

Your United Way

A Vocabulary Lesson by Kari Chermack

My job seems to have become more difficult lately. Now, that's not to say that I am *doing* different things. I still have the incredible opportunity to connect willing volunteers with great opportunities, develop materials to tell the community about United Way's efforts, and work with a variety of unbelievable people. The problem is the message that I am conveying. It's different. Really... an organization that has existed for nearly 40 years in Eau Claire County, and more than 100 years in countless other communities around the country... has changed what it does. But, that's kind of like introducing a 'new and improved' product. No one *really* sees what's new and improved about it, other than the little starburst on the corner of the box. They still see their favorite standby product – one that they know and love, and just grab it.

New and improved is a difficult concept to grasp for a changing organization. A changing non-profit, *fundraising* organization... that's the favorite standby that we all know and love, isn't it? United Way as a fundraising organization? "I give once a year, and I help out 60 programs within my community." Grab it.

Well, get ready for the starburst, and today's vocabulary lesson. United Way is not (N-O-T!) a fundraising organization that simply serves as a funding funnel to other organizations. United Way of Greater Eau Claire is in the business of community impact. Now that's where my job gets difficult. Community Impact is defined as: mobilizing communities to create sustained changes in community conditions to improve lives.



There. That's simple enough, isn't it?

Not even for someone on the inside...

I think a better way of defining community impact is to take a look at the steps leading up to impact, backwards. In order to create impact, we have to be *doing* something – preferably together – that creates long lasting, positive changes in people's lives. In order to be working together, we need to have discovered what individuals and groups

are working on that issue, and bring them together. Partnerships accomplish more collectively than any group can do on its own. In order to work together, there must be an issue at hand. That issue needs to have been discovered through research and a thorough understanding of today's problems. Then, we look at the root cause of the problem.

So, we look at the root cause of a problem, work together to eliminate that cause, and create long lasting positive changes in the lives of people around us. That's real results, and that's community impact.

Now, that's not to say that United Way will no longer be investing in programs that take care of crisis and immediate needs. We will continue to make investments in the programs that create results in the lives of their clients, in addition to investing in prevention and education services, while working toward the ultimate goal of community impact.

So, for the elementary dictionary version; Community Impact = find the problem, find the cause, fix it, make it last.

Community Impact = Results.

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Upcoming Events:

Board of Directors Meeting
Thursday, June 23

Agency Tours July 13 & 19

Campaign Coordinator (ECC) & Account Manager Workshop
Wednesday, July 27

Celebrate the Circle
Thursday, August 18

Campaign Kickoff & Day of Caring
Friday, September 16th



Spotlight on: Ayres Associates

Ayres Associates, specializing in providing architectural and engineering services, has long been a key community partner of United Way of Greater Eau Claire.

For the 2004 Campaign, Ayres' corporate and employee gifts reached \$47,000, with 79% of employees participating in the campaign.

Many Ayres Associates employees are actively involved with United Way's work in the community.

Pat Quinn served as the Community Campaign Chair in 2001, and on the Board of Directors Executive Committee from 2002-04. He is a member of the Leadership Circle Committee and Executive Council of the 2005 Community Assessment Update. **Dean Schultz** is also lending his expertise to the Assessment Update.

Tom Pearson served as Chair of the Communications Committee, helping achieve campaign success in 2001.

Raivo Balciunas serves as a member of United Way's Board of Directors, and is active in the Emerging Leaders Society along with **Jenny Fesenmeier, James Gundry, Dean Steines, and Sue Vasey**. Sue has also served as an Account Manager and Loaned Executive for the Community Campaign.

Harry Warden has been a Loaned Executive for 10 years, and is one of our most often requested speakers.

Connie Holden Peterson and **Brian F. Larson** both serve as members of Solution Teams, making decisions related to United Way's community investments.

Thanks to **Jill Weisenbeck**, for running such a great company campaign, and all of the donors at Ayres Associates for continuing to invest in what matters!

From the Director's Desk...

We all know how important the care for our young children is in the early years of development. **We are fortunate.** As a community, numerous dedicated professionals and volunteers work to ensure that appropriate services are available. However, it is often the simplest of interactions that are overlooked—not intentionally, but for a myriad of reasons overlooked nonetheless.

