

*United Way of Forsyth County
2008 Annual Report*



Cover photo: BB&T Day of Caring volunteers

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LIVING UNITED in 2008



Ron Drago, President and CEO
United Way of Forsyth County

In 2008, we LIVED UNITED. We made great strides in advancing the common good in our community by focusing resources on the underlying causes of Forsyth County's most critical human needs.

Our goal is to create real, long-lasting change in community conditions that will prevent many problems from occurring in the first place. We accelerated the rate of change in our top four priority areas — education, income, homelessness, and health — by established Breakthrough Initiatives for each that focus on prevention. As you'll read further on in this report, initial results are very encouraging.

We maintained our support of moderate priority prevention programs at our 34 partner agencies. And, while our Breakthrough Initiatives received much of the limelight during 2008, we continued to fund the basic needs programs that provide a safety net for individuals and families facing immediate crisis.

Knowing that strong, diverse leadership is critical to accomplishing our mission, we continued to engage community leaders in all levels of activity while maintaining a high degree of diversity.

Thanks to inspirational volunteer leadership and an uplifting effort by those organizations and individuals less impacted by the economic crisis, we were able to conduct an outstanding campaign. It was great success under daunting circumstances and clearly demonstrated the overwhelming generosity of our community.

We want to be your partner in creating real, long-lasting change Forsyth County, change that will have a positive impact on all of us. 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.

Please join us in LIVING UNITED.

2008 Board of Directors

Executive Committee

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R. Michael Wells

Well Jenkins Lucas & Jenkins, PLLC

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Wake Forest University Baptist Medical Center

Dr. Gary M. Green

Forsyth Technical Community College

Dr. Nathan O. Hatch

Wake Forest University

Lida Hayes-Calvert

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Wachovia Bank

Anthony L. Law

Wachovia Bank

Curtis G. Leonard

Leonard Ryden Burr Real Estate

Brenda A. Latham-Sadler, M.D.

Wake Forest University School of Medicine

Anthony L. Law

Wachovia Bank

Sallye A. Liner

Forsyth Medical Center and Affiliates

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Karen McNeil-Miller, Ed.D.

The Kate B. Reynolds Poor & Needy Trust

Francis X. O'Rourke

Pepsi Bottling Group

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Wake Forest University Baptist Medical Center

Susan E. Pauly, Ph.D.

Salem Academy & College

Dr. Kenneth W. Simington

Winston-Salem/Forsyth County Schools

Kimberly H. Stogner

Vaughn Perkinson Ehlinger Moxley & Stogner

Dr. Ramon Velez, M.D.

Wake Forest University School of Medicine

J. Dudley Watts, Jr.

City of Winston-Salem,



Edwin L. Welch, Jr., Chair
Board of Directors

Advancing the Common Good



Susie Campbell, Chair
Community Impact Council

- ▶ Results-focused, accountable, and responsive. These three words best encompass the focus of United Way’s Community Investment Process. Through a dual focus of 1) responding to the immediate needs of our residents and 2) addressing the underlying causes of our community’s most critical issues, United Way’s volunteers evaluate where best to invest the donations of our 40,000+ donors.
- ▶ These investments ensure that a strong safety-net of services respond to the immediate needs of our community’s residents – ranging from providing a family food, sheltering a woman and her children from domestic violence, counseling a child facing abuse, providing therapy for a child with physical disabilities, or ensuring medical care is available to working individuals who don’t have health insurance. In addition, through United Way’s Breakthrough Initiatives and other investments, we are working to address the cause of a few of our most critical needs so that significantly move the needle on these issues and, ultimately, prevent these problems from happening in the first place.
- ▶ Within this report, we are proud to let you know how your investment has changed lives, begun to address the underlying causes of critical needs, and change the systems that will enable us to make greater changes in the future.

2008 Community Investment Council

Susie Campbell, Chair
Shelco, Inc.

Joyce Adger
Kate B. Reynolds Charitable Trust

Bobbi Bales
*Forsyth County Dept.
of Social Services*

Marci Brown
Tarheel Triad Girl Scouts

Keith Buckley
WFU Baptist Medical Center

Christopher Chapman
The Chapman Companies

Doug Edgeton
WFU Baptist Medical Center

Thom Elmore
The Fellowship Home

Brenda Evans
*Forsyth County Department
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SmartStart

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CenterPoint Human Services

Jean Irvin
Forsyth Futures

Angela Hattery
Wake Forest University

Nicholas Kottyan
Data Chambers, LLC

Lynne Mitchell
*Forsyth County
Dept. of Public Health*

Mellin Parker
City of Winston-Salem

John Sapp
BB&T

Kenneth Simington
WS/FS Schools

MaryAnne Squire
HealthCare Access

Kim Vaughan
Ruff Housing

J. Nelson Weaver
*Forsyth County
Dept. of Public Health*

Twana Wellman-Roebuck
Experiment in Self-Reliance

R. Michael Wells, Jr.
Wells Jenkins Lucas & Jenkins

Graduating Our Future

Graduating Our Future is a United Way Breakthrough Initiative to improve the high school graduation rate to 90 percent by 2018.

The Challenge

- ▶ Less than 71% of Forsyth County's 9th graders graduate from high school in four years.
- ▶ Forsyth ranks 3rd in graduation rates among the states five most populous counties, diminishing our economic competitiveness.¹
- ▶ Dropouts earn 32% less than high school graduates. They are more likely to live below the poverty line, serve time in jail, live shorter lives, and receive government assistance.²

¹North Carolina Department of Public Instruction.

