

2011 CAMPAIGN COORDINATOR GUIDEBOOK

GIVE FROM YOUR



**Stateline United Way
2011 Campaign**

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Job Description

As **Campaign Coordinator**, it's your job to:

- Put together a campaign team to help you plan for your kickoff and recognition events
- Promote your campaign
- Promote a separate Key Club solicitation
- Keep fellow employees informed
- Make sure everyone has the opportunity to contribute
- Turn in your campaign results to Stateline United Way
- Celebrate success!

Dates to Remember

- Aug. 11** - United Way Campaign Coordinator training
8-10 a.m.
Beloit Memorial Hospital auditorium
- Sept. 9** - Pacesetter campaign results due
- Sept. 14** - Kickoff breakfast reservations due
- Sept. 21** - Campaign Kickoff and Day of Caring Breakfast
7:30 a.m. (Buffet opens at 7)
Eclipse Center
- Nov. 1** - Campaign results due to Stateline United Way
- Feb. 9** - Annual Meeting Recognitions Breakfast



United Way Terminology

Allocations - This is the term used for dividing the money we raise between our member agencies. The Budget and Agency Relations Committee (BAR) recommends allocations for each agency to the board. The board makes the final decision.

Beneficiary Study - A record of how employees from area businesses use services of United Way agencies, as well as data broken down by community showing how many residents used services.

Community Fund - You allow the donation funding process to work to its best ability by choosing the Community Fund which lets Allocation's volunteers determine where dollars are needed the most, and then distribute money accordingly. This ensures that all the agencies get funded. When you designate, you are by-passing this process and sending your gift to a specific agency.

Company Awards - Your business can aim to earn an award based on the giving of your employees. All awards are based on campaign statistics/final report forms received at Stateline United Way by the end of the year. Awards are given out during our Recognition/Annual Meeting breakfast in February.

Day of Caring - While this is a part of the fundraising, this day also creates awareness of the programs we raise money for, gives United Way visibility and creates goodwill. This is a day when employees spend part of the day volunteering for non-profit agencies. We hold this the same day as our campaign kickoff breakfast. Most companies allow employees to do this on company time, but some of our volunteers help out on their personal time.

Designate - When you select where you want your gift to go, you are designating that gift to a specific agency. United Way does not monitor these gifts to determine agency need or accountability.

Fair Share - Fair Share is one hour's pay per month for hourly workers, and 1 percent of the annual salary for salaried workers. Fair Share giving is not required but is based on what it costs member agencies to provide services. Ultimately, what you give is your decision.

Incentives - Prizes offered by a business can give employees an incentive to donate. They should be something earned based on the amount contributed, percent of participation or on increases in giving. Smaller prizes may go to all donors, but larger prizes (the most popular is a day off with pay) can be offered to donors who give at a level which gets their name in a drawing.

United Way Terminology continued...

Key Club - Anyone can be a member of the prestigious Key Club. It is designed to recognize those individuals/couples who lead the way in the Stateline Area with annual gifts starting at \$600. Members are invited to an annual cocktail party, (which is under-written by a private donation), get their name printed in a special booklet, receive newsletters and special invitations.

New Hires - Why not offer new employees the right to get on board with payroll deduction or a contribution at the point of hire? United Way has folders with a pledge form and message for new hires.

Pacesetters - Pacesetters are businesses which turn in campaign results early. This year the deadline is Sept. 9. Businesses can turn in any additional contributions later, but by getting some in early, it helps United Way have a nice number to announce at the kickoff .

The Message.....

United Way strengthens our community through more than 60 programs operated by 26 local health and human service agencies which are accountable to produce measurable results. Stateline United Way agencies helped more than 65,000 people in 2010.

No other organization has such a significant impact on our community.

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED 

LIVE UNITED is a reminder that when we think outside ourselves, we have the power to facilitate change. When we think of others' lives as linked to our own, our compassion grows. When we reach out a hand to one, we influence the condition of all. We strengthen neighborhoods. We bolster the health of our communities. And we change the lives of those who walk by us everyday.

YOUR GIFT HAS POWER. When combined with thousands of other contributions, your individual donation supports programs and services that help children, youth, parents and seniors. By pooling your donation with others, we can make a difference together that none of us could achieve alone.



Mission Statement

To provide leadership and resources to care for one another and meet the health and human service needs of the Stateline Community.

Did you know?

- ◆ A Rock County Needs Assessment was completed in 2007, indicating that the top four needs in the Stateline Area were:
 1. To Promote Optimum Health
 2. To Promote Financial Stability & Self Sufficiency
 3. To Help Children and Youth Achieve Their Potential
 4. To Build and Sustain Strong FamiliesMost of Stateline United Way's member agencies operate programs which address one or more of these strategic areas.

- ◆ that since the year 2000, Stateline United Way has spent between 6 and 9% for management & general, plus fund-raising, expenses? This is considerably less than the 25% level which the federal government says is allowable for nonprofit agencies?
- ◆ that the United Givers Fund of Beloit was formed in 1952 as a convenience for its donors? The movement was intended to stop the year-round appeals that businesses and private residences were experiencing.
- ◆ that early campaigns funded agencies serving Beloit and South Beloit? In 1966 the Village of Roscoe agreed in July to become part of the United Givers Fund campaign, followed by the Clinton Village Board in August. The name was changed to Stateline United Givers. After the Rockton Community Chest fund drive came up short a couple of years, it was decided that Rockton would join the United Givers drive in 1968.
- ◆ the name was changed from Stateline United Givers to Stateline United Way in 1986, reflecting the national push to give "the united way?"
- ◆ that the allocation system was set up to insure that money would be distributed to member agencies based on documented need and not on emotion? This is what happens when donors choose the Community Fund on their pledge form.
- ◆ that Stateline United Way pays 1% of money raised to United Way Worldwide? This provides the local United Way with the right to use the nationally recognized symbol and name, access to training opportunities and certain materials. Other than this, each United Way is separate and autonomous from each other. All operations and decision-making for S.U.W. is made by local volunteers who know and care about the Stateline Area.
- ◆ that Stateline United Way, with a paid staff of three, operates an annual fund drive to raise money which helps 26 local health and human service agencies operate more than 60 programs for residents of the Beloit, South Beloit, Rockton, Roscoe and Clinton areas?

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Quick 'n' Easy Campaign

If you have less than 100 employees try this short, intensive campaign. It should last only 5-10 days.

1. Hold a kickoff rally with a speaker to educate employees about how their gifts are used.
2. Hand out pledge forms after the speaker. Anyone who fills out their name and turns in a pledge form **as they leave the meeting** (whether they donate or not) gets their name in a drawing for a small prize. Using your own business promotional items are popular.
3. Tell those who do not pledge immediately that they have until Friday at noon (for example) to turn their forms in. Anyone who donates by that deadline gets their name in a drawing for a nicer prize, like a vacation day.
4. Friday afternoon (or whatever day you've chosen), fill out your final report form and turn your campaign in to Stateline United Way. Late pledges can still be made, even though the donor misses the drawing. Just mail those pledges to Stateline United Way. Then, take a deep breath and relax.



Incentives

Asking is one of the most important things you can do to get people to give, but prizes offer a great incentive, especially for people just beginning to donate to United Way. Once they have started donating, they are likely to continue. Drawings for incentives are popular. Here are some ideas to determine who gets their name in the drawings for incentives:

- being a first-time giver
- increasing their gift at least 5% from previous year
- giving at least \$2 per pay period.

More Ideas....

- Car started and windows scraped every snow day in February
- CEO works in winning department for a day
- Casual Friday
- Coffee or flowers delivered by CEO
- Company promotional items
- Department head takes employee to lunch
- Free oil change
- Gift certificates—to the movies or local restaurants
- Golf with the boss
- Lottery tickets
- Lunch on fine china in cafeteria, served by CEO or key manager

Please refer to your smaller "Fun Ideas to Run Your Campaign" Booklet for more ideas!

