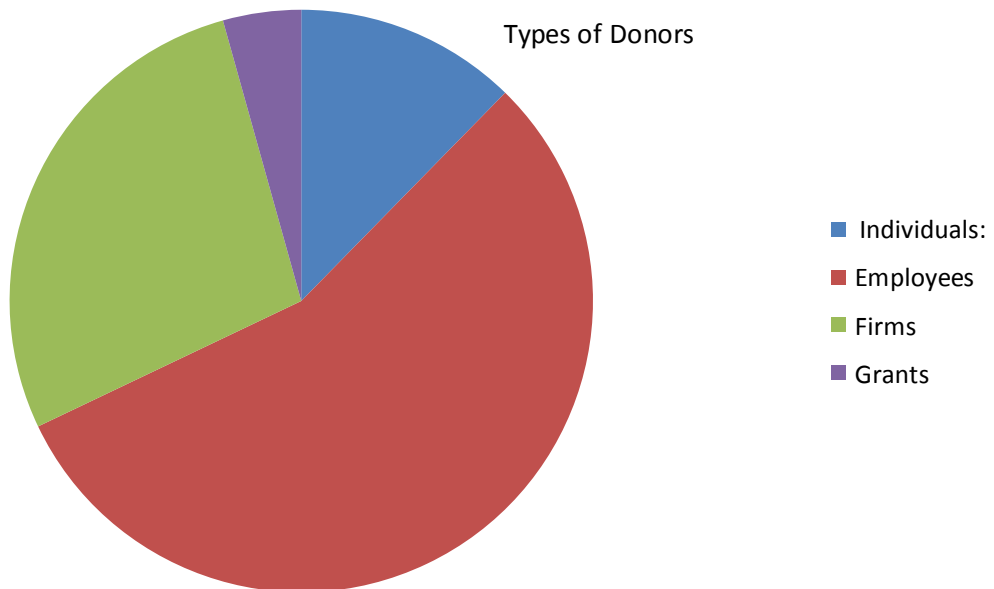
VOLUNTEERS FROM MCKEE FOODS AND TARGET GIVING BACK TO THE COMMUNITY.



Waynesboro Kiwanis presenting Program Development Manager Lori Johns with a check for \$2,000. This is a program-specific grant intended for the Dolly Parton Imagination Library.

WHERE OUR MONEY COMES FROM

The majority of United Way funding comes from generous donations. Both individuals and corporations contribute to the makeup of our campaign funding. To the right is a list of our top donors this year, without whom we would not be able to continue supporting local agencies.



CAMPAIGN DONORS

ALEXIS DE TOCQUEVILLE SOCIETY-\$10,000 +

ANONYMOUS,
ESTATE OF DOROTHEA E SHIPP
HERSHEY CHOCOLATE OF VIRGINIA
MCKEE FOODS

DIAMOND SOCIETY-\$5,000-\$9,999

ANONYMOUS
ESTATE OF N. HOWARD GOWING
HOLLISTER, INC.
JOSEPH LEIGH
MARY McDERMOTT
NTELOS
VIRGINIA PANEL CORPORATION

PLATINUM SOCIETY-\$2,500-\$4,999

ERIE INSURANCE
ROBERT GUNTHER
JEFFREY KINCAID
MICHAEL MONEYMAKER
RUSSELL RILEY
JOE AND LISA ROSENBERGER
RANDY SMITH
SUNTRUST FOUNDATION

GOLD SOCIETY-\$1,500-\$2,499

ROBERT T. ALLEN,
ANONYMOUS,
DEBBIE & MIKE L. BERRINGTON,
KEN R. BOWARD
SUSAN E. BUERKEL,
CARR FAMILY FOUNDATION,
COMMUNITY BANK,
THE COMMUNITY FOUNDATION OF RICHMOND
JOHN M. AND CYNTHIA DENT
DUPONT COMMUNITY CREDIT UNION,
RICHARD V. GAGLIANO
BILL & KATHLEEN HEATWOLE
LISA KELLEY
MOUNTAIN VALLEY CORP T/A BURGER KING,
NIBCO, Inc.,
CHARLES PAULY
SHENANDOAH VALLEY ELECTRIC CO-OP
STAUNTON STEAM LAUNDRY
STELLARONE CORPORATION
TERRY TEAM
WAL-MART SUPER CENTER

