

Winter 2004



IMPACT matters

United Way of the Midlands | the **THANK YOU** issue



UNITED WAY OF AMERICA GIVES THE MIDLANDS A THUMBS UP

Brian Gallagher, President and CEO of United Way of America addressed the community at the United Way of the Midlands Community Assembly last November. Gallagher commended the five organizations (Central Carolina Community Foundation, the Central Midlands Council of Governments, The Greater Columbia Chamber of Commerce, the Sisters of Charity Foundation of South Carolina and United Way of the Midlands) that came together and developed the community wide assessment, "Facing Facts."

"In order to make the most impact you must accomplish more collectively than on your own," said Brian Gallagher, and that is exactly what the Midlands is doing. "It's about the lives that are improved and the communities that are strengthened." Gallagher said that economic struggles and uncertainties have affected philanthropic giving, and it is crucial to change as many lives as possible with the resources available. He added that it's no longer about the dollars raised or services delivered. Results are what drive United Way today.

United Way Thanks You!

UNITED WAY SALUTES COMMUNITY VOLUNTEERS AND CONTRIBUTORS

Thank you for your time, your talent and your treasures which have helped change lives for the better throughout the Midlands. A successful campaign is contingent upon how many lives you've changed, not how much money is raised.

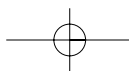
Whether you participated in your workplace campaign or made an individual gift, your support will help the lives of thousands of residents in our community. Thank you for making an impact in your community...for what matters most.

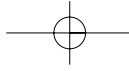
We invite you to get involved and join us in doing what matters most in our community. To learn more about the ways you can make a difference in the Midlands, visit our website at www.uway.org.

what's inside. . .

- Join the 2004 Blueprint for Leadership class.
- Gayle Averyt honored as Humanitarian of the Year.
- First Citizens sends managers to jail and Nationwide encourages employees to kiss goats!
- BlueCross BlueShield gives where they live and is United Way's largest contributor.

for what matters most. sm





UNITED WAY FACES COMMUNITY FACTS

In 2003, United Way of the Midlands, Central Carolina Community Foundation, the Central Midlands Council of Governments, The Greater Columbia Chamber of Commerce, and the Sisters of Charity Foundation of SC completed a community wide assessment researching the most pressing issues in Richland and Lexington counties. "Facing Facts- A Study of Issues that Shape Our Region" offers Midlands residents a unique opportunity to focus on the process of giving. The community now has a document compiled by more than 75 volunteers that reflects current issues. Please read "Facing Facts" on the web, at www.uway.org/needs.asp.

United Way has reorganized its staff and volunteers around the four major issue areas that emerged as a result of the study. They are:

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

Four community care councils have been formed to address each issue. Community

volunteers have been recruited to fill the slots for 30 stewards on each council. These councils are charged with receiving allocations of undesignated dollars raised through the community campaign and distributing them to local programs. Additionally, council members may raise money through grants and other sources. Including the 26 board members, there are 146 key volunteers that serve the community through United Way.

Each council has a volunteer that serves as chairperson. The council chairs are:

Clente Flemming, South Carolina Community Bank, *Building Stronger Families, Individuals and Children*

Rickie Harrison, South Carolina Department of Corrections, *Creating Quality Education, Job and Life Skills*

Preston Winkler, Greater Columbia Community Relations Council, *Promoting Health and Recovery*

Lynette Allston, Professional Volunteer, *Providing Food, Shelter, Safety and Transportation*



Clente Fleming



Rickie Harrison



Preston Winkler



Lynette Allston



A Blueprint for Leadership member volunteers at a local school.

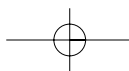
Blueprint for Success

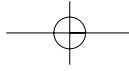
United Way's Blueprint for Leadership is accepting applications for the 2004 class. Blueprint for Leadership helps to prepare and motivate individuals to be more involved in the community through leadership roles. The mission is to involve the total leadership of the community in tasks to maximize philanthropic support which is vital to ensuring that community needs are met.