5 Steps to a Successful LIVE UNITED Campaign

1. GETTING STARTED-

Meet with Top Executive - Gain support from your top-level management, both actively and visibly during your campaign. Review prior results and discuss the corporate gift, matches, incentives and campaign budget. Ask for help from someone in management who can do a peer-to-peer solicitation of management level employees for the Key Club. Encourage your top executive to speak at your kickoff rally, and send thank yous to employees who donate. Support from top management is one of the top indicators in a campaign's success.

Recruit a Team - Don't try to do everything yourself. Having a committee will make it easier and more fun for everyone. Your team should include people from different levels, departments and locations. Recruit people who are well-liked, believe in United Way and will help get others excited about the campaign. Collectively your team will set the campaign date, decide on a theme and incentives, set goals and make sure every employee gets asked to contribute.

2. PLAN THE CAMPAIGN-

Develop a timeline—Review what worked or didn't last year, then set dates for this year's kickoff special events. (Can your business run a Pacesetter campaign, completing it by Sept. 9?) If so, then Plan a Quick Campaign (no more than 5-10 days) for companies with less than 100 employees. *See page 3.*

Set Campaign Goals - There are many types of goals to set: overall giving, participation, average gift, giving by department, Key Club donors and Fair Share giving. *See page 6 for more information on setting some goals.*

Organize incentives - Incentives are used to encourage increased participation or increased giving; can be used as tools to recruit first time givers; or for departments/ shifts that exceed previous giving or increase participation. *See ideas on page 6.*

Publicize Your Campaign - Raise awareness using e-mail, intranet, payroll stuffers, memos, PA system, staff meeting announcements, newsletters, posters, etc. Post signs in employee restrooms, put literature on tables in the cafeteria, or develop a crossword puzzle with campaign "clues."

3. USE UNITED WAY TOOLS-

Incorporate United Way Information—Develop an educational campaign using success stories (page) Frequently Asked Questions (page), beneficiary study data (page) or info from the Did You Know section (page).

Invite Speakers - Arrange for a United Way speaker, agency speaker, or (best of all) ask one of your own employees to give a testimonial or personal story about how he/ she benefited from United Way member agency services.

Use Available Materials - Sticky pins are available to provide your donors, NFL schedules are included with your materials, as are posters. United Way also has Hispanic pledge forms, campaign progress thermometers, Casual Day stickers, a few United Way yard signs and catalogs to order gifts or giveaways from.

Key Club - Organize a Key Club level giving program (\$600 or more) to increase gifts. Printable Key Club donor booklets/pledge forms are available by e-mail from Stateline United Way.

5 Steps continued...

4. RUN THE CAMPAIGN-

Hold a Kickoff Rally— A kickoff event can bring fun to your campaign. Use this venue to announce your company campaign goal, awards to be given out, corporate gifts or matches, giving incentives and your pledge deadline. Themes and food make kickoff rallies more fun.

Stay Visible - Keep promoting your campaign. Send daily reminders about special events and incentives for giving. Be sure people know whom to ask if they have questions about their pledge form.

Ask - Insure that every employee has been asked to contribute. The number one reason people say they don't give is because they weren't asked. If necessary, hold multiple meetings to cover all shifts. Keep everyone informed about the progress of your campaign.

5. WRAP UP-

Report Results— Report the results of your campaign to employees and management. Announce incentive winners. Complete the Final Report Sheet and return that, along with the yellow copies of pledge forms, to Stateline United Way.

Thank Everyone - Hold a special event if possible, and ask management to thank employees. If that is not possible, organize other ways to recognize and thank employees. See *ideas on page 8*. Also remember to acknowledge your team and those who went above and beyond during the campaign.

GOALS

Setting goals will help you motivate people and encourage participation. Here are some goals you can set:

- increased participation
- more dollars than previous year
- % increase in giving overall
- % increase in giving by department
- more Key Club donors
- more Fair Share donors
- earn a specific United Way award for the company

Using the **Fair Share model** (see description inside front cover), you can see the potential your business has for raising United Way dollars. If every hourly employee gave one hour's pay per month, and each salaried employee gave 1% of their annual pay, how much money could your business raise?

An easy way to calculate your company's potential is to use this equation:

Annual company payroll	\$ _____
Multiply by .01	X _____ .01
Company campaign potential	\$ _____

Three Pillars of Successful Campaigns

Campaigns which use support from top management are more likely to have a successful campaign. Add fun and education and success is almost guaranteed. Below are how these four elements helped local businesses raise more money.



Taylor Company

In 2009 and again in 2010 Campaign Coordinator Stephanie Warden and her team kicked off their campaign with a full day of meetings. The meetings made sure that every department and shift had an opportunity to hear President Greg McMaster encourage giving. Employees heard how their dollars are used to help others in the community, and signed up to win various prizes. This massive effort saw employee giving increase by 55 percent in '09, and another 2 percent in 2010. In addition, McMaster shows huge support for United Way when he arranged for the Taylor corporate gift to be doubled from \$25,000 to \$50,000.

Hormel Foods

Drew Cheers and the Hormel Plant Manager Scott Ramlo, attended the United Way CEO Breakfast early in 2010, where they heard about the importance of top management getting involved in the campaign. Cheers, who was campaign coordinator, set it up so employees could get in a drawing for prizes such as a prime parking space or Chamber Bucks, based on their donations. There were also a bake sale, hot dog lunch and 50-50 raffles. Ramlo volunteered to speak at every department meeting, encouraging giving. Cheers credited Ramlo's involvement when the campaign donations doubled from the previous year, and employee participation went from 20 percent to 56 percent.

Beloit Health System

In the 2009 campaign we saw the hospital (no merger with clinic yet at that time) increase employee giving by 2 percent. Campaign Coordinator Ruthanne Schreck and her Co-Chair, Jackie Scordato, waged a full scale effort to inform and educate employees using the intranet. President and CEO Greg Britton has been a long-time supporter of United Way and very visible in the hospital's campaign. As for fun, the hospital has always provided a picnic lunch to kick off the campaign, complete with games, drawings or other forms of entertainment. Employees also get to vie for great prizes based on their personal gifts.



Blackhawk Bank

When President and CEO Rick Bastian talked face-to-face with employees about the realities of those on assistance today, giving increased by 25 percent.. In addition, employee participation went from 53 to 86 percent. These efforts earned employees a lunch, delivered and cleaned up by senior management.

Recognitions From United Way Which Your Business Can Strive For

Achievement Level Awards—

Peggy & Ebbie Neese Award of Excellence
50% participation & per capita gift of \$500 or more

Gold
50% participation & per capita gift of \$150 to \$499

Silver
50% participation & per capita gift of \$100 to \$149

Bronze
50% participation & per capita gift of \$75 to \$99



Certificates—

\$100,000 Club - awarded to businesses that contribute \$100,000 or more
(employee, retiree, special event & corporate gifts combined)

