

Your United Way

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Mark Your Calendars

- June 29
Board of Directors meeting
Sweetwaters 7:30 am
- July 11
New ECC Orientation
US Bank Lower Level Noon-2:00
- July 20
ECC Training for 2006
Sacred Heart Rotunda 8 -1
- August 17
Celebrate the Circle
GEM Gardens 5:30 - 8:30
- September 15
Day of Caring &
Campaign kickoff

“Clean-up on aisle five...”

Cereal is not often something you associate directly with United Way. In fact, there really is no physical, tangible product that can easily be associated with United Way. Sometimes this makes the task of explaining ‘what’ United Way is all the more difficult.

For those involved, it’s easy to explain what United Way is... it’s Successful Youth, Strong Families, Self-sufficient People, and a Healthy Community. Still, that’s not exactly something you can wrap your arms around.

United Way of Greater Eau Claire has developed a series of ‘cereal-box’ representations

of the four action areas, helping explain this concept. In company campaign kick-offs, speakers will refer to United Way’s ‘product line,’ and allow potential donors the opportunity to read statistics and



successes related to each of these four areas. People can see Successful Youth, hold a ‘box’ of Strong Families, and get a real, solid idea of what their United Way contribution

does for our community.

The best products on the market satisfy a need, provide value and real results. Expert local volunteers constantly do research to be sure United Way’s products satisfy local needs and provide real value... lasting, positive changes.

Be on the lookout for United Way’s cereal boxes in the upcoming community campaign, as the highlight of our speaker’s presentations, and perhaps as the stars of their very own commercial, helping our community better understand the ways UWGEC is improving lives and building a stronger community, together.

Campaign & Volunteer Awards

Thank you to all of the participants in the 2005 community campaign who helped us reach the highest amount raised to date in Eau Claire County... \$1,720,000!

Whether you were a donor through your company’s campaign, provided a corporate gift, one of our many volunteers, an individual donor, or participated in Day of Caring, each person and each contribution makes a real impact on the overall results.

Kudos to individual volunteers and company campaigns were presented at the annual campaign awards event, held

at Fanny Hill on March 17th. Highlights of the awards presented are:

Spirit of Eau Claire:

Sacred Heart Hospital

The highest honor given by UWGEC, it recognizes a company and its employees for exhibiting excellence in corporate & employee giving, education about health and human care needs, and promoting voluntarism.

Keystone Award: Tina Laws, Market & Johnson

presented to an individual who has taken on a leadership role in the community campaign.

Day of Caring Award:

Marshfield Clinic

The Day of Caring Award is presented to a company which acknowledges the importance of community service through employee participation in Day of Caring as a teambuilding activity and a part of their annual campaign.

Senn Award: Rev. Donald Wisner, UW-Eau Claire

This award is presented to a leader in the non-profit community by their peers to honor excellence. Reverend Wisner has done outstanding work sharing service learning with UWEC students.



Spotlight on: Royal Credit Union

RCU is a strong community partner of United Way, through volunteering, partnerships and contributions. RCU was a Pacesetter company in 2005, and served as the site for the winners of the Pacesetter challenge, where heads of qualifying companies spent a night on the roof of the building. In 2005, an incredible 75% of employees made a contribution, and total gifts reached nearly \$40,000.

CEO **Charlie Grossklaus** is a past campaign chair, and currently serves as co-chair of the Leadership Circle.

Mark Willer is a veteran Loaned Executive, helping company campaigns out since 1997.

Vicki Hoehn has Co-chaired the Day of Caring event since 2003, and this year will also be part of the Speaker's Bureau and Marketing Committee.

Rick Schemm is a member of UWGEC's Board of Directors, as well as the governance committee, established in 2005. Rick will also be joining the ranks of the Account Managers for campaign 2006.

Jennifer Held served as the volunteer coordinator for Day of Caring. RCU consistently has a large group of volunteers for this event, as well as a group from the "RCU Volunteers" corps.

Thanks to **Betty Laskowski** and **Nicole Wilson** for running such a great company campaign, and all of the donors at RCU for continuing to invest in what matters!

From the Director's Desk...

