



IMPACT matters

United Way of the Midlands | the **ANNUAL REPORT** issue

Community Development Professional to Speak at Assembly



Henry Moore

Henry Moore, nationally renowned faculty member of the Asset-Based Community Development Institute (ABCD) will speak at United Way's Community Assembly on Tuesday, May 25, 2004. The event is free and open to the public.

Moore's career focused on helping establish strong collaborative partnerships with community-based organizations, neighborhood residents, local financial institutions and the housing industry. He now works with communities across the country conducting workshops on how to organize local residents and build community pride.

Asset-based community development is centered on the belief that communities are built by focusing on the strengths and capacities of the citizens and associations that call the community "home." A range of approaches and tools, such as asset mapping, can be

used to assist the community in developing to its fullest potential.

United Way's Community Assembly will also offer attendees the opportunity to hear about the impact being made in the community with dollars contributed through the United Way process. Updates on indicators that track the priority issues identified in "Facing Facts: A Study of Issues that Shape Our Region" will be provided.

In addition, local volunteers will be recognized for their effort in meeting the community's needs through involvement with United Way.

For reservations, call Tammy Huddle at 803-733-5443 or email thuddle@uway.org.

What You Can Do to Help

Tell us what you think: send your e-mail to comments@uway.org.

Find help for you or someone you know: **Dial United Way 2-1-1.** United Way can connect you with community resources from rent assistance to counseling.

Run a United Way campaign in your workplace: Call Resource Development at 803-733-5409.

Calling Blueprint Alumni

United Way is looking for **alumni of Blueprint for Leadership** (formerly **Project Blueprint** or **Leaderstep**) from 1989 to 2003. Now is a great time to get back in touch (and get a free Blueprint t-shirt)! Please send your latest contact information and a recent biography to ewilliams@uway.org or United Way of the Midlands, Blueprint for Leadership, 1800 Main Street, Columbia, SC 29201.

what's inside. . .

- United Way of the Midlands' 2003 Annual Report
- A Year in Review for Women in Philanthropy
- "Facing Facts:" One Year Later
- Volunteers Recognized for Exemplary Efforts

Community Program Results Reported

In 1997, United Way of the Midlands Board of Directors made a commitment to review and measure results of all funded programs. This process, formally known as outcomes measurement, examines all aspects of a human service program and demonstrates to the community the impact donor funded programs can have on critical human service issues.

Recently, United Way partner agencies submitted program information for 2003. United Way's website, www.uway.org, lists the results including the agency, the program, the score achieved and the community council within United Way responsible for funding the program.

The outcomes measurement process is extensive. Agencies provide documentation on program objectives, client progress and the percentage of participants that achieved the intended result of the program. Program measures are reviewed by qualified volunteers to ensure meaningful results are being obtained.

Each program is funded based on how well it meets community issues in the "Facing Facts" community assessment. In response to the issues raised in the assessment, community councils have been organized to guide funding decisions. Programs evaluated receive numerical scores based on their performance. The range is: 0-10 **poor/conditional**; 11-20 **acceptable with recommendations**; 21-24 **exemplary**. Three agencies with poor ratings will receive technical assistance to improve their scores.

Blueprint for Leadership Well Underway

In its 15th year in the Midlands, the Blueprint for Leadership program continues to be the source for gaining unique non-profit insight. Blueprint for Leadership is an extensive eight week program held from March through June. It was developed to enhance the knowledge and understanding of the not-for-profit sector through grassroots perspectives on leadership and diversity training. The program is hands-on, allowing participants to become intimately involved with community issues.

Class members are afforded invaluable networking opportunities through acts of volunteerism, agency tours, guest speakers and panelists. Among other assignments, this year's class is charged with developing programs that meet the needs of issues that emerged from "Facing Facts."

At the end of the program, members that have satisfied the course requirements are invited to participate in commencement exercises and to have their biographies distributed community-wide to serve on non-profit advisory boards and committees. Corporations and agencies are encouraged to select future leaders to apply for the program. For more information about the Blueprint for Leadership program call 803-758-6987 or e-mail ewilliams@uway.org.



Donna Jones, left, and Anita Olden sort donations from a recent clothing drive at New Horizon Family Care Center.

