

COMMUNITY IMPACT FUND Grants & Awards 2011-2012

EDUCATION

Court Appointed Special Advocates of SLO County
Friends of Hapitok
Peoples' Self-Help Housing
San Luis Obispo Child Development Center
Sexual Assault Recovery & Prevention Center of SLO County
The LINK
Women's Shelter Program of SLO County

INCOME

Community Action Partnership of SLO County, Inc.
El Camino Homeless Organization
North County Women's Shelter and Resource Center
Peoples' Self-Help Housing
The Literacy Council for SLO County

HEALTH

Community Counseling Center of San Luis Obispo
Jack's Helping Hand, Inc.
North County Women's Shelter and Resource Center
Partnership for the Children of SLO County
Senior Nutrition Program of SLO County
Sexual Assault Recovery & Prevention Center of SLO County
Transitions-Mental Health Association
Women's Shelter Program of SLO County

INNOVATION AWARD

GLEANSLO, a program of the Food Bank Coalition of SLO County

YOUTH BOARD GRANTS

Atascadero High School Robotics Team
Chalk Mountain Community School Garden Group
Melinda Marchiano's Literacy and Advocacy Youth Challenge (Nipomo High School)

OTHER FUNDING

In 2010, United Way raised \$16,000 for KidSpree, sending more than 150 children on a shopping adventure for new school clothes at Kohl's department stores. Approximately \$35,000 in new school supplies from Office Max were contributed to elementary schools in San Luis Obispo County through the Stuff the Bus event.

United Way is a member of the local board of the Federal Emergency Food and Shelter Program (EFSP), and is the fiscal agent which distributed \$176,477 in FEMA funding to local programs serving basic needs in SLO County.

United Way's work is focused on the building blocks for a good quality of life in San Luis Obispo County – education, income and health – because we all win when a child succeeds in school, when families are financially stable and when people are healthy.



HELPING CHILDREN & YOUTH ACHIEVE THEIR POTENTIAL

- Enter school ready to succeed
- Read proficiently by 4th grade
- Graduate from high school on time
- Be ready for success in college, work, and life



PROMOTING FINANCIAL STABILITY & INDEPENDENCE

- Support economic development and vitality
- Increase individual income
- Build savings
- Gain and sustain assets



IMPROVING HEALTH FOR ALL

- Support health education
- Advocate for health care coverage
- Promote access to medical treatment
- Encourage healthy lifestyle choices

Join the United Way Movement

Individual Giving

When everybody gives a little something, together, we can make a big difference. Your donation to the Community Impact Fund will be used locally, where the needs are greatest. When combined with other contributions from other individuals and businesses your donation is maximized for the most effectiveness.

Employee Giving

When you participate in a Workplace Giving Program you create a partnership that benefits you, your company and United Way. With a small gift taken from every paycheck, you will help improve the communities in which you live and work, achieving results that no one can accomplish alone.

Corporate Giving

Demonstrate your organization's community leadership and philanthropic spirit with a corporate gift. Match your employees' donations for a greater impact and to leverage their generous contributions.

Sponsorship Program

Create a brand preference and drive consumer loyalty by signing up for one of our corporate sponsorship opportunities. There are many options to best fit your company values, budget, customer demographic and visibility.

Volunteer

Giving the gift of your time is one of the best, and most rewarding, ways to help the community. There are almost an endless number of ways to get involved, depending on your interests and availability. We can also provide you with group opportunities for your family, friends or co-workers. Visit www.volunteerslo.org or contact United Way to find out more about these special events.

VOLUNTEERSLO.org

The Volunteer Resource for San Luis Obispo County



HOW DO YOU LIVE UNITED?
JOIN HANDS.
OPEN YOUR HEART.
LEND YOUR MUSCLE.
FIND YOUR VOICE.
GIVE 10%. GIVE 100%.
GIVE 110%
GIVE AN HOUR. GIVE A SATURDAY.
THINK OF *WE* BEFORE *ME*.
REACH OUT A HAND TO ONE AND
INFLUENCE
THE CONDITION OF ALL.

GIVE. ADVOCATE. VOLUNTEER.



Our mission is to improve lives by mobilizing the caring power of our community.

Everyone deserves opportunities to have a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health. It takes everyone in the community working together to create a brighter future.

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www.unitedwayslo.org



Contribute Locally! Support the Community Impact Fund

WHAT IS COMMUNITY IMPACT?

It's about creating long lasting change in our communities by mobilizing a multitude of resources. When we focus on prevention instead of reaction, we improve not only the lives of children, seniors, families and individuals, but also that of entire community populations.

HOW IS UNITED WAY ACHIEVING RESULTS?

We are uniquely able to work collaboratively with local nonprofits, government, businesses and leaders to build partnerships that target high priority issues. Through special initiatives, programs, and grants to local nonprofit programs, United Way is committed to making San Luis Obispo County an even better place to live.

HOW CAN YOU HELP?

Everyone deserves opportunities to have a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health. It takes everyone in the community working together to create a brighter future. Find out more by visiting us at www.unitedwayslo.org.



