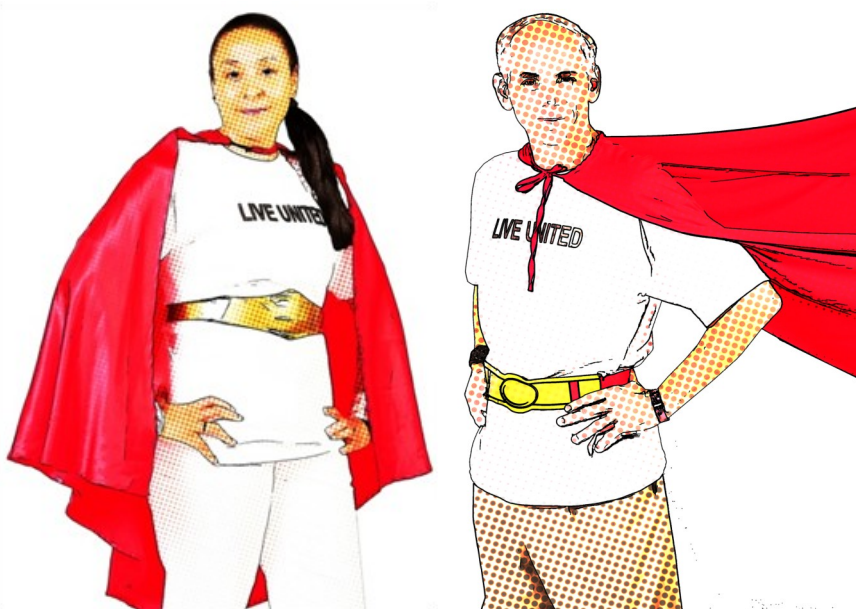




2010

Annual Report

United Way of Lee County, Inc.



Give. Advocate. Volunteer.

LIVE UNITED



2010 Annual Report United Way of Lee County, Inc.

What an amazing year to be in Lee County Alabama. 2010 was a year of Champions for East Alabama. Auburn University won the SEC Championship and was later crowned National Champions with their Bowl win in January. The Auburn quarterback, Cam Newton, won the Heisman award and his fellow teammates and coaches brought home numerous awards.

Our campaign started with tremendous enthusiasm following an inspirational key note address by Auburn Assistant Coach Trooper Taylor. Coach Taylor with his “Trooper Towel” is famous for the energy and encouragement that he creates on the sidelines. Coach Taylor’s personal story reminded us of our mission and inspired our volunteers to strive for even greater impact in the new year. Our theme for the 2010-2011 Kick-off and Campaign was “**Take Action**” This Action Hero based theme provided fun and levity throughout our campaign as we dealt with the hard issues at hand. Through newspaper ads and radio PSA’s the concept of being involved in the community and United Way was reinforced. Chairman Laura Cooper did a fantastic job of leading our “Super Hero” volunteers in their efforts to meet community needs. While we still felt the effects of the weakened economy, we were encouraged by seeing growth in our campaign. We are most grateful for the community’s continued support for our programs and initiatives. We set an ambitious goal of \$900,000 and while still a bit short, we have raised over 95% or:

\$856,000.00 !

Our commitment to community impact remains strong. This year we have continued to be an integral part of the state-wide **2-1-1 Initiative** for information and referral. In 2010 our calls for information and referrals to community resources more than doubled. Individuals in our community were provided 6617 referrals for assistance with health and human services resources. In February, United Way and 2-1-1 staff participated in **A Day at the Legislature**. Individuals throughout the state went to Montgomery to the state legislature to talk with our local representatives and senators about 2-1-1 and the impact that it is having throughout the state. We have also strengthened our local community network of service providers by increasing the number of partners on our web-based clearinghouse system (**Charity Tracker**), used for tracking benevolent assistance in Lee County.

Partnering with others is a United Way strength. This year we were fortunate to partner with the City of Auburn in distributing “Child Booster Seats” to local organizations working with parents and children. It is recommended that parents use a booster seat with their children until they are at least 4’9” tall or weigh at least 80 pounds. Through this joint effort we were able to provide 210 families with a way of helping to keep their children safe while traveling in the car.