VOICES OF THE COMMUNITY

The United Way Speakers, Tours and Fairs Bureau operates to educate the community about United Way. Traditionally, corporations and organizations rely heavily on the bureau to provide information and bring awareness to community issues and objectives. Last year alone, more than 450 groups were touched by visiting a human service facility, hosting an agency fair or inviting individuals to share their personal stories about United Way. Eager volunteers are standing by to share information in several issue areas, including the following:

- Building Strong Families, Individuals and Children
- Creating Quality Education, Job Preparation and Life Skills
- Promoting Health and Recovery
- Securing Food, Shelter, Safety and Transportation

For more information about these exciting topics or to utilize the speakers, tours and fairs bureau to educate your group, call 803-758-6987 or e-mail speaker@uway.org.

Positive Impact was Key Goal in 2003: A Year in Review

By Charles T. Cole, Jr., 2003 Board Chair
Impact

The year 2003 was the year for impact. Once "Facing Facts: A Study of Issues that Shape Our Region" was published, United Way volunteers began to discuss opportunities to put the information to work and change the way United Way conducted business.

The conclusion of the Reorganization Task Force was to reorganize United Way staff and volunteers around the four critical human service issue areas identified in "Facing Facts." There are now Community Councils with 30 volunteer stewards and one key staff person working on the following: Building Stronger Families, Individuals and Children; Promoting Health and Recovery; Creating Quality Education, Job Preparation and Life Skills; and Securing Food, Shelter, Safety and Transportation. This change brings more concentrated focus to the complex issues that we as a community attempt to address. With more focus, more impact is expected.

Accountability

Agencies provided results on their funded programs during 2003. This "outcomes measurement" process allows United Way to make sure donor dollars are funding effective programs. Three programs were placed on conditional status as a result of poor program performance. During the conditional status period a technical consultant is provided to assist the agency. If acceptable results are not achieved within the next calendar year, funding is eliminated for that program. Volunteers with professional backgrounds in program evaluation are recruited to conduct this critical evaluation process.

Trust

More than 50,000 individuals from the Midlands entrusted donations through the United Way process during 2003. \$9,390,762 million was received from the community campaign. In addition, \$1,488,334 million was

received from grants and contracts. Allocations included \$5,095,762 million to local agencies, \$922,651 to designated non-local agencies and \$2,218,126 million to local initiatives and programs. That brings United Way of the Midlands' total fund distribution for 2003 to more than \$8 million.

In spite of the challenges we faced as a community and as nation in 2003, United Way of the Midlands focused on the issues and stepped up to the challenge. We are fortunate to have a process at our fingertips which allows us to participate in making our community a better place to live.

Reorganization Task Force

Lynette L. Allston,
Community Volunteer

Robert E. Barnett,
Site Manager,
Honeywell International, Inc.

Morris J. Blachman, Ph.D.,
USC School of Medicine

Charles T. Cole, Jr.,
Regional Vice President,
Wachovia Bank

Mahalie B. Davies,
Community Volunteer

Kester S. Freeman, Jr.,
Chairman,
Palmetto Health

Joel A. Smith III,
Dean,
USC Moore School of Business

Robert E. Staton,
President,
United Way Association of SC

Jesse Washington, Jr.,
Director,
SC Human Affairs Commission

Women in Philanthropy

Women in Philanthropy was created in 2002 to encourage women to participate in philanthropic endeavors through leadership, fundraising, advocacy and mentoring. In 2003, membership in this group grew to 125 and the accomplishments were many:

Networking: Women in Philanthropy hosted several networking opportunities at Nonnah's restaurant. These events gave members an opportunity to get to know one another in a more intimate setting.

Human Service Grant: \$45,000 was granted to the Healthy Families, Lower Richland program in August. This program provides home based literacy and health services to families in the Hopkins community.

Arts, Education and Environment Grant: \$22,500 was granted to the Volunteer Income Tax Assistance program that will help educate lower income families on the availability of federal credits and offer them funding for education, housing, clothing and food.

Holiday Giving: In December, Women in Philanthropy provided educational toys, games, business clothing and baby items to the families participating in the Healthy Families, Lower Richland program. These items provided the families and children with a wonderful holiday season. These non-monetary items donated by Women in Philanthropy members increased the impact on the families in the Hopkins community to an even greater level.