Business with Largest Dollar Increase in Employee Giving

Business with Most Key Club Givers

Service Club Making Largest Gift

Business with Most Day of Caring Participants

Businesses Making Largest Dollar Increase in a Corporate Gift

Businesses with at least a 10% increase in employee giving

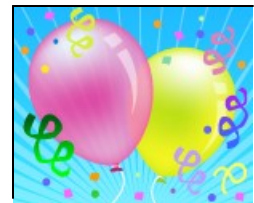
Businesses running First time Campaigns

Businesses with 100% employee participation



Ways to Increase Giving

1. **ASK** - The first way to raise more money is to be sure everyone has been asked to contribute. Many people who have never given say they were never asked.
2. **EDUCATE** - No one wants to give, or should give, to something they know nothing about. The more they understand how United Way helps people, the more likely they will want to donate.
3. **ENCOURAGE FAIR SHARE GIVING** - If everyone would give at Fair Share, more agencies and programs could be financed in the Stateline Area. The suggested giving guideline of one hour's pay per month for hourly personnel and one percent of wages for salaried personnel is not a demand but is based on what it costs to provide the important services provided by United Way member agencies. Ultimately, what you give is your decision.
4. **ENCOURAGE KEY CLUB** - If CEOs or other upper management personnel get behind a drive to obtain more Key Club level givers from each business, your campaign could be bigger than ever. But it's not for you to do. Management has to buy in and have one of their own do the peer-to-peer ask to other management level employees.
5. **NEW HIRES PROGRAM** - Solicit new employees by offering them the opportunity to pledge at the time they are hired, instead of waiting until the next campaign. Find out if your Human Resources department is willing to help if they are not already doing so. United Way can provide special materials.
6. **PACESETTERS CAMPAIGN** - These are campaigns that businesses run and complete prior to the regular campaign kickoff. Companies running pacesetter campaigns are among the most successful. Perhaps it's because the teams running the campaign are just fresh from training and feeling more enthusiastic. Maybe it's because the campaigns are early enough that they don't compete with the holidays. Whatever the reason, it's worth considering.
7. **SOLICIT RETIREES** - You can increase your company's gift to United Way by soliciting retirees. Money which retirees send in to your business are reported as part of your company campaign.
8. **YEAR ROUND VISIBILITY** - Keeping United Way in the minds of employees year-round is beneficial in a number of ways. Some businesses actually run fund-raisers throughout the year, but the biggest advantage is that you are educating your fellow employees about United Way so when campaign time comes, they feel like they are donating to an old friend.
9. **MAKE IT FUN** - We can't say enough about the importance of making your campaign fun with prizes, contests or food because all of these entice fellow employees to get involved. One volunteer said it best when she said, "nobody wants to miss out when there is something fun going on."



THANKS, THANKS, THANKS

A United Way of America poll found that thanking your donors increases the chances that they will give again. You can never thank people enough. Since it's impossible for Stateline United Way to reach each one of the donors at your company to thank them personally, we depend on you to do the job for us.



*Large or small, United Way makes a difference in communities.
LIVE UNITED*

Below are some easy ideas, many of which are also inexpensive.

THANK YOU BY DEPARTMENT

Have someone from your team attend each department meeting to offer a personal thank you for all those who participated by donating. As an alternative, include thank-you messages in your newsletter, e-mails, Web site, payroll stuffers, and so on. Ask your CEO to send thank you notes to all contributors or have the campaign committee hand write thank you notes.

WALL OF HONOR

Print and display an honor roll of employees who cared enough to contribute. Display it in your lunch room. You could put each donor's name on a leaf which is taped to a large paper tree on the wall. Or cut out hands and put a donor's name on each hand, scattering them on the wall around the words, "Thanks for giving a helping hand."

TAILGATE PARTY

Host a tailgate lunch or supper break for employees, cooking brats and burgers on the spot as a thank you to all donors.

PHONE-A-THON

Ask your CEO or other top manager to help you personally call and thank each Key Club level donor.

AGENCY APPRECIATION

Request a thank-you letter from two or three agencies which will benefit from the gifts your employees made. Or, have a client of the agency write the letter or in the case of kids, let them draw a thank you picture. Post these for your employees to see.

Beneficiary Study for the 2010 year

How many employees from your business, or their family members, benefited during 2010 from agencies which receive United Way funding? Find the answers below, but keep in mind that these numbers are minimums. Information was supplied by the agencies and is not comprehensive. There may be some duplication between agencies. (For example, one person may have accessed services from several different agencies.) Agencies touch many lives for which there are no records kept. For more information call 608-365-4451 or e-mail us at unitedway@statelineunitedway.com.

ABC Supply - 64	Electrol Specialties - 1	R.H. Batterman - 1	<u>GOVERNMENTS/</u>
Ace Hardware - 44	Elder Beerman -9	Ryeco - 3	<u>SCHOOLS</u>
Alliant Energy - 33	Fair Oaks - 17	Save-A-Lot - 9	Beloit (city of) - 147
Alongi Santas - 3	Fairbanks Morse - 58	Scot Forge - 17	Beloit (town of) - 70
AlSCO Metals - 0	Finley Dencker - 2	Seiberlings - 0	Beloit College - 133
American Alum. Extrusion - 7	First American Credit Un. -29	Shopko - 18	Beloit Public Schools - 398
Areritech/SBC -3	First Community Credit - 11	Siepert and Co. -3	Blackhawk Tech College -
AMP Electric - 3	First National Bank - 33	Smurfit-Stone Container -18	247
Aramark - 7	Frito Lay - 164	Southeastern Container - 2	Clinton School System - 46
Associated Bank - 10	Gateway Bank - 1	Specialty Tools - 3	Clinton (village or town) - 4
Atlanta Bread - 3	Genencor - 10	Staples Distribution Cntr. -32	Federal government - 17
Axiom (McCleary's) -11	Gilbank Construction -3	Stateline Foundaries -3	Hononegah - 28
Beloit Area Comm. Health Cntr -	Grommes Millwork - 3	Stillman Bank -0	Kinnikinnick Schools - 17
13	Homecare Pharmacy - 3	Taylor Company - 49	Prairie Hill School -12
Beloit Box Board - 29	Hormel Foods - 43	The Rock - 3	Rock County -90
Beloit Daily News - 11	Hilander - 0	Tom Peck Ford -1	Rockton Schools -30
Beloit Health and Rehab - 29	Hydroblend - 0	Top Die Casting -28	Rockton (village or town) -3
Beloit Health System - 186	IPM Foods - 0	Tricor Insurance - 12	Roscoe (village or town) -2
Beloit Inn/Cafe Belwah - 6	Kerry Ingredients - 44	United Tool & Engineering -6	South Beloit Schools -21
Beloit Special Machine - 5	Kettle Foods - 56	UPS - 18	South Beloit (city of) -3
Blackhawk Bank - 32	Klobucar Construction - 2	Van Marter & Assoc. - 1	Town of Turtle - 36
Blackhawk Propane - 2	KTI (Keene Technology) - 2	Versatool - 1	Turner Schools -66
Bombardier Recreational - 19	La Casa Grande - 6	Visit Beloit (Chamber, DBA, etc.)- 15	State of Illinois -17
Bremner - 35	Linde Merchant Production -1	Wal-Mart (Beloit) - 100	State of Wisconsin -34
Broaster -5	M&I Bank South - 15	Wal-Mart (Rockton) - 15	
Bryden Motors -7	Menard's - 25	Warner Electric - 30	
Bud Weiser Motors- 6	Metso Paper - 10	Waste Management -2	
Cannon Ball - 3	Mercy Beloit Medical -80	Welder's Supply -6	
Carpet Market -5	Mid States Concrete -17	Western Container - 4	
Carroll Electric - 12	Hegel Holdings (Minarick) -2	Wisconsin Knife Works- 4	
Charter Communications - 0	North American Tool - 17	Woodman's - 36	
Chem Tool - 1	Pacific Bearing - 2	Woodward Governor - 37	
Chrysler - 76	Papa Murphy's - 4	Yates American -2	
Cinetic Landis Gardner -0	Paperchine - 9		
Community Shopper - 5	Patch Products -28		
Cotta Transmission - 10	Prairie Avenue Concrete - 2		
Country Club of Beloit - 28	Premier Court -63		
Culver's - 20	Premier Rehab - 29		
Cup Pac -8	Regal-Beloit (Beloit) - 32		
Domenico's - 7	Regal Cutting Tool - 3		
D.M.Manufacturing - 2	Rock Disposal - 9		
Draeving - 3	Rock Valley Comm. Prog. 158		
Durst/Mastergear - 13			
Ecolab - 74			