According to Michael Moschella, 2003 class president, "The program enhanced my networking opportunities and provided a unique opportunity to gain insight into the non-profit community."

The program runs from March to June and is held the second and fourth Tuesday from 9:00 a.m. to noon.

For more information on Blueprint for Leadership or to download an application for the 2004 class, log on to www.uway.org or contact United Way at 803-733-5441.





UNITED WAY FUNDING PLAN WILL HELP MEET AREA'S GREATEST NEEDS

The following editorial is a reprint from The State newspaper on November 27, 2003. This editorial represents the official position of The State.

For the past several years, the United Way of the Midlands has been gradually phasing in a system aimed at steering the limited amount of charitable dollars donated in Richland and Lexington counties toward addressing the most pressing needs in our community.

The organization, along with several partners, has devised a concept that will go into full swing come 2004. While the United Way will continue to fund the organizations it has traditionally supported, allocations will be focused on resolving issues, not supporting agencies.

The new system is driven by the results of a community assessment produced through the Greater Columbia Community Indicators project. The project's goal was to establish a system that measures how well programs supported through charitable donations meet community needs. The idea is to prioritize areas of need and target funding to those key areas in the hope of making a recognizable difference in the community. If a given program is not helping in a key area, it could be in jeopardy of losing funding.

Five key organizations have come together to sponsor this project: The United Way, the Sisters of Charity

Foundation, the Central Carolina Community Foundation, the Greater Columbia Chamber of Commerce and the Central Midlands Council of Governments.

A panel of community experts conducted an assessment last year that focused on five general areas of need: families; health; education; food, shelter, safety and transportation; and economic development and quality of life. Under the new system, community councils will oversee progress in each of the four areas of focus dealing with human service needs. Each council will review proposals for initiative that address the respective areas of need and determine which ones get funded. They also will evaluate programs to be sure they produce measurable outcomes. Also, the councils, each made up of 30 community members selected by the United Way board, are charged with finding new revenue sources, such as grants.

Not only will this new way of distributing funds allow dollars to be focused on some of the area's toughest problems, but it will challenge the 45 organizations that have traditionally received United Way funding to take a closer look at how they do what they do.

Chances are those organizations will do self-studies that could lead to them improving their services or even changing focus. While the 45 member agencies will continue to receive the bulk of the United Way funding, their efforts must focus on the general areas of need and produce measurable outcomes.

Organizers of the Community Indicators Project have made it clear that some organizations that have long been in the community must change their focus, merge with others or cease to exist.

While 2004 signals the full implementation of this concept, it has been in the works for several years. The United Way began moving in this direction in 1997, when it capped distributions to its member agencies. By 1999, the agency also had reduced the amount the agencies received by 20 percent. That created a pot of money that could be used to fund programs that, through a competitive process, showed the best potential to address specific problem areas in the community.

This process is sure to cause anxiety among some. Given a chance, however, the idea of focusing charitable dollars on our area's toughest problems could improve the overall quality of life in our community.


United Way 2-1-1 at 38,000 Calls and Counting

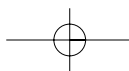
United Way 2-1-1, the 24/7 crisis and information/referral line for non-emergency human service needs has received more than 38,000 calls since it launched in 2001. Trained referral specialists are available to connect citizens to agencies that provide help with:

- Housing/rent payments
- Counseling
- Food and shelter
- Suicide intervention
- Drug abuse
- Spousal abuse

- Medical services
- Clothing
- Volunteer information
- Other human service issues

The service is available to residents of Calhoun, Lexington, Newberry, Richland and most of Orangeburg counties. Residents with Verizon residential service do not have 2-1-1 access but may dial 803-733-5408 or 1-866-892-9211.