Photo: lancekinney.com

United Way of San Luis Obispo County



Regardless of age, gender, economic status or social standing, people sometimes need help for themselves or someone they care about. To get help, residents of SLO

County can dial 2-1-1 any time day or night to be connected with call specialists that can identify services such as counseling, food, shelter, job training or health care assistance. 2-1-1 SLO County is a free, confidential information and referral phone line provided by United Way, that connects community members with valuable health and human services.

bornlearning™ Before children enter preschool or kindergarten, they are learning new

things through every day experiences. United Way works with other local partners to provide Born Learning, a program that shares online resources and bilingual materials with parents and caregivers to help them be their child's first teacher. In addition, two Born Learning Trails — one at Mitchell Park in downtown San Luis Obispo and another at Oceano Elementary School — offer colorful signs with fun outdoor activities for adults and children to do together. By simply talking, sharing, singing and playing, we can help children be better prepared for school long before they step foot in the classroom.

Coast2Coast Rx familywize® With rising prescription and healthcare costs, families and individuals are sometimes forced to forego the medications and treatment they need. In order to

offer SLO County residents the best discounts on prescriptions that are not covered by a health insurance or benefits plan, United Way is distributing both the Coast2Coast Rx and FamilyWize prescription drug discount cards. Both programs have no age or income restrictions or waiting period. The cards are available for free and can be used right away to save on brand name and generic drugs, allowing people to get their necessary medications more affordably and use the savings for other daily necessities.



Flavor of SLO, an annual tasting event showcasing the very best food and beverage the San Luis Obispo region has to offer, raises thousands of dollars to benefit United Way. Since 2009, this event has been organized by a team of students from Cal Poly State University as their senior project. Guests are treated to an afternoon of live music, delicious morsels and mingling, all for a good cause. Visit www.flavorofslo.com for more information and save the date for May 6, 2012.



United Way is this year's Hit & Giggle host, continuing on a successful tradition established by local nonprofit, Women for Community. Over the past seven years, this event has raised thousands of dollars for local health and human service programs in SLO County. Join us as a volunteer or golfer on Saturday, September 10, 2011 at Avila Beach Golf Resort for great food and fun or help support the tournament as a sponsor.



If a child can read at grade level by the time she or he is in fourth grade, they increase their chances of succeeding in middle school and graduating on-time from high school. In 2010, United Way became the official affiliate to bring Dolly Parton's Imagination Library to SLO County. Children enrolled in the program receive a new, age-appropriate book every month from birth to five years of age. The Imagination Library unlocks the magical world of books and gets children excited about reading before they enter kindergarten, while encouraging early literacy skills that will prepare them for future success.



Teenagers have access to and spend a great deal of money each year. By practicing sound money management skills today, United Way is helping teens learn healthy habits for a secure financial future. Money Talks 4 Teens is a money management curriculum aimed at 14-18 year olds, and taught by local finance professionals who volunteer their time at local high schools. The materials, developed by the University of California Cooperative Extension, provide teens with accurate, nonbiased information and hands-on activities in financial literacy; students that complete the curriculum can learn these important tools to take with them into early adulthood and through life.



Maximizing the individual potential of all children requires a safe learning environment, the support of parents and the cooperation of students. Nonviolent Communication (NVC) is a practical framework for acquiring skills and language tools that support positive, compassionate outcomes. United Way is delivering these educational workshop sessions, led by the Center for Nonviolent Communication's Certified Trainers. Our goal is to prevent and reduce emotional stress by teaching the principles of diplomatic communication to parents, caregivers and teachers alike. NVC has been proven to improve trust, strengthen student interest and improve classroom teamwork, creating a more effective educational setting for all.



People work hard for their money and, even more so today, need resources at their fingertips to help them save and maximize their dollars to the fullest. That is why United Way works with Cal Poly, Community Action Partnership of SLO County and other partners to bring the free Volunteer Income Tax Assistance (VITA) program to local residents. VITA trains volunteers to help low income, elderly, disabled and limited English speaking clients prepare their basic tax returns. These volunteers are certified by the Internal Revenue Service to identify special credits that can be utilized, enabling families and individuals to get the most out of their annual returns and stretch their valuable dollars even further.



United Way recognizes that young people are the key to our future, and the Youth Board helps to bring new energy to community involvement by developing leadership among high school students from all across SLO County. Students enjoy a unique volunteer experience as they serve as a Board of Directors, connecting with local leaders, contributing hours of their time towards service projects and awarding annual grants to local youth-driven programs. When young people are active and engaged in their community, it instills in them a sense of social responsibility and philanthropy, preparing them to take over as future leaders of our community, state and country.

Visit www.unitedwayslo.org to view our independent auditor's report and IRS Form 990.



Volunteers and Staff

2011-12 OFFICERS

Wade O'Hagan,
President
Carla Berkefeld,
VP Community Impact
Char Storlie,
VP Resource Development
Lance Parker,
Treasurer
Candy Markwith PhD,
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2011-12 DIRECTORS

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UNITED WAY STAFF

Rick London,
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Charlene Rosales,
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Kara Edwall,
Community Impact Coordinator
Horace Morana,
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Dominique Simonian,
Bookkeeper
Lily Aanerud,
Program Volunteer



Thank you to KSBY for their community partnership.