²High School Dropouts: Individual Economic Cost and The Role of the GED as a Potential Factor, Magnus Lofstrom, University of Texas at Dallas, The Social Costs of Inadequate Education, Henry M. Levin, Columbia University.

United Way's Response

- ▶ Established improving the high school graduation rate as our top priority.
- ▶ Created a comprehensive pilot initiative in early 2008 to increase tutoring, family involvement, counseling, mentoring, graduation coaching for students at-risk of dropping out.
- ▶ Targeted the pilot program for Parkland Magnet High School (lowest graduation rate in system) and Philo Magnet Academy, Parkland's largest feeder school.

The Results

- ▶ Number of students passing End of Course tests at Parkland improved by over 15%.
- ▶ Number of students passing Algebra 1 improved by over 20%.
- ▶ Overall, graduation rate increased by 2.8% from 2007 to 2008 – second largest increase in Forsyth County.
- ▶ The number of 9th graders who failed 9th grade dropped 29%. (Students failing 9th grade show an increased likelihood of dropping out of high school in the future.)

United Way's Partners

Led by YMCA of Northwest North Carolina in partnership with Big Brothers Big Sisters, Family Services, and Winston-Salem/Forsyth County Schools.



Wendy Bartlett, award-winning Parkland math teacher, and Jairus Wilkins, a Parkland student who benefitted from the tutoring program.

Career Connections and Prosperity Center

Career Connections and Prosperity Center is a United Way Breakthrough Initiative to increase lower-income families' financial stability.



William Kelley was one of the 93 people who received assistance in getting a job through the Career Connections and Prosperity Center.

The Challenge

- ▶ More than 22 percent of Forsyth County's children live in poverty. (Defined as a family of four having an income of \$22,050 or less.)¹
- ▶ Over 37 percent of Forsyth County households have annual incomes of less than \$35,000.²
- ▶ Credit cardholders carry an average debt of over \$5,000.³ Families spend over 14 percent of their disposable income to service their debt.⁴
- ▶ Medical costs/illness are the leading causes of family bankruptcy.⁵

¹US Census Bureau ²Ibid ³money.zine.com ⁴Ibid.

⁵Health Affairs journal, Study by Harvard Law School and Harvard Medical School

United Way's Response

- ▶ Identified an integrated, innovative service strategy that would respond to the comprehensive needs of lower-income families seeking to improve their financial situation.
- ▶ Opened the Career Connections and Prosperity Center at 585 Waughtown Street in mid-2008.

The Results

- ▶ Ninety-three individuals increased their family income by obtaining a job.
- ▶ One hundred nine families have improved their debt-to-income ratio.
- ▶ One hundred thirty-five individuals and families have learned budgeting skills, and eighty-nine improved their ability to pay basic living expenses on time.
- ▶ Other individuals received assistance to avoid foreclosure, pursue homeownership, and receive a car to help them get to work.

United Way's Partners

Led by Goodwill Industries of Northwest North Carolina in partnership with Consumer Credit Counseling Service, the Center for Homeownership, Experiment in Self-Reliance, and Family Services' Ways to Work program.

Streets to Home

Streets to Home is a United Way Breakthrough Initiative to eliminate chronic homelessness and reduce temporary homelessness.

The Challenge

- ▶ In 2008, over 2,988 people received emergency shelter in our community because they were homeless.
- ▶ Of that group, 110 were chronically homeless (unaccompanied individuals with a disabling condition who have been homeless for one year or four times in the past three years).

United Way's Response

- ▶ Provided seed funding for SOAR, a project to help chronically homeless individuals apply for disability benefits.
- ▶ Funded the Housing Assurance Fund which provides financial “back-up” to chronically homeless people to assure their rent and utility costs are paid.
- ▶ Created new “housing first” case management positions to get individuals into housing prior to providing them with other programmatic assistance. This approach has been proven to be highly effective in helping homeless individuals obtain and maintain housing over a long period of time.

The Results

- ▶ 18% decrease in chronically homeless individuals since last year.
- ▶ United Way funding for Streets to Homes was used to leverage \$1.6 million to build Hunter’s Hill, a 12-unit supportive housing project.
- ▶ 47 participants utilized the Housing Assurance Fund to remain in housing.

United Way’s Partners

Experiment in Self-Reliance, Legal Aid Society of North Carolina, Bethesda Center for the Homeless, CenterPoint Human Services, Crisis Control Ministries, Disability Advocates, and Ten-Year Plan to End Chronic Homelessness.



Peter Moorman is a formerly homeless veteran who is now the resident manager of the Fifth Street Project.

Med-Aid

Med-Aid is a United Way Breakthrough Initiative to increase access to critical medications.



Kathy Atkins is a paralegal who was downsized following a heart attack in early 2008. "I lost my job and my insurance," she says. Kathy is required to take nine prescription medications daily. She is getting eight of them for no charge through Med-Aid.

The Challenge

- ▶ There are 45,010 uninsured Forsyth County residents, including 18/3 percent of the adult population. This ranks Forsyth County fourth worst among the five most populous counties in North Carolina.¹
- ▶ Based on national estimates, 7 of 10 people will not fill a prescription because of cost. Others will not take the full dosage.
- ▶ Failure to comply with prescribed medical treatment increases society's costs as untreated diseases worsen and patients utilize more expensive services such as the emergency room and in-patient hospital care.

¹ Cecil G. Sheps Center for Health Statistics

United Way's Response

- ▶ United Way's investment provides operating support for Med-Aid, a pharmacy assisting uninsured and underinsured patients with accessing free or low-cost prescriptions.