A total of \$67,500 through Women in Philanthropy is having a positive impact on women and children in the community.

2003 Financial Statement to the Community

PUBLIC SUPPORT AND REVENUE

	2003	2002
	Actual (3)	Actual
PUBLIC SUPPORT and REVENUE:		
Public Support - (1) Annual		
Campaign Pledges Current Year	\$9,390,762	\$10,117,092
Other Revenue:		
Initiative Grants	1,488,334	2,311,860
Other Income	143,312	72,784
Total Other Revenue	1,631,646	2,384,644
TOTAL PUBLIC SUPPORT and REVENUE	11,022,408	12,501,736
Less Allowance for Uncollected Pledges	895,145	1,027,557
Funds Available for Distribution	10,127,263	11,474,179
EXPENSES:		
Community Services		
Agency Distributions and Initiatives	4,806,085	6,365,273
Community Request For Proposal Grants	237,771	539,771
Distributions to Initiatives	303,993	288,372
Designated to Agencies	1,628,709	1,292,684
Designated to Combined Federal Campaign Agencies	922,283	922,300
Volunteer Services	244,994	192,784
National/State Affiliation	92,703	98,522
Subtotal	8,236,538	9,699,706
Other Community Services:		
Planning	278,156	260,923
Marketing & Communications	281,222	325,867
Subtotal Other	559,378	586,790
Total Community Services	8,795,916	10,286,496
Support Services:		
Community Campaign	725,346	846,283
Management and General (2)	309,426	315,020
Total Support Services	1,034,772	1,161,303
Support Services as % of Net Revenue	10%	10%
Total Expenses	9,830,688	11,447,799
EXCESS (DEFICIT) OF PUBLIC SUPPORT & REVENUE OVER EXPENSES	296,575	26,380

(1) Figures include all Combined Federal Campaign pledges.

(2) Includes Management and Building Departments.

(3) Figures represent unaudited amounts for the year ended 12/31/03.

2003 Financial Statement to the Community: Fund Distribution

Partner Agencies

Alston Wilkes Society	\$68,240	Palmetto AIDS Life Support Services	\$7,962
American Cancer Society	211,627	Palmetto Citizens Against Sexual Assault	39,962
American Heart Association	20,682	Palmetto Place Children's Emergency Shelter	85,080
American Red Cross	529,796	Prevent Child Abuse SC	171,977
Babcock Center	131,076	Protection and Advocacy for People with Disabilities	2,514
Big Brothers and Big Sisters	104,105	Respite House	1,512
Boy Scouts - Blue Ridge Council	15,144	Ruth S. Pugh Foundation	31,706
Boy Scouts - Indian Waters Council	234,493	Salvation Army	248,227
Boys & Girls Clubs	254,945	Senior Resources	127,232
Capital Senior Center	2,427	Sexual Trauma Services	49,991
Columbia Urban League	154,175	Sistercare	105,341
Communities in Schools	7,184	South Carolina Autism Society	3,924
Community Mediation Center	261	South Carolina Campaign to Prevent Teen Pregnancy	1,100
Congaree Area Girl Scouts	103,755	South Carolina Centers for Equal Justice	836
The Cooperative Ministry	16,425	South Carolina Victim Assistance Network	3,058
Dickerson Children's Center	3,768	Trinity Housing Corporation	22,897
Easter Seal Rose Lowe Rehabilitation	82,865	United Black Fund	107,383
Eau Claire Cooperative Health	8,093	Volunteers of America of the Carolinas	39,382
Epilepsy Foundation of SC	26,677	Wateree Community Actions	620
Fairfield County Disabilities and Special Needs Board	15,694	Work in Progress	1,846
Fairfield County Literacy Council	113,826	YWCA of the Midlands	189,485
Fairfield County Recreation Association	9,261		
Family Service Center of SC	453,532	Other Local Agency Designations	454,786
Family Shelter	138,046	Federal Campaign Designations to Other Local Agencies	122,800
Federation Center of the Blind	43,654		
Florence Crittenton Services-NC	4,006	Total Distributions to Local Agencies	5,095,762
Florence Crittenton Services-SC	4,601		
Fort Jackson Youth Services	34,256	Non-Local Agency Designations	62,922
Free Medical Clinic	44,944	Other United Ways	332,411
The Good Samaritan House	1,231	Federal Campaign Designations to Non-Local Agencies	527,318
Goodwill Industries	830		
Greater Columbia Literacy	47,741	Total Distributions to Non-Local Agencies	922,651
Habitat for Humanity	28,513		
Harvest Hope Food Bank	57,551	Midlands Initiatives	
Helping Hands	5,794	Midlands Literacy Initiative	122,151
Homeworks of SC, Inc.	7,896	Success by Six Initiative	113,337
Interfaith Community Services of SC	310	Fast Forward Community Technology Center Initiative	266,232
James R. Clark Sickle Cell Foundation	27,701	Vital Connections	298,492
Jewish Family Services	2,959	Basic Needs Initiative	1,071,561
LRADAC	61,288	Richland County Adolescent Pregnancy Prevention	101,358
Lutheran Family Services	10,810	United Way 2-1-1	244,994
Mental Health Association of Mid-Carolina	22,999		
Mental Illness Recovery Center	54,397	Total Non Agency Distributions to the Community	2,218,126
Midlands Marine Institute	69		
Newberry Council on Aging	37,227		
Newberry Literacy Council	11,509	Grand Total Fund Distribution	\$ 8,236,538
Newberry YMCA	26,886		
The Nurturing Center	32,872		