It is a common misconception that United Ways across the country are local chapters of United Way of America. In fact, United Way of Greater Eau Claire (UWGEC) is one of 1,300 United Ways nationwide. Each is independently incorporated and entirely governed by local volunteers. The money raised and work done by volunteers in each of these communities is for local programs and the people in that area.

United Way of America is a trade association which provides training and research to its members; however, they have no governing powers of any kind over local United Ways.

Checks and balances safeguard your contribution to United Way of Greater Eau Claire.

We not only have an extensive set of checks and balances, we also post our audit and IRS 990 annually on our website. Historically, UWGEC receives clean audits. As a public trust we must be completely open about our business with our donors, our volunteers, the press, and the general public.

Mike Swenson, President/CEO Xcel Energy and chair of the governance committee, provided the leadership for the process of reviewing and implementing sound business operations that enable our organization to successfully carry out mission-critical work. First and foremost, effective and efficient business support functions such as financial management and control, human resources administration, technology, risk management—and



Kris Becker, Executive Director

other areas were covered.

Through a competitive grant process, UWGEC was one of seven United Way's across the country to be selected as the recipient of an AT&T Foundation grant—Impact Transformation Diagnostic. The grant will facilitate the next phase of achieving operational excellence. It will provide a vehicle to assist in the implementation of the new business model of focusing on solutions for difficult health and human service issues.



John Ganahl, Norm Keller and Rob Hood appeared as the Lion, Tin man and Scarecrow from the Wizard of Oz at the Campaign Awards event in March. These three *very* good sports helped share the message that ***There's No Place Like Home***, and your donations to United Way help keep our home a great place to live and work.

Sign up for Day of Caring now!

Day of Caring will take place on Friday, September 15th this year. Whether you are part of an organization that would like to have a project completed, or someone that would like to get a group of volunteers together, it's not too early to sign up!

This is also a great opportunity to spread the word about what Day of Caring can do for your organization, from both angles. Share an invitation to join a project team to someone that has never volunteered before,

or start a group if your company has never participated!

Day of Caring volunteer groups come away not only with personal satisfaction and new knowledge about a non-profit organizations, they also have a fantastic teambuilding experience. If you've never done a community service project with your coworkers, you're in for an amazing experience.

If you know of a non-profit organization that could use a few (or a few dozen!) helping hands, let them know about this great event, and the hundreds of people that are ready to get their hands dirty for a good cause and do a little teambuilding along the way.

Visit the website or contact Kari to sign up or learn more!

kchermack@unitedwayeauclaire.org

www.unitedwayeauclaire.org/volunteering/day_of_caring.phtml

Emerging Leaders Society Kickball Tournament United Way of Greater Eau Claire vs. United Way Chippewa County

You won't be seeing the staff duke it out on the kickball fields!

The battle of United Way Volunteers (and friends) between United Way of Greater Eau Claire & United Way of Chippewa County will take place August 25 & 26 at Hallie Town Park Playing Fields, Friday evening and all day Saturday.

Get a team of friends together for some great summer fun, or

form a company team!
Gather a co-ed group of ten adults, plus two alternates, for a grown-up version of everybody's favorite playground game! Participants do not have to be members of the Emerging Leaders Society.

Rock 92.1's house band Phoenix will be performing both nights to keep teams and spectators entertained. Food and beverage concessions will be available, with the proceeds

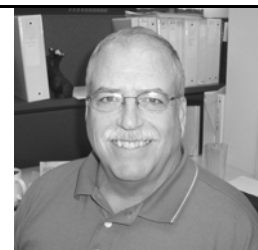
benefiting United Way!

Register soon... the number of teams is limited, and be sure to invite your friends and family to cheer on your team.

Contact Angie to register your team! (715) 834-5043 or amothos@unitedwayeauclaire.org There is a registration fee of \$100 per team.

Join in the fun! Friday Aug. 25: 6 - 10 pm, and Saturday Aug. 26: 10 am - 10 pm.

Volunteer Profile: Lee Buenzli



Lee Buenzli has worked with United Way's Fund Distribution process for three years, and in 2006 he took on the role of Community Impact Committee chair.

How would you describe your current volunteer role?

I lead a team that determines where to allocate money to address the needs of the Eau Claire area. We really decide how best to spend the donations received by United Way. The team has citizens from all sections of the community – so many people involved. I still can't believe the number of people involved in the whole process!