The Results

- ▶ In 2008, Med-Aid processed 2076 applications for 615 patients.
- ▶ Over 100 medical practices are participating in the initiative and are sending underinsured patients to Med-Aid to apply for prescription assistance.
- ▶ The value of the medications received through Med-Aid was over **\$915,000** by the end of 2008. The total value of medications received has now **exceeded \$1 million**.
- ▶ Over 99 percent of the patients surveyed indicated they now take their medications as prescribed. Ninety-five percent report feeling healthier.

United Way's Partners

Led by the Community Care Center in partnership with Cancer Services, Crisis Control Ministries, Downtown Health Plaza, Forsyth Medical Center, HealthCare Access, Wake Forest University Baptist Medical Center and other free medical clinics.

Addressing Our Community's Priority Issues

For each Priority Issue, United Way is investing in high quality programming delivered by our partner agencies. On the following pages are outlines of each priority including our goal, the reasons we identified the issue, what we are trying to accomplish, why we are pursuing this goal, who is engaged in this work, and select results from the past year. For additional information, we encourage you to review our Agenda for Change.

High School Graduation

The Challenge

- ▶ Over 29 percent of Forsyth County high school students fail to graduate in four years. This ranks third among North Carolina's five largest metros.¹

¹ North Carolina Department of Public Instruction

United Way's Goal

- ▶ Increase the high school graduation rate by ensuring that 9th graders complete high school within four years. In doing so, we create better opportunities for success in life for our young people, and enhance the economic competitiveness of Forsyth County.

The Results

- ▶ Ninety percent of approximately 1,000 parents receiving parent education services increased their confidence and skills in assisting in their child's development.
- ▶ Ninety-two percent or 72 of 76 rising kindergarteners were rated ready for school. Most were from economically and educationally challenged families.
- ▶ More than 475 youth facing potential criminal prosecution for first-time offenses or truancy avoided court through the use of mediation and alternative court programs. Most of these youth demonstrated increased classroom involvement, attendance, and grade improvement following their participation in these court-alternative programs.
- ▶ Of the more than 2,700 youth served in programs to enhance academic performance and improve attitudes towards school over 75% achieved an improvement in their grades and behavior.

United Way's Partners

Big Brothers Big Sisters; Catholic Social Services; Crosby Scholars Community Partnership, Imprints for Families, Mediation Services; Old Hickory Council, Boy Scouts of America; The Salvation Army; Tarheel Triad Girl Scouts; YMCA of Northwest North Carolina; and YWCA of Greater Winston-Salem.

Financial Stability

The Challenge

- ▶ More than 22 percent of Forsyth County's children live in poverty. (Defined as a family of four having an income of \$22,050 or less.)¹
- ▶ Over 37 percent of Forsyth County households have annual incomes of less than \$35,000.²
- ▶ Credit cardholders carry an average debt of over \$5,000.³ Families spend over 14 percent of their disposable income to service their debt.⁴
- ▶ Medical costs/illness are the leading causes of family bankruptcy.⁵

¹US Census Bureau ²Ibid ³money-zine.com ⁴Ibid

⁵*Health Affairs* journal, Study by Harvard Law School and Harvard Medical School

United Way's Goal

- ▶ Help individuals and families achieve greater financial stability

The Results

- ▶ Provided job training skills to more than 1,100 individuals and over 430 of these individuals obtained employment.
- ▶ Delivered financial management and debt counseling to 6,790 people.
- ▶ Assisted 78 households with economic self-sufficiency education in the areas of employment, budgeting, housing, childcare, transportation and health care.
- ▶ Gave 27 families low interest car loans (up to \$4,000) enabling transportation to jobs or school for working adults.

United Way's Partners

Advocacy for the Poor, Consumer Credit Counseling Service, Experiment in Self-Reliance, The Enrichment Center, Family Services, Goodwill Industries of Northwest North Carolina, Second Harvest Food Bank of Northwest North Carolina, Winston-Salem Urban League, YMCA of Northwest North Carolina, YWCA of Greater Winston-Salem

Health and Wellness

The Challenge

- ▶ There are 45,010 uninsured residents in Forsyth County, including 18.3 percent of the adult population. This ranks Forsyth County fourth worst out of the five most populous counties.¹
- ▶ Heart disease, cancer, and stroke are the three leading causes of death in Forsyth County.²
- ▶ Without health insurance, many people suffering from chronic conditions cannot attain the prescription drugs they need to control or improve their condition.³
- ▶ One in four people in Forsyth County is obese while one in five across the nation is obese.⁴

¹ Cecil G. Sheps Center for Health Services Research

² North Carolina State Center for Health Statistics

³ Forsyth County Community Health Assessment

⁴ Forsyth County Department of Public Health

United Way's Goal

- ▶ We seek to improve health outcomes and ensure that our children avoid obesity-related health chronic health conditions by increasing access to affordable health care, ensuring that school aged-children attain or maintain a healthy body by weight by increasing physical activity and eating a health diet.

The Results

- ▶ Provided 21,048 patient visits to community members who do not have health insurance - an increase of 9 percent over 2007.
- ▶ Clients receiving health care at the free clinic indicated a 50 percent reduction in emergency room visits.
- ▶ Increased the number of participating youth who exercised regularly by 30.5 percent, increased number of students exercising 30 minutes or more, and decreased their time spent watching TV.
- ▶ Nine hundred seventy-one individuals and families received guidance and support from other cancer survivors that helped them feel less isolated and more equipped during and after their treatment for cancer.

