

Community Matters

Give. Advocate. Volunteer.

Your donations at work

Lubbock Area United Way works year-round

Thank you. Your donations make a difference.

Because of your help, the 2009 Annual Campaign exceeded its goal, raising more than five and a half million dollars.

That money is invested in the Lubbock area and reflects the needs of our community. These investments follow a thorough agency review and program evaluation. After the review process, teams of community volunteers make recommendations for funding.

Approximately 100,000 people will be helped through 33 programs within our 23 Community Partner agencies that assist people with medical needs, child care, crisis situations, character development, adult literacy, and youth mentoring.

Our Community Partner agencies embrace the overall community impact focus, Education Matters.

The three-part Education Matters Initiative focuses on preventive measures:

- *Success By 6-* Preparing children to enter kindergarten ready to learn
- *Success In School-* Helping students graduate high school prepared to work and/or further their education
- *Success For Life-* Assisting adults in attaining education and job skills

The 23 agencies track and record successes and accomplishments in the areas of early childhood development, youth development and adult self-sufficiency.

Alongside our Community Partner agencies, and with the help of supporters like you, we are working to meet immediate needs and to address the root causes of community issues.

Find out more about each of the 23 Community Partner agencies, the Education Matters Initiative, and view our 2009 Annual Report by visiting us online at: liveunitedlubbock.org

Listed to the right are the allocations and donor designations to the 23 Community Partner agencies:

2010 Community Partner Allocations:

American Red Cross South Plains Regional Chapter
\$200,884

Big Brothers/Big Sisters of Lubbock
\$130,858

Boy Scouts – South Plains Council
\$154,855

Boys & Girls Clubs of Lubbock
\$237,326

CASA of the South Plains (Court Appointed Special Advocates)
\$130,977

Catholic Family Service
\$187,934

Children's Advocacy Center of the South Plains
\$97,362

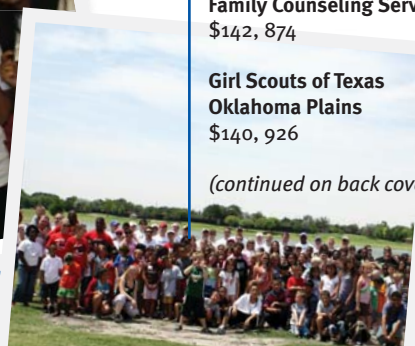
Communities in Schools on the South Plains
\$73,271

Early Learning Centers of Lubbock
\$419,037

Family Counseling Services
\$142,874

Girl Scouts of Texas Oklahoma Plains
\$140,926

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UNITED WAY YOUTH DIVISION
PARTICIPATE IN
LIVE UNITED - PASS IT

A Father's Hands *A Story of One from Guadalupe-Parkway Sommerville Neighborhood Centers*

"Everything fell out from under me," Robert said.

Robert was awarded sole legal custody of his children. Things were moving along just fine and then his son, who has severe asthma, took a turn for the worse.

His son was in and out of the hospital for months at a time. Robert was spending all of his savings to get his son on the right medications, and pay for the specialists and the lengthy hospital stays.

Around this time, Robert also obtained sole custody of his granddaughter. With three young children at home all of the time, their well-being completely in his hands, he was scrambling to find quality, affordable child-care.

He fought to keep his head above water, not just for himself, but for his children. He says, "I didn't give up, because I knew I had responsibilities." In 2004 Robert found the Parkway Center.

He talks about Dela Esqueda, the centers' director, saying, "She has been a blessing to me." He says of the center, "You can feel comfortable that your kids are there." And, because child care there is affordable, he said that it helped his family save money.

Slowly, things started to fall back into place. Robert was working at a retirement center, cooking for the residents there. Also, his son was on maintenance medications and his asthma was under control.

Robert smiles when he talks about working at the retirement center, saying that he provides 'soul food' for the residents. He enjoys not only providing food for them but also spending time with them. He says, "I'm happy where I'm at."

He also smiles when he talks about Sunday meals with his kids, how his days start at 6 am and end at midnight, and how it's all worth it because he knows, "he's a good dad."

He says, "I'm going to make sure that my kids have everything they need." Taking them to Parkway Center is part of that, "I noticed a difference in my kids...Parkway is a good place- it expands their minds and gives them the ability to be more."

The centers offer many opportunities for children. Recently, the centers partnered with Texas Tech students in a program called 'Camp Reach'. Tech students planned and facilitated the camp which included a campus tour, a meet and greet with Tech athletes and a "What do you want to be when you grow up" segment.

For the community, by the community *Community volunteers take leadership roles at United Way*

This year's Board Chair is Douglas Sanford. His responsibilities as Chair include helping the Board of Directors fulfill their responsibilities governing Lubbock Area United Way.



Douglas Sanford
2010 Board of Directors' Chair

Douglas is Co-Chief Executive Officer of Sanford & Tatum Insurance Agency. His professional experience includes working with Senator Duncan to petition for a change in the Charitable Immunity Act of Texas, allowing the benefits of the act to reach more organizations.

His volunteer service to the community ranges from working with the Lubbock Symphony Orchestra to the Louise Hopkins Underwood Center for the Arts. He has also been a long-time volunteer with United Way.