How did your community benefit from SUW donations in 2010????	BELOIT	S. BELOIT	ROCKTON	ROSCOE	CLINTON
AIDS Network - Serves people living with AIDS or HIV	31	0	0	0	0
American Red Cross - Disaster preparedness/relief, life-saving skills, emergency messages for military families. South Central Wisconsin Chapter- Rock River Chapter -	3,845	109	36	72	53
Beloit Meals on Wheels - Volunteers deliver meals to homebound 365 days a year in Beloit area	Information not received				
Beloit Regional Hospice - "Transitions" serves those with life expectancy of 2 years or less, yet are not ready for traditional hospice services.	174	0	0	0	0
Big Brothers/Big Sisters - Matches children ages 6-14 from single parent families with a same-sex adult mentor	203	10	6	26	38
Boy Scouts, Glacier's Edge Council - Youth program promotes character development, self-esteem & values	512	20	51	0	16
Catholic Charities - Counseling to all residents of the Stateline area regardless of religion, race, or social status	657	296	191	276	36
Community Action - Helps pregnant/parenting teens achieve self-sufficiency, runs daycare & helps drop-outs get GEDs/learn skills	577	0	0	0	31
Energy Services - Provides fuel assistance & education; negotiates settlements with fuel/utility companies	197	0	0	0	1
Family Services of SWANI - Mental health & financial counseling; domestic violence & sexual assault help; serves homebound elderly/infirm; court-appointed advocate program for kids; smoking/drugs education	3,711	0	0	0	117
Girl Scouts of Badgerland Council - Education program for inspiring high ideals of character, conduct, and service	1,900	34	14	9	89
Hands of Faith - Shelter program for homeless families	666	0	137	53	37
Independent Disabilities Services - Respite care, payee and independent living for those with disabilities	100	0	0	0	0
Lutheran Social Services - Offers counseling, substance abuse treatment, parenting aids & offers runaway program	5	0	0	0	1
Merrill Community Center - Social, educational and mentoring programs for children and senior citizens	104	0	0	0	0
Nutrition and Health Associates - Prenatal monitoring and education to pregnant teens & administrates WIC	500	2	0	0	0
Retired and Senior Volunteer Program - Matches skills & abilities of senior volunteers to jobs in community	1,816	3	0	1	57
Salvation Army - Emergency assistance, counseling and feeding programs for the needy	313	35	15	14	54
Senior Services of Rock County - S.U.W. is currently not funding any Senior Services programs	11,057	308	2	1	81
S.M.I.L.E.S. - Uses equine-therapy which contributes to the well-being of children with disabilities	33	61	33	2	13
Stateline Boys and Girls Club - Educational, vocational, physical & leadership development programs for youth	1975	840	135	85	60
Stateline Family YMCA - Offers scholarships to students for Y activities and daycare	18,695	2,905	3,881	7,084	1,037
Stateline Literacy Council - Assists adults improve basic reading & writing skills; English as a Second Language	248	2	0	0	0
Voluntary Action Center - Matches volunteers with non-profit programs, helps non profits apply for grants	316	7	4	1	2
YWCA of Rock County - Runs Hispanic outreach and works with young victims of child abuse	116	23	1	0	4
Subtotal	47,751	4,655	4,506	7,624	1,624
First Call Resource and Referral (service of Stateline & North Rock United Ways)	1,436	5	4	4	28
TOTAL	49,187	4,660	4,510	7,628	1,756

How to Fill Out A Pledge Form

1. Have employees fill out the **Information About Me** section, pressing hard to be sure the information transfers to the yellow copy which will come to United Way. If you are using stickers with employee information, please be aware that this information is not transferring to the yellow copy. Stateline United Way can't record information about Key Club givers or those who designate their gifts without the information in block number 1 at the top of the page.
2. Fill out the amount of gift in box 2. Be sure and let employees know the number of pay periods so they can calculate correctly. Make them aware that they can give through payroll deduction (the most painless way to donate) at the left of box 2, or through a one time gift at the right of box 2. If the gift of an employee, or the combined gift of that employee and a spouse, totals \$600 or more, they should fill out the shaded Key Club box.
3. Employees should check whether they wish to give to the Stateline United Way Community Fund (the preferred option) or to designate their gift to a SUW member agency, to another United Way or to a nonmember agency. There is more information on the back of the pledge form regarding giving to the Community Fund.

For those who choose the option of designating their gift, please have them read the information both on the front and back of the pledge form to be sure they understand that:

- there is a \$50 minimum
- Stateline United Way must receive pledges by Dec. 31
- recipients must be 501 (c) (3)
- there is a fee charged for choosing option C

How to Fill out the Final Report Form

1. Complete the top section. Do not forget to fill out your **TOTAL NUMBER of EMPLOYEES**.
2. Separate pledges/money by donation options listed below:
 - Payroll deduction
 - Cash and checks
 - Credit card payments
 - Direct Bill
 - Money raised in special fund-raisers
3. Complete "Contributions" section with the number of donors and amount pledged. Note that records for employees go in columns A & B, while records for retirees go in columns C & D.
4. Total each of your columns and then enter results in the bold black box which says "Please Add".
5. Fill out questions to right of the "Please Add" box, and the questions below it. Note that extra questions must be answered if your business does not turn in the yellow pledge copies to United Way. This information is required in order to insure that proper designations are sent, as well as to make sure that proper recognitions are made of certain donors.
6. Make a copy of the form for your records.
7. Make sure the yellow, pink and white copies are separated from each donor's pledge form.
8. Deliver the yellow pledge copies (the employer should retain white copies, and the donor should retain the pink copy) and your final report sheet to Stateline United Way. Major firms can also contact United Way at 608-365-4451 to arrange for pick-up.

Frequently Asked Questions

What does United Way do with my contribution?

United Way invests your contribution in the Community Fund, or wherever you have specifically asked that your gift be designated (assuming that the agency meets the criteria of being a health and human service agency with 501(c) (3) non profit status).

What is the Community Fund?

This is the pool of money which gets distributed to programs operated by 26 Stateline United Way's member agencies.

Who decides how the Community Fund money is distributed?

A budget is submitted by each agency, with a request for the amount of money sought. A citizen committee, made up of 30 local volunteers, reviews those budgets and verify needs. With that knowledge under their belt, those volunteers then recommend how the money should be allocated to qualifying programs. In this way allocations are based on documented need rather than emotional appeal.

How much of my gift goes for administrative & fundraising costs?

Stateline United Way has spent between 6 and 9% for management & general, plus fundraising, expenses each year since 2000. The federal government says up to 25% is acceptable, but we are well below that threshold.

Why should I give to the Community Fund rather than designate my gift to a specific agency?

By giving through the Community Fund you make the biggest difference and help the most people. When you allow the United Way allocations process to work, your gift is spread among **all** agencies, insuring that even the small agencies with limited visibility will receive funding. If everyone designated their gift to a specific agency, it's possible that some agencies would get no money.

Can I designate my gift to a non-member 501(c)(3) health and human service agency?

Yes, however these gifts are not monitored by United Way, and require the deduction of an administrative fee. In order to be honored, such designations must include the name and full mailing address of the organization, and must be received in the United Way office by Dec. 31.

What if I work here, but don't live in the Stateline Area?

We will happily send your gift to the United Way serving your home community. Just write in which United Way you want your gift sent to when you fill out your pledge form. We do need to receive your pledge form in our office by Dec. 31 in order to do this.

Does Stateline United Way fund the Boy Scouts?

Yes, it does. While some United Ways across the country have stopped supporting Boy Scouts, this community has indicated a strong desire to see the program continue being supported with their United Way dollars.

Does United Way fund abortions?

