

BUILDING A BETTER COMMUNITY

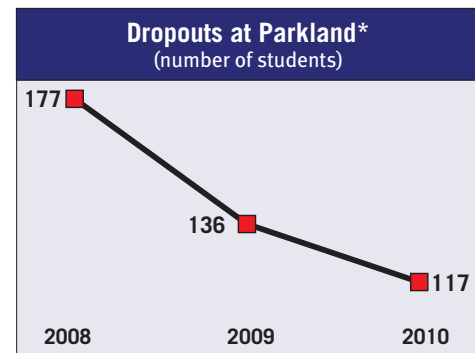


Our United Way is a nationally-recognized leader in delivering positive, measurable impact in the community it serves. Our strategic focus is on improving Education, Income and Health, the building blocks for a good life. And by addressing needs in these three areas, we eliminate or reduce many problems that could occur in the future. Through its 32 partner agencies and other partnerships, United Way of Forsyth County was able to create real impact in 2010 in local conditions.

EDUCATION

The community goal is to improve the high school graduation rate to 90 percent by 2018. Beginning in 2008, we partnered with three of our partner agencies — the YMCA of Greater Winston-Salem, Big Brothers Big Sisters and Family Services — and the Winston-Salem/Forsyth County Schools, to create the Graduating Our Future (GOF) Breakthrough Initiative.

GOF was rolled out at Parkland Magnet High School and its largest feeder school — Philo Magnet Academy — in early 2008. The results have been dramatic.



* Parkland Magnet High School administration

- ▶ The 9th grade is a critical year for students. Those who fail the 9th grade are likely to drop out even if they advance to higher grades.
- ▶ Since GOF was implemented, the number of Parkland ninth-graders failing the ninth grade has plummeted from 136 to 70 at the end of the 2009-

10 school year. That's a 48 percent decrease!

- ▶ The number of Philo students testing on grade-level in math has increased 120 percent and in reading by 96 percent.

Because this programming is producing such positive results, we have replicated key elements at Mineral Springs and East Forsyth Middle Schools, and Atkins and Carver High Schools. The Women's Leadership Council is leading the effort at Philo, Mineral Springs and East Forsyth.

INCOME

The numbers are staggering. Over 16 percent of Forsyth County residents have incomes below the poverty level. Twenty-two percent of our community's children live in poverty. The average credit card debt per households with a credit card is nearly \$15,000.

Our United Way is pursuing an integrated, innovative strategy that responds to the comprehensive needs of lower-income families seeking to improve their financial situation. An important part of that strategy was the creation in 2008 of The Prosperity Center, a one-stop financial center for low-income families. This Breakthrough Initiative is led by Goodwill Industries in partnership with Consumer Credit Counseling Service, and other community organizations. We are also a collaborating partner with the City of Winston-Salem and Forsyth County in the Ten Year Plan to End Chronic Homelessness. This comprehensive plan seeks to eliminate chronic homelessness and decrease temporary homelessness. The Plan uses a "housing first" model that has been demonstrated to keep individuals in housing more effectively than traditional models.



Our effort to improve financial stability among lower-income families is paying off.

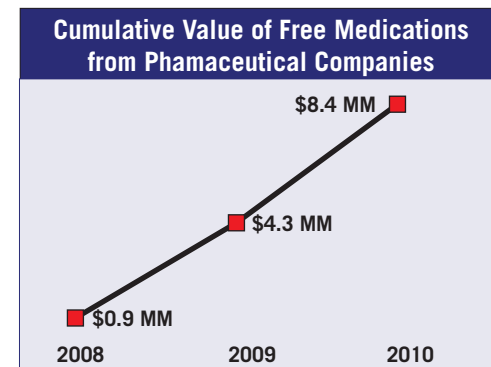
Since the initiative began in 2008:

- ▶ 486 individuals have obtained a new or better job.
- ▶ 383 families and individuals are now paying their bills on time.
- ▶ 79 of 129 (61 percent) of chronically homeless individuals have remained in permanent housing for over one year, nearly double the success rate seen with traditional programming.
- ▶ 455 new units of supportive housing (346 permanent, 109 transitional) have been added to our community to house previously homeless persons.

HEALTH

There are 45,010 uninsured residents in Forsyth County, 18.3 percent of the adult population. This ranks Forsyth County fourth worst out of the five most populous counties in North Carolina. Cancer, heart disease, chronic lower respiratory disease and atherosclerosis — in that order — accounted for 56 percent of all North Carolina deaths in 2009. Medical costs and illness are the leading cause of bankruptcy.

To address this dire situation, in 2008 United Way helped launch Med-Aid. Led by the Community Care Center in partnership with Cancer Services, the Downtown Health Plaza, Forsyth Medical Center, HealthCare Access, Novant Health, Wake Forest Baptist Health and area physician practices, Med-Aid increases access to critical medications. It is a free, licensed pharmacy that leverages the pharmaceutical companies' Patient Assistance Programs, as well as donated samples, to provide patients with free or low-cost prescription medications.