In response, United Way of America partnered with the Ad Council and Civitas to create an innovative public engagement campaign that helps parents, caregivers and communities create quality early learning opportunities for young children. It assures parents that it's easy—and fun—to turn everyday moments into quality early learning moments...and that's important because children are born learning. The **Born Learning** campaign is a tool to help galvanize communities around early childhood issues such as **Success By Six**.

Success By Six is the nation's largest network of early childhood coalitions, with approximately 350 state and local community impact initiatives focused on early childhood development. Again, we are fortunate. United Way of Greater Eau Claire, the large number of existing early learning collaborations, and local agency-based programs will work together to produce tangible results. Research shows early investment results—adults with greater success in life, fewer involvements in crime, higher incomes and higher education levels.

"It is the totality of a child's experience that lays the foundation for a lifetime of greater or lesser competency," states Craig T. Ramey, Ph.D., Georgetown University.

As with any new initiative—investments of time, energy, clarity of purpose along with the ability to adapt easily to new concepts and ideas are



Kris Becker, Executive Director

critical to sustainable broad systems change. Our community, our volunteer and professional partners, our colleagues to help children become successful are poised to take the next dramatic step into the future. By making the commitment to work together, we can make positive changes in the lives of our next generations, producing community-wide measurable results.

We are fortunate.

www.bornlearning.org



www.unitedwayeauclaire.org

United Way of Greater Eau Claire received the regional award for "Best Electronic Communications" for the website designed by Gretchen Hutterli and Kou Thao of UW-Eau Claire's School of Business. UWGEC was one of more than 60 applicants in the Great Rivers regional "Excellence in Communications" contest.

Log on to...

- Check the time or place for a meeting.
- Access campaign supplies, print materials and manuals.
- Find out more about Emerging Leaders.
- Print off a Leadership Circle pledge form for a friend.
- Email a staff member.
- Sign up for a Day of Caring project or to join a volunteer team.
- Learn about our Board of Directors.
- Access recent UWGEC news.
- View the Solution Areas, Program Partners, and links to their websites.
- Check out the Community Assessment update
- Download the Volunteer Opportunities Guide
- Write a school paper about United Way.
- Download the United Way logo.
- Make a donation online!
- Read about our results.
- Forward a page to a friend.
- Access a mentor to help you through the grant writing process.
- View the current registry of Leadership Circle donors.
- And much more!

2005 Community Assessment Update Release

United Way of Greater Eau Claire released a community-wide assessment in January of 2003 that has been widely referenced, and used across sectors of our community.

The broad success and importance of information in the 2002 assessment prompted a plan for continual updates to the data, and full reassessments in the future.

A broad panel of experts has been reviewing updated infor-

mation from across the community, and the 2005 update to the full assessment will be released within the next month.

This updated document will continue to serve as a part of United Way's decision making process for distributing funds, a guide for setting community wide priorities, a resource for information, and as a strategic planning tool for United Way and the public and private sector.

The Assessment allows members of the community to gauge the success of specific programs over the last three years. It also enables organizations and individuals to see the challenges that are still facing our community.

The report will be available upon request, and via United Way's website under the "Resources" section.

United Way 101: What is an initiative?

The term 'initiative' is something that you hear associated quite often with non-profit programming and community planning. Sometimes, the terms initiative and program become mistakenly interchanged.

United Way invests in individual programs within a partner agency. Those programs have a very specific purpose and provide a service to a targeted group of people.

A community initiative is a

collaboration of non-profit, private and public organizations and community members who work together under a strategic plan to work toward a common goal. Initiatives do not provide a service, instead promoting systemic change throughout the community. An initiative is NOT a program, which focuses on a single project, but people working together to tackle complex issues and improve systems.

Their focus is often to increase

access to services needed, promote advocacy and awareness in the community.

Community initiatives add value to the work of our partner agencies by creating community change that is beyond the capacity of any single person or entity acting alone. That kind of change is very powerful.

It brings people together, builds communities and changes lives.

Incentive Prizes growing

United Way of Greater Eau Claire is happy to announce a new and improved incentive prize program for early campaign completion. Unlike past years, drawings for prizes will be made once per week... and once your name is in the drawing, you remain eligible for all future prizes! So... the earlier your company campaign is completed, the better your chance to win a prize!