Stateline United Way has never funded a program which is defined as either pro-choice or anti-abortion.

Can I claim a deduction for my United Way contribution?

Yes. Keep the pink copy of your pledge form to use when preparing your taxes. Your canceled check or your payroll stub can both be used as documentation.

Why does Stateline United Way have paid staff?

No organization dealing with a million dollar-plus budget can operate efficiently without qualified staff support. Our staff of three is minimal for an operation of this size.

Frequently Asked Questions continued

Why should employees consider giving when the future of their own jobs may be uncertain?

The amount of an individual's gift through payroll deduction has a small impact on the donor's take-home pay. However, this gift, when combined with the gifts of others, will have a huge impact on the lives of people in need. While United Way understands the fears and concerns of employees who are uncertain about their future employment, we hope they will want to continue helping provide the services that so many people, perhaps even their own families, may need. In the event someone does lose their job, their payroll deduction to United Way stops.

Don't my taxes take care of the less fortunate?

The government does not have the necessary dollars to fulfill all the needs of the community. With so many people unemployed, non profit programs are called on more than ever to make sure people don't fall through the cracks. Besides, paying for these services through nonprofit donations usually costs a lot less than when the government provides services.

My spouse gives for both of us. Why should I give?

United Way depends on each working person to make a generous gift. Each person has a community responsibility, and United Way-funded programs can only continue if each of us does our part.

What geographic areas do Stateline United Way-funded programs serve?

Most programs serve residents of Beloit, South Beloit, Rockton, Roscoe and Clinton, as well as surrounding townships. While not all of the 26 member agencies serve every geographic area, each of the above cited areas is served by about 14 programs annually.

What if I can't afford to give?

Even a small amount each pay period can make a difference in someone's life. Would you consider, for example, giving up one treat or drink from the company vending machine each week, one latte or a lottery ticket so you could donate that amount to help improve someone's life? Only you can decide what you might be willing to give up.

I never use agency services so why should I give?

While you or your family may not need the services today, you may need them in the future. United Way funding helps support youth-serving programs so families like yours can afford to have children involved. Any family could need counseling from time to time, could require emergency care after a fire or tornado, or need in-home care for an aging relative. The programs funded by Stateline United Way insure quality of life for all of the Stateline Area. While we hope your family will never experience a crisis and need help, it's good to know the services are there just in case.

Does my money go as handouts to people who refuse to help themselves?

No. Most of the problems our member agencies address know no social or economic boundaries. Mental illness, stress, marital problems, developmental disabilities, natural disasters, alcoholism and drug abuse can affect anyone.

Is any of my contribution spent on the campaign breakfast or annual meeting?

No. Meals at events are either sponsored by companies or paid for by those attending.



Stateline United Way Member Agencies

AIDS Network, 608-364-4027 - Provides an array of services to people living with AIDS or HIV, as well as prevention services and disease testing.

American Red Cross of Rock River Valley, 815-963-8471

American Red Cross of South Central Wis., 608-754-4497 – Janesville and Rockford agencies - Provide disaster preparedness and relief, teach life-saving skills and offer emergency communication for military families.

Beloit Meals on Wheels, 608-362-3683 – Community volunteers deliver warm nutritious meals to the homebound 365 days a year in the Beloit area.

Beloit Regional Hospice, 608-363-7421 – Transitions program serves those with a life expectancy of two years or less, but not ready for hospice service.

Big Brothers Big Sisters of Rock, Walworth and Jefferson Counties, 608-362-8223 – Matches children ages 6-14 from single parent families with a same-sex adult mentor.

Catholic Charities, 608-821-3100 - Provides affordable individual and family counseling to all residents of the Stateline area. Services are provided regardless of religion, race, or social status.

Community Action, 608-755-2472 - Pregnant and parenting teens program helps those aged 12-22 achieve stability and self-sufficiency. Has a Beloit daycare program and runs Fresh Start to help drop-outs get GEDs and learn construction skills.

Energy Services, 608-363-9200 – Provides fuel assistance to income-eligible applicants, education on furnace care and weatherization. Also negotiates settlements with fuel/utility companies.

Family Services of Southern Wisconsin and Northern Illinois, 608-365-1244 – Outpatient mental health clinic, Consumer Credit Counseling and related outreach services. Operates domestic violence programs and shelters as well as transitional housing program. Home Companion Registry supports the elderly, Sexual Assault Recovery aids victims of assaults, Youth 2 Youth educates kids about dangers of smoking, drugs and alcohol, CASA provides court-appointed advocates for kids.

Girl Scouts of WI -Badgerland Council, 608-362-8922 – Comprehensive informal education program for girls aged 5-17. Inspires girls to highest ideals of character, conduct, and service so they become resourceful citizens.

Glacier's Edge Boy Scout Council, 608-756-4559 – Comprehensive youth development program promotes character development, builds self-esteem and values. Boys can join in first grade.

Hands of Faith, 608-363-0683 – Short term shelter program for homeless families in Beloit area.

Independent Disability Services, 608-754-5552 – Serves those with physical and developmental disabilities with respite-at-risk, payee and independent living programs.

Stateline United Way Member Agencies continued...

Lutheran Social Services , 608-752-7660 - Helps people improve the quality of their lives through counseling, substance abuse treatment, and parenting aids. Also operates RAFT to minister to runaway kids.

Merrill Community Center, Inc., 608-365-1488 - Provides safe, educational, recreational, social and cultural support programs that benefit children and the community. Connects with, and reflects, the city and all its diversity.

Nutrition and Health Associates, 608-362-1566 - Provides prenatal monitoring and education to pregnant teens, who are usually at risk for premature births and low birth weight babies. Also administrates the Women, Infant and Children (WIC) food voucher program.

Retired and Senior Program, 608-362-9593 - Matches the skills and abilities with non-profits needing volunteers.

Salvation Army, 608-365-6572 - Provides emergency assistance, disaster assistance, counseling and a senior center as well as breakfasts and lunches for the needy.

SMILES (Special Methods In Learning Equine Skills), 262-882-3470—Equine-oriented activities used to aid in cognitive, physical, emotional and social well-being of children with disabilities.

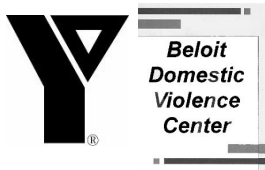
Stateline Boys and Girls Clubs, 608-365-8874—Beloit, South Beloit and Tiffany locations. Dedicated to providing educational, vocational, physical and leadership development programs to boys and girls 6-15.

Stateline Family YMCA , 608-365-2262 - Beloit and Roscoe facilities. Provides financial assistance for kids to participate in day camp, swimming, tutoring and youth memberships.

Stateline Literacy Council, 608-362-5207 - Assists adults to improve basic reading and writing skills. Teaches English as a Second Language.

Voluntary Action Center, 608-365-1278 - Serves as clearinghouse for volunteers. Recruits and places volunteers in non-profit programs. Also assists in applying for grants.

YWCA of Rock County, 608-752-5445 - Operates CARE House, a child-centered response to the prevention, investigation and treatment of child abuse and neglect. Also runs Immigrant Outreach program.



Agency Success Stories

AIDS Network – When an area patient was recovering from a fall, the help of an AIDS Network volunteer insured that the patient could be released from hospital sooner and recover at home. The volunteer did cleaning, prepared meals that could be easily re-heated later, and ran errands like grocery shopping or picking up medications. The client would not have been able to pay for these services, nor was there family in the area to help out.

American Red Cross – One Sunday, the Red Cross was called out to fire where a Beloit family home was destroyed. A family of four had resided in the home, and unfortunately the father lost his life in the fire. Red Cross caseworkers gave the family toddler a stuffed toy dog which kept him occupied while they spoke with the mom. They learned that she would be able to take her children and stay with her own mother, so did not have immediate housing needs.