SILVER SOCIETY-\$1,000-\$1,499

ANONYMOUS	DWIGHT HOUFF	VINCE & CAMA L. PICI
AUGUSTA HEALTH	MARY R. & JAMES T. HUERTH	EDWARD L. PICKETT
LEE A. BEAM	KATHY S. JENCKS	PAUL M. PUSKAR
DENNIS & CYNTHIA BURNETT	WILLIAM R. KISER	RAYMOND REED
CARTER MACHINERY COMPANY	MARY L. LEAKE	SCHWAB FUND FOR CHARITABLE GIVING
ROBERT CHAPMAN	ANITA D. LEWIS	MARGARET SMALL
PAMELA J. DAVIES	PATRICIA LOVELACE	STATE FARM INSURANCE COMPANIES
MICHAEL A. DICKERHOFF	MARY E. LUCAS	ROBERT SULLIVAN
FRIENDS OF THE STAUNTON LIBRARY	DAVID R. MACCARELLI	JAMES TONER
DAVID C. FULLER	PRESTON C. MANNING JR.	SANDRA L. TRUJILLO
JIM GILLESPIE	ELIZABETH D. MENAKER	BRIAN TRUSLOW
THOMAS G. GRAY	BILL & LISA MOORE	SEAN TWINING
BRENDA HARRISON	FRED MORGAN	ROGER WATSON
TEENA L. HAZEL	RICKY MORRIS	NICK ZAWHORODNY
GERALD B. HERSHEY	DOUG MORRIS	
SAMUEL HOSTETTER	HARRY T. PAYNE	

