

# RETURN ON INVESTMENT

**\$1.00** = **\$5.46**  
**GIFT** (from you) = **ROI** (to the community)

## \$25 MILLION ANNUAL IMPACT

Through innovative partnerships, our Gifts in Kind Center, corporate and individual volunteer projects, Volunteer Income Tax Assistance (VITA) Program, AmeriCorps\*VISTA Program and the Retired Senior Volunteer Program, your \$1 gift to United Way becomes \$5.46 in goods and services for our community.

# COMMUNITY FEEDBACK

“

Community Engagement is one of AFL's core values which drives our corporate culture and priorities and is the backbone of our Community Outreach program. United Way helps facilitate our commitment to being a corporate partner in our community by providing the insight and knowledge necessary to help our associates make informed decisions about giving back. From hands on projects to our annual campaign, our associates help to make a difference where we work and live, and through United Way we know we are making the best decisions.

”

**Jody Gallagher**  
 President and CEO,  
 AFL



“

United Way of the Piedmont is a good steward of the monies they receive. They address real and important issues that affect our local communities - issues to which our employees can relate. By being exposed to these issues, it helps all of us realize there are many with needs greater than our own and that by giving how we are blessed in unexpected ways. United Way provides great opportunities to also give of our time to volunteering efforts, and it is these opportunities that have helped to encourage our associates to reveal and nurture their giving hearts and in so doing transformed our corporate culture.

”

**Peter Freissle**  
 President,  
 Polydeck Screen Corporation



United Way of the Piedmont is governed by a board of local volunteers, passionately engaged in their mutual desire for a better community. Our mission, to increase the organized capacity of people to care for one another, could not be attained without the hands-on leadership from this very involved and committed volunteer base.

### 2011-2012 BOARD OF DIRECTORS

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Learn more and Get Connected at  
<http://getconnected.uwpiedmont.org/>



## REPORT TO THE COMMUNITY

A SUMMARY OF HOW UNITED WAY OF THE PIEDMONT IMPACTS SPARTANBURG, CHEROKEE AND UNION COUNTIES



**LIVE UNITED**



United Way  
 of the Piedmont

[www.uwpiedmont.org](http://www.uwpiedmont.org)

# MISSION

TO INCREASE THE ORGANIZED CAPACITY OF INDIVIDUALS TO CARE FOR ONE ANOTHER.

# PRIORITY AREAS

United Way of the Piedmont strives to produce positive changes in people's lives right here in our local community. We do this by focusing on three priority areas - Education, Financial Stability and Health - the building blocks to a better life. These three areas comprise our Community Impact Agenda.

### Area One



Children, youth and adults have access to quality education that supports academic and social success.

### Area Two



Individuals and families in our community are able to meet basic needs and build economic self sufficiency.

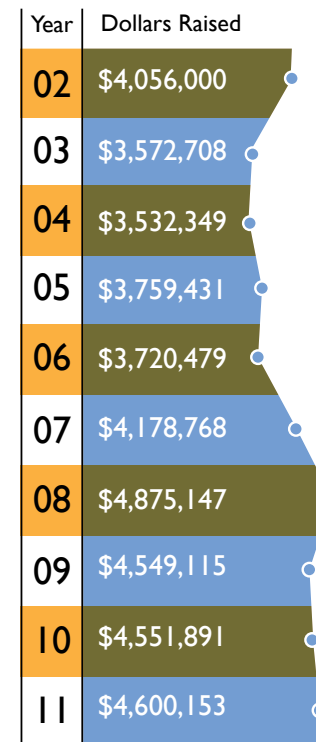
### Area Three



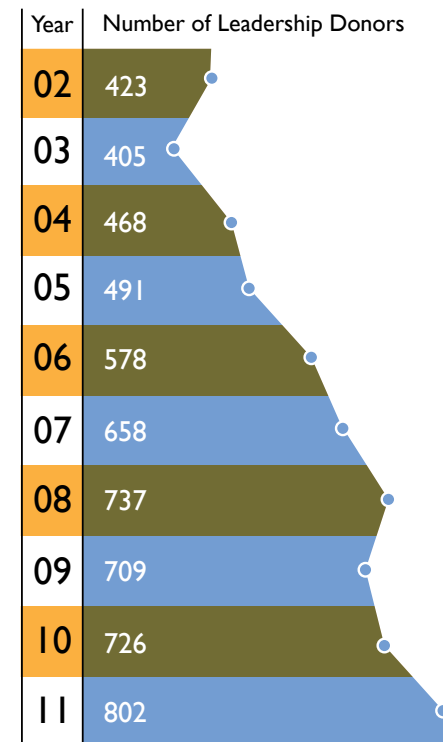
Members of our community have the knowledge, resources and opportunities to live healthy, safe, and active lives.