 **Dial**
United Way
2-1-1
To get or give help.



GAYLE AVERYT HONORED AS HUMANITARIAN OF THE YEAR



Gayle O. Averyt

Gayle O. Averyt was honored as the 2003 Humanitarian of the Year by the Palmetto Society of United Way of the Midlands. The award is presented each year to someone who has demonstrated extraordinary voluntary leadership in philanthropic and human services.

Averyt, Chairman Emeritus of Colonial Life and Accident Insurance Company has received numerous awards including: The Order of the Palmetto, South Carolina Businessman of the Year, induction into the South Carolina Business Hall of Fame, Man of the Decade and a host of others. Averyt serves and has served on numerous boards, including United Way of the Midlands and committees throughout the community

ranging from the Republican Party to the South Carolina Orchestra Association. He is also an Alexis de Tocqueville member of United Way of the Midlands.

A graduate of Davidson College, Averyt holds a Master's Degree in Business Administration from Harvard Business School. He is married to the former Margaret Finlay and they have three daughters.

Averyt was chosen as the 2003 Humanitarian of the Year based on his extensive commitment to strengthening the community.

What You Can Do to Help

If you are interested in the issues you've read about in this publication and would like to help, here are some options:

Tell us what you think: e-mail comments@uway.org. Your thoughts are important to us.

Make a financial contribution: Log on to www.uway.org and click on Pledge Now to make a gift. You may use your credit card or you can mail a check to United Way of the Midlands, PO Box 152, Columbia, SC 29202.

Join the 2004 Blueprint for Leadership class. Visit www.uway.org and download an application and brochure or call United Way at 803-733-5441.

Run a United Way campaign in your workplace: Call Resource Development at 803-733-5400. Join more than 800 local organizations that offer employees an engaging way to support our community and help others.

Find help for you or someone you know: Dial **United Way 2-1-1**. United Way can connect you with thousands of community resources from job training to rent or utility assistance to counseling and much more.

A Donor Speaks

My sister Pam was diagnosed at the age of 11 with Brittle Juvenile Diabetes, one of the worst types, as it claims its victims at an early age. As time went by, Pam's condition worsened; she lost her sight the same year she celebrated her 20th birthday. Even though I was only 17 and still in high school at the time, I moved in with Pam so I could take care of her. Her health continued to decline and she spent more time in the hospital than at home with me. She finally lost her mobility, which was even worse, because she couldn't do anything without my help. I knew if I could just get her a wheelchair, she could regain some of her independence. I went to my pastor for advice. He suggested that I contact United Way. United Way responded immediately! We were connected with an agency that provided a wheelchair and a bath seat which meant Pam could sit and bathe herself. My sister was elated because for the first time in nearly ten years, she could take care of this personal task herself. She also loved going shopping with me. These little things, which we who are healthy and independent take for granted, made such a difference in Pam's quality of life.

I don't know if you have ever been hurt and couldn't take care of yourself. If you have, you know it's not always a good feeling to have to rely on others. And, while my sister Pam died 13 years ago, I have often thought of the independence, dignity and happiness United Way provided to her during her last years.

— Submitted by Toni Tuders, BlueCross BlueShield of South Carolina employee

COMMUNITY IMPACT FUND: THAT'S A WRAP

"The community campaign for 2004 was a challenging yet rewarding journey," said Mindy Popovich, Vice President for Resource Development. "We were attempting to recover from two years of declining campaigns and that in itself was a challenge." The books are closed and the last report envelope has been counted. Individuals and companies contributed \$9.8 million dollars to help combat the pressing issues in the Midlands.

Midlands residents are to be commended for stepping up their contributions and participating in this campaign. Campaign pledges exceeded last years total by \$600,000. Companies were creative in their approach to encourage interest in United Way. From car washes to jail-a-thons to kiss the pig contests, companies demonstrated their willingness to go all the way to support their community. Non-designated dollars raised during the campaign will be directed to the community care councils to be disbursed to local programs. The community has taken great strides to pool its resources and address human service issues.