2003 Financial Statement to the Community

BALANCE SHEET

	2003	2002		2003	2002
	ASSETS			LIABILITIES and NET ASSETS	
Current Assets:			Current Liabilities:		
Cash and cash equivalents	\$1,149,166	\$393,039	Distributions payable to agencies	\$5,379,412	\$6,826,608
Pledges receivable:			Accounts payable	655,281	733,418
Current campaign	923,217	1,943,715	Line of credit	500,000	0
Subsequent campaign	6,517,434	6,171,499	Total current liabilities	6,534,693	7,560,026
Miscellaneous accounts receivable	258,036	98,334			
			Mortgage payable	750,000	1,000,000
Total current assets	<u>8,847,853</u>	<u>8,606,587</u>	Total liabilities	7,284,693	8,560,026
Property, plant and equipment	1,090,978	1,090,978	Net assets	2,654,138	1,137,539
TOTAL ASSETS	<u>\$9,938,831</u>	<u>\$9,697,565</u>	TOTAL LIABILITIES & FUND BALANCES	<u>\$9,938,831</u>	<u>\$9,697,565</u>

FACING FACTS: ONE YEAR LATER

In 2003, "Facing Facts: A Study of Issues that Shape Our Region" was distributed throughout the community. It contained a prioritization of the key community issues that face residents in the Midlands and has become a guide for funders and social service providers throughout the area. The chart to the right illustrates the identified issues.

Since the publication of "Facing Facts," United Way volunteers have worked diligently to educate themselves further on the issues in order to make appropriate funding decisions. In addition, Community Council stewards have worked to more clearly define the dimensions of the priority issues and how they can be successfully addressed.

"Social services work is very complex," said Lorraine Fowler, Ph.D., LISW-CP and former Vice President of the Food, Shelter, Safety and Transportation Community Council. "Families rarely face just one issue; they usually face multiple challenges making it all the more difficult to find a solution. For this reason, volunteers with high levels of expertise in the various issue areas have been recruited to analyze the issues, especially the root causes, so that real change can be made."

Key Issues Identified by "Facing Facts: A Study of Issues that Shape our Region"				
TARGETED CARE AREAS				
	A- Building Stronger Families, Individuals, and Children	B- Promoting Health and Recovery	C- Education, Job and Life Skills	D- Food, Shelter, Safety and Transportation
PRIORITIZED LEVELS	1	Effective Parenting	Access to Care for Mental Health, Alcohol and Other Drug Abuse	Preparing children for school and increasing student success rates. Access to food distribution programs
	2	Increased coordination of all sectors to address needs of citizens	Access to Health Care	Adult/Family Literacy Access to affordable housing Access to affordable and timely transportation
	3	Safety Net for Children and Families Family Violence	Decrease premature deaths, avoidable hospitalizations and increase quality of life for individuals with chronic diseases	Civic Engagement Improve safety of downtown and park areas, with special consideration for citizens transitioning from the criminal justice system or mental health facilities.
	4		Quality of life for seniors	

Visit www.uway.org for more information.

