

Improvement Seen in All Four Top Priority Areas

Over the past year, United Way of Forsyth County's four Breakthrough Initiatives have produced measurable improvement in our four top priority areas of education, financial stability, homelessness, and health. By focusing resources on these areas, we are addressing the root causes of some of our community's most serious human services needs in order to prevent many problems from occurring in the first place.

- **Graduating Our Future:** A pilot program at Parkland Magnet High School decreased the number of 9th graders failing the 9th grade by 21 students (20%).
- **The Prosperity Center and Career Connections:** 1,144 enrolled for services at the Center in 2009. 207 of them got new or better jobs, and 244 individuals and families improved their debt to income ratio.
- **Streets-to-Home:** 53 (87%) of the chronically homeless placed in permanent supported housing remained there for at least one year.
- **Med-Aid:** Since its inception in mid-2008, Med-Aid has processed 11,251 prescriptions for 1,674 patients without health insurance. The value of medications, provided for free/low cost by a variety of pharmaceutical companies, is over \$4,252,522.



Escaping Domestic Violence

Teri is a published poet and fiction author. She is also a domestic violence survivor and advocate. As a former Winston-Salem City Police Officer, she investigated domestic violence calls and assisted victims while she was suffering from abuse in her own home.

Eventually finding the courage to flee her violent home, she and her two children found refuge at the Battered Women's Shelter, a United Way-funded program. At the Shelter, they also received the counseling and financial assistance to get their lives back on track in a non-violent home.

Teri continues to use her voice and personal story of survival as a means to inspire women trapped in abuse and to educate the community at large about the devastating effects of domestic violence.

Point-in-Time Count Shows Bright Spots Despite Increase in Homelessness

Reducing chronic homelessness is one of United Way's top priorities. As part of that effort, on January 27, 2010, the Ten Year Plan to End Chronic Homelessness in partnership with the Winston-Salem Forsyth County Council on Services to the homeless conducted our 14th annual point in time count. This one day census of the homeless population helps our community to spot trends in the demographics of homelessness.

We learned that the overall homeless population is nearly 14% above average and that the number of homeless families with children has increased by 42%.

There were some bright spots, however. The 2010 count of unsheltered homeless was down by 40% from 2009, to 41 individuals who were sleeping on the streets. In addition, there are 60 formerly chronically homeless in transitional housing in 2010 — up over 1400% from the year before — and 99 formerly chronically homeless people in permanent housing — up over 890% from last year.



Volunteer of the Month: Susie Campbell, Shelco, Inc.

Susie Campbell is a caring, compassionate and committed community volunteer. For over a decade, she has generously given of her time to make Forsyth County a better community for us all.

Susie joined Shelco, Inc. in 1988 and became director of public relations and special events in 1990. In 1995, she was promoted to vice president of business administration. When Susie isn't overseeing the office staff between five offices in North and South Carolina, she makes time to give back to her community.

She is a board member of United Way of Forsyth County, and served two one-year terms as Chair for United Way's Community Investment Cabinet. As Chair of the Investment Cabinet, Susie has led our United Way in addressing the root causes of our community's needs. She now serves as vice-chair of our Women's Leadership Council and will be attending United Way of America's Community Leaders Conference in March to learn more about how to best serve our community.

By giving of her time, talent and treasure, Susie's passionate commitment to her community has benefitted thousands of individuals in Forsyth County.

\$50,000 Grant from AT&T/United Way Worldwide Will Improve Education

United Way of Forsyth County has received a \$50,000 grant from AT&T through United Way Worldwide, United Way's national trade organization. The United Way of Forsyth County Foundation matched the grant 1-to-1, and an additional \$27,500 in-kind match was provided by the Winston-Salem/Forsyth County Schools, the YMCA of Northwest North Carolina and United Way. The total of \$127,500 will be used to expand Graduating Our Future's Prep for Success Academy to Carver and Atkins High Schools, and to enhance family linkage there and at the Prep for Success Academy at Parkland Magnet High School.

Corporate Spotlight



The Pepsi Bottling Group is one of our United Way's most generous partners and supports a wide variety of community activities.

Pepsi annually conducts one of Forsyth County's top United Way campaigns thanks to extraordinary leadership by Fran O'Rourke, Vice President, Pepsi Direct; Dan Stempkowski, Vice President, Business Services; Jim Hughes,

Human Resources Director and Kathy Windham, Technology Site Manager.

In 2009, Pepsi received the prestigious R.J. Reynolds Tobacco Company Community Service Award.

From 2002 to 2008, Pepsi's campaign grew at a compounded annual growth rate of 16 percent. Their 2009 campaign produced over \$342,691, a 16 percent increase over last year. Pepsi has 99 Leadership Circle members, a nearly 300 percent increase since 2002, and 19 Women's Leadership Council members, 7 more than in 2008.

Pepsi executives annually don costumes and act out a new campaign theme at their kickoff. Past events include "Are You Smarter Than A Fifth-Grader," "The Gong Show," and "So You Think You Can Dance." The events demonstrate the Senior Leadership Team support for the effort and are a focal point of the campaign that follows.

Pepsi employees are active volunteers. O'Rourke sits on United Way's board of directors; Stempkowski and O'Rourke sit on the board of the Winston-Salem Urban League; and Windham sits on the board of Big Brothers Big Sisters. Pepsi also provides corporate support for Big Brothers Big Sisters' annual Bowl-A-Thon, and fields 14-18 teams each year. Twenty-nine Pepsi employees are tutors in WINGS for Life, a program of the Winston-Salem Chamber of Commerce and the Winston-Salem/Forsyth County Schools.