

Community Matters

4th Quarter 2009

Give. Advocate. Volunteer.

Drum roll, please. . . *Supporters rally for a record-setting victory*

Earlier this year, Campaign Chair Matt Bumstead announced a campaign goal of \$5,370,709. Amidst concerns about the economy, Bumstead told the capacity crowd at the August Kick-Off luncheon, “The bottom line is, 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.”



Sporting Live United shirts at the Victory Report

The five and a half million dollars raised will be used year-round to fund Lubbock Area United Way’s 23 Community Partner agencies. Also, it will be invested in our community through the Education Matters Initiative. This initiative uses education as a tool to empower individuals and families.

Because of supporters like you, including more than 500 campaign volunteers and approximately 20,000 area donors, the campaign exceeded that goal.



Campaign Chairman Matt Bumstead announcing the total

United Way supporters rallied behind Bumstead’s leadership, raising a total of \$5,503,267. This is a record amount in United Way’s 64-year history, passing the goal by two and a half percent.

This year’s campaign is a testament to the power of individuals uniting behind a cause. At the Victory Report luncheon on November 20th, Bumstead remarked, “We all work together, and everyone in this room has a role to play. Thank you for being this kind of community.”

Over the course of its history, more than 125 million dollars has been raised through the Lubbock Area United Way. This money is invested to meet local needs and directly benefits the Lubbock community. Thank you again to our many supporters who make this possible.

See more pictures at www.liveunitedlubbock.org

Campaign Division Totals:

Loaned Executive and JumpStart
\$2,870,265

Corporate
\$925,846

State Employee Charitable Campaign
\$880,698

Local Government
\$374,234

Professional
\$137,551

Special Gifts
\$91,284

Combined Federal Campaign
\$85,163

National
\$25,877

Golf Tournaments
\$112,349

Total Campaign
\$5,503,267



The 2009 United Way Campaign Cabinet

Believe in the power of work *United Way announces new partnership with Goodwill Industries*

Jason is hearing impaired. He has cochlear implants. He spent a long time looking for a job, but was having trouble finding one. After several months, Jason went to Goodwill Industries. The staff there set up an interview with him for a position in their IT department. After the interview, Goodwill Industries hired him. Jason wrote this down for us, “Don’t ask for it; go out and earn it on your own. Do that, and you will accomplish your goal.”

Goodwill Industries’ mission is to create job opportunities for people with barriers to employment. Many people may not know that Goodwill Industries of Lubbock was once a Community Partner. Some years back, the Lubbock Goodwill found themselves in a position to operate effectively without United Way support. At that time, they graciously asked that those resources be distributed to our other partners.

Now that United Way is much more proactive about matching resources to needs, we’ve invited them to once again partner with us to serve those in our community with barriers to employment.

The Education Matters Initiative continues to be a focus of United Way’s work. The strategy of the initiative is to create opportunities for people at every stage of life through the power of education.

Success For Life aims to help adults gain the education they need to develop life skills that will help lead to financial independence. With that in mind, the decision was made to extend an invitation to our new Community Partner – Goodwill Industries of Lubbock.



The wall mural at the Goodwill main office

Goodwill’s primary efforts are aimed at training and placing people with barriers to employment in useful and productive jobs. Many participants work in various jobs throughout the community thanks to Goodwill’s contract services, temporary services, and job placement department, as well as in their stores. These services are provided free of charge to participants looking for employment and at very little cost to the employer.

Find out more about Goodwill by visiting them on-line at www.lubbockgoodwill.org

Welcoming new staff members

Stacy DeShields joins the Lubbock Area United Way team as the Office Manager. She is instrumental in the overall, day-to-day operations of the office.



Stacy DeShields

After moving back to Lubbock from Dallas, she came to the United Way without any prior knowledge of the company.

In speaking about the United Way, Stacy says “Once I realized what I had become a part of, I knew I had found a home and not a job. I am truly humbled to be part of a staff and an organization that serves such a wonderful community.”

When Stacy is not at the office, she likes to spend time with family and friends.

