

United Way Delivers Some Christmas Cheer.

Plenty of Christmas cheer was delivered during the holiday season. McLane High Plains, Target and Guadalupe Parkway Sommerville Centers partnered to bring Christmas to many families in the area.

The employees of McLane High Plains kicked things off in November with a company-wide toy drive. Employees generously donated toys to benefit children who attend Guadalupe Parkway Sommerville Centers. More than one hundred-fifty toys were collected for the elementary age boys and girls at those centers. The toy drive is an annual event for the employ-

ees and demonstrates just one of the many ways they support the community.



Guadalupe Parkway staff

Target stores once again committed to making the holiday bright by donating four fully decorated Christmas trees. For more than twenty years Target stores have partnered with local United Ways to distribute trees to families in need. The share-a-tree program has become a visual display of their continuous community support and involvement.

Guadalupe Parkway Sommerville Centers brought it all together with their annual

Christmas recital. McLane High Plains delivered the toys and with the help of Santa. Mrs. Claus was also on hand to hear Christmas wishes and hand out toys. Along with organizing a fun-filled evening, staff members also helped to identify families for the Target share-a-tree program. Christmas trees were delivered to families the morning of December 16th. Fourteen children in four different families were thrilled with the special deliveries.

All participants were reminded of how our community pulls together to make a difference for so many.



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LIVE UNITED™



Lubbock Area United Way

Community Matters

4th Quarter 2011

Give. Advocate. Volunteer.

VICTORY REPORT!

\$5,450,175 RAISED

Lubbock Area United Way and its supporters celebrated the conclusion of the 2011 Annual Campaign at a luncheon on November 29th. More than 600 volunteers and donors were on hand as Campaign Chairman Kevin McMahon announced that \$5,450,175 had been pledged.



Kevin McMahon
2011 Campaign Chairman

The amount raised is 100.3% of the campaign goal. The money raised will be used to fund Lubbock Area United Way's 23 Community Partner agencies, and help provide services for more than 100,000 people in the Lubbock area. "The money raised will take care of the homeless, feed the hungry, give kids affordable day care, counsel those in need, heal the sick, teach people to read, help them find jobs, provide mentors, and teach leadership skills," said McMahon.



2011 Campaign Totals

Division	Amount Raised
Corporate and Small Business	\$ 951,159
Loaned Executive and JumpStart	\$2,933,410
Golf Tournaments	\$ 140,955
Professional	\$ 145,429
Special Gifts	\$ 70,508
Combined Federal Campaign	\$ 86,565
State Employee Charitable Campaign	\$ 778,290
Local Government	\$ 317,890
National	\$ 25,969
TOTAL	\$5,450,175 <i>(100.3% of Goal)</i>

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2011 Highlights & Accomplishments

The money raised through the annual campaign is used to fund the vital, year-round work of Lubbock Area United Way and its 23 Community Partner agencies.

In 2011 through the Education Matters Initiative, United Way has made progress in addressing a range of community issues. This progress includes, but is not limited to:

Education Matters Collaborations

In 2011 Lubbock Area United Way benchmarked school readiness with early reading assessments from Frenship Independent School District, provided by Superintendent Dr. David Vroonland. Dr. Eugene Wang, professor at the College of Education at Texas Tech, analyzed the data, which was highlighted in the 2011 Community Status Report.

This year the Loaned Executive and Jumpstart Division raised almost three million dollars for the 2011 Annual Campaign.

United Way's Success By 6 distributed medical, educational and infant resources at the Teen Moms Care event with March of Dimes Prenatal Services Committee. Success By 6 also distributed 100 early learning DVD's and 120 children's books.

United Way continued work, along with other organizations, on the YWCA's Texas Healthy Adolescent Initiative grant. As a result of the YWCA's application, Lubbock was named by America's Promise Alliance as a winner for the 100 Best Communities for Young People.

In 2011 Texas Tech University became a Community Status Report partner and

established a Student United Way with over 40 student volunteers.

Advocacy, Engagement & Leadership

The United Way's Public Policy Committee, working together with our Community Partners, highlighted issues with the Texas state budget cuts. Early advocacy and communication efforts made a difference and resulted in less disproportionate and drastic cuts in child abuse prevention programs than were predicted.

The Lubbock Area United Way also took a leadership role in homelessness issues and developed the Homeless Oversight Committee. This committee unanimously supported LINK Ministries' appeal to the City Council for a zoning change for tent city. The committee worked for the good of the community, to address concerns of both businesses and the homeless population.

*Ryan Curry, Jumpstart Chair
Amber Dean, Loaned Executives Chair*



Homeless Oversight Committee Members

City and County Law Enforcement
Lubbock Police Chief Roger Ellis
Lubbock County

Ronnie Villegas, Kathleen Finley and Kim Howell

Lubbock Regional MHMR
Cathy Pope

University Medical Center
David Allison

Covenant Health System
Richard Parks

City of Lubbock Community Development
Bill Howerton

Link Ministries
Les Burrus

Monterey Church of Christ
Ben Pickett

Betenbough Foundation
Holly Betenbough

Central Business TIF
Latrelle Joy

Lubbock ISD
Denise Mattson

Lubbock Area United Way
*Judy Parker, Chair
Community Impact
Cory Powell, Vice Chair
Community Impact*

Building Financial Stability

United Way continued collaboration with the FreeTax income tax preparation non-profit, facilitating several United Ways of Texas grants and sponsoring the program. In its ninth year, volunteers provided services for 2,736 households, saving them approximately \$410,000 in tax preparation fees.

Over 40 Years of Service as an Employee of the Lubbock Area United Way

Over 40 years of anything is a long time. Not many people can say they have dedicated that much time and effort to anything in their life. We at Lubbock Area United Way are blessed to have one such extraordinary individual.



Martha Bland - 43 Years of Service

Martha Bland has spent the last 43 years working to help people in the Lubbock area. She has taken the Lubbock Area United Way from literal pledge cards – index cards in boxes and a mimeograph machine to a complex database.

She retired at the end of November, just after the organization exceeded its fundraising goal and announced it raised \$5,450,175.

“Every organization has someone behind the scenes taking care of the details that make everything work well,” said Glenn Cochran, president and CEO of Lubbock Area United Way. “Martha has been that person for us. We have more than 20,000 individual donors each year, and she has been responsible for logging all the information on each one for all these years. Just imagine what our organization would be like if that weren't done properly.”

“I'd like everyone to know how much we at United Way think of Martha,” Cochran said. “She always calls it as she sees it, and you never have to wonder where you stand. We will miss her very much as part of our team.”

In addition, low income residents received \$1.3 million in Earned Income Credits (EITC) and more than \$4 million in federal income tax refunds.

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