The caseworkers were able to help her, however, with client assistance cards good for use in purchasing food, clothing, shoes and seasonal clothing. They completed the necessary paperwork to replace medications that were lost in the fire, which one of the family members needed immediately. Arrangements were also made to have the family speak with Red Cross mental health staff.

The caseworkers left information on how the mom could start putting things back together after the fire and made referrals to the Salvation Army and First Call (a United Way-funded helpline with a data base of all kinds of services available in the area). The mom was given instructions on how to contact the American Red Cross if they had any other questions or needed any additional assistance.

Beloit Meals on Wheels – After 16 years as Meals on Wheels volunteers, June and Augie Stellberg found themselves temporarily needing the services. June had been a caller coordinator for members of her church, securing volunteers for one week each month. She and Augie were among those delivering meals.

But when June needed two hip replacements, she found herself in a Brodhead rehabilitation facility and unable to cook the full, hot meals her husband was used to. With their children scattered, they were unable to provide consistent, daily care of their dad. So a call was made to Meals on Wheels.

“Augie likes to eat...and the children were out of town, so calling Beloit Meals on Wheels was the perfect solution,” said June, adding that Augie reported to her “the meals were excellent. They were so much better than he had anticipated.” She said he also liked the cold evening supper since the sandwiches were “loaded.”

For June it meant peace of mind knowing her husband was receiving good, nutritious meals in her absence, and these meals were continued yet for awhile after she returned home while she was still using a walker.

Beloit Regional Hospice (Transitions Program) – When Richard was admitted to the Transitions program, in 2008, which gives emotional and practical support to those with life-limiting illnesses who are not yet ready/eligible for hospice care, he initially only requested case management services. After learning more about the program, he and his family decided that this dementia patient could also benefit from a volunteer. Both case management and placement of volunteers are offered at no cost to the recipient.

Upon learning that Richard enjoyed going out to restaurants to eat, a male volunteer was found to accompany him. This activity also gave the family a respite from his care.

“Transitions has been very helpful to our needs in caring for our father....,” wrote his daughter. “The volunteer Transitions sent to relieve us is wonderful and a perfect fit.”

Agency Success Stories continued...

Big Brothers Big Sisters of Rock, Walworth & Jefferson Counties –

Big Sister Sally has been a mentor for Little Sister Jennifer (names have been changed) for more than six years. They formed a close bond and stayed matched even after Jennifer moved from Clinton to Beloit, while Sally resides in Milton. Jennifer was referred to Big Brothers Big Sisters by a school counselor after a family member molested the girl. The anger Jennifer felt made it difficult for her to open up around adults, and her home life was chaotic. She saw her sisters going down the wrong path as well, and wanted more for her own life. Over the six years, Sally and Jennifer have been able to enjoy many activities together like attending plays, movies, a ballet performance and boat trips, or just spend time baking cookies and playing board games. This relationship has helped Jennifer's self-esteem improve dramatically. Now in high school, she gets good grades, is avoiding delinquency, and plans to attend college.

Jennifer knows she can go to Sally with anything. "Sometimes I just listen to her," said Sally, and that, of course, is what all children need and deserve.

Boy Scouts – Glacier's Edge Council – According to information provided by Boy Scouts, 23 percent of married couples in Beloit were classified as poor in 2010, and not able to provide the necessary essentials that a child needs.

Last summer the council was able to send more than 300 kids to summer camp from the Beloit area, many from families living below the poverty level. This program was largely funded by Stateline United Way donations, so there was no cost to child or parents.

The kids experienced all the usual things one would expect from camp – arts & crafts, safety and shooting of BB guns, swimming, nature hikes and education and just having time to play with friends. Some of the children from under privileged families were also given shoes when they didn't have an adequate pair.

"The most important fact is that we were able to provide a lifetime experience for kids who may not receive any other support during year or during their childhood," said a Boy Scout representative.

CARE House (program of YWCA of Rock County) – A 12-year old girl first came to the YWCA CARE House alleging sexual abuse from the age of 5 by her stepfather. In her best interest, as well as that of her mom and three siblings, he was ordered to leave the home.

The girl participated in a support group for young victims of abuse, but then six months later she began recalling more abuse by the stepfather. Because she had been made to feel comfortable with the environment and staff at CARE House, she was willing to disclose additional facts. This information resulted in a stronger case against him. The mom is in process of divorce and CARE House continues offering services for the family as it moves toward healing.

Catholic Charities – Suzi was developmentally disabled, was visually impaired, and on top of that had broken her arm. None of that stopped her from wanting to attend the agency's Recreation Program Christmas Party.

The program's Recreation Assistant arranged to pick Suzi up and some other clients for the party, but she had a difficult time making it over the slippery parking lot and more troubles getting into the vehicle. Though her frustration was visible, she finally made it, and once in the SUV made a few jokes and laughed about her difficulties. She sang to the music on the radio all the way to venue. "It didn't matter that Suzi had just struggled earlier," said Recreation Assistant Jodie Klamm. "She didn't let it ruin her mood or her day. Instead she sang and brought so much joy to everyone in the car. It really sometimes is the little things that matter most. The lesson Suzi teaches is that we all have setbacks and challenges....., but that doesn't mean

Agency Success Stories continued...

Community Action Inc. – Barb (not her real name) was 20 years old and attending college on basketball scholarship, when she found herself pregnant. She came from a broken family which offered no support, even when she found herself in a high-risk pregnancy because she was having twins. She found herself homeless and sleeping house-to-house with friends.

The babies came three months early at 1.5 lb. and 1 lb. Because they could not be immediately released from the hospital, and Barb wanted to be near them, she spent many days in Milwaukee at the Ronald McDonald House.

Just before the first baby was released, workers at the Transitional Living Program of Community Action found an apartment suitable for Barb and the babies.

Even with the job of caring for newborns, within six months Barb was able to re-enroll in school carrying a full load of credits toward an associate degree. She had a seasonal job in retail over the holidays.

Despite continuing to receive supportive services from Community Action in the way of gas vouchers, diapers and car seats, she is considered to be well on her way to success.

Consumer Credit Counseling Services (program of Family Services of SWANI) – A 38 year old mother had been the victim of domestic abuse. She was trying to get herself and four children ages 16-21 established in a home without the income or presence of her husband. Her two oldest children attend cosmetology school, but still reside with her. Sonya has worked as a temporary employee, but anticipates being hired permanently by the company within the month. Meanwhile, she needed help with budgeting, so came to CCCS for assistance. After discussion it was determined she should be setting aside \$248 monthly to cover miscellaneous needs such as clothes, car repairs, school costs, gifts, etc. She still owed \$2,000 to her landlord which had to get paid, and counselors helped her see how she could put an extra \$50 a week toward that, until her rent was current. Counselors also suggested she file a W-5 form for Advanced Earned Income Credit to help make the plan possible. As she left, they urged her to work on the plan set out, and call for more help if needed.

Counseling (program of Family Services of SWANI) – Adam, 13, first went with his family for counseling because of his behavioral problems with siblings and at school, along with his difficulty concentrating. He had been suspended from school and was facing the possibility of having to repeat his grade. After a year of treatment with counselors and a psychiatrist which included medication, Adam learned more tactics for helping calm himself down instead of acting out of control. He has improved his grades, concentration and is more motivated. He is more social and enjoys being with friends, and is also more patient with siblings.

With his mom not working and his dad's hours cut at work, Adam's family was in need of the sliding scale used to make services affordable, all this was possible due to United Way funding.