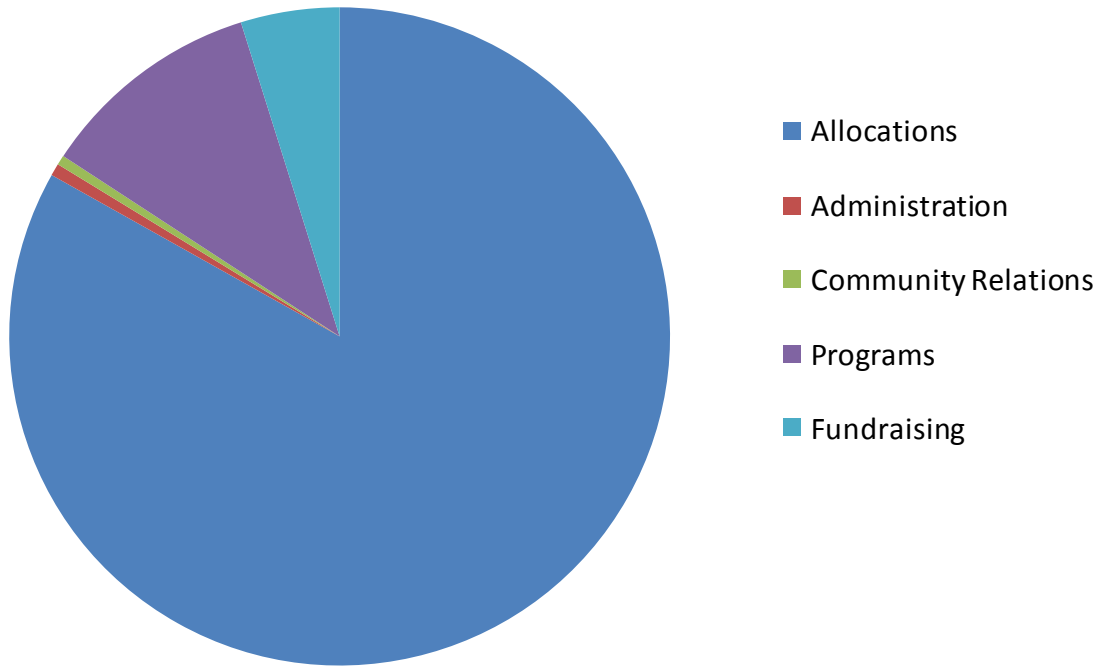
BRONZE SOCIETY-\$500-\$999

HAL AALESTAD	THOMAS R. BEAM	LINDA CAULEY
LARRY K. ADAMS	DR. MARDRE BELL	SHANTE D. CAVE
TRACY AITCHESON	DENITRA L. BERRY	ROBERT CHAMBERS
KRISTI K. ALGER	FRANK L. BERRY	DAVID B. CHERNOFF
ALLEN & CARWILE	IRIS R. BIRCKNER	THOMAS A. CHRISTMAN
CHARLES F. ANDERSEN	HOMER T. BLACKWELL	COCHRAN FAMILY FOUNDATION
DIEGO B. ANDERSON	KENNETH A. BOATRIGHT	STUART & EMILY COCHRAN
J.P. ANDERSON	MARY A. BOMAR	PATRICK J. COFFIELD
ANONYMOUS	ROBERT J. BOYLAN	CIARA & DANIEL W. COLLIER
AUGUSTA PSYCHOLOGICAL ASSOC.	DUANE K. BREEDEN	TIMOTHY R. COLLINS
GILMER C. AYERS	PHIL BRYAN	HARRY & ANN W. COLMAN
MICHAEL L. BAKER	JUDY BURTNER	JENNIFER M. & RYAN M. COTTRILL
ELIZABETH BALLESTER	THOMAS BUSH	ROBIN G. CROWDER
ANGELA BANDY	CADENCE, INC.	JAMES M. CURTIS
DEBORAH B. BARNES	ROB W. & DEBBIE V. CALE	CHARLIE DEATHRIDGE
JOAN BATTEN	DEBRA S. CALLISON	DOUGLAS & CYNTHIA DECKER
ROBERT C. BEAM	RON CAPPS	DAVID E. DEERING