# GIVE

## A DECADE OF CAMPAIGN DOLLARS RAISED



## A DECADE OF LEADERSHIP DONOR SUPPORT (\$1000+ annually)



## UNITED WAY OF THE PIEDMONT GIFTS IN KIND CENTER

Fiscal Year 2010	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Value of Product Distributed	\$1,133,287	\$2,166,002	\$2,913,284	\$2,831,428

Fiscal Year 2011	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Value of Product Distributed	\$3,869,854	\$4,683,179	\$4,774,650	\$4,045,282

SINCE OPENING IN AUGUST 2009: Agencies have received \$26,416,966 in product

The Gifts in Kind Center (GIKC) is a 10,000 sq. foot warehouse filled with product donated by national retailers. Opened in September 2009, the center is a partnership between United Way of the Piedmont, Exel Logistics and hundreds of national retailers. It offers low-cost membership to 175 nonprofits working with the ill, needy, youth or otherwise disadvantaged. Volunteers are the life blood of the GIKC, investing workhours equivalent to five full-time employees. For more information on the impact of the GIKC, visit [www.uwpiedmont.org/gik-center.php](http://www.uwpiedmont.org/gik-center.php)



## COMMUNITY INVESTMENT

	2007	2008	2009	2010	2011
Community Investment Process Grants	\$1,816,494	\$2,191,248	\$2,256,684	\$2,230,520	\$2,233,080*
Donor Designated Funds	\$1,070,388	\$860,906	\$832,953	\$858,500	\$881,559*
Imagination Library Investment	\$170,189	\$185,479	\$207,960	\$205,999	\$187,456*
<b>Total Community Investment</b>	<b>\$3,057,071</b>	<b>\$3,237,633</b>	<b>\$3,297,597</b>	<b>\$3,295,019</b>	<b>\$3,361,016*</b>

\*unaudited

The Community Investment Process is volunteer driven and is a very cost effective way for United Way to invest donors' dollars in programs and services. Accountability and stewardship are achieved through an emphasis on programmatic outcomes and extensive volunteer involvement. During the six-month process, community volunteers spend countless hours in education sessions with area experts, conducting agency visits, reviewing program applications, and deliberating with other volunteers. The teams consist of community volunteers from a variety of backgrounds including industry, education, finance, and human services.



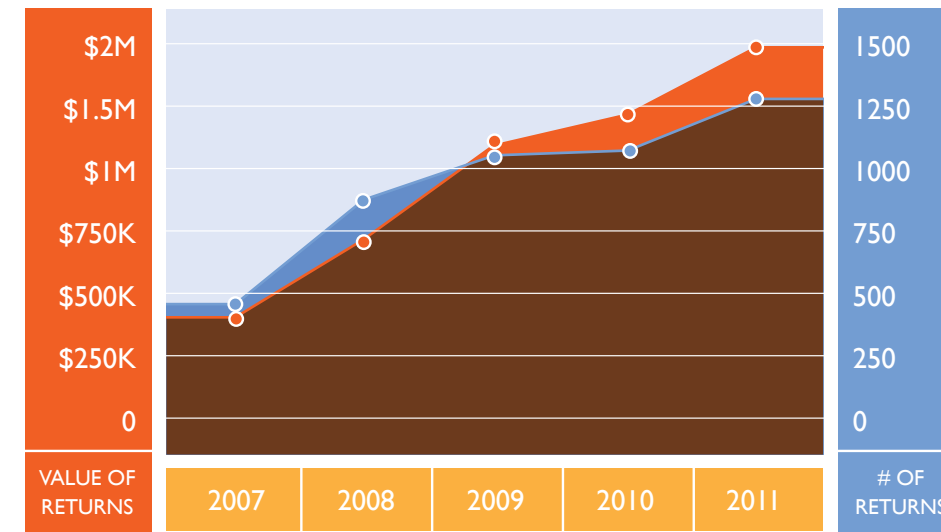
## SELECT PROGRAM OUTCOMES

- United Way of the Piedmont invests in 11 programs for afterschool programming for youth. Last year, these programs served 4,242 children. While all involved were provided safe learning environments, an impressive 48% had grade – letter improvement in at least one academic subject.
- United Way of the Piedmont supports seven emergency shelters for the homeless, victims of domestic violence, and victims of sexual assault. These organizations provided 45,123 nights of shelter to 1,209 individuals last year. Nearly 90% of those exiting the programs were discharged to permanent or stable housing.
- Our funded partners provide eight programs for emergency financial assistance to those in danger of losing their home or utility service. Last year, these programs provided over \$700,000 in assistance to 18,225 individuals. Of those receiving help, 92% had uninterrupted utility service three months following the assistance.