Court Assisted Special Advocate (program of Family Services) - Joe (an alias), 16, has been out of his family home for 1/3 of his lifetime. As a child victim of abuse and neglect in need of protection and services, he was losing hope and the sense of any control over what he was experiencing. Soon he was in the legal system as a juvenile delinquent. It seemed his delinquency was overshadowing the fact that he was in the system because of the abuse and neglect he had suffered. But his need for services to address his reasons for his acting out were not being addressed. If things continued it was feared he would transition out of the child protective system into an adult prison system. Joe's CASA volunteer was able to speak up for him, to give him and his best interests a voice within the system that was created to protect him. His volunteer informed the judge of this connection and recommended that Joe receive needed services. His CASA volunteer was also able to insure that Joe²³ have the same attorney for all of his hearings, which led to improved representation for him.

Agency Success Stories continued...

As a result of this advocacy, Joe was placed in a facility that was equipped to work with him and provide Joe and his family members the physical, psychological and therapeutic support necessary. Within six months Joe improved markedly and for Christmas 2010 he received a present which he had begun to think would never happen. He was reunified with his family.

Domestic Violence Center (program of Family Services of SWANI) - Sherrie (alias) entered the emergency shelter program the end of this past summer with two small children in her care. She had made plans to leave her abusive partner by having identification for herself and the children in her possession, and had made arrangements for her financial independence. But when she first called the shelter, it was full. She was able to stay with a family member and kept in contact with the center until a room was available. (The Beloit Domestic Violence Center experienced record numbers of individuals using the shelter during 2010, and a record average of being 83.66 percent full.)

Sherrie actively participated in women's support groups and her individual sessions with shelter advocates. She was able to exercise her newfound personal empowerment by following an individualized goal plan through the shelter services which included enrolling in classes at a local community college where she made good grades. She was successful in finding a house to rent and the family moved in thanks to furnishings being supplied by community donations. Sherrie has stayed in contact with center staff and seems to have achieved stability and independence in the Beloit community.

Energy Services – An unemployed single mom was struggling to maintain her household and make payments on her fuel bill. After finding she was completely out of fuel, Energy caseworkers who are on call 24 hours a day, seven days a week, supplied her with space heaters. They were also able to arrange a payment so a fuel delivery could be made. Without help from Energy Services, the family would have been left without heat.

Girl Scouts Badgerland Council - The council and Beloit Junior Golf Association each summer collaborate on a golf program for girls in low-income schools who may never otherwise have the opportunity to golf. Supplies and transportation for this program is supplied in part by funding from Stateline United Way. Six local girls participated this past summer, being transported once each week for lessons.

"You could hear the excitement in the girls' voices when they would get their reminder calls each week," said a staff member. "All of the girls were taught the fundamentals of golf, and on the last day we had a golf game with all of the organizations that participated. The girls were given gifts at each station and really had a good time."

A banquet was held in November for participants, where one local girl was chosen to receive a special award for showing the most dedication and most potential.

"The pride and confidence that comes from trying a new skill and growing both personally and in a group is something that these girls would have otherwise missed out on," said the staff person.

Hands of Faith had several families transition from homelessness to housing in 2010, but its most successful case involved helping a single mother with three children who got back on their feet. Hands of Faith extended her services due to her willingness to juggle single-motherhood with finding employment and eventually finding non-subsidized housing.

Working closely with QPS Staffing, she would leave each morning before 6am, with children in tow, to take them to day care before arriving for one temp job which lasted two months. After that she continued to be gainfully employed at various sites as assigned by QPS.

Agency Success Stories continued...

After that she continued to be gainfully employed at various sites as assigned by QPS.

During this time she experienced several landlords narrowing their choice between her and another family before choosing the other.

"This was frustrating but did not deter her from continuing to strive for her goal in a positive manner," said the shelter director, Jeff Hoyt. In the end she found her housing. Hands of Faith was able to arrange the donation of Christmas gifts for her and her children, thus ensuring a fitting conclusion to her stay.

Independent Disability Services – About three years ago the now 7-year-old son of a single mom was diagnosed with an autism spectrum disorder.

The University of Wisconsin Clinic referred her to the respite program operated by Independent Disability Services, and she was able to receive funding to pay for a care provider. This enabled her to run errands, or to spend time with her older son who is now 11.

Then two years ago she found out that the older son has Crohn's disease, and has been able to utilize the respite funds for this son as well. The mom has had a very stressful few years, with more stressful years to come, but she is grateful for the support and "gift of time" which enables her to be a better parent.

Merrill Community Center - Tough economic times are credited with causing more people to seek help from the Merrill Community Center. For example, the agency tries to provide hot, nutritious snacks for the children who use the agency's service, many of who are living below poverty guidelines.

"Most (of the children) have stated that without the food provided at the center, they would have no other meal," said the center's director, Regina Dunkin. "It is a proven fact that children who have a balanced diet do better academically and socially. For many families our agency serves as a beacon of hope."

By being located in a fragile neighborhood, means the center is able to help more than 500 youth, as well as seniors, annually. "There is no way we could offer such quality services and meet our mission.....without the support of Stateline United Way," said Dunkin.

Nutrition and Health Associates – A group of teen moms at Beloit Memorial High School are learning about the importance of good nutrition for their children and themselves. Nutrition and Health Associates has seen the girls be attentive, interested and participative in group discussions with a registered dietician and nurse.

"We have seen an increase in our teen breastfeeding rate, which is a wonderful outcome," said an NHS staff person. "Cooking demonstrations, fast food and healthy snacks have had rave reviews." One 17 year-old pregnant gal, with a high body mass index, used the information she learned to make healthy changes in her diet during pregnancy, quit smoking maintained appropriate weight gains and reported she felt great about herself and looked forward to a healthy baby. "Music to our ears," said the staff person.

Retired and Senior Volunteer Program – One 83 year-old female volunteer, though confined to a wheelchair, had been an RSVP volunteer for 28 years. She enjoyed the group project at her senior apartment complex which found volunteers occasionally preparing mailings through RSVP for other non-profits. When it was necessary for her to move to a different senior apartment complex, she became the driving force behind getting a similar project set up at her new home.

Due to this volunteer's enthusiasm and encouragement, three of the ladies in her building attended the first project and thoroughly enjoyed themselves, according to an RSVP staff person. None of the ladies had been active volunteers in the past, but are now registered with RSVP and looking forward to their next project.²⁵

Agency Success Stories continued...

Salvation Army – Doug, a father of three young children, never thought he would have to ask for help.

It all began when he lost his job in 2008 due to the company downsizing. He went on unemployment and began taking criminal justice classes at Blackhawk Technical College full time. The couple was making it financially thanks to the fact that his wife was working. Then he and his wife separated, sharing custody of their children aged 6, 4 and 3. Doug moved into the small, two-bedroom trailer of a friend. “My unemployment was running out but I was determined to be the best father I could and provide for my kids while attending school full-time,” he said. That was when he contacted the Salvation Army and received a gas voucher to help him get back and forth to school. He was also able to get food from its pantry, and on days he didn’t have school, went to the Salvation Army for breakfast or lunch. He also got help paying the co-pay on his medication and they helped him get involved in the food stamp program.

Doug was finally able to move into his own apartment with assistance from the Salvation Army, which paid half his first month’s rent. He is seeking employment with a temporary agency but struggles to balance jobs which allow him to continue at school, and time with his children.

“I am proud of my accomplishments....,” he said. “I hope that once I get back on my feet that I will be able to volunteer my time to (the Salvation Army) to help others.”

Special Methods in Learning Equine Skills – Upon her birth, Vicki’s parents were told their daughter would never walk, talk or learn to care for herself. The Rockton resident has proved the doctors wrong. At age 4 she began riding horses in the SMILES program for therapy and fun. She blossomed.

Learning to walk with crutches at 7 years of age helped her gain self-esteem, confidence, speech and an amazing will power. The horses helped her stability, balance and independence.

Today Vicki has been riding horses for 28 years. She is a teacher’s aid to a kindergarten class, does ceramics, paint and makes her own jewelry to sell.

