

# Community Matters

3<sup>rd</sup> Quarter 2009

Give. Advocate. Volunteer

## United Way launches campaign to change lives

*The kind of year that United Way was built for*

Speaking to a capacity crowd at the Lubbock Memorial Civic Center, Campaign Chair, Matt Bumstead announced a 2009 Campaign goal of \$5,370,709.

This goal is a 2 percent increase over the amount raised last year. It is evidence of the strong motivation among United Way supporters to rise to the challenges brought on by a shaky economy.

Bumstead acknowledged questions about the economy, telling the audience, "This is not a year for United Way to pull back on our goal. This is the kind of year that United Way was built for."

The money raised during the campaign is the fuel that United Way and its 22 Community Partner agencies use to work year-round meeting the needs of the community. Ultimately, the money raised goes to change lives, right here in the Lubbock area.

Bumstead shared stories from local Community Partner agencies about how individual lives were changed.

Below is one of those stories from Literacy Lubbock:

Jennifer thought she couldn't learn to read. She began classes at South Plains College, but struggled with the reading assignments. Unable to keep up with the required reading, she dropped all of her classes.

One day, she made her way to Literacy Lubbock. After speaking with her, a Literacy Lubbock staff member suspected she was dyslexic.

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Matt Bumstead and Norval Pollard talk before the Kick Off

## The Community Status Report highlights needs in the Lubbock area

The Community Status Report serves as a central location for anyone to find local information. This report covers demographics, economics, education, health and public safety data for our community.

2009 marks the 11<sup>th</sup> year of the publication of the Community Status Report.

The report is a planning tool for the local non-profit sector. It is also a great way for individuals to find out what's happening right here, in the community.

Lubbock Area United Way reformatted the Community Status Report to make it easier to find information and statistics.

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## The Community Status Report highlights needs in the Lubbock area *(continued)*

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It is a resource and education tool that is readily available on our web site, [www.liveunitedlubbock.org](http://www.liveunitedlubbock.org).

On the web site, there is a section containing links for the most current information and archived data. Additionally, there is a 14-page printed report available upon request. Within this, pertinent article sources related to the areas of demographics, economics, education, health and public safety are available in an appendix.

The Community Status Report serves as a road map for United Way and other area non-profits. The information contained in the report has been critical to guiding United Way, its supporters and its partners in the continued progress to help identify needs and better the community.

In the printed report, there is an important part of United Way's measurement. It is The Education Matters Initiative Scorecard which is used to analyze selected data or indicators.

Here are examples of some of these indicators contained in The Education Matters Scorecard:

- The percentage of low birth weight babies born in Lubbock County in 2005 is 26% above the Texas state percentage.
- According to the Texas Education Agency, the 4-year drop-out rate increased from 7.9% to 12.3% from 2007 to 2008 in Region 17 Education Service Center area. This rate is also higher than the State of Texas rate.
- 25.8% of students taking college entrance exams met or scored above criterion, in Region 17 Education Service Center area. This is below the State of Texas percentage.

This year The CH Foundation joins other partners - the City of Lubbock, Covenant Health System, Lubbock County, Lubbock Independent School District, University Medical Center, Texas Tech University Health Sciences Center and the Lubbock Area United Way in supporting the report.

## A n u p d a t e f r o m T h e C a p i t o l A senior public policy representative visits from United Ways of Texas

On August 26<sup>th</sup> the Lubbock Area United Way was pleased to host Jason Sabo. Jason is the Senior Vice President for Public Policy at United Ways of Texas.

Jason's role at United Ways of Texas is to work at the state level to advocate for legislative policies that would serve to benefit children and families.

Jason spent the day in Lubbock giving an overview of the 81<sup>st</sup> Legislative Session to various United Way partners. These partners included children's organizations, community leaders and interested individuals.

During a lunch meeting, Jason focused on informing the attendees about legislation that concerned children. He stated that there were successes and disappointments with legislation designed to assist children in Texas.

One significant milestone included the collaboration of many advocacy groups and organizations to promote pre-K

improvements. While the bills that would implement these improvements did not pass, the positive relationships that were established among these groups lays a strong foundation for pre-K advocacy.

These relationships and collaborations will continue to be strengthened before the next legislative session.

Later in the day, Jason was a guest at the Lubbock Area United Way Board meeting. At this meeting, Jason talked about legislation that focused on the outcomes of education, health and financial stability.

To find additional information on the 81<sup>st</sup> Texas legislative session, contact us at [www.liveunitedlubbock.org](http://www.liveunitedlubbock.org).



