



YOUR UNITED WAY

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Upcoming Events:

Emerging Leaders Interactive Training Seminar: How to Serve on a Non-Profit Board - Thursday, November 13 131 S. Barstow Street

Philanthropy Day Luncheon Park Inn Chippewa Falls Noon-Friday, November 14

Board of Directors Meeting: Dec. 18 - 7:30 am

THANK YOU DAY OF CARING PARTICIPANTS!

Friday, September 12, marked the date of United Way of Greater Eau Claire's most successful Day of Caring event yet.

Despite rainy conditions, our volunteers packed the L.E. Phillips Senior Center to kick off the day's events. Participants were greeted by WIAL FM (194) DJ's Curt St. John and Sue Kelly broadcasting live from the parking lot. There was hardly a person in Eau Claire County that didn't know about Day of Caring thanks to the great support of Maverick Media radio stations.

Volunteers dispersed to 18 different locations that day to complete projects ranging from crafts to construction. Rain did delay two outdoor painting activities, but they have been completed by our dedicated volunteers.

United Way Program Partners over time have learned the value of Day of Caring volunteers, and are coming up with bigger and bigger projects! RCU volunteers completed a 40 foot long retaining wall, and Silicon Logic Engineering volunteers built a two

car garage! We expect that the projects will continue to grow in number and size as more members of the community become involved and show us just how multi-talented they are.

Day of Caring Projects went far beyond the day, making a real impact at each location and for every client that will benefit from the generosity of the volunteers.

Thank you to the 37 organizations and many more individuals who took part in Day of Caring activities. Your participation makes this day a success!



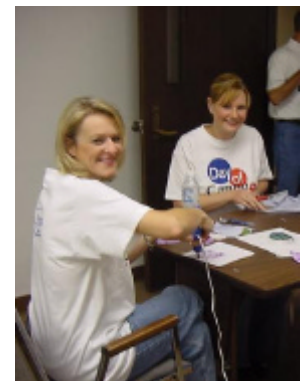
Mindy Sage of RCU washed windows at the LE Phillips Senior Center.



John Sizer of Silicon Logic Engineering helps to build a two car garage.



Al Gruba of Xcel Energy changes the oil in a day care van for Bolton Refuge House.



Lisa Patrow and Anne Makovec of WQOW TV work on craft projects for families of hospice patients.

YOU'D THINK THEY NEVER SAT ON THE BENCH...

At the Mid-Campaign Report Rally held on October 23, volunteers normally clad in business suits had the chance to wear their favorite sports jerseys and get a crowd of hoots and hollers as they came running toward the podium to

speak about their section of the community campaign. Among pom poms waiving, air horns blasting, drum rolls and cheers, campaign highlights were discussed, the current campaign "score" (\$1,010,925) was rolled out, and lucky winners were

drawn for early campaign completion incentive prizes.

Despite the early hour, those in attendance rivaled the crowd at any major sporting event, and made it a truly motivating morning for United Way of Greater Eau Claire's goal of Community Solutions!



SPOTLIGHT ON: COMPANY CAMPAIGNS

The Eau Claire Area School District once again came up with some fantastic ways to get their donors involved in the campaign! They held a total of **8** different special events. The two most popular focused on fowl... Turkey Bowling and a Chicken Drop. The *frozen turkey* bowling is self explanatory... the *live chickens* had bets placed on them to see where they would "drop" on a numbered grid... with one escaped chicken, it made for a feather-ruffling event!

An EXTRA week's vacation??

That was the incentive presented to employees of Mega Pick 'n' Save... and the response was so overwhelming, they decided to give away two! This surely contributed to the absolutely incredible **141%** increase over last year in giving!

A little something in it for you...

Hutchinson Technology presented a double incentive to department supervisors...the more employees within their departments that gave, the more likely they were to get something for themselves... \$1000 was given away in a number drawings held for qualifying donors. The kicker? The department supervisor of the winner also received a \$25 gift! What a way to make sure everyone was asked to give...

Xcel Energy Scores 10 Baskets!

Employees of Excel Energy donated several items that were then divided into themed baskets. These great baskets will be given away in a drawing of all employees making a gift to United Way! Xcel is already planning their special events for 2004.

CVTCbay Auction a Repeat Success

Chippewa Valley Technical College once again ran an Ebay style auction, with all proceeds benefiting United Way of Greater Eau Claire. Items ranging from valuable to "I couldn't wait to get rid of that..." made for a fun sale, and great fundraiser!

FROM THE DIRECTOR'S DESK

Never do all people agree. The one issue of agreement is that these are difficult times and that there will be cuts in government funding of programs that help people. In addition, many philanthropic foundations have lost assets as everyone else, so they also have less to contribute for programs to assist the needy among us.