“This is not the image doctors painted for us 32 years ago,” said her mom who believes wholeheartedly that the horses are responsible for Vicki’s success. “Without this therapy I am convinced that the doctors would have won when they said she would never be able to do things. It is because of these wonderful horses that she is the active, confident and social woman she is today.”

Stateline Boys and Girls Club – When an 8 year old boy first started going to the E.J. Dalton Boys and Girls Club just across the street from his home, it was purely for fun and games.

As time passed, however, he learned it was a place to also get help with homework and meet new people. He realized that “the people who worked there were nice and one day I might want to be an employee of the Boys and Girls Club.”

That thought became reality when he was one of the first members to belong to Junior Staff at the club. As a paid employee he kept score during girls fast pitch softball games and junior tackle football games. In 2007 he was the club’s Youth of the Year and has grown from a dedicated member to a dedicated staff person.

“He is a delight to work with and does a great job engaging with our members as well as our great team of staff members,” according to staff. He is attending Blackhawk Technical College and continues working for the club as the program coordinator at its Royce School program.

LIVE UNITED®

Your Pledge to United Way Can Change Your Community...

\$1 a week...(a lottery ticket, soda or candy bar)

■ Buys 2 gait belts for disabled students who need support from the waist during horse-riding therapy at SMILES (Special Methods In Learning Equine Skills).

■ Buys seven hours of Independent Disability Services respite care for the family of a child with special needs. ■ Provides Boy Scout membership and Boy's Life magazine for two boys for an entire year. ■ Makes materials available to raise awareness of energy assistance programs offered by Energy Services for low-income households. ■ Sends two boys to Boy Scout Tiger Day camp.

■ Buys more than 200 teen resource cards for the Lutheran Social Services Runaway and Youth Services (RAYS) program. ■ Provides two community social or recreational events for a Catholic Charities client with a developmental disability. ■ Covers a yearly membership fee to Girl Scouts for a year. ■ An average return of \$371 in grant dollars brought in to the Stateline through Voluntary Action Center's Grant Center with volunteer-written proposals. ■ Provides a hot breakfast once a week for someone at the Salvation Army. ■ Comfortably beds a horse with shavings for 13 weeks at SMILES. ■ Allows three boys to participate in the Afterschool Scouting program. ■ Allows Catholic Charities to provide one pregnancy counseling session with a teen and her family. ■ Provides educational materials and supplies for 4 weeks of Equine Assisted Learning classes at SMILES for the at-risk population.

\$2 a week....(one beer, fast food sandwich or magazine)

■ Provides enough food from the Salvation Army pantry to help three families for three days each. ■ Buys 14 hours of Independent Disability Services respite for the family of a child with special needs. ■ Provides 2 weeks of feed and housing for a special therapeutic riding horse at SMILES. ■ Provides 7 boys with Boy Scout membership for a year in scouting, or one year participating in the Scouting afterschool Program. ■ Provides one Catholic Charities counseling session for an uninsured family.

■ Allows two boys in grades 1-4 to participate in Boy Scout Summer Day Camp. ■ Buys three family counseling sessions thru the Lutheran Social Services Runaway and Youth Services (RAYS) program.

■ Pays for 14 hours of volunteer time, according to statistics kept by the Voluntary Action Center.

■ Will buy a helmet and safety stirrups for two riders in the SMILES program.

■ Sends 10 Boy Scouts on a field trip. ■ Provides five at-risk, low-income households in the Beloit/Clinton area with an energy assistance eligibility assessment, crisis prevention and case management through Energy Services, plus information on energy conservation, budget counseling, & referrals to weatherization services.

■ Helps the Retired and Senior Volunteer Program (RSVP) support an America Reads volunteer in a grade school (helping students develop reading skills) for one semester. ■ Covers the self-pay cost of a family for an entire 8-week parenting class offered by Lutheran Social Services.



100 Reasons to Give:

1. The need has never been greater and can't be ignored.
2. Helps almost 74,000 people each year.
3. Unemployment is up, with Rock County registering as having the highest unemployment in Wisconsin.
4. Life changes unexpectedly.
5. If there were ever a time to give, it's now.
6. You believe the Stateline can do better.
7. If not you, then who?
8. You may have little but others have less.
9. It impacts future generations.
10. Help strengthen our community for 100 more years.
11. What kind of people would we be if we didn't help our neighbors?
12. You want to help food pantries feed people.
13. It inspires others to do the same.
14. Give your parents something to brag about.
15. Now more than ever - it's not all about you.
16. It lends support after medical procedures are complete.
17. It's a wise investment guaranteed to produce returns.
18. Someone has given to you.
19. For the price of two trips to the vending machine per week, you can help change a life.
20. Because you can't take it with you.
21. You are a part of the Stateline's next generation of leaders.
22. Just \$1 per week for one year provides school supplies for five students.
23. In an instant, you could become the person in need.
24. Improving one life at a time has a ripple effect.
25. Every child deserves a safe home.
26. Your Facebook friends will be impressed
27. Quality early childhood education increases a child's chances of going to college.
28. One out of 11 households in Wisconsin doesn't know where its next meal is coming from.
29. Because no one should have to pay full price for prescriptions.
30. Because you may not even realize all that you have
31. We all need help at times.
32. What we have in common is greater than what divides us.
33. When children learn to read, their futures open wide.
34. In lieu of birthday gifts - donate!
35. It's the easiest way to contribute to society.
36. It sets a good example for your children (and their children).
37. Provides hugs for elderly people who live alone.
38. Makes you feel needed.
39. You have a genuine desire to help others.
40. Strong families = a strong community.
41. Make lemonade out of lemons.
42. You believe in the good in people.
43. Mentor a whole community at once.
44. Prevents drug and alcohol abuse.
45. Be part of the solution.
46. We're building strong, healthy children.
47. It takes a village.
48. Your Twitter account needs an update.
49. It builds employee teamwork.
50. Gives babies a healthy start.
51. The cost of one \$3 latte per day for a year feeds a family of four for four months.
52. It's good for business.
53. People are counting on you.
54. It helps work toward reducing teen pregnancy.
55. Impress the ladies.
56. It gives people hope. It gives you hope.
57. Food banks report an increase in the numbers of people needing assistance.
58. Because you can
59. Because you should
60. Because it says something about you.
61. Domestic violence is just not acceptable.
62. Who doesn't like a tax deduction?
63. Giving back makes life more meaningful.
64. It provides resources to make parents stronger.
65. We are a community.
66. Each of us contributes to the overall greater good.
67. We all need independence and self-sufficiency.
68. You have the desire to make a lasting, positive imprint.
69. It never goes out of style.
70. Because you are a leader.
71. There are no guarantees in life.
72. The sum is greater than the individual parts.
73. Instant winner every time.
74. Give once to impact hundreds of issues and thousands of people.
75. You or someone you know has been helped by United Way.
76. Light up someone's life.
77. 2 make U :)
78. Giving is receiving in its truest form.
79. Child abuse is preventable.
80. One donation supports more than 60 community programs.
81. It's good for your heart.
82. It's a risk-free way to be a hero.
83. The voice of many is much stronger than the voice of one.
84. Ignorance is NOT bliss.
85. You can make a difference.
86. 15.6 percent of residents with an income are below poverty level.
87. It will make you a better citizen.
88. It feels good. It does good.
89. Kids in after-school programs are much less likely to get in trouble with the law.
90. United Way only invests in accountable programs that produce results.
91. The more you give, the more you receive.
92. Give 'til it feels good.
93. You care.
94. One of six children in our community lives in poverty.
95. Because George can't do it alone any more.
96. You could be the one needing help someday.
97. To donate is to feel empowered.
98. No child should go to bed hungry.
99. It makes your place of business look good.
100. You can provide someone with a place to sleep tonight.