# United Way launches campaign to change lives *(continued)*

The staff member told Jennifer about the signs of dyslexia, and after hearing these, Jennifer burst into tears. For her, they were tears of joy. She now knew what the problem was. Jennifer was matched with a tutor and is back in school, majoring in Computer Information Systems.



Before the Campaign Kick-Off, George Allen, Dr. Rial Rolfe, Marci Ramos and Johnny Castellano pause for a picture

We are thankful to Jennifer for sharing her story. And, to you, our supporters, who help us and Community Partners like Literacy Lubbock change lives.

Even though the campaign just kicked off on August 27<sup>th</sup>, progress is already being made to reach the goal. Seven area corporations chose to run their United Way employee campaigns early, in the JumpStart Campaign.

These corporations and their employees raised a total of \$477,427. This is a 122% of the JumpStart Campaign Goal.

The seven JumpStart companies are: Betenbough Homes, Great Plains Distributors, Llano Logistics, Lubbock Wells Fargo Phone Bank, PlainsCapital Bank, United Supermarkets and Wells Fargo.

Among other supporters like the JumpStart companies, more than 400 volunteers are giving their time in the 2009 Campaign. Their efforts and the donations raised help United Way and its 22 Community Partners give people hope.

Join us for a free lunch and a special, surprise announcement at the Campaign Mid-Report Luncheon on Thursday, October 14<sup>th</sup>.

The luncheon will be at the Lubbock Memorial Civic Center and is made possible by our generous meal sponsors.



Jeff Klotzman and Dan Pope

## Ways To LIVE UNITED GOLF TOURNAMENTS RAISE BIG MONEY

### *Golf to Give 2<sup>nd</sup> Annual Golf Tournament*

Twice in a row isn't luck, it is hard work and commitment. That is exactly what the Golf to Give committee members and their leader, Traci Robertson, delivered.

On Monday, September 14<sup>th</sup> area businesses and invaluable volunteers came together for our 2<sup>nd</sup> annual golf tournament held at Hillcrest Country Club. The weather was just right and the camaraderie was perfect.

Everyone enjoyed playing a good round of golf, knowing that their support would be directly impacting the lives of many in our community.

Aramark once again played a crucial role in the success by agreeing to be the platinum sponsor.

Commitment like this is what ignites the fire and once it was going the volunteers were not going to let it go out. More than \$57,000 was raised and it will be applied to the overall 2009 campaign goal.

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Golfers warm up on the putting green before the tournament

## GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™

### A new addition *Keeping our supporters informed*

Because Lubbock Area United Way and our Community Partners work year round, it is important to consistently communicate progress and how donations are invested in the community.

Ashley is a graduate of Rowe High School in McAllen, Texas. After graduation, her family moved to Pampa, Texas.



Ashley Webb

She is a recent Lubbock Christian University graduate with a BA in Visual Communications.

During the summer, to help strengthen communications, we were happy to welcome a new addition to our team. Ashley Webb joined us as a marketing and communications intern.

We enjoyed having Ashley as a member of our team and wish her luck in her endeavors.

# Golf Tournaments raise big money

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Matt and Gantt Bumstead present the Jacky Pierce Charity Classic Tournament check to United Way staff members

## Jacky Pierce Charity Classic Golf Tournament

Lubbock Area United Way received a total of \$42,852 from United Supermarkets' Jacky Pierce Charity Classic golf tournament. The tournament raised \$130,000 for area United Way organizations. A big thanks to United Supermarkets!

## Stripes Turf & Surf Golf and Fishing Tournament

This past year, Stripes Convenience Stores held their annual Turf & Surf Golf and Fishing Tournament. The event raised more than \$300,000, which will go to the 30 United Way organizations in Texas, Oklahoma and New Mexico where Stripes has stores. Our Lubbock Area United Way was pleased to receive \$15,950. Thanks, Stripes!



## JOIN US!

For a special announcement at the Mid-campaign report luncheon on October 14<sup>th</sup>. Join us at the Lubbock Memorial Civic Center.

There is no cost for the luncheon due to the generosity of the 2009 Meal Sponsors.

Also, mark your calendar for the Victory Report luncheon. It will be held at the Overton Hotel on November 20<sup>th</sup>. There is no cost for this luncheon thanks to the 2009 Meal Sponsors.

To reserve seating, please call **806.747.2711**.

[liveunitedlubbock.org](http://liveunitedlubbock.org)

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