We instituted our first county wide **DAY OF ACTION** on June 21st. The citizens of Lee County were invited to participate by donating school supplies to help children in the Auburn, Opelika, and Lee County School Systems. Companies provided opportunities for their employees to donate items at the workplace and drop-off points for donated supplies were provided throughout the community. In addition to a grant by the Auburn Rotary Club, hundreds of dollars of school supplies were collected and distributed through the school counselors within the three school systems to insure that our students have the supplies they need to succeed. Thanks to our great community for getting involved and working to... **LIVE UNITED!**





**United Way of Lee County, Inc.
Board of Directors
2010-2011**

Officers/Executive Committee:

Member	Present Term Ending	
Jay Jones President	2011	Lee County Sheriff
Laura Cooper VP/Campaign Chair	2011	Lee County Youth Development Center
John Wild Secretary	2011	A-O Convention and Visitor Bureau
Kris Blackmon Treasurer	2011	Auburn Bank
Anne Grady Immediate Past Pres.	2013	Community Representative
Rebecca Benton Executive Director	Ex officio	United Way of Lee County
Terry Andrus	2013	EAMC
Jan Burke	2012	Lee County DHR
Eric Canada	2012	National Bank of Commerce
Mark Chambers	2011	Southern States Bank
Dave DeBaets	2013	Briggs & Stratton
LaFaye Dellinger	2011	Mayor, Smith Station
Alison Hall	2011	City of Auburn
Lynne Hammond	2012	Auburn University
Joe Hampton	2012	Alagasco
Brian Henderson	2012	Wal-Mart Distribution Center
Rev. Clifford Jones	2013	Greater Peace Missionary Baptist Church
Kate Larkin	2011	Auburn University
Dr. Mary Ellen Mazey	2012	Auburn University
Tipi Miller	2012	Keep Opelika Beautiful
Ann Norrell	2011	RBC Bank
Jim Rainey	2012	Opelika Auburn News
Dr. Brenda Rickett	2011	Opelika City Schools
Dr. Bill Sauser	2011	Auburn University
Jason Smith	2011	Southern States Bank
Clima White	2011	Community Representative
Clint Wilson	2012	McCollum, Crutchfield, and Wilson





Underneath everything we are. Underneath everything we do. We are all people. Connected. Interdependent. United. And when we reach out a hand to one, we can influence the condition of all. That's what it means to LIVE UNITED.

2010 Campaign Results

Campaign Goal: \$1,000,000

Division	Total Pledges	Percent of Division Goal
Business Division	\$174,482.73	102.6%
Campus Division	\$151,587.75	101.1%
Combined Campaigns & Pass-through Monies	\$22,850.24	126.9%
Industry Division	\$127,027.08	44.1%
Institutions Division	\$290,362.11	103.7%
Non Campaign Income	\$1027.26	
Professional Division	\$30,509.56	96.5%
Residential Division	\$67,815.60	113.0%
Special Fundraising	\$3192.36	
Campaign Total	\$868,854.69	86.9%





2010 Campaign Accounts Receivable

As of 2/24/11

Pledge Type	Pledge	Payment	Amount Outstanding
Invoiced	\$208,112.41	\$202,428.12	\$5684.29
Cash/Check	\$214,856.89	\$214,856.89	
Payroll Deduction	\$417,548.90	\$382,125.92	\$35,422.98
Corporate Payroll Matching	\$29064.79	\$27,055.02	\$2009.77
Total Receivables	\$871,685.49	\$826,465.95	\$43,117.04

Collections Rate 95.05%

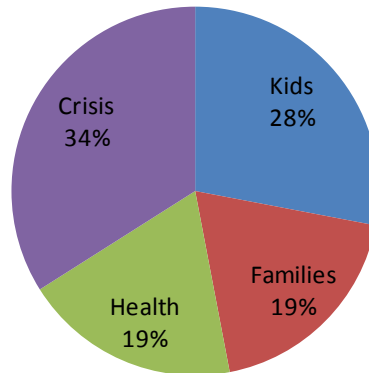
It is natural that communities face challenges. By bringing together our community's people and resources, the United Way of Lee County takes on many of these challenges. We work year after year to build a more caring community that meets our most pressing concerns.



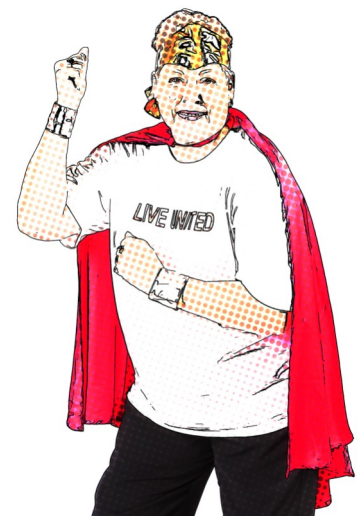
How we supported community impact in 2010

It's important to live in a community that's committed to helping children succeed and families achieve self-sufficiency and to assuring that there's a safety net of basic services available, not only for older adults or individuals with disabilities, but also for people who need services in emergencies and natural disasters. Community investment enables United Way of Lee County to effectively and efficiently tackle these issues that matter most in our community and find solutions for them.

