

What matters

United Way Board

Solving issues by focusing on needs



Bill Hanna
Hanna Oil and Gas

Four community leaders join 18 existing members of the United Way of Fort Smith Area Board and will lead the United Way through collaborations and fundraising activities as a community solutions provider.

Bill Hanna, president of Hanna Oil and Gas, will serve as Chairman of the Board. He is serving his second term on the board. Hanna is active in the petroleum associations and has been a board member of the Salvation Army and First National

Bank. He is also a past president of the Town Club.



Larry Bates
Simmons First National Bank

Larry Bates, Western Region Community Chairman for Simmons First National Bank, is serving his first term on the board. He was past president of Jefferson County United Way, Jefferson County Red Cross and Pine Bluff Symphony. Bates is presently a board member and treasurer of the Fort Smith Symphony.

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Response Fund

Bringing people and resources together

For more than 75 years, United Way has had a strong history of supporting non-profit organizations. In addition to allocating year-round monies to member agencies, the United Way Response Fund helps area non-profit agencies with emergency and emerging needs. During 2003, the United Way provided eight grants totalling more than \$80,000.

“When unexpected and emergency needs arise in our area, the Clearinghouse has always been able to rely upon the United Way’s Response Fund as a ready source of financial support for our clients seeking assistance,” noted Dan Richardson, Executive Director of Community Services Clearinghouse.

Emergency needs

Community Dental Clinic — unexpected equipment loss

Girls, Inc. — unexpected administrative services

Literacy Council of Western Arkansas — administrative support after a drastic cut in state funding

Emerging needs

Boy Scouts of America, Westark Council — Youth Diversion Program

Community Services Clearinghouse — Working Family Assistance Program

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What’s Inside?

Did you know it is estimated that one in five children in Fort Smith goes to bed **hungry**?

... 26% of the population in Sebastian county has less than a high school **education**?

40% of the criminal cases involve violation of the Controlled Substance Act.

Read what your community thinks on Pages 3-6



United Way Board of Directors

Chairman

Bill Hanna
Hanna Oil and Gas

Vice Chairman

Ben Shipley
Cross, Gunter, Witherspoon & Galchus

Secretary

Joyce Simpson
Sparks Health System

Treasurer

Larry Schwartz
Lawrence, Schluterman & Schwartz

Immediate Past Chairman

Marvin Scott

Members

Peggy Adair
First National Bank
Walter Echols
ABF Freight System, Inc.
Tom Foltz
PFP Insurance
Susan Grobmyer
Bank of the Ozarks
Dr. Tim Waack
Cooper Clinic
Doug Gautier
St. Edward Mercy Medical Center
Gary Hale
Rheem Manufacturing
Jennifer Karber
Whirlpool Corporation
Blair Jackson
Beverly Enterprises
Dr. Sandi Sanders
U of A—Fort Smith
John Womack
Arvest Bank
Larry Bates
Simmons First National Bank
Van Comer
KFSM-TV 5
Mike Group
The Coffee Beanery
Bob Jones III
Jones and Harper
Hugh Maurras
T. J. Smith Box Company
Rodney Shepard
Arvest Bank

2004 Campaign Chairman

Tom Foltz
P-F-P Insurance

Endowment Committee

Roland Boreham
Baldor Electric
Darrel Cunningham
Community Volunteer
Jim Dunn
Warner, Smith and Harris
George Fisher
Arkansas Best Corporation
Tracey Geren
Weldon, Williams & Lick
Dr. A. S. Koenig, Jr.
Community Volunteer
Sam Sicard
First National Bank
Robert A. Young, III
Arkansas Best Corporation
Walton Maurras
Smith, Maurras, Cohen & Redd

United Way Staff

Angela Tilley
President
Cindy Long
Campaign Director
Linda Kaufenberg
Director of Marketing and Special Events
Sarah Frueh
Campaign Associate
Fonda Beckham
Director of Finance

Board members

Continued from Page 1

Mike Group, owner of The Coffee Beanery, is serving his first term on the board.



Mike Group
The Coffee Beanery

He is a board member of the Rheem Classic, is on the Red Cross leadership committee and is a graduate of Leadership Fort Smith Class of 2003.

Robert L. Jones, III, attorney at Jones & Harper, is returning to the board. In 1977, he was president of the United Way Board



Robert L. Jones III
Jones and Harper

Jones is also a past president of the Arkansas Bar Association; past president of the Arkansas Association of Defense Counsel; past president of Sebastian County Bar Association; and currently State Chair for the American College of Trial Lawyers. He is also a member of the International Academy of Trial Lawyers.

Van Comer, president and general manager of KFSM-TV 5 will be serving

his first term on the board.



Van Comer
KFSM-TV 5

Comer is a member of the board of Partners In Education, on the Leadership Fort Smith Advisory Board, St. Edward Advisory Board and is a member of Rotary International.

Hugh Maurras and **Rodney Shepard** are returning to the board for a second term. Maurras, General Manager of T.J. Smith Box Company, is a member of the Manufacturing Executives Association and serves on the Lincoln Childcare Center board. As a United Way board member, he is Chairman of the Strategic Planning Committee.

Shepard, Retail Lending Manager at Arvest Bank, is a board member of the state association of the Arkansas Single Parent Scholarship and the Riverfront Blues Festival. Previously, he served as an advisory trustee for Leadership Fort Smith and Sparks Health System and served on the board of the Old Fort River Festival and the local chapter of the Arkansas Community Foundation.

Response fund

Continued from Page 1

Crawford Sebastian Community Development Council (CSCDC) — Crawford County Transportation Program

Arkansas River Valley Rural Health Cooperative (ARVHC) — support its Health Care Access Program (HCAP)

Next Step Day Room — subsidize the salary of a part-time caseworker

“The Next Step Day Room is incredibly grateful to receive funding through the United Way Response Fund. Prior to this award, over 70 people were served daily by one paid staff person,” said Linda Gabriel, Next Step Day Room Case

Manager. “With the addition of a part-time care manager, we are able to serve more people in need on an individual basis.

“Many homeless Fort Smith citizens are breaking free from the cycle of homelessness. The United Way Response Fund paved the way for that progress.

“We have much work ahead of us; but, with the collective help of our community, we feel empowered to face the complex challenges of homelessness.”

For United Way, what matters are the bottom line results, the lives we change.

Community Needs Assessment Determining areas of concern



During nine months of 2003, United Way staff conducted a Community Needs Assessment, known as Compass II Project, in Sebastian and Crawford counties. The assessment is a snapshot of the most pressing needs of our area as determined by local citizens and community leaders.

Household, Key Informant and Service Provider surveys were distributed in Barling, Fort Smith and Greenwood in Sebastian County and Alma and Van Buren in Crawford County. Additionally, focus groups on five areas of concern were held in Fort Smith.

A detailed report is available at United Way of Fort Smith Area, 479-782-1311.



Childcare

Fort Smith focus groups

Five focus group sessions in Fort Smith determined the most pressing issues of the area:

- Illiteracy and poverty
- Access to quality childcare
- Access to affordable medical care
- Prevention and recovery from alcohol and drug use
- Access to cultural opportunities.

Poverty



"The findings are based on the broadest range of opinions. It is not an in-depth statistical analysis," said Angela Tilley, United Way Executive Director. "It gives an overview of the general opinions from area household and leaders regarding the issues facing the Crawford and Sebastian county areas. It is our hope that funders, as well as service providers, will use this information to inform and inspire their own decision-making. In addition, this project can be used to enhance and support issue-specific assessments already conducted by other organizations."

Purpose of assessment

"The purpose of the assessment is to bring to the community's attention to the most pressing social issues facing our citizens," added Tilley. "The United Way Board and local focus groups guided the assessment process from its inception. This process could not have taken place without the full support of our community leaders, area civic organizations, area health and human service providers, United Way member agencies, and the Fort Smith, Van Buren, Greenwood and Alma school districts."

Medical Illiteracy



Cultural



Fort Smith

Survey Results

Major issues in order of importance

Key Informant Survey

1. Poverty
2. Alcohol and/or drug abuse
3. Illiteracy
4. Unemployment/underemployment
5. Lack of affordable medical care
6. Family violence
7. Lack of affordable childcare
8. Lack of jobs

Household Survey

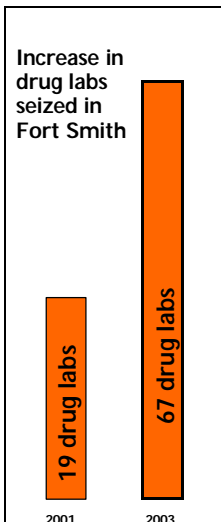
1. Crime
2. Lack of cultural activities
3. Lack of affordable childcare
4. Shortage of recreational facilities
5. Overcrowded housing
6. Teen pregnancy
7. Lack of affordable medical care
8. Alcohol and/or drug abuse
9. Gangs
10. Lack of jobs

Surveys were distributed in Fort Smith to 454 key informants with 45% returned. Key informants included leaders of our community, key United Way donors, members of local civic clubs and active community volunteers. More than 60% of the key informant surveys were from individuals in the executive, administrative, managerial and professional fields.

Surveys were distributed to 2,385 Fort Smith households with 30% returned. The census data from the survey respondents closely mirrored the actual Fort Smith population census. Of those surveyed, 27% receive public assistance. Less than 49 percent vote in most elections.

Alcohol and Drug Abuse

RECOMMENDATIONS FOR IMMEDIATE NEEDS



- ♦ Reconnect the family with programs such as Parents As Teachers (PAT) through the Fort Smith Public Schools. PAT helps to instill the value that parents are the first and most important teacher and model in a child’s life. This program is an important part of drug and alcohol abuse rehabilitation as well as family literacy (which helps combat poverty).
- ♦ Provide a collaborative “One Stop Shop” for information, referral and social services case work.
- ♦ Increase the number of caseworkers in the community who can assist individuals and families for all areas of concern, not just drug and alcohol issues.
- ♦ Expand and support area’s drug courts.

“The continuing growth in the manufacturing and use of methamphetamine is directly impacting the increase in many of our property-type crimes. The money from these criminal acts is being used to purchase more illegal drugs. While we must continue strict enforcement, we must also strive to reduce the demand for these substances.”

*Randy Reed
Fort Smith Chief of Police*

Poverty

RECOMMENDATIONS FOR IMMEDIATE NEEDS

The following recommendations were made by focus group participants.

- ♦ Increase the opportunities for stable and adequate housing.
- ♦ Create higher wage jobs, opportunities.
- ♦ Increase early mentoring opportunities.
- ♦ Coordinate services for families in need.
- ♦ Increase financial education opportunities and generation education opportunities.
- ♦ Encourage increased involvement from faith-based organizations.

“A consistent trend which appears to be present in all issues is the increase in family poverty among our residents. This condition has a detrimental effect upon children and makes the services which public and private agencies provide of great importance to the future success of our young people.”

*Dr. Benny Gooden
Superintendent
Fort Smith Public Schools*

Illiteracy



RECOMMENDATIONS FOR IMMEDIATE NEEDS

The following recommendations were made by focus group participants.

- ◆ A coordinated marketing effort, information and referral center, and additional caseworkers to help promote the improvement of literacy.
- ◆ Better access for adults to skills development opportunities.
- ◆ Investments in early mentoring programs to encourage family literacy and skills development.
- ◆ Businesses encouraged more to support employee’s basic educational skills.
- ◆ Special efforts to reach the teenage mother and non-English speaking families.

“Literacy is the foundation for success. Improvement for basic skills opens doors, restores confidence and renews hope. Although all parents want their children to be successful, not all parents have the skills to help their children find success.”

*Sharon Ellis, Adult Education Supervisor
Fort Smith Public Schools*



Access to Affordable Medical Care

RECOMMENDATIONS FOR IMMEDIATE NEEDS

The focus group members concluded that it would benefit the community to have:

- ◆ Increased mental health services.
- ◆ Mentoring programs for at-risk families to include medical issues.
- ◆ Additional social-service caseworkers to meet all the family’s needs in a seamless manner.
- ◆ Availability and access to prescription drugs and prescription drug programs.
- ◆ Access to preventive care opportunities through community events and educational programs.

Fort Smith Facts

There are connections between poverty, illiteracy, unemployment and the availability of health care in the community.

It is estimated that approximately 30-35% of individuals in Fort Smith are underinsured or uninsured.

Childcare



RECOMMENDATIONS FOR IMMEDIATE NEEDS

The following recommendations were made by focus group participants.

- ◆ An effort needs to be made to train and inform the business community to provide childcare programs as a benefit for employees.
- ◆ Restart a collaborative effort to support the Early Childhood Providers Professional Association increasing awareness for quality programs, offering training, informing professionals of state initiatives, and being a networking avenue for staff and directors.
- ◆ Promote and support community and state measures in updating and enacting legislation regarding the licensing and accreditation of worthy childcare facilities.

Lack of cultural activities

RECOMMENDATIONS FOR IMMEDIATE NEEDS

The group concluded that it would benefit the community to:

- ♦ Organize a non-profit marketing seminar.
- ♦ Encourage health and human service agencies to incorporate more cultural opportunities into their programming.
- ♦ Develop a Fine Arts Council (independent of government control) that will serve as a “think tank.”

Greenwood.....

MAJOR CONCERNS

When asked to list the major concerns for Greenwood, key informants listed:

1. **Shortage of recreational facilities** (Only existing facility is the Boys & Girls Club. Plans are underway to develop a city-wide park and recreational facility.)
2. **Water and/or air pollution** (Greenwood plans in 2004 to address the issues of water supply shortage and water quality.)
3. **Poor roads and/or traffic conditions** (A majority of all road have been resurfaced in the last five years with \$300,000 spent annually on roads. Traffic conditions are an issue with only one way in and one way out, but recent studies have not found a solution.)

Alma.....

MAJOR CONCERNS

When asked to list the three top major concerns for the Alma area, the key informants listed:

1. **Alcohol and/or drug abuse**
2. **Family violence**
3. **And various responses included lack of jobs, teenage pregnancy and lack of affordable medical care.**

Van Buren.....

MAJOR CONCERNS

When asked to list the top three major concerns for the Van Buren area, the key informants listed:

1. **Lack of affordable medical care**
2. **Alcohol and/or drug abuse**
3. **Illiteracy**

“Music is one of life’s essential ingredients. For children, it is often the substance of their playful exploration of and experimentation in the world around them, the core of their socialization and expressive communication with one another, and the refuge where they find peace, joy and fulfillment away from the worries of their young lives.”

*Charles L. Booker, Jr., Director of Bands,
University of Arkansas, Fort Smith
 (“Music in Childhood” 2002)*



Sebastian and Crawford counties