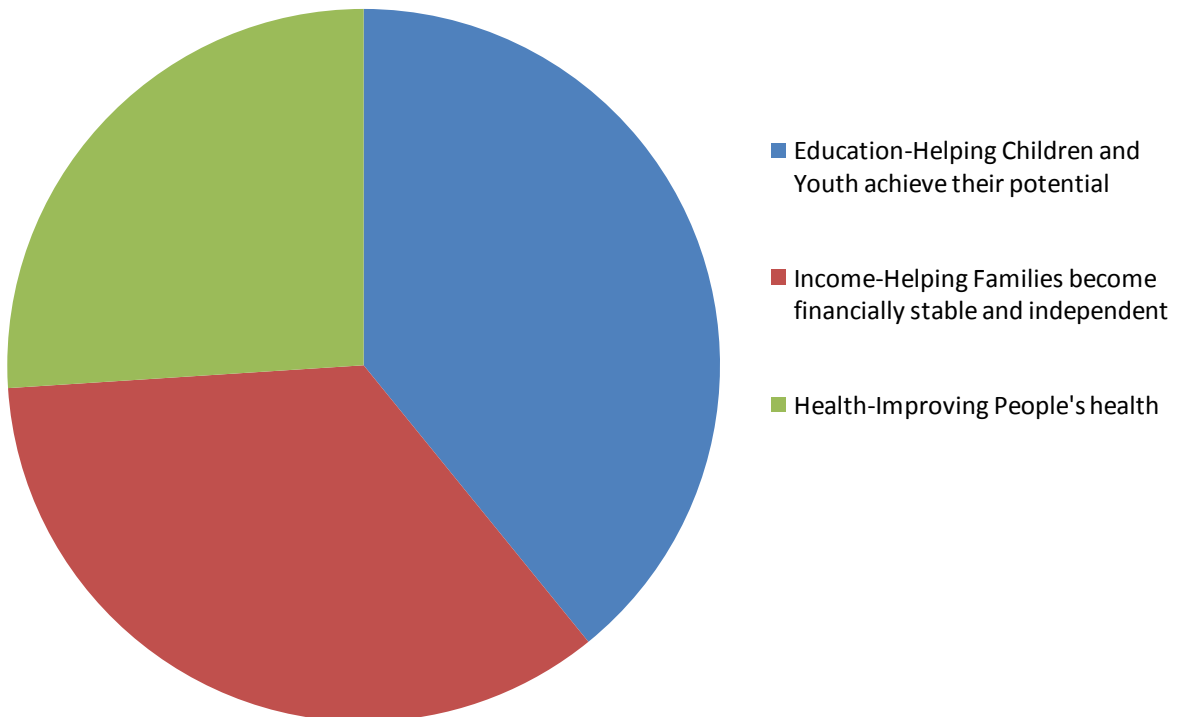
BRONZE SOCIETY-\$500-\$999, CONTINUED

RONALD DENNEY	DAVID M. JOSEPH	LEONARD L. PITTMAN
PAUL A. DRYER	DAVID J. KELLER	SHIRLEY G. REIST
BRIAN A. EDWARDS	CONSTANCE C. KENNEDY	BARRY & TAMMY A. RHONEY
FISHER AUTO PARTS	JAMES KISER	PEGGY & CHUCK RICKETTS
CLINT FISHER	JEFF KRATZER	TERESA K. RICHARDSON
GLENN FITZGERALD	JOSEPH KRISTOFF	JAMES R. RIDENOUR
RICHARD D. FITZGERALD	KARL W. KUELZ	JAMES R. RIDENOUR, JR.
STEPHEN W. GARDNER	DEREK LAMMA	ED RINACA
MARY GARRIS	MITCH LAWRENCE	CHARLES R. ROBINSON
JOSHUA GENTRY	MAJESTIC J. LOCKLEAR	THOMAS RUSMISSELLE
JOE GILBERT	MICHAEL K. MADDEN	FREDERICK & ALLISON SCHULTZ
BOBBIE R. GILMER	RANDOLPH C. MAHNESMITH	SHELL OIL COMPANY
ALAN GOLDENBERG	KAY MANCHESTER	SHENANDOAH CORPORATION
KEVIN L. HALL	RICHARD MANOR	JEAN SHREWSBURY
BRANCH HAMMOCK	RICHARD MANSFIELD	JANETTE S. SHIPE
MARK HAMMOCK	CINDY A. MARTIN	SARAH L. SHUEY
JOE N. & TWANA M. HARRIS	NANCY R. MARTIN	MARIO SOUSSOU
VIRGINIA C. HARRIS	MARTINS	PAUL R. STEVENS
WILLIAM L. & ELIZABETH HARRIS	NICHOLAS J. MARTINO	GLORIA H. STOWERS
ZEB HARRY	HENRY MCCLISTER	ALEX P. SULLIVAN
JOHN HARTLESS	MCCLUNG COMPANIES	TERI SUMEY
AMY R. HEPLER	JOHN MATHERLY	DOUGLAS TAYLOR
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ELTON M. HEWITT	DANIEL J. MEENAN	EMMETT W. TOMS
ROBERT D. HOLTER	WILLIAM & KATHERINE MEICKE	CAROLYN B. TORRENCE
STEPHEN & SARA HOWLETT	PAUL A. MILLER	BETTY K. TRAINER
JIM & PAM HUGGINS	JOSEPH P. MISKELL	TOM TREVILLIAN
DIANA F. HUMPHREYS	JOHN W. MITCHELL	PERCY VIA
CONRAD J. HUNTER	DOROTHY B. MOORE	DANIEL I. WACHSPRESS
JAMES A. HYDE	THE NEWS VIRGINIAN	RITA JOY WAGNER
LORIS F. JARVIS	WALKER P. NORFORD	MICHAEL & JULIE WAGONER
LINDA GAIL C. JOHNSON	STEPHEN F. OWEN	GARY L. WEATHERHOLTZ
REBECCA JOHNSON	THOMAS R. PERELES	JOHN WHITFIELD
VERNA JOHNSON	DAVID F. PERKINS	JACK YOWELL
JAY F. JONES	SUSAN PEYTON	BRANDON YGLESIAS
BETSEY N. JORDAN	REGINA PIERCE	DENISE A. YURISH