Percentage of Allocation by Impact Area



Agency	2010 Allocations
United Way Member Agency	
Andrew Willis Fund	\$1,500
Auburn Day Care Center	\$38,000
Auburn Dental Clinic	\$16,500
Auburn Dixie League Baseball (designation above allocation)	\$299.86
Boy Scouts	\$10,000
Boys & Girls Clubs	\$85,000
Child Advocacy Center of East Alabama	\$15,000
Child Care Resource Center	\$4,500
Community Connections Information/Referral & Clearinghouse	\$62,000
Community Market of the Food Bank of East AL	\$30,000
Crisis Center	\$25,080
Dixie Youth Baseball, Opelika (designation above allocation)	\$253.28
Domestic Violence Intervention Center	\$30,000
East Alabama Services for the Elderly	\$50,000
Easter Seals of Lee County	\$30,600
Food Bank of East Alabama	\$21,000
Girl Scouts	\$10,000
Greater Peace Child Development Center	\$25,000
Hospice of East Alabama Medical Center	\$6717.09





How we supported community impact in 2010...

Agency Continued	2010 Allocations
Joyland Day Care Centers	\$25,000
Junior Achievement	\$10,000
Literacy Coalition	\$34,500
Project Uplift	\$25,700
Rape Counselors of East Alabama	\$10,600
Red Cross	\$90,000
Salvation Army	\$40,000
Special Deliveries EAMH-MR	\$50,000
Unity Wellness Center of EAMC	\$30,000
William Mason Emergency Fund	\$12,000
Alabama Child Caring Foundation	\$10,000
Member Agency Total	\$799,250.23

Designations by Donor

Alabama Institute for the Deaf & Blind Foundation	\$143.83
American Cancer Society	\$156.00
Brantwood Children's Center	\$99.07
Camp ASCCA	\$184.43
Camp ICare-AU	\$116.13
Camp Seale Harris (Southeast Diabetes)	\$594.05
Chambers County 4H	\$48.36
Children's Center of Montgomery	\$100.00
Lee County Humane Society	\$206.63
Lupus Foundation of America (Mid-South Chapter)	\$24.28
Multiple Sclerosis Society, Alabama Chapter	\$59.44
Sickle Cell Association, Southeast Alabama	\$45.00
Storybook Farms	\$237.78
Valley Haven School Foundation	\$128.80
Women's Hope Medical Clinic	\$244.60
United Way of East Central Alabama	\$118.89
Auburn Dixie Youth Baseball	\$299.86
Bethany House Memorial	\$137.41
Boy Scout Troop 11	\$58.06
Dixie Youth Baseball, Opelika	\$253.28
Hospice	\$4,704.68
Total Designations	\$7,960.58



Today, you have the power to change the lives of tomorrow. You have the power to impact the ravages of hunger, abuse, disease and the many other challenges facing our community. It is the power of you, working with United Way, that will make a powerful difference in the lives of many for a century to come.

The sky's the limit. Together we can do almost anything.

2011 Campaign Results

Campaign Goal: \$900,000

Division	Total Pledges	Percentage of Division Goal
Business Division	\$207,064.25	102.0%
Campus Division	\$131,615.08	94.0%
Combined Campaign & Pass Thru Monies	\$25,048.04	113.9%
Industry Division	\$124,563.71	83.0%
Institutions Division	\$288,742.19	99.6%
Professional Division	\$23,445.07	73.3%
Residential Division	\$65,480.00	109.1%
Special Fundraising	\$822.37	27.4%
Campaign Total	\$858,315.25	96.3%

The future depends on what we do in the present~
Mahatma Gandhi





2010 Leadership Giving

Alexis deToqueville

Mr. & Mrs. Terry Andrus
Anonymous

Gold Feather

Mr. & Mrs. Fred Bennett
W. James Samford, Jr. Foundation
Dr. & Mrs. Steve Hubbard
Richard & Joan Jaeger
The Mary & Yetta Samford Foundation
Mr. & Mrs. Ed Lee Spencer
Dr. & Mrs. James Grady