United Way's Partners

Cancer Services; Community Care Center; Hospice and Palliative CareCenter; Old Hickory Council, Boy Scouts of America, YMCA of Northwest North Carolina; YWCA of Greater Winston-Salem

Basic and Emergency Needs/Homelessness

The Challenge

- ▶ Nearly 14 percent of Forsyth County's residents live below the poverty line.¹
- ▶ Requests from families seeking assistance at area food pantries and congregate meal sites have increased by a minimum of 30 percent, and in some cases doubled, since late 2008.²
- ▶ On any given night, there are approximately 495 homeless men, women, and children in Forsyth County. In 2008, over 2,988 people received emergency shelter in our community because they were homeless.³
- ▶ One hundred ten individuals are chronically homeless (unaccompanied individuals with a disabling condition who have been homeless for one year or four times in the past three years).⁴ Fortunately, this is a decrease from 141 in 2008.

¹2008 Winston-Salem/Forsyth County Homeless Demographic Report, Carolina Homeless Information Network ²Ibid ³US Census Bureau ⁴Various Forsyth County-based service agencies

United Way's Goal

- ▶ Strengthen the coordination among emergency financial assistance providers and enroll eligible individuals in government benefit programs.
- ▶ Strengthen the coordination among emergency financial assistance providers and enroll eligible individuals in government benefit programs. Eliminate chronic homelessness and decrease temporary homelessness by providing individuals and families with safe and affordable housing.

The Results

- ▶ Provided emergency shelter for 516 men and women.
- ▶ Helped 331 households avoid eviction and 440 households avoid loss of utilities.
- ▶ Provided 386 children in Forsyth County with 53,036 hot meals to low-income children.
- ▶ Assisted 231 families in attaining permanent housing.

United Way's Partners

Advocacy for the Poor; American Red Cross, Northwest North Carolina chapter; Bethesda Center for the Homeless; Catholic Social Services; Consumer Credit Counseling Service; Experiment in Self-Reliance; Second Harvest Food Bank of Northwest North Carolina; and The Salvation Army

Behavioral Health/Developmental Disabilities

The Challenge

- ▶ Mental Health reform has made entrance into the care system confusing and challenging for individuals and families which delays treatment and leads to greater expense.

United Way's Goal

- ▶ Develop a rapid care system for people with mental health challenges and enhance caregivers' ability to care for their loved ones. This will ensure that individuals in crisis and their caregivers can access needed resources.

The Results

- ▶ Provided treatment, therapy and counseling for more than 1,550 adult and children with psychiatric issues due to abuse or neglect, substance abuse issues, or other behavioral health challenges helping them improve their health, living conditions, and overall quality of life
- ▶ Provided physical therapy and occupational therapy for over 60 infants and toddlers with physical and developmental disabilities that improved their physical abilities and quality of life
- ▶ Enriched the lives of 113 adults through education, social skill development, housing, and occupational training.

United Way's Partners

Amos Cottage Rehabilitation Hospital, Bowman Gray Child Guidance Center, Children's Center for the Physically Disabled, The Enrichment Center, Family Services, The Fellowship Home, Group Homes of Forsyth, Mental Health Association, Partnership for a Drug-Free NC, Special Children's School, YWCA of Greater Winston-Salem

Family Violence (includes Infant Mortality, Child Abuse, and Domestic Violence)

The Challenge

- ▶ In Forsyth County, law enforcement officers wrote over 4,550 domestic violence-related reports in 2005, and served over 1,000 restraining orders. In 2006, there were three domestic violence homicides.
- ▶ In 2007, the Family Services shelter housed 262 women and children for a total of 5,073 nights of safe care.
- ▶ Roughly one in five female high school students reports being physically or sexually abused by a dating partner.
- ▶ In Forsyth County, there were 3,150 reports of child maltreatment in 2006.²
- ▶ The number of substantiated child abuse cases in Forsyth County has increased from 452 in 2000 to 534 in 2006.³
- ▶ Service providers estimate that approximately 51 percent of children who are abused never receive treatment.⁴
- ▶ Forsyth County has 11.1 infant deaths for every 1,000 live births, the worst rate among North Carolina's 5 most populous counties.⁵ For African-American babies, the infant death rate is more than twice the rate of whites per 1,000 live births.⁶
- ▶ Five hundred seventy-nine babies were born to teen mothers (ages 13-19) in 2007.⁸

¹ Family Services, Inc. statistics ² Forsyth County Community Health Assessment ³ Ibid ⁴ Various Forsyth County-based service providers, including Bowman Gray Child Guidance
⁵ North Carolina State Center for Health Statistics ⁶ Ibid. ⁷ North Carolina Department of Public Health Services, Division of Public Health, State Center for Health Statistics

United Way's Goals

- ▶ Ensure that women will be healthy before they become pregnant or pregnant again, and that they will be able to provide a safe and supportive environment for their infants.
- ▶ Give parents, caretakers, service providers, and children the knowledge and skills to prevent and treat child abuse.
- ▶ Increase safety and promote healthy relationships within families by preventing domestic violence and ensuring that victims are not abused again, and by educating and empowering community members to actively prevent domestic violence.

The Results

- ▶ Over 90 percent of shelter clients receiving educational and supportive information reported an increase sense of safety as a result of safety planning and 84 percent of the families leaving the domestic violence shelter were able to secure permanent housing.
- ▶ Seventy-six parents determined to be at-risk for child abuse received home visitations and another 64 received parenting education to help them improve their parent skills and reach out for assistance when needed.
- ▶ Nearly 1,000 first-time parents received child care guidance upon the birth of a child and during the baby's first year with the goal of preventing child abuse and neglect, improving infant health, and strengthening parent-child relationships.
- ▶ Thousands of adults and students in the Winston-Salem/Forsyth County School system learned how to recognize, resist and report child abuse.