United Way is proud to recognize those companies that held exemplary workplace campaigns. Awards are given to organizations that reached their giving potential based on a combined employee and corporate gift. Listed below are the award levels and members of each category:

GOLD AWARD- An organization's gifts reflect 100% of its giving potential.

BB&T
Central Carolina Community Foundation
Central Carolina Economic Development Alliance
Colliers Keenan, Inc.
Deloitte & Touche
Elliott, Davis & Company, LLP
Enterprise Rent-A-Car
Federation Center of the Blind
First Citizens Bank
Grant Thornton
Greater Columbia Community Relations Council
Intel Corp.
International Paper
Interstate Management & Investment Corp.

Lamson & Sessions
MarketSearch Corporation
Marwin Company
Mashburn Construction Co., Inc.
Merrill Lynch
Miller-Vallentine Group
Nationwide Insurance Companies
Nelson Mullins Riley & Scarborough
Publix Super Markets
Regions Bank
SC Independent Colleges & Universities, Inc.
The South Financial Group
The State Newspaper
United Way Association of South Carolina
United Way of the Midlands
Willis Corroon Corporation of SC
Zachry Construction Corp.

SILVER AWARD- An organization's gift is between 75-99% of its giving potential.

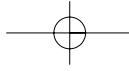
American Red Cross
Bank of America, NA
Budweiser of Columbia
City of Columbia
Colonial Supplemental Insurance
Columbia Urban League
Fairfield Chamber of Commerce
Fairfield County Literacy Council
G & P Trucking Company, Inc.
I B M
Keenan & Suggs
Lang Mekra North America
Mental Illness Recovery Center, Inc.
Smith Barney, Inc.
South Carolina Bank & Trust
Terminix Service
The National Bank of SC
United Parcel Service
Westinghouse Electric Company
WIS Television

BRONZE AWARD- An organization's gift is between 50-74% of its giving potential.

AgFirst Farm Credit Bank
BlueCross BlueShield of SC
Bonitz of SC
Boys & Girls Clubs of the Midlands
Carolina First Bank
Central Electric Power Coop.
Chem-Nuclear Systems, L.L.C.
Columbia Housing Authority
Cooper Tools
Edens & Avant
FB Johnston Group
Federal Reserve Bank
Girl Scouts of the Congaree Area, Inc.
Hanson Brick
Kraft Foods, Inc.
Lamar Advertising of Columbia
McCroy Construction Company

United Way of the Midlands is proud to recognize those companies that held exemplary workplace campaigns.

McNair Law Firm
Mental Health Association
Municipal Association of SC
Palmetto Economic Development Corp.
Palmetto Health Alliance
Palmetto Imaging Technology, L.L.C.
RECO USA
Richland County
Richland County School District #2 Administration
Rich's - Columbia Place
SC Archives and History
SC Chamber of Commerce
SC Commission on Minority Affairs
SC Human Affairs Commission
SC Legislative Council
SCANA Corp.
Sisters of Charity Providence Hospitals
South Carolina Community Bank
South Carolina Hospital Association
Southeastern Freight Lines
SouthTrust Bank of the Midlands
State Farm Admin. Office
The Electric Cooperatives of SC
The Family Shelter
The Loxgreen Company, Inc.
Uniroyal Goodrich Tire Company
Vordian



GROWING COMMUNITY RESULTS

This year United Way experienced a campaign growth of \$600,000. This increase is the result of hard work and commitment by many dedicated companies. Two large Midlands' employers experienced tremendous growth in their campaign totals and are deserving of special recognition.

BlueCross BlueShield of South Carolina's campaign was lead by a very strong team of enthusiasts and community visionaries. The campaign team wanted every employee to be asked to support United Way. Eighty-four United Way presentations were made on the six BlueCross campuses across Richland County in an attempt to reach all 7,200 employees. Additionally, BlueCross BlueShield developed an internal theme of "Give Where You Live" emphasizing that money raised in this area stays here to combat issues at home. As an incentive, employees were given T-shirts and tote bags displaying the theme for supporting at nominal giving levels. BlueCross BlueShield's campaign increased by 61% bringing their total dollars raised to \$941,000 and making them the largest United Way contributor.