- ▶ 17,478 prescriptions have been processed for 2,119 patients.
- ▶ 680 medical providers are now participating by referring under- and uninsured patients to the program.
- ▶ 75 percent of patients report fewer visits to local emergency rooms for healthcare.

2010 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

R. Michael Wells

Board Chair
Wells Jenkins Lucas and Jenkins

Henry A. Brown III

Chair-Elect and Vice Chair,
Marketing & Communications
DataChambers LLC

Edwin L. Welch, Jr.

Immediate Past Chair
I.L. Long Construction Company, Inc.

Nathan O. Hatch, Ph.D.

Vice Chair, Campaign
Wake Forest University

Richard B. Wimmer

Vice Chair,
Finance & Administration
New Breed Logistics

Kenneth W. Simington, Ph.D.

Vice Chair,
Community Planning & Investment
Winston-Salem/Forsyth County Schools

Brenda B. Diggs

Secretary
Community Volunteer

Michael B. Baughan

Member at Large
Community Volunteer

Susan M. Ivey

Member at Large
Reynolds American, Inc., Retired

Sallye A. Liner

Member at Large
Novant Health

Keith W. Vaughan

Member at Large
Womble Carlyle Sandridge & Rice, PLLC

Twana C. Wellman-Roebuck

Representative,
Agency Executives Association
Experiment in Self-Reliance

Ron Drago

President & CEO

DIRECTORS

J. Cantey Alexander

BB&T

Susan F. Campbell

Shelco, Inc.

Carmen I. Canales

Womble Carlyle Sandridge & Rice, PLLC

Christopher Chapman

The Chapman Company

Laura G. Dillard

Novant Health

S. Mark Doughton

Community Volunteer

Douglas L. Edgeton

Wake Forest Baptist Health

John C. Fox

First Tennessee Bank

Gary M. Green, Ed.D.

Forsyth Technical Community College

Richard J. Keshian

Kilpatrick Stockton, LLP

Nicholas L. Kottyan

DataChambers, LLC

Anthony L. Law

Wachovia Bank, A Wells Fargo Company

Curtis G. Leonard

Leonard Ryden Burr Real Estate

Pedro L. Martinez, Ph.D.

Community Volunteer

Karen McNeil-Miller, Ed.D.

The Kate B. Reynolds Charitable Trust

Kevin W. Oliver

HanesBrands

Fran X. O'Rourke

Pepsico

Robert S. Parker

Community Volunteer

Susan E. Pauly, Ph.D.

Salem Academy & College

Donald J. Reaves, Ph.D.

Winston-Salem State University

Kimberly H. Stogner

Womble Carlyle Sandridge & Rice, PLLC

Ramon Velez, MD

Wake Forest University School of Medicine

J. Dudley Watts, Jr.

Forsyth County

UNITED WAY'S PARTNER AGENCIES

American Red Cross, NW NC Chapter

Amos Cottage

Bethesda Center for the Homeless

Big Brothers Big Sisters

Bowman Gray Child Guidance

Boys Scouts of America, Old Hickory Council

Cancer Services

Catholic Social Services

The Centers for Exceptional Children

Community Care Center

Consumer Credit Counseling Service

Crosby Scholars Community Partnership

The Enrichment Center - An affiliated Chapter of the Arc

Exchange SCAN

Experiment in Self Reliance

Family Services

The Fellowship Home of Winston-Salem, NC

Girl Scouts, Peaks to Piedmont Council

Goodwill Industries of NW NC

Group Homes of Forsyth

Hospice and Palliative CareCenter

Imprints for Families

Legal Aid Society of NW NC

Mediation Services of Forsyth County

Mental Health Association in Forsyth County

Partnership for a Drug-Free NC

The Salvation Army

Second Harvest Food Bank of NW NC

Winston-Salem Urban League

YMCA of NW NC

Youth Opportunities

YWCA of Greater Winston-Salem



To learn more about how you United Way of Forsyth County is changing lives in our community, please visit us at www.forsythunitedway.org.



LIVE UNITED™

United Way of Forsyth County
301 North Main Street, Suite 1700
Winston-Salem, NC 27101

Phone 336.723.3601
Fax 336.724.1045
www.forsythunitedway.org

NON-PROFIT ORGANIZATION
U.S. POSTAGE PAID
Winston-Salem, NC
Permit #99

LIVING UNITED IN 2010

A REPORT TO OUR COMMUNITY

LIVING UNITED



Mike Wells
2010 Board Chair



Ron Drago
President and CEO

Our sincere thanks go to all those women and men across our community who LIVED UNITED in 2010 by giving, advocating and volunteering. Thanks to each of you, we were able to produce real impact in the areas of Education, Financial Stability and Health — the building blocks for a good life — while continuing to provide timely assistance to those facing immediate crisis.