United Way Partners

American Red Cross, Northwest North Carolina Chapter; Exchange SCAN; Family Services; Imprints for Families; Legal Aid Society; Old Hickory Council, Boy Scouts of America

Marketing and Communications



Andy Brown, Chair
2008 Marketing and
Communications Committee

- ▶ United Way's 2008 Marketing and Communications Committee was chaired by Andy Brown, president of DataChambers, Inc.
- ▶ LIVE UNITED, the national marketing strategy unveiled in January 2008, was fully incorporated into all our activities.
- ▶ We participated in the Unified Marketing effort that encompasses most United Ways in North Carolina and several in other contiguous states. Through Unified Marketing, we gain access to low-cost print production and ensure a consistent marketing message across commuting patterns in the Triad.
- ▶ BB&T's Cheryl Joyner directed the production of a campaign video which clearly illustrated the positive changes resulting from our Breakthrough Initiatives, and linked them to a strong ask to give from Campaign Chair Steve Wiggs.
- ▶ United Way partnered with Concentric Communications and John Walsh Photography to produce a series of impactful print ads featuring individuals who benefitted from United Way "Breakthrough Initiatives."
- ▶ The *Winston-Salem Journal* continued to be our most supportive media partner with its generous gift of advertising space.
- ▶ Time-Warner Cable provided more than \$20,000 in air time for our public service announcements.
- ▶ We took our first steps into marketing via social networks by establishing a growing presence on Facebook.

2008 MARKETING AND COMMUNICATIONS COMMITTEE

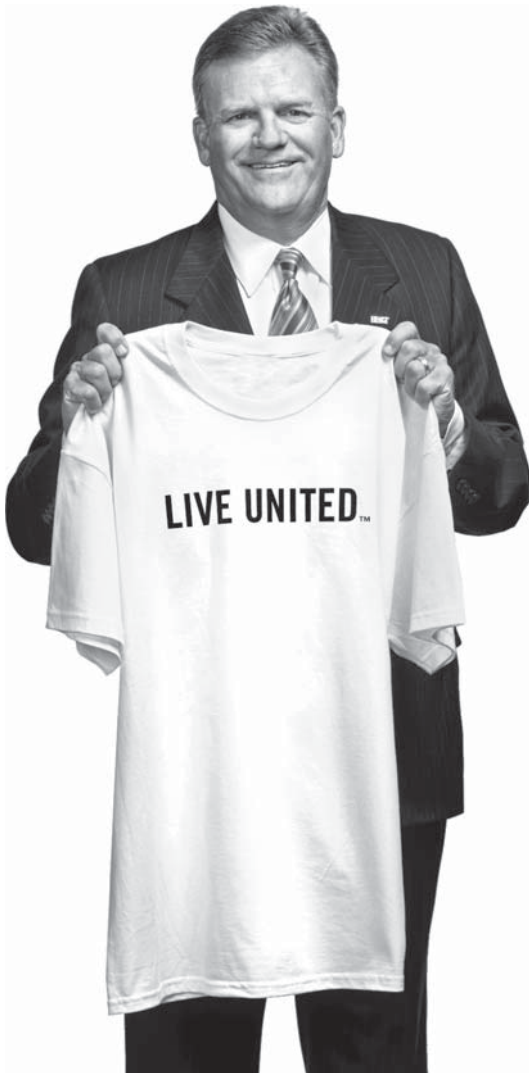
Andy Brown, Chair
DataChambers, Inc.

Lynn Casteneda
Concentric Communications

Cheryl Joyner
BB&T

Scott Rhodes
MadCat Group

Campaign 2008



Steven B. Wiggs
2008 Campaign Chair

- ▶ Steve Wiggs, Chief Marketing Officer for the BB&T Corporation, led an outstanding campaign despite a shrinking economy. The 2008 Campaign raised \$17,473,087. It was truly a success under trying circumstances with many organizations giving at a record level.
- ▶ Local campaigns won more than one-quarter of all the Spirit of North Carolina Awards for Campaign Excellence from across the entire state:
 - BB&T
 - Cancer Services
 - CenterPoint Human Services
 - First Tennessee Bank
 - Hanesbrands Inc.
 - Forsyth Medical Center and Affiliates
 - Wake Forest University
 - Womble Carlyle Sandridge & Rice, PLLC
- ▶ Wachovia's Stan Kelly chaired the 2008 Tocqueville Leadership Society effort. Giving from 206 members totaled \$3,313,337.
- ▶ Leadership Circle giving totalled \$8,326,729 from 4,010 members.
- ▶ The Women's Leadership Council (WLC), chaired by Forsyth Medical Center President Sallye Liner, increased their giving for the second year in a row. Giving from 787 members totaled over \$350,000.
- ▶ Hanesbrands Inc. once again led with the largest campaign in Forsyth County. They kicked off their campaign with an alpinist rappelling from the roof of their headquarters building, and followed up with a product sale that raised over \$255,000 for United Way.
- ▶ R.J. Reynolds Tobacco Company continued its generous support of the Women's Leadership Council through its \$1 million, 5-year challenge grant. The campaign at Reynolds produced 62 WLC members.
- ▶ Forsyth Medical Center and Affiliates raised over \$982,000 and had more WLC members than any other company at 134.
- ▶ Wake Forest University Baptist Medical Center conducted the community's largest employee campaign and the 3rd largest overall.
- ▶ BB&T contributed a \$100,000 Challenge Grant to match first-time corporate gifts. Forty-four organizations took advantage of the offer. The ensuing employee campaign at Wildfire led among organizations taking the challenge.
- ▶ Wachovia brought their traditional great commitment to community to bear, raising over \$1 million in the community's fifth largest campaign.