What would you like others to know about your experience with United Way?

It was really a surprise to me when I first got involved how this all worked; the number of volunteers involved in the process, and the scope of the committee. That, and I never knew that United Way spent as much time identifying the needs in Eau Claire as they do raising money. That's really the key - identifying needs, and then the committee can make good decisions.

What do you get out of being a volunteer??

Pride in the personal involvement, I literally get to put my 2 cents in. It's a great feeling to be a part of that group!

What surprises you most about your volunteer experiences?

I suppose the overall lack of people that do volunteer. There just doesn't seem to be enough time in the day, but once you get involved it's amazing how much you value that experience. It really is true: the more you do it, the more you get out of it.

Lee is the Controller at Nortrax.

United Way 101: The Purpose of Pacesetters

You hear it during every campaign: Pacesetters officially set the pace for the rest of the community campaign... but what exactly does that mean?

Every year, a number of companies step forward to run an early, and very public campaign. This group of roughly 20 organizations actually has their campaigns completely wrapped up by the time the 'official' kickoff for the community campaign happens.

By conducting early campaigns, it allows United Way staff and volunteers to gauge the general state of the annual campaign, and make adjustments as needed.

Pacesetter totals give the rest of us a little something to cheer about and aspire to during the kickoff celebration and general campaign. Traditionally, Pacesetters account for nearly 30% of the full campaign!

These companies have all eyes on them as they share the United Way message and challenge one another to top last year's numbers. What better way to inspire participation in the company's community engagement effort than to promise that someone will have to do something silly? It gets them every time.

A Vision for Success By 6[®]

Thursday, March 29, a public Community Visioning Session was held to develop United Way of Greater Eau Claire Success By 6[®] (SB6) Vision and Mission.

More than 350 SB6 initiatives exist nationwide; each focusing on its community's early childhood development needs. The Eau Claire area is following suit by ensuring a local focus for the goals and direction of our SB6 initiative.

Parents, early childhood providers, caregivers, and members of healthcare, business, government, and nonprofit

organizations participated by sharing their questions and expertise on early learning throughout the process.

Potential statements created by session participants were reviewed by the Steering Committee and developed to create the official vision:

All Eau Claire County Children enter school healthy and prepared for lifelong learning.

In addition to a vision for Success By 6, the project's mission is: To ensure that all children are ready to succeed

in school by age 6, SB6 will:

- Identify areas of need
- Form strategic partnerships
- Educate & engage parents
- Increase access & awareness of services
- Enhance quality early learning and care opportunities

Thank you to the participants for joining United Way and area partners to help in formation of this community vision for early childhood.

To join the Success By 6 movement in Eau Claire County, please contact Angie at: 834-5043.

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Successful Youth

A Healthy Community

Strong Families

Self-Sufficient People

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A Proud Community Partner of:



**United Way
of Greater Eau Claire**

Let the world know that your business is a community partner of United Way of Greater Eau Claire! Research shows that consumers feel better about their business relationships and purchases if the company has displayed a sense of social responsibility and civic engagement.

Share your partnership by displaying a window decal at your business! Decals are 4x3 inches and weather resistant.

Contact Kari to get yours! 834-5043
kchermack@unitedwayeauclaire.org

Success Story: Your Dollars at Work

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

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

Thank you so much, you have a wonderful group of people. United Way and all that are associated with them. They have given me a place to stay until I can find an apartment. It is just wonderful at the Bolton House, all employees are very helpful and just make you feel at home and part of a family. This is great when you are hurting inside. Thank you so very much.

- Lois

Thank you very much for investing in the United Way. The money given to Boy Scouts

helps me and other Cub Scouts go to Summer Camp and other Cub Scout activities.

Thank you - Alex

Thank you for the opportunity to work at the Career Development Center. I enjoy the many different things that I do.

- Joe

I would like to thank United Way for funding the program that helped my children and I start over and become survivors. Thank you from the three of us.

- Marilyn

I want to thank you for letting me stay at the Haven House funded by United Way. This opportunity has helped my son and I greatly. Karen has helped us a lot, and we feel very lucky to have met with her. Your organization is a wonderful program and greatly appreciated. Thank you.

- Kimberly

what matters™