WHERE YOUR MONEY GOES

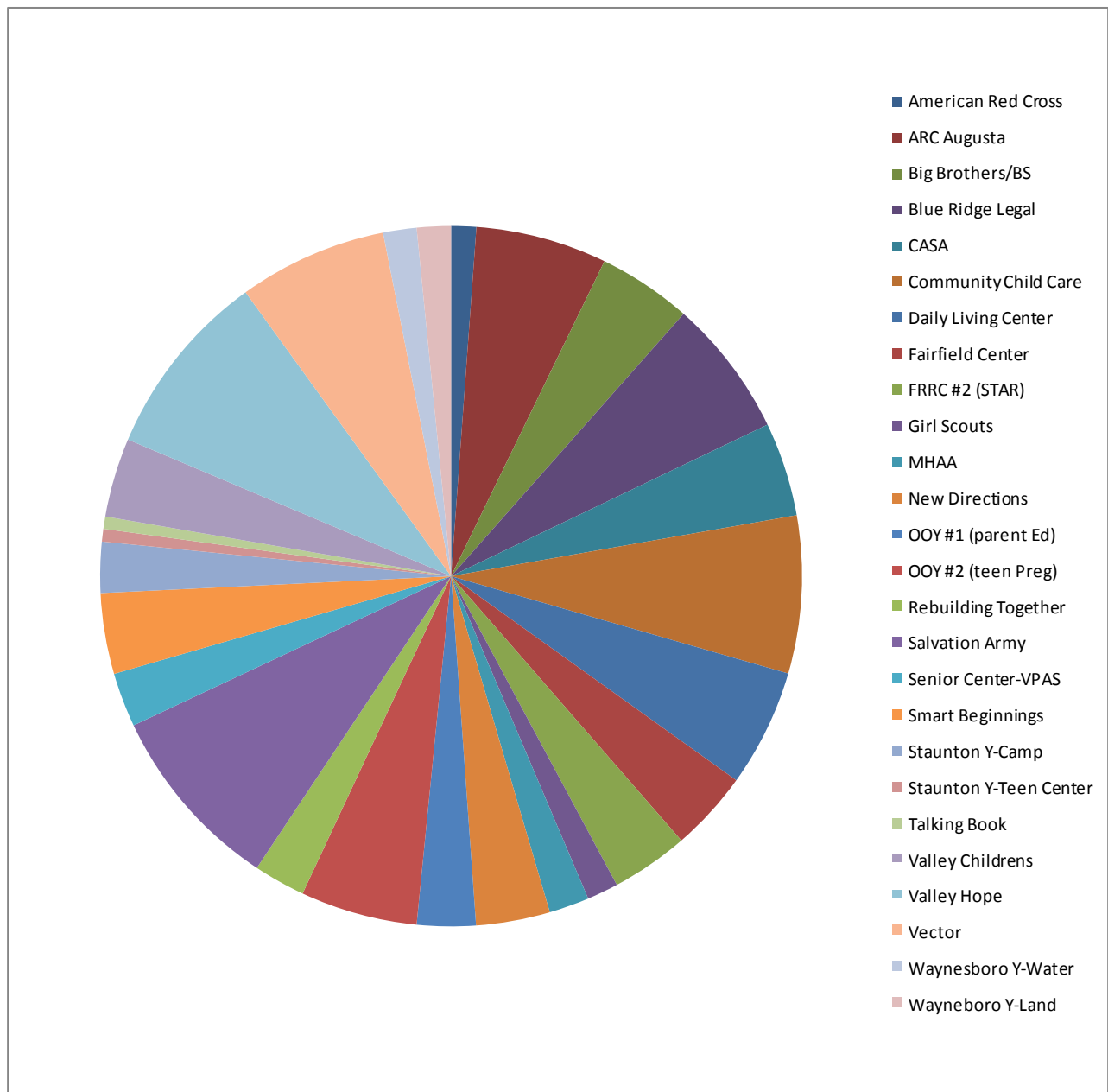


SUPPORTING PRIORITY NEEDS



The United Way's three main areas of focus this year are Education, Income and Health. Any local agency or non-profit applying for funding must prove that they are using the funds to cover one or more of these areas. The graph below shows how the funding has been allocated according to these categories. The graph to the right shows the actual agencies and what percentage they received of awarded funds this year.

SUPPORTING THE COMMUNITY



Our Board of Directors

Joe Kristoff-President
NIBCO

Judy Burtner-President Elect
Retired

Brenda Harrison-Vice President/Secretary
UPS

Jay Jones-Treasurer
StellarOne

Chris Ashby-Past President
Best Buy

Richard Anderson
Mary Baldwin College

Bob Baldygo
Blue Ridge Community College

John Bell
nTelos

Dr. R. Mardre Bell
Retired

Tom Bush
Hollister, Inc.

Hara Charlier
Blue Ridge Community College

Kevin Hall
McKee Foods

Rev. Will Johns
Waynesboro Seventh Day Adventist Church

Linda Gail Johnson
Augusta Health

Mary Louise Leake
Monticello

Dr. Bernard "Bud" Levin
Blue Ridge Community College

Nick Martino
DuPont Community Credit Union

Anne Reed
City of Staunton

Russell Rose
SunTrust Bank