# ADVOCATE

## VITA - Volunteer Income Tax Assistance Initiative

(A consortium that recruits and trains local volunteers to complete tax returns for low-moderate income families.)



5 YEAR TOTAL: \$5.6 million in refunds & credits returned to our community

## IMAGINATION LIBRARY

Imagination Library is an early literacy program that provides a free, age-appropriate book each month to enrolled children ages birth to five years old. Imagination Library impacts early learning by eliminating one of the greatest barriers to early learning – access to books.

	2006	2007	2008	2009	2010
Imagination Library Books Distributed	73,268	78,498	80,859	96,536	98,515

SINCE 2002: 750,000 books given to 26,195 children

## ADOLESCENT PREGNANCY

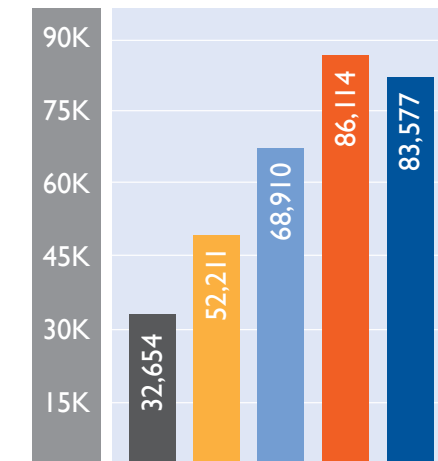
Since 2007, the Joint Funders (United Way of the Piedmont, Spartanburg County Foundation, Mary Black Foundation and Spartanburg Regional Healthcare System Foundation) have engaged in advocacy efforts around the alarming incidence of adolescent pregnancy in Spartanburg County. These efforts led to the creation of a local office of the SC Campaign to Prevent Teen Pregnancy. In 2010, Spartanburg County was the recipient of a \$3.75 million competitive grant from the Office of Adolescent Health. This five year grant allows us to expand teen pregnancy prevention efforts.

## YOUNG LEADERS SOCIETY NONPROFIT FELLOWES PROGRAM

Nonprofits need servant-leaders that understand and embrace their responsibilities. To this end, the Nonprofit Fellowes Program was established for the dual purpose of (1) educating our next generation of leaders on the critical role that nonprofit organizations play in our community and (2) equipping individuals with the skills necessary to serve as effective volunteer leaders. The program engages 10-15 individuals in a six month journey of community-minded awareness and skill building. Coupling this general knowledge of boardmanship with their personal skills and expertise will yield quality leadership that is necessary for effective service to an organization.

# VOLUNTEER

## VOLUNTEER HOURS COORDINATED



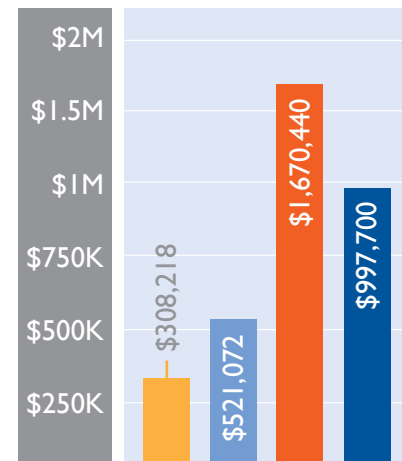
5 YEAR TOTAL:

323,466 hours valued at \$6.5 million

(Includes volunteer projects through corporate, individual, Gifts in Kind Center and Retired Senior Volunteer hours)



## VALUE OF RESOURCES GENERATED BY AMERICORPS\*VISTA



IN 4 YEARS: 62 AmeriCorps

VISTAs generated \$3.5 million in resources for area agencies

## RETIRED SENIOR VOLUNTEER PROGRAM

The Retired Senior Volunteer Program was expanded into Cherokee and Union Counties this past year through a grant from The Corporation for National and Community Service. The grant enabled the establishment of new RSVP projects for communities previously not served. It will engage new RSVP volunteers to help increase student achievement, support independent living for seniors, people with disabilities, and veterans, and promote energy efficiency.

GET CONNECTED - <http://getconnected.uwpiedmont.org/>

A brand new web-based communications platform, Get Connected will leverage the power of social networking to provide:

- complete control over every aspect of digital communication
- trackable delivery of micro-targeted messaging.
- comprehensive data acquisition & member management.

This tool will allow users to learn more about how an individual can personally get involved in Spartanburg, Cherokee and Union Counties.