Palmetto Health Alliance proved to be a community champion. The campaign team developed an internal theme "United Way Cares About our Community...Soda We" and created promotional items including softdrink bottle labels educating employees about United Way. The concept conveyed to employees that by donating the cost of just one soda per week, they were helping the community. The management team increased their leadership gifts to 175 totaling \$160,000 toward their total employee campaign of \$351,311 an unprecedented increase of 275% over last year's total! Palmetto Health also contributed more than \$87,000 as corporate gift which brings their grand total to \$439,069.



Above, T-shirts and tote bags were among the incentives offered to BlueCross BlueShield employees.



A creatively labeled soda bottle from Palmetto Health Alliance's "Soda We" campaign

The Spirit of the Midlands

United Way of the Midlands is proud to recognize organizations that set the benchmark for excellence with the Spirit of the Midlands Award. This is the highest honor bestowed upon an organization through United Way of the Midlands. Organizations applying for the recognition are evaluated on a comprehensive commitment to employee giving, corporate giving, employee education, and volunteerism. The following companies will receive visits from the United Way Prize Patrol for being true community champions in the following categories:

Regions Bank- 5-99 employees

BB&T- 100-499 employees

International Paper- 500+ employees

Richland County- Public Sector/Non-Profit



The United Way Prize Patrol

United Way Basics

United Way of the Midlands is donors, partners and volunteers discovering and responding to the crucial needs of our community— then finding resources to address those needs and following up to make sure the work gets done.

2004 United Way Overhead

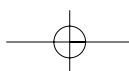


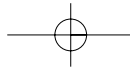
9.8% to overhead and administration



90.2% to community services/programs

25% of every dollar is the acceptable standard according to the National Better Business Bureau.





CAMPAIGN KUDOS

- BB&T employees rallied encouraging campaign support based on the issues identified in the "Facing Facts" community assessment. Always a generous supporter, BB&T raised the bar and increased their campaign by 22%.
- Colonial Supplemental Insurance used a beach theme, "Beach! Catch the Wave...Be a LifeSaver!" Their campaign finished with an employee total of \$144,825 with a 67% participation rate and average gifts of \$227 per donor.
- Newcomer, Dana Corporation of Orangeburg started strong with a remarkable participation rate of 50%.
- Enterprise Rent-A-Car achieved their goal of 100% participation this campaign.



Above, the First Citizens Bank dungeon at their annual "Jail- A-Thon."

- First Citizens Bank showed their community spirit by having their annual "Jail-A-Thon" placing members of the management team behind bars to raise money for United Way. This and other special events resulted in more than 50% participation.
- Grant Thornton for a second year in a row conducted a campaign with 100% participation. The average gift from each employee at this CPA firm exceeds \$700.
- Lang Mekra, North America in Winnsboro held a first time United Way campaign that resulted in 30% participation and \$17,000 raised.
- Intel Corporation increased both their employee and corporate donations resulting in a \$42,000 campaign.



Nationwide Insurance Company invites employees to "Kiss the Goat" in support of United Way!

- International Paper in Eastover held a highly spirited campaign this year with a slogan- "Put a little love in your heart." With fewer employees from previous years, they managed an 8% increase totaling more than \$258,000.
- National Bank of South Carolina has maintained a 100% participation rate for the past 5 years! This year their dollar amount was increased by 5%.
- Publix Super Markets increased their employee contributions over last years' by 40%. Additionally, Publix makes weekly contributions to several United Way partner agencies to help combat the issue of hunger in the Midlands.
- Regions Bank's campaign increased by \$8,000 over last year and their average gift is \$506 per employee versus \$253 in 2002. Regions Bank truly believes in supporting their community not only through their contributions, but also by hosting the annual Pacesetters Reception recognizing many local companies in support of the United Way campaign.
- Richland County takes pride in supporting United Way. Through Richland Cares, employees participated in special events and community projects to increase awareness and support of the community. This year's campaign dollars grew 12% while participation increased 6%.