- ▶ The campaign at Cancer Services, one of United Way's 34 partner agencies, grew by 21 percent.
- ▶ Giving from all partner agencies grew to a record \$335,000.
- ▶ CenterPoint Human Services conducted one of the best campaigns in the non-profit community, raising over \$17,000, a 17 percent increase in giving.
- ▶ The campaign at Wake Forest University grew by 14 percent for the third double-digit increase in as many years.
- ▶ Womble Carlyle Sandridge & Rice doubled participation in their campaign by introducing a raffle that required a \$2/pay period pledge for each ticket.
- ▶ First Tennessee Bank matched 50 percent of employee contributions and had a 12 percent increase in employee giving.
- ▶ Inmar's campaign was up by 8 percent for their 9th consecutive year of growth.
- ▶ Krispy Kreme Doughnut Corporation produced a 26 percent increase in their campaign.
- ▶ B/E Aerospace was up 20 percent with 18 WLC members.
- ▶ Alliance, a Rock-Tenn company, was up 19 percent.
- ▶ Piedmont Aviation Credit Union focused on their WLC effort and grew their campaign by 58 percent.
- ▶ City of Winston-Salem employee giving was up 11 percent.
- ▶ Pepsi Bottling Group conducted another high-energy effort that grew their campaign by \$23,795 with 22 WLC members.
- ▶ Giving by United Way Board members totaled \$437,605.
- ▶ Eight organizations sponsored Loaned Executives:
 - BB&T
 - Goodwill Industries of Northwest North Carolina
 - Hanesbrands Inc.
 - North Carolina Baptist Hospital
 - Novant Health / Triad Region
 - Wake Forest University
 - Wake Forest University School of Medicine
 - Womble Carlyle Sandridge & Rice, PLLC
- ▶ More than 400 businesses contributed to the 2008 Campaign.

2008 CAMPAIGN CABINET

Steve Wiggs, Chair
BB&T

Cantey Alexander
BB&T

Bill Ball
Frank L. Blum Construction

Penni Bradshaw
Constangy Brooks & Smith

Simpson "Skip" Brown
TriStone Community Bank

William Bucher
WS/FC Schools

Carmen Canales
Womble Carlyle Sandridge & Rice

Dennis Chriss
Flow Automotive Companies

Ken Crews
Inmar, Inc.

Lisa Davidson
Novant Health

Rob Davis
Southern Community Bank

Don deBethizy
Targacept

Mark Doughton
Inmar, Inc.

Robert Egleston
Datamax

Carla Fox
BB&T

Margaret Ann Hofler
BB&T

Nadine Hall
Hanesbrands Inc.

Russell Howerton
WFU Baptist Medical Center

Donna Jarrell
BB&T

Cheryl Joyner
BB&T

Stan Kelly
Wachovia

Rich Keshian
Kilpatrick Stockton LLP

Sallye Liner
Novant Health

Kim Mann
Womble Carlyle Sandridge & Rice

John Marsh
Hanesbrands Inc.

Tim Martin
R.J. Reynolds Tobacco Company

Beth McLain
BB&T

Ched Neal
Parkway Ford North

Joanna Nifong
Wachovia

Jim Olson
Community Volunteer

Fran O'Rourke
Pepsi Bottling Group

Chris Pace
O'Pac Packaging, Inc.

Robert Parker
WFU Baptist Medical Center

Susan Pauley
Salem Academy and College

Chris Payne
Oracle Packaging

Cathy Peden
R.J. Reynolds Tobacco Company

Peter Laroche
Consumer Credit Counseling Service

Brent Peters
BB&T

Michael Rubin
Salem Gastroenterology Associates

Sandy Sikes
WS/FC Schools

Suzzane Simmons
Novant Health

Sheryll Strode
Community Volunteer

Jim Walker
John S. Clark Company, Inc.

Ron Wellman
Wake Forest University

Kathy Windham
Pepsi Bottling Group

2008 LOANED EXECUTIVES

Tracy Blair
Kay Bollick
Katherine Broadhurst
Landis Kimbrough

Bette Kroh
Barbara Lauten
Christopher Lee
Lisa Lide

Megan Pugh
Jean Redding
Patrick Roach
Joanne Viren

Women's Leadership Council



Sallye Liner, Chair

2008 Women's Leadership Council

- ▶ Sallye Liner chaired the Women's Leadership Council (WLC) for its second year. Nadine Hall served as Vice Chair. The Council increased its membership to 787 members and raised \$350,000 in addition to the \$200,000 R. J. Reynolds Foundation match.
- ▶ WLC members supported three programs at Philo Magnet Academy, Parkland Magnet High School's largest feeder school:
 - Tutoring: Before-, during-, and after-school tutoring by certified teachers prepares 8th graders to enter high school.
 - Strengthening Families: This seven-week program is designed to help middle school students and their parents better communicate and express emotion with each other. After the seven weeks, families have additional sessions every three months for one year. Students will be assessed every six months through high school.
 - Summer Success Academy: Forty-five rising 6th graders attended this two-week program designed to help ease the transition into middle school. It provided tutoring, study skills, and time management skills. Instructor training and curriculum were provided by WSFC Schools. First semester grades among attendees were better than non-attendees, and discipline problems among attendees were minimal.
- ▶ The \$350,000 pledged during the 2008 Campaign will be used to continue funding these existing programs and new ones. The WLC is grateful to the R. J. Reynolds Foundation for their \$200,000 annual commitment of matching funds which also supports these programs.