It is now that everyone turns to our private sector nonprofit organizations to help needy people. They need hope. They need a caring and skillful partner to help them survive these hard times, make a living and support themselves. Our affiliated agencies provide that partnership.

At a time when many of our agencies' budgets are dwindling and needs are increasing, there is

great opportunity for United Way and you, as our partner, to provide solutions to the mounting problems facing people. Today, forward-thinking community leaders and our generous donors recognize we can—and must—impact our whole community in a positive way.

The last two months have meant great things for our community, as companies and their employees and individuals mobilized for another year of supporting United Way. Remarkable achievements have occurred to date, and with several months to go, 2003 is going to be a great year.

Thank you for investing in our community. We are now more than halfway to our 2003 Community Campaign goal and the



Kris Becker, Executive Director

outlook is exciting. The generosity from our workplace partners and individual donors continues to improve our community. Every donation received will become an important part of our collective investment in our area.

It is because of you that United Way and our Program Partners see the successes that mean so much! If you have already pledged your support in 2003, Thank You! If not, today is a great day to continue our investment as a community in what matters.

EMERGING LEADERS KICKOFF EVENT

Thursday, October 23, the first official event was held for Emerging Leaders at the home of Dave and Michelle Markquart.

The harvest event was held in the barn, allowing everyone in attendance the chance to get to know one another in a casual and relaxed atmosphere.

Guests were treated to music by The Andrew Neesley Quartet, beverages from Northwoods BrewPub & Grill, food from El

Patio, and even caramel dipped apples!

Guests came to learn about this new community group, and meet others with similar interests and goals.

Thank you to everyone who has become an Emerging Leader, and our Emerging Leaders yet to come!

Thank you to Dave and Michelle Markquart for hosting this great event!

THANK YOU:

El Patio

Northwoods BrewPub

Festival Foods

The Andrew Neesley Quartet

Next Emerging Leaders Event:

Interactive Training Seminar
"How to Serve on a
Non-Profit Board"

Thursday, November 13

Noon - 1:00 p.m.

131 S. Barstow Street

US Bank Lower Level

Develop Your Leadership Skills
Meet Exciting People
Hear Experienced
Community Leaders!
Share Ideas

Guest Speaker: Laurie Reardon -
Administrator, Marshfield Clinic

A NEW FACE IN THE CROWD...

We are pleased to welcome Kate Mason to the staff of United Way of Greater Eau Claire as our new Director of Resource Development. Kate is working directly with our campaign volunteers.

Kate has six years of experience with United Way in communications, and is looking forward to the new challenge of campaigning.

"I am thrilled to be a part of United Way of Greater Eau Claire. Having just relocated from south Wood County, I am pleased to see sound consistency in the United Way system. The



Kate Mason

very best people in any community seem to gravitate to the United Way process. From community to community outstanding volunteers, equipped with United Way's blueprint for community impact, are achieving great things!"



ASK THE EXPERT...EMILY EMPAKT ANSWERS YOUR QUESTIONS.

Dear Emily,

Yikes... what do you mean the numbers don't matter? I care how many adult mentors were matched with at-risk youth in our area. I have also heard that it doesn't matter how many homeless families received shelter! What gives? ~Angry in Altoona

Dear Angry,

I feel your pain. It is hard for many of those involved with United Way to understand that it isn't the numbers that change our community, but each "Steve", "Jessica", "Mark" and "Suzie" out there. In other words... each individual person whose life has been improved by United Way programs. People have names, and are not just a number. United Way is proud of EACH

changed life, each new face that now has hope for tomorrow. Hope this clarifies things. ~Emily p.s. Note following letter...

Dear Emily,

I attended United Way's exhilarating Mid-Campaign Event on October 23rd and have enclosed a photo of the "impactometer", (thought the staff might enjoy it). It was announced that \$1,010,000 has been raised to date. Do you still need donations? ~ A delighted donor

Dear Delighted,

YES! Over 60 programs count on United Way dollars. For many of them, United Way funds their entire budget! If you know of someone who has already contributed, thank them, and if you know

of someone who has not yet contributed, please invite them to do so soon... it is THE BEST way to make long-term, positive, community change! ~Emily

Norm Keller adds "Community Solutions" to the impactometer showing the ultimate goal of United Way's campaign.



And the winners are...

Tickets for four to dinner and a show at Fanny Hill

Courtesy of Fanny Hill Inn & Dinner Theatre
Warren Petryk - United Cerebral Palsy

Deluxe Salon Package

Courtesy of Design West Full Service Salon
Karin Boumeester - Eau Claire School District

DVD Player

Courtesy of Heartland Aviation
Jill Bell - City of Eau Claire

Gift Basket of Nestle Products

Courtesy of Nestle USA
Matt Gerber - Wells Fargo

A Year of Ultimate Car Washes (12)

Courtesy of Markquart, Inc.
David Florence - Marshfield Clinic

An American Girl Doll

Courtesy of Pleasant Company
Nikki Fluekiger - YMCA

A Day of Beauty

Courtesy of Professional Hair Design Academy
Katherine Duyfhuizen - YMCA

A Ladies Bracelet

Courtesy of Lasker Jewelers
Pat Chittendon - Northwest Wisconsin HomeCare

Congratulations to all of our prize winners!

