



USDE Representative Says “Community is Doing the Right Thing.”

Kevin Jennings, assistant deputy secretary for Safe Schools for the US Department of Education, told United Way Annual Meeting attendees that “Your community is doing the right thing” in its approach to improving education in Forsyth County. Jennings was the keynote speaker.

Kelly S. King, chairman and chief executive officer of BB&T Corporation, received the Paul Fulton Tocqueville Leadership Society Award at United Way's 2010 Annual Meeting. It was presented by Susan Ivey, chairman, president and CEO of Reynolds American, and the 2009 recipient. The Paul Fulton Tocqueville Leadership Society Award is presented annually by the Society to an outstanding community

servant who has demonstrated untiring commitment, visionary leadership, resourcefulness and creativity in meeting human needs here in Forsyth County.

Wake Forest University received the R.J. Reynolds Tobacco Company Community Service Award at United Way's 2010 Annual Meeting on May 14. Daan Delen, chairman, president and CEO of R.J. Reynolds Tobacco Company presented the award.

Established in 1997, the R.J. Reynolds Tobacco Company Award commemorates that company's caring legacy and annually recognizes another organization with a history of strong United Way and overall community support.

Wake Forest University embraces the values of service, compassion, and attention to others, seeking excellence in both intellectual pursuits and community support.

Wake Forest University exemplifies its motto —*pro humanitate*— through enthusiastic participation in the annual United Way campaign. The late Dr. Thomas K. Hearn, president emeritus of Wake Forest University, established United Way's Leadership



Consumer Credit Counseling Services Helped Judy Save her Farm

At first glance, Judy's home north of Winston-Salem looks idyllic. It's a small, but lovely white frame house surrounded by woods with a pair of dogs sleeping in a well-groomed yard. But its appearance belies Judy's struggle to keep it.

Shortly after she lost her husband three years ago, she discovered that he had borrowed heavily against their farm without telling her. Even though she was employed, the \$1,400/month payment was more than she could manage. Her marketing job for a big-box store didn't provide enough to make her payments and pay her bills. She was doing without heat in the winter and rarely had much food in the house. Judy sought

help at Consumer Credit Counseling Services (CCCS), a United Way partner agency.

CCCS interceded with her mortgage lender to get her payments reduced by nearly one-half, and helped her budget her resources. Life was still a struggle, but she was making it until she lost her job in early 2010. Once again, CCCS interceded, and was able to get her monthly payment reduced yet again, this time to \$540.

Life's still not easy for Judy, but she's keeping her home and hopes to get a job soon. She is immensely grateful for the help she received from CCCS and the United Way support that made it possible.



Hunters Hill Provides Chronic Homeless with a Brighter Future

Hunters Hill held its grand opening on April 28. It is part of the Ten Year Plan to End Chronic Homelessness, an initiative sponsored by the City of Winston-Salem in partnership with United Way of Forsyth County.

Among the goals of the plan is to develop 600 housing units by 2017 that would be available to people who have been homeless or are at risk of becoming homeless. Hunters Hill is the first new construction devoted to that goal. Other housing has been created through government vouchers or the renovation of apartments. With the completion of this project, there are now 247 housing units toward the 600-unit goal. (Photo courtesy of *Winston-Salem Journal*)



Volunteer Spotlight: Edwin L. Welch, Jr., I.L. Long Construction Co.

Edwin L. Welch, Jr. is president of I.L. Long Construction Company, a large, general contracting firm with projects in more than 20 states. In addition to his many business commitments, Ed gives generously of his time, talent and resources to numerous worthy causes.

A native of Winston-Salem, Ed graduated from Wake Forest University. He also holds the first-ever honorary degree conferred by the North Carolina State University College of Engineering.

A long-time United Way volunteer leader, Ed served as chair of the very successful 2005 United Way Campaign, which raised \$16.4 million. That year Ed was also recognized by the United Way of North Carolina as the statewide volunteer of the year. Ed also served as chairman of the United Way board of directors for 2008 and 2009. In recognition of Ed's outstanding service to United Way and its 34 partner agencies, in 2008 Ed received our United Way's most prestigious honor, the Alexis de Tocqueville Leadership Society Award.



Women's Leadership Council Recognizes Top Volunteers and Students in Education Initiatives

The Women's Leadership Council recognized top 2009 performers at its annual Spring Celebration at LJVM Coliseum. They included:

- Outstanding Project Volunteer: Peggy Brown, BB&T
- Outstanding Volunteer Leader: Carol F. Polk, Bell Davis & Pitt, P.A. (pictured)
- Outstanding Youth: Casey Ferris, Student Philo Magnet Academy
- Outstanding Family Member: Rita Scott, and family Chris & Danielle, Strengthening Families Program participant
- Outstanding Corporate Partner: BB&T
- Outstanding Educator: Sarah Clawson, Teacher, Philo Magnet Academy

Membership in the Women's Leadership Council (WLC) has grown to 825 with members raising more than \$350,000 in new dollars that will go toward projects helping improve the high school graduation rate in Forsyth County. This school year, the Council focused on Philo Magnet Academy students and their families.

Corporate Spotlight



Krispy Kreme runs a strong United Way campaign every year, and 2009 was no exception. President and CEO James Morgan challenged the employees to exceed their 2008 results. He made it clear that while Krispy Kreme, like many local businesses, was facing challenging business conditions, it was important that the company continue to honor its commitment to the community.

Krispy Kreme's campaign committee implemented a very specific plan focusing on growing participation and Leadership Circle giving. As a result, overall employee giving was up by 56 percent, and Leadership giving was up by 32 percent including gifts from 10 new members. Participation was up 59 percent.

Based on a match of employee pledges, the corporate gift increased from \$20,777 to \$28,889. Krispy Kreme donated 750 dozen free doughnuts — an estimated value of \$4,000 — to sweeten up the campaign meeting at other companies.

Krispy Kreme provided all materials for its Days of Caring projects at The Fellowship Home including lunch, beverages, and snacks for all volunteers and agency representatives.

The company hosted its annual Leadership Circle event at The Children's Center for the Physically Disabled, a United Way partner agency. With a continued focus on Leadership giving, Leadership Circle dollars increased by 32%.

In addition to the United Way campaign, Krispy Kreme and its employees support numerous other programs such as The Salvation Army's Angel Christmas Tree, Forsyth Jail and Prison Ministries, and the Autism Society of North Carolina. It sponsored Big Brothers Big Sisters' Bikes for Kids and the Children's Home Christmas program. Krispy Kreme holds blood drives to support the American Red Cross and food drives to support the Second Harvest Food Bank.