2008 WOMEN'S LEADERSHIP COUNCIL STEERING COMMITTEE

Sallye Liner, Chair
Forsyth Medical Center

Nadine Hall, Co-Chair
Hanesbrands Inc.

Susan Ivey, Hon. Chair
Reynolds American, Inc.

Sylvia Adams
The Salvation Army

Kay Albright
Community Volunteer

Nan Allen
Inmar, Inc.

Alison Ashe-Card
Womble Carlyle Sandridge & Rice, PLLC

Suzanne Bullotta
NewBridge Bank

Susie Campbell
Shelco, Inc.

Winborne Chandler
Community Volunteer

Marcia Cole
Community Volunteer

Sandra Cultra
WFU Baptist Medical Center

Laura Dillard
Forsyth Medical Center

Kathleen Fairall
Community Volunteer

Joycelyn Johnson
WFU Baptist Medical Center

Debra Marshall
Allen Tate

Tara O'Brien
Cancer Services, Inc.

Debra Perret
Targacept, Inc.

Carol Polk
Bell, Davis & Pitt, P.A.

Sharon Smith
R.J. Reynolds Tobacco Company

Yolanda Smith
Wachovia

Sheryll Strode
Community Volunteer

Kim Vaughn
Community Volunteer

Sonya Walker
BlueCross BlueShield NC

Twana Wellman-Roebuck
Experiment in Self-Reliance

Martha Wheelock
City of Winston-Salem

The United Way Foundation

- ▶ Under the leadership of Keith Vaughan, the United Way of Forsyth County Foundation made great progress in 2008. Notable achievements include:
 - Recruited a strong Board of Directors
 - Established working committees including board members and other community volunteers
 - Created mission and vision statements:
- ▶ Mission Statement
To provide sustainable, long-term resources to advance the mission of United Way in order to effect change in the community's most vital human needs, both today and into the future.
- ▶ Vision Statement
To be recognized as the primary way to make lasting contributions in support of United Way's mission of effectively addressing Forsyth County's most vital human needs.
- ▶ Drafted and approved critical policies to enable the UWFC Foundation to raise funds to support United Way's community impact work
- ▶ Created a UWFC Foundation "brand" to differentiate it from the annual campaign
- ▶ Established a Legacy Society and the Tocqueville Legacy Circle

2008 FOUNDATION BOARD

Keith Vaughan, Chair

Womble Carlyle Sandridge & Rice, PLLC

Ron Drago

United Way of Forsyth County

Brenda Diggs

Community Volunteer

Sidney Falken

Hanesbrands Inc.

Jim Holmes

Deutsche Bank Alex Brown

Rob Greene

BB&T/North Carolina

Steve Lineberger

GoldToeMoretz

Lisa Purcell

Winston-Salem Foundation

Jim Nanton

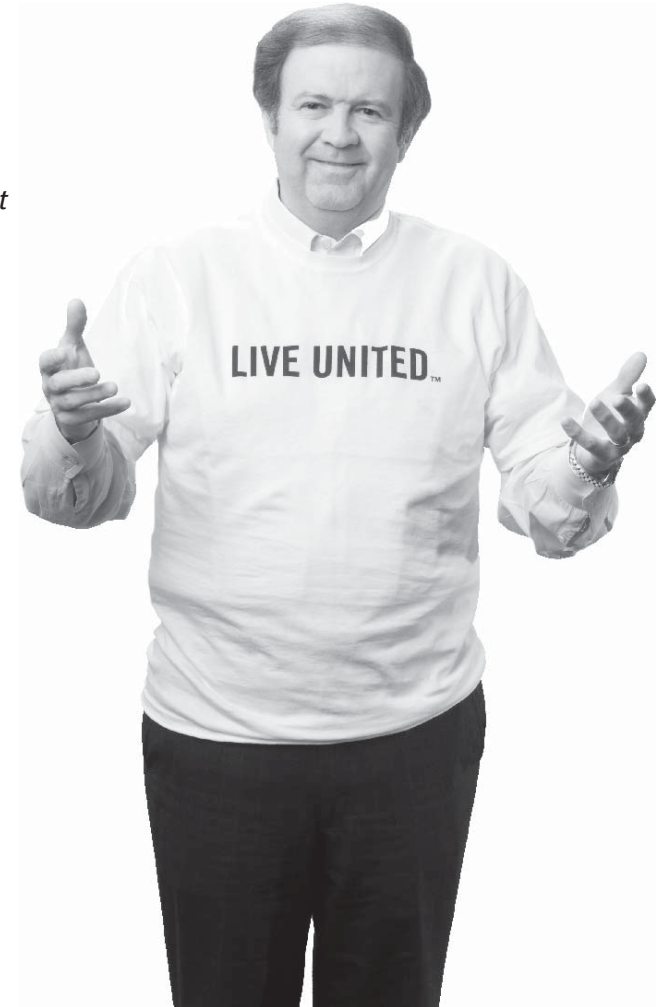
Hanesbrands Inc.

Tara O'Brien

Cancer Services

Kim Stogner

Womble Carlyle Sandridge & Rice, PLLC



Keith Vaughan
2008 United Way Foundation Chair

Finance and Administration



Maureen Carpenter, Chair
2008 Finance and
Administration Committee

SUMMARY OF 2007-08 SOURCES AND USES OF FUNDS

Sources

▶ Fall Campaign.....	\$18,143,337
▶ Reserve for uncollectibles	(796,634)
▶ Investment income	80,644
▶ Programs, services, and other income	798,806
▶ Future campaigns	(69,387)
▶ Gain on investments	78,420
▶ Stabilization reserve.....	<u>225,913</u>
Total sources	\$18,461,099

Uses

Community Services

▶ Allocations/donor designations to partner agencies.....	\$12,696,573
▶ Donor designations to unaffiliated agencies	2,671,882
▶ Special projects*	186,766
▶ United Way community services**	853,785
Total Community Services	\$16,409,006
▶ United Way fundraising and administration.....	<u>\$2,052,093</u>
Total Uses.....	\$18,461,099

- ▶ Eighty-nine cents of each dollar received by United Way is used to provide community services.
- ▶ A copy of our independent auditor's report is available on request.