United Way has four Community Councils that address each issue area individually. "The best and the brightest from the community have truly come together to take a look at the challenges we face here in the Midlands," said Mike Gray, Vice President of the Families, Individuals and Children Community Council. "Only with a thorough understanding of the issues can we expect to move forward and make progress. We spent the better part of the past year in that effort and are now ready to allocate resources to programs that address specific needs."

For a copy of "Facing Facts" or the 2004 update, visit United Way of the Midlands' website, www.uway.org. Or, attend the United Way Community Assembly May 25, 8:00 a.m., for a special presentation. To register, contact Tammy Huddle at 803-733-5443 or e-mail thuddle@uway.org.

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Program Results from 2003

- 87% of participants in drug abuse prevention programs could identify positive and negative behaviors relative to alcohol, tobacco and other drug use.
- 98% of women sheltered after domestic abuse obtained new knowledge regarding domestic violence and options for safety.
- 3,369 patients were better able to manage household finances as a result of receiving reduced-cost or free medication.
- \$1.3 million in medications were dispensed for those in need.
- 71% of participants were able to maintain independence with in-home senior visitation and care. 51,594 hours of in-home care for the elderly were provided.
- 92% of participants in counseling improved their behavior in social and/or occupational settings.
- 66% of those who received counseling resisted behaviors involving drugs, alcohol and tobacco.
- 96% of participants in after school programming improved or sustained grades in English, Spelling, Reading, Science, Math and Social Studies.
- 90% of substance abusing mothers remained drug free while in residency programs for single mothers. 100% delivered drug-free babies.



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 Mr. Bill Turner
 Mr. Tony Wise

Be a Bunny with Colonial Supplemental Insurance

United Way of the Midlands initiated a local Easter project entitled "Be A Bunny." The project was designed to provide toiletries, gifts and games to individuals that reside or spend the greater part of their day at human service agencies. Colonial Supplemental Insurance eagerly took on this project and adopted two agencies, Palmetto Place Children's Emergency Shelter and The Respite House, an adult day care center. Colonial employees contributed fifty filled baskets. Baskets included an array of goodies from toothpaste and grooming items for adults, to athletic items and stuffed animals for the children at the emergency shelter.



Colonial Supplemental Insurance employees with Easter baskets ready to be donated.

"Everyone was extremely happy with the baskets," commented Kathy Tournet, Program Manager at the Respite House. "The contents were useful and packaged very festively."

The "Be A Bunny" program was a pilot project of United Way of the Midlands. For more information about the program, call 803-758-6987 or e-mail ewilliams@uway.org.

Volunteers Recognized for Exemplary Efforts

Webster's Dictionary defines a volunteer as one who serves or acts of his or her own free will. In the non-profit arena, organizations rely on that free will of individuals to guide, manage and implement the organization's mission. This year, United Way will pay tribute to individuals who give tirelessly in the spirit of volunteerism to better our community.

In the past year, United Way volunteers expanded from a 60 member Board of Directors to 146 total volunteers guiding administrative and funding decisions. This includes 120 Stewards serving on four Community Councils. In order to adequately recognize all aspects of the United Way volunteer structure, the volunteer advisory committee will select winners from nominations in the following categories:

Alyce Kemp Dewitt Award- a person who has volunteered within the United Way internal structure for four or more years.

Meritorious Award- a person who has volunteered within the United Way structure over the course of the past year.

Community Impact Awards- a council steward who has been instrumental in guiding the actions of the community councils:

- ♦ Building Strong Families, Individuals and Children
- ♦ Creating Quality Education, Job Preparation and Life Skills
- ♦ Promoting Health and Recovery
- ♦ Securing Food, Shelter, Safety and Transportation

Dedication to Service Award- an individual who volunteers within a United Way partner agency.

While each person nominated will receive special recognition by mail, award recipients will be recognized at the United Way Community Assembly on May 25th.

Now celebrating three years of service!

Dial 2-1-1 for:
 Counseling
 Financial assistance
 Donations/Volunteering
 Community information
 Shelter

 Dial
 United Way
 2-1-1

Help starts here.
 United Way of the Midlands

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