Silver Feather

Drs. Dawn & Harry Boothe	Mr. Al Cook
Drs. Christine & Charles Eick	Dr. & Mrs. Richard Freeman
Gary & Laura Fuller	Mrs. Marjorie Galloway
Ms. DeeDee Harper	Mrs. Bobbie C. Harris **
Dr. & Mrs. Gerald Leishchuck	Drs. William & Lane Sauser
Dr. & Mrs. Emil Wright	

Red Feather

Anonymous Donors	Kendal & Barbara Adams	Mr. M.L. Beck
Mr. Fred Bennett	Dr. Susan Brinson	Dr. Barry Burkhart
Mr. & Mrs. Mark Chambers	Mr. Ab Conner	Dr. & Mrs. William Ross Davis
Jan & Richard Dempsey	Mr. & Mrs. Frank DeGraffenreid, IV	Dr. Catherine Dozier-Donald
Dr. Patricia Duffy	Mr. Bob Dumas	John & Jane Dunkelberger
Dr. Ruth Galbraith	Dr. & Mrs. Wes Glisson	Dr. Tina Loraas
George & Susie Hall	Dr. Raymond Hamilton	Ms. Lynne Hammond
Dr. David Han	Dr. Georg Hetzer	Mr. Errol Howard
Mr. Jerry Hughes	Mr. & Mrs. Chip Johnson	Dr. Eleanor Josephson
Mr. Charles Lawler	Dr. & Mrs. William Lazenby	Ms. Erna Lopez
Dr. & Mrs. Nels Madsen	Mr. John Mason	Paul & Dolly Marshall
Dr. Mary Ellen Mazey	Dr. Randall McDaniel	J.N. & Joy McGowen
Dr. Andrew McLelland	Dr. & Mrs. Joe Molnar	Dr. Paul Patterson
Dr. Carl Pinkert	Dr. & Mrs. Joel C. Pittard	Mr. Richard Railey
Ms. Margaret Rainey	Dr. Robert Ritenbaugh	Dr. & Mrs. William Russell
Mrs. Judy Sellers	Dr. Andrew Sinclair	Mr. & Mrs. Eddie Smith
Pam & Robert Smith	Dr. & Mrs. Eugene Stanaland	Mr. & Mrs. Richard Starr
Mr. Mark Stirling	Mr. & Mrs. Tom Uzzell	Mr. Will O. "Tripp" Walton, III
Mr. & Mrs. Ed Williams	Mr. & Mrs. Ted Wilson	Dr. Emmett J. Winn
Tom & Ruth Wright	Dr. Leland B. Yeager	

**deceased





Top 40 Firms 2010 Campaign

United Way gratefully acknowledges the following organizations for their outstanding commitment to Living United in Lee County.

Rank	Account	Rank	Account
1	East Alabama Medical Center	21	Borbet Alabama, Inc.
2	Auburn University	22	Hyundai of Alabama
3	City of Auburn	23	JC Penney and Co.
4	Briggs & Stratton	24	Bennett & Company
5	Auburn City Schools	25	AT&T
6	City of Opelika	26	Mando American Corp.
7	Alabama Power Company	27	Target
8	Kroger Company	28	Southern Union State Community College
9	Wal Mart	29	Flowers Baking Co.
10	Opelika City Schools	30	Best Buy
11	UPS	31	Lee County Medical Society
12	Alabama Employees State Combined Campaign	32	Dillards
13	Auburn Bank	33	Schuster Enterprises
14	RBC Bank	34	Lee County Commission
15	Compass Bank	35	Machen, McChesney, & Chastain, CPA
16	MeadWestvaco	36	Lee Obstetrics & Gynecology
17	ThermoFisher Scientific	37	Russell Corporation
18	Lee County Youth Development Center	38	Rexnord Industries
19	Donaldson Co.	39	Achievement Center- Easter Seals
20	Alabama Gas Corp.	40	Bancorp South



“Find a need and fill it”~
Ruth Peale

The mission of the United Way of Lee County is to find the resources required to address those areas of true need in our community. We hope that this 2010 annual report displays our continued efforts to care for our families and to “Live United” in Lee County.

**HOW TO LIVE UNITED IN LEE COUNTY:
JOIN HANDS. OPEN YOUR HEART. LEND YOUR MUSCLE.
FIND YOUR VOICE. GIVE 10%. GIVE 100%. GIVE 110%.
GIVE AN HOUR. GIVE A SATURDAY. THINK OF ME BEFORE ME.
REACH OUT A HAND TO ONE AND INFLUENCE THE
CONDITION OF ALL. GIVE. ADVOCATE. VOLUNTEER.**

LIVE UNITED



United Way of Lee County, Inc.