* Special projects include Call 2-1-1 and one-time agency funding.

** United Way Community Services include the Community Planning and Investment Division, Individual Development Accounts (IDA), Project Welcome, and the Ten-Year Plan to End Chronic Homelessness.

2007-08 Partner Agency Funding

FINANCE & ADMINISTRATION COMMITTEE

Maureen Carpenter, Chair
BB&T

Michael Baughan
B/E Aerospace

Gregory Bradsher
Municipal ABC Board

Kirk Glenn, Jr.
Quality Oil Company

Peggy Joines
Wachovia Corporation

Jim Holmes
DB Alex Brown

Derwick Page
City of Winston-Salem

Dr. Pedro Martinez

James Spainhour

Valerie Vizena
The Enrichment Center



▶ The Advocacy for the Poor.....	\$26,624
▶ American Red Cross, Northwest North Carolina Chapter	796,226
▶ Amos Cottage, Inc.	132,501
▶ Bethesda Center for the Homeless	122,966
▶ Big Brothers Big Sisters Services	282,561
▶ Bowman Gray Child Guidance	187,204
▶ Boy Scouts of America, Old Hickory Council	439,216
▶ Cancer Services, Inc.	193,935
▶ Catholic Social Services.....	146,557
▶ The Children's Center for the Physically Disabled.....	515,141
▶ Community Care Center	260,784
▶ Consumer Credit Counseling Service	372,498
▶ Crosby Scholars Community Partnership	56,759
▶ The Enrichment Center	346,968
▶ Exchange/SCAN	224,198
▶ Experiment in Self-Reliance	383,093
▶ Family Services, Inc.	1,453,371
▶ Fellowship Home of Winston-Salem.....	119,614
▶ Girl Scouts, Tarheel Triad Council	159,759
▶ Goodwill Industries of Northwest North Carolina.....	123,420
▶ Group Homes of Forsyth, Inc.	115,403
▶ Hospice and Palliative CareCenter.....	389,594
▶ Imprints for Families	160,840
▶ Legal Aid Society of Northwest North Carolina	239,037
▶ Mediation Services of Forsyth County.....	49,007
▶ Mental Health Association in Forsyth County	148,216
▶ Partnership for a Drug-Free NC	354,806
▶ The Salvation Army	1,120,490
▶ Second Harvest Food Bank of Northwest North Carolina.....	214,975
▶ Special Children's School	875,852
▶ Winston-Salem Urban League	500,319
▶ YMCA of Northwest North Carolina	1,304,431
▶ YWCA of Winston-Salem	955,417
▶ Youth Opportunities	116,873

Volunteers and Staff

NOMINATING COMMITTEE

Keith Vaughn, Chair
Womble Carlyle Sandridge
& Rice, PLLC

Peggy Carter
Forsyth Medical Foundation

Chris Chapman
The Chapman Company

Dr. Don deBethizy
Targacept, Inc.

Tara O'Brien
Cancer Services, Inc.

Derwick Paige
City of Winston-Salem

PERSONNEL COMMITTEE

Penni Bradshaw
Constangy, Brooks & Smith, LLC

Peggy Joines
Wachovia

STANDARDS COMMITTEE

Greg Beier, Chair
Forsyth Medical Center

Penni Bradshaw
Constangy, Brooks & Smith, LLC

JoAnn Davis
Hospice and Palliative CareCenter

Walker Douglas
Douglas Battery
Manufacturing Company

John Royster
Dixon Hughes PPLC

Keith Vaughn
Womble Carlyle Sandridge
& Rice, PLLC

WESTON COMMITTEE

Bonnie Kay Donahue, Chair
Womble Carlyle Sandridge
& Rice PLLC (ret.)

Florence Corpening
YWCA of Greater Winston-Salem

Marian Douglas
Senior Services, Inc.

Matt Dyson
United Way of Forsyth County

Athena Gallins
Community Volunteer

Richard Gottlieb
Senior Services, Inc.

James Lippard
The Budd Group

Helen Monroe
Community Volunteer

Claire Nanton
Community Volunteer

Graham Pervier
Partnership for Economic
Tourism and Development

Caroline Stopyra
The Weston Family

Chuck Thompson
Community Volunteer

Claudette Weston
Weston and Associates, Inc.

STAFF

Ron Drago, President and CEO

Eric Aft

Carol Atwater

John Conrad

Gerri Cooley

Jennifer Craver

Michael Dull

Matt Dyson

Roland Gentry

Teri Hairston

Sam Hargrave

Veve Hartsell

William Kelley

Judy King

Andrea Kurtz

Dustie Lanier

Mary McCain

Elizabeth Messick

Stephanie Nichols

Naomi Rich

Noelle Stevenson

Mamie Sutphin

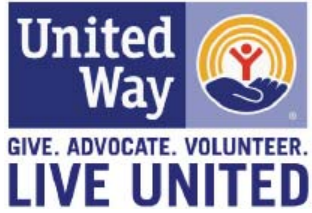
Jacqueline Taylor

Deborah Tillman

Rich Wooldredge



GIVE. ADVOCATE. VOLUNTEER.
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