Our thanks, too, go to our 32 partner agencies and the many other community organizations that partnered with us last year. Together, we were able achieve what by any measure were truly dramatic results. United Way partnerships work and work well, and we will build on them in the coming year.

We want to be your partner in creating real, long-lasting change in Forsyth County, change that will create a better life for everyone. Please call or write us with your ideas about how we can better serve you and our community.

Thank you for investing in our community through United Way.

Mike Wells

Ron Drago

CROSSING THE GOAL LINE!



United Way's traditional fall fund-raising campaign is perhaps our most visible activity. And while it is but a means to an end, it is essential to our ability to deliver community impact.

The 2010 Campaign was chaired by Dr. Nathan O. Hatch, president of Wake Forest University. His leadership was critical to an effort that produced \$17,325,153, a \$123,000 increase over last year. We also credit our ability to cite positive, measurable results — many of them absolutely dramatic — that are being produced in the areas of education, income and health.

CAMPAIGN HIGHLIGHTS

- ▶ The Tocqueville Leadership Society grew to 205 members who provided \$3.3 million to the campaign. John Burress served as chair.
- ▶ Leadership Circle grew to over 4,000 members who gave \$8.3 million. Giving from Leadership Circle members comprised 48 percent of the 2010 Campaign.

- ▶ The 880 Women's Leadership Council (WLC) members provided \$400,000 in new dollars to support WLC programs improving education. Jean Adams of Womble Carlyle Sandridge & Rice chaired.
- ▶ We initiated Young Leaders United (YLU), an affinity group for those 40 years old and younger who give \$250 or more and volunteer at least 24 hours annually. In its first year, 411 Young Leaders generated more than \$92,000 in new dollars to the campaign. Kathryn Evans of Novant Health chaired.

Ten local organizations were honored by United Way of North Carolina with Spirit of North Carolina Awards for the best campaign across the entire state. They include:

- ▶ BB&T
- ▶ B/E Aerospace, Inc.
- ▶ First Tennessee Bank
- ▶ Forsyth County Government Employees
- ▶ HanesBrands
- ▶ Hospice & Palliative CareCenter
- ▶ Lowes Foods, Inc.
- ▶ Targacept, Inc.
- ▶ Wake Forest University
- ▶ Wake Forest Baptist Health

Thanks to strong volunteer support and both individual and corporate generosity, our United Way has one of the most productive campaigns in the nation. Currently, per capita giving to United Way of Forsyth County is three times the national average and ranks third nationally.

The real value of that distinction, however, lies in our ability to allocate three times the financial resources to local needs than one would expect in a community of our size.

We thank each and every one who supported our annual campaign, and hope you share our pride in the great good it accomplishes in Forsyth County.



MEETING IMMEDIATE NEEDS

While our United Way's long-term focus is on addressing the underlying causes of our community's most critical human service needs, we are there for those facing immediate crisis. Although our local economy is slowly improving, the overall economic situation continues to negatively impact many Forsyth County individuals and families.

Thanks to United Way and its partner agencies, in 2010:

- ▶ 20,699 nights of shelter were provided to those with no other place to go.
- ▶ 311 families got help avoiding eviction.
- ▶ Children from from low-income families received 74,065 hot meals.
- ▶ 265 women and their children received 5,546 nights of shelter from domestic violence.



Elaine and Randy Edwards

Randy Edwards, a self-employed auto mechanic, and his wife Elaine took a lot of pride in raising their four children. Life was good even though Randy couldn't afford health insurance because of a pre-existing condition: diabetes. In April 2010, while he and Elaine were waiting for the birth of their first grandchild, life took a turn for the worse. Randy had two heart attacks and had to undergo qua-

druple bypass surgery. During his convalescence, he suffered a stroke.

In addition to huge medical bills, the Edwards now faced another dilemma: paying for the expensive prescription medications Randy needed to stay alive. The combined cost was well over \$1,000 a month. Fortunately, his physician was part of the 680 medical practices in our community who refer their uninsured patients to Med-Aid, a United Way of Forsyth County Breakthrough Initiative. At Med-Aid, trained counselors help uninsured patients complete the applications necessary to secure prescription medications for free from pharmaceutical companies. The service is free although donations are accepted.

As Randy put it, without Med-Aid, "I'd have had to make the choice between eating and living." Thanks to Med-Aid, he won't have to make that choice.

Since 2008, Med-Aid made it possible for 2,119 local patients to receive free prescription medications valued at over \$9.7 million from pharmaceutical companies. Your United Way donations made it possible. Randy and Elaine say "thank you."

NEED HELP, BUT DON'T KNOW WHERE TO TURN?

DIAL 2-1-1

FREE ▶ CONFIDENTIAL ▶ 24 HOURS A DAY ▶ EVERY DAY