Douglas looks forward to chairing the Board of Directors, saying, "In my 54 years in Lubbock, I have been able to watch the health and vitality of this community... I am looking forward to being part of helping that trend continue."

He and his wife Kay have a son and a daughter and two grand-sons.

Melisa Roberts has been named the Campaign Chair for 2010. As Campaign Chair, Melisa's primary responsibility is leading volunteer efforts related to the Annual Campaign.

She is a West Texas native, having graduated from Post High School and Lubbock Christian University.

Melisa has been a Lubbock banker for 26 years and currently serves as the Chief Lending Officer for Lone Star State Bank.

She has an extensive history of community involvement. This includes, but is not limited to, 25 years of volunteer service with United Way. When asked about her long-time involvement with United Way, she says, "United Way helps with basic needs; with crisis situations; with leadership opportunities; with training our children. It gives people HOPE."



Melisa Roberts
2010 Campaign Chair

Melisa and her husband Steve have two teen-age daughters.

Give. Advocate. **VOLUNTEER.** *Recognizing three outstanding volunteers*

During the Annual Meeting, three volunteers are recognized for their exceptional volunteerism.

The first award, the Rita Harmon Volunteer Service Award honors an outstanding volunteer for a “lifetime of community service”. The criteria for the award are as follows:

- A commitment to service to others
- Determination and persistence in fulfilling volunteer obligations
- Loyalty and integrity
- Actively involved in community activities in addition to United Way
- Dedication to helping people in Lubbock

John Elliott was the recipient of the Rita Harmon Volunteer Service Award. He has spent a lifetime supporting all things good in our community. The list of organizations and causes he has lent his time and talents to is lengthy.

These include the Lubbock Area Foundation, Ronald McDonald House, Lubbock Club, the Lubbock Country Club and his long-time service with the Lubbock Area United Way, among others.

In addition, John is very active in his church, Lakeridge United Methodist. He and his wife Nancy have been married for 34 years and have three grown daughters and three sons-in-law.

Kerri Billingsley was named the 2009 Campaign Volunteer of the Year. Kerri oversaw the State Employee Charitable Campaign (SECC). Because of Kerry’s leadership and her ability to get more people involved in the campaign, the SECC grew by more than nine percent to an all-time record amount of \$883,000.

Rick Scott received the Agency Volunteer of the Year. Rick became The Parenting Cottage’s Board of Directors President during the most turbulent time of the agency’s history. His tireless efforts for this agency helped to re-establish strong leadership, secure consistent funding and garner the highest rating possible from the United Way review committee.

Find out more about these individuals at liveunitedlubbock.org/spotlight.shtml



John Elliott and his family



Kerri Billingsley



Rick Scott

The best way to keep you informed?

Lubbock Area United Way offers the newsletter in two formats

We want to keep you informed about how Lubbock Area United Way invests in the community, in the most convenient way possible.

If you would rather receive a newsletter from us through your email, please visit us on-line at www.liveunitedlubbock.org and sign up at the top of the page.

Creating the electronic newsletter allows us to offer communication options to our supporters and also helps us reduce printing and postage costs.

Visit us on-line at liveunitedlubbock.org and sign up here to receive our e-newsletter.



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GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED

More people to qualify for a tax credit this year

According to tax experts, many people will qualify for the Earned Income Tax Credit (EITC) for the first time this year because their income declined, their marital status changed, or they added children to their families.



This tax break is available to families and individuals who work but don't make a lot of money.

workers could be missing out on thousands of dollars in income tax refunds by not filing for the EITC.

EITC is the federal government's largest benefit for working families.

Check to see if you're eligible for the credit and free tax prep assistance, visit freetaxprep4u.org or call the Coalition of Community Assistance Volunteers at 806-687-2228.

The IRS estimates that 20-25 percent of eligible taxpayers fail to claim the EITC. This means that hundreds of South Plains'

Help us spread the word so that all taxpayers can claim every penny of the refund to which they are entitled.

2010 Board of Directors

Douglas Sanford

Board and Executive Committee Chairman

Executive Committee

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Kim Davis

John Elliott

Pat Henderson

Melisa Roberts

Laura Vinson

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Catherine Pope

Cory Powell

Elena Quintanilla

Melisa Roberts

Rudy Rosales

Paul Scott

Chris Sims

Linsae Snider

Laura Vinson

David Vroonland

Brian Yearwood

Your donations at work

(continued from front cover)

Goodwill Industries of Lubbock

\$50,079

Guadalupe-Parkway Sommerville Neighborhood Centers

\$179,399

Legal Aid Society

\$147,742

Literacy Lubbock

\$137,312

Lubbock Children's Health Clinic

\$186,670

Lubbock Rape Crisis Center

\$143,826

Lutheran Social Services of the South

\$80,208

The Parenting Cottage

\$76,902

The Salvation Army

\$195,471

Volunteer Center of Lubbock

\$142,580

Women's Protective Services

\$203,205

Young Women's Christian Association (YWCA)

\$189,895

includes designations from State Employee Charitable Campaign and Combined Federal Campaign



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