Community Investors were eligible for incentive prizes if their company completed a campaign and reported results by October 17.

UNITED WAY 101 - COMMUNITY ASSESSMENT

In January, the results of an 18-month long Community Assessment were released to the public. Response to the Assessment has been overwhelmingly positive. Organizations and coalitions throughout the community are using the results to formulate plans for programming.

United Way is using the document as a tool in the fund distribution process and for strategic planning. The Strategic Planning Committee identified seven key areas for focus that concentrate on long-term, sustainable solutions. For example, programs that break the cycle of poverty will be a priority. Certainly, helping people through crises is important, but they will be helped even more when we provide the

tools necessary to attain and maintain economic self-sufficiency.

Information in the Assessment sparked considerable discussion among mental and behavioral health care providers. The Assessment points out access to mental health services for children and youth is limited and that a need exists for a central source of information and referral for families in this situation. Several programming options are being explored.

The Assessment is already undergoing an update. 63 specific statistics (also known as indicators) were tracked initially in six major areas: Economic and Financial Well Being, Education, Health,

Safety, Environment, and Voluntarism, Charity and Civic Engagement. Those 63 indicators are being updated with the most recent available data. Additional indicators, focusing primarily on senior issues and disabilities, are currently being researched.

Annual updates are planned. Each year, the indicators will be tracked, so progress can be documented. Because indicators are the statistical and most reliable means of following trends, focus groups and surveys will be conducted every three to five years.

To receive a copy of the January 2003 Assessment or for more information, please call the United Way office at 834-5043.

IS THERE A CREATIVE MIND IN YOUR HOUSE?

There is a great opportunity for youth ages 5-25 years old to get more involved in their community - and put some of that creativity to work! The State Farm Good Neighbor Service-Learning Award is an opportunity for youth and educators to bring the advantages of service learning to more people. State Farm has one hundred grants of \$1,000 that are available to youth, teachers and service

learning coordinators.

United Way is looking for youth with a great idea for an original service-learning project! We can help youth with project ideas, earn this award, and then carry out that project as a part of National Youth Service Day 2004. Youth need to propose a creative and original service-learning project. If you have an idea for a project that you would like to discuss, contact United Way...

Youth United will be happy to work on the proposal with you! Working together, we can see your service-learning project through to it's fullest potential. Applications for this award are available at United Way of Greater Eau Claire. The deadline for these applications is December 8, 2003. Every idea is a good idea - be creative and help make a difference!



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**This holiday season,
Give a gift that will make
the biggest impact...
A gift that will touch the
most lives...
A gift to United Way!**

Non-Profit Organization
U.S. Postage
PAID
Eau Claire, WI
Permit No. 1797

**And our most unique
gift in 2003...**



Thank you to Happy Sleeper for choosing United Way as the charitable organization to receive this fantastic bear! "Jumbo Minky" will be given to one of United Way's Program Partners that works with at-risk children.

*Please remember United
Way in your estate planning...
If you have, let us know so
we can thank you!*

SUCCESS STORY: YOUR DOLLARS AT WORK

Building Families Parenting Skills Education and Counseling

Five year old Kevin had been a victim of abuse and neglect in his birth home. He was placed in foster care, and after some time his foster parents were able to adopt him. Kevin had some contact with his birth mother and older brother over the years, however, he had not recently seen his brother who was also in adoptive placement.

Due to considerable behavior problems, Kevin was removed from Kindergarten. He was then referred by his social worker to a Children's Service Society counseling program.

His parents, social worker and the school felt that with an extra year for Kevin to develop better control over his behavior, he would then be able to function

well in the classroom and group situations.

In his individual play therapy sessions, Kevin showed poor impulse control. He was able to talk about the loss of his birth family, especially his brother, to his therapist. In addition to helping Kevin learn words to express his feelings, the therapist showed his parents techniques to improve behavior management in the home and how to talk to him about his birth family.

Kevin's parents were encouraged to access the Post Adoption Resource Center lending library to learn about long term loss issues associated with adoption. The family was also referred to their family doctor to have Kevin assessed for Attention Deficit Disorder.

Kevin's family has reported an improvement in his behavior



and attitude, and feel that they have improved their co-parenting skills as well. Initially, by setting more limits, Kevin's behavior worsened. It eventually improved with consistent parenting efforts.

Kevin was assessed with Attention Deficit Disorder, and was placed on a waiting list for pre-school.