Wendy Killingsworth joins the team as the receptionist. She recently relocated to Lubbock from South Bend, Indiana to be closer to family. Away from the office, she enjoys spending time with her two young nephews and playing with her toy poodle, Bailey.



Wendy Killingsworth

She became part of the United Way team in early November 2009. At the time she started, United Way was wrapping up the 2009 campaign and preparing for the Victory Report Luncheon. She says she looks forward to working with our team on future campaigns from start to finish to fully understand the process and the impact it has on our local community.

We are happy to welcome both Stacy and Wendy to the United Way team!

Share-A-Tree delivers Christmas Cheer *Target and United Way bring Christmas trees to area families*

For more than 18 years, Target Stores and United Way have partnered up to provide holiday cheer to local families.

Every year Target generously donates beautiful, fully decorated Christmas trees that have been displayed in their stores during the Holiday season. These trees are then delivered to families that have been selected by one of our 23 Community Partners.



This year four families received the Christmas trees. Each of the families selected had their own stories along with their own individual needs, but they all had one thing in common.

They had small children in the home who were very excited about Christmas.

United Way staff and volunteers met at both Target stores on the morning of December 18th and store employees helped load their sleighs. We are all aware that Christmas is about more than trees. When you see the face of an excited child waiting or a parent that has taken time to rearrange furniture so they can proudly display the tree, it really hits home.

Christmas is about family, joy and cheer. That is why this initiative is so unique and special. It is about nothing more than bringing a little holiday cheer at a time that can be a bit stressful for families everywhere.

It makes such an impact not just on the families, but on the volunteers as well. It is the time of year that they are more than just “volunteers” they are volunteers on a Christmas mission, which officially makes them Christmas Elves. In that spirit, thank you to our Elves, Target Stores, our 23 Community Partners Agencies, and our Families. Christmas 2009 was a little more special because of you.

Changing our community for the better

United Way's Endowment Campaign Update

This fall has been an exciting time at United Way, thanks to the great success of the annual campaign. During the same time period, the United Way Endowment has also made some great strides and has reached 53.1% of our \$5,000,000 goal.

United Way is blessed to have many different supporters and many giving options for donors. Thanks to the match from The CH Foundation, a special opportunity is available to leverage a large planned gift through life insurance.

A woman in her 40's can purchase a life insurance policy naming United Way as owner and beneficiary. Policies with a face value of \$25,000 are available for a premium of less than \$5,000. The premium payments are tax deductible and can be paid over several years. The match from The CH Foundation will purchase an identical policy. This enables a donor to make a \$50,000 planned gift to United Way for an out of pocket cost of approximately \$5,000.

Other types of gifts can also be matched, not just life insurance. If you would like more information about how to make a gift that can be doubled, please contact Amy Berry at 806.747-2711.



GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED Lubbock Area United Way

Outgoing Board members

The Board of Directors is a group of volunteers responsible for overseeing the operations of the Lubbock Area United Way. These individuals lend their time and talents to ensure that the Lubbock Area United Way works effectively in and for the Lubbock community.

The following board members have finished their terms as a United Way Board Member. We are grateful for their service.

Exiting Chair: Dan Pope

David Allison

Abel Castro

Regina Johnston

Alex Martinez

Wanda Merritt

Bryan Moffitt

Eddie Owens

Michael Shonrock

Kirk Thomas

We want you to know

First, let us begin with two words that we can't say enough...thank you.

Thank you for opening your heart, for lending your muscle and for giving your voice. You are part of a movement that is changing the Lubbock area for the better, one life at a time.

As we all look forward to the celebrations and fellowship with friends and family during this holiday season, we want to wish your family a wonderful holiday season. We also want to express our gratitude to you for being part of the United Way family. Again, thank you.

Sincerely,
The United Way team

Save the Date *Annual Meeting*

LUBBOCK AREA UNITED WAY
ANNUAL MEETING
JANUARY 26, 2009
LUBBOCK COUNTRY CLUB
11:45 AM - 1:00 PM

Call 806.747.2711 to reserve seating or for more information. Seating is limited



Receive this newsletter electronically, sign-up at
liveunitedlubbock.org



Lubbock Area United Way
1655 Main Street, Suite 101
Lubbock, TX 79401