Mary Clay Thomas
Mary Baldwin College

Jerry Thomas
Department of Mental Health

Jim Toner
Hershey Chocolate

Our Staff

Cynthia Pritchard
Executive Director

Jody Beelendorf
Operations Manager

Lori Johns
Program Development Manager

Emily Owen
Executive Assistant/It/Communications

Nancy Dennis
Data Entry Clerk

Sharon Breyette
SCSEP Administrative Assistant

Lisa Adams
Volunteer Administrative Assistant

matters.



TECHNOLOGY CORNER

STAYING IN TOUCH WITH THE COMMUNITY IS EXTREMELY IMPORTANT TO THE UNITED WAY. THIS YEAR WE STRIVE TO MAINTAIN AND IMPROVE UPON OUR USE OF TECHNOLOGY AND THE INTERNET TO STAY CONNECTED WITH TODAY'S FAST-MOVING SOCIETY AND IMPROVE COMMUNICATION. WE CURRENTLY UTILIZE:

- AN OFFICIAL WEBSITE: WWW.UNITEDWAYGA.ORG
- A VOLUNTEER WEBSITE: VOLUNTEER.TRUIST.COM/TGAVC/VOLUNTEER/
- A FACEBOOK PAGE: SEARCH UNITED WAY OF GREATER AUGUSTA
- A TWITTER PAGE: USERNAME UWGREATRAUGUSTA

WE WELCOME YOU TO CONTACT US IN ANY CAPACITY:

- BY PHONE: (540) 885-1229 OR (540) 213-1946
- BY EMAIL: UWGA@UNITEDWAYGA.ORG
- BY MAIL: UNITED WAY OF GREATER AUGUSTA, P.O. BOX 116, FISHERSVILLE, VA 22939
- IN PERSON AT OUR OFFICE: 1020 JEFFERSON HIGHWAY, STE 201, FISHERSVILLE,



GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED. 