- SMI Steel's campaign committee vowed to make this campaign a memorable one and one of their best. Although the plant has 14% fewer employees than previous years, their participation increased by 20%, bringing their overall total up by 6%.
- SCANA did it again! Led by a very enthusiastic campaign team, SCANA employees proved their commitment to our community by increasing their campaign by nearly 6% bringing their average employee gift up to \$252.
- The South Financial Group held a United Way Campaign for the first time and raised more than \$40,000 with a 30% participation rate.
- The State Newspaper increased their employee campaign by \$2,000 over the previous year with 70% employee participation.
- Time Warner Cable helped to set the pace by being one of the first companies to complete their campaign. Their hard work and enthusiasm resulted in a 50%

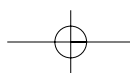


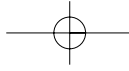
Colonial Supplemental Insurance held an agency fair as part of their campaign activities.

Save the Date!

**Tug- A- Plane
May 15, 2004**

For more information or to register, please call the UPS/United Way hotline at 822-6515.





Volunteer Throughout the Year

The holidays are well behind us. The garland has been stored in the attic and the eggnog is no longer available at your local grocer. It has been noted that the level of philanthropic giving and volunteering increases during the holidays. But why not make volunteering a year-round activity? The needs do not go away with the yuletide carols. There are hundreds of individuals that need your support, and there are many ways that you can help. Log onto www.uway.org and select "volunteer opportunities" to seek ways to share your talents!

Looking Forward to Speaking With You

The United Way of the Midlands speakers' bureau wants to hear from you! This is your opportunity to receive training and information on how to be a more effective speaker and utilize your public speaking skills to spread the word about United Way to your community. Each year, speakers' bureau volunteers reach out to thousands of individuals enhancing their knowledge and understanding about the role of United Way. Selection and trainings are offered during the summer. For more information about becoming a volunteer speaker, call 803.758.6987 or e-mail ewilliams@uway.org.

Donors Leading the Way

Leadership giving is the fastest growing type of giving at United Way. By contributing at the leadership level, donors further demonstrate their commitment to the community and set an example for others to follow. United Way is proud to have more than 1,200 individuals contributing \$1,000 or more to help resolve human service issues right here at home. Leadership givers join an elite group of philanthropists and receive special recognition including car decals to display year-round. Listed below are companies that have excelled in achieving high leadership giving participants:

- Bank of America, NA
- BB&T
- BlueCross BlueShield
- Carolina First Bank
- Colonial Supplemental Insurance
- Deloitte & Touche
- Edens & Avant
- First Citizens Bank
- Grant Thornton
- International Paper
- Kraft Foods, Inc.
- The National Bank of SC
- Nelson Mullins Riley & Scarborough
- Palmetto Health Alliance
- SC Department of Health and Environmental Control
- SC Department of Mental Health
- SCANA
- Smith Barney
- The South Financial Group

Lives You've Changed

As a result of your generous contribution, thousands of lives will be touched this year. Here are just a few examples.

3,200 at risk youth will receive quality after school care.

173,000 individuals will receive emergency food, shelter and/or transportation.

800 individuals will participate in literacy programs.

1,250 children will receive emergency dental services.

285 mental health patients will become gainfully employed.

21,070 needed prescriptions will be filled for uninsured individuals.

1800 Main St • PO Box 152 • Columbia SC 29202
(803)733-5400 • (803)779-7803 (f) • 1-866-GET-UWAY (TF)



United Way
of the Midlands

www.uway.org