Not only are your chances better, the prizes are better too. United Way has been working with community partners to

come up with some truly fabulous prizes this year!

How about four tickets to a Packers home game? How about a 60 second shopping spree at Mega Pick'n'Save? How about a \$1,000 savings bond? A year's worth of massages from Retreat Spalon?

Wow! These prizes, and many more to come, will be given away once per week starting on September 30, and going through November 18th.

United Way investors will receive one raffle ticket for a

\$50 gift, and one extra ticket for each \$25 additional donation, with a maximum of seven tickets. So, for about \$1 per week gift, you have one chance, and for about \$3 per week's gift, you have five chances to win!

For more information about the incentive plan, or to let us know about a prize your company is interested in donating, contact Angie at 834-5043 or amothes@unitedwayeauclaire.org.

Awards Presented to Community Partners

United Way of Greater Eau Claire is proud to present awards to the companies and volunteers that make great things happen within the community campaign.

The Spirit of Eau Claire Award: Nestlé USA United Way of Greater Eau Claire's highest honor is given for exhibiting excellence in corporate and employee contributions, education about needs in the community and promoting voluntarism. Nestlé's campaign team chose to make their campaign educational and fun, causing an increase of 224% over last year's giving! Nestlé also participated in United Way's Day of Caring for the first time in 2004, and offered their facility as a site for filming the campaign video.

The Keystone Award: Tina Sundly of Wipfli. This award is presented to an individual taking on a leadership role in United Way's move to Community Impact. Tina has served as a Loaned Executive for two years, providing one-on-one assistance in company campaigns. In 2004, Tina took on the added responsibility of being a key account resource. Tina is a rising star in the United Way volunteer family!

The Day of Caring Award: Xcel Energy Xcel Energy has run a campaign in excess of \$100,000 for ten years and has participated in Day of Caring activities in great numbers since 1996. In 2004, the Xcel Energy staff offered to take on the most difficult project available, and recruited more than 30 skilled volunteers for the day's events! This is the second year in a row that Xcel has received this honor!

New Campaigns in 2004

Americhoice

Cummins NPower

Lorman Education Services

Largest campaign increases over

2003

Farmers Crop Insurance Alliance	52%
Kleven Realtors	68%
Yellow Transportation, Inc	83%
Commonweal Development Corp	86%
City of Eau Claire Admin. Svcs.	98%
Marshall Fields	102%
Heyde Companies	106%
Coldwell Banker Brenizer	130%
Nestlé USA	224%

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of Greater Eau Claire**

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"Nothing strengthens the judgment and quickens the conscience like individual responsibility."
Elizabeth Cady Stanton

www.unitedwayeauclaire.org



Success Story: Your Dollars at Work

United Way of Greater Eau Claire has been receiving thank you cards from program recipients, which we then forward to our corporate partners so they have a direct link to those they are supporting.

Following are excerpts from a number of those thank you cards...

"It is not a matter of what is true that counts, but a matter of what is perceived to be true."

Henry Kissinger

"Change is the law of life. And those who look only to the past or present are certain to miss the future."

John F. Kennedy

I would like to thank United Way for donating to the Building Families program. My home visitor helps with budgeting, paper work, rides to doctor's appointments, and teaches me about caring for my children. - Sarah

We wish to thank United Way for the contributions to the L. E. Phillips Senior Center. It helps make our projects possible. We meet weekly to make stuffed animals and dolls for children at local hospitals. Thank you, - Irene

AIDS Resource Center of Wisconsin has helped me with sup-

port. Your company's support and donations to United Way makes this possible. Thank you for contributing to United Way. - Renee

A big thanks to all the help given to United Way which helped Building Family. It has been a big help to improve my 'life skills' like bills and work, and they have been a big help on guiding me and preparing me for fatherhood. Thanks, - Mike

Thank you for helping support the Hospice Program. I couldn't have had George home without them. - Elaine

I would like to thank United Way For providing funding to Western Dairyland to enable families like mine to have a safe place to transition and have peace of mind when unfortunate and even tragic events occur. Many thanks and Blessings, - Lisa

Thank you, Thank you, Thank you! Your money helps reduce my counseling fees. After a lifetime of pain, it is so wonderful to have help healing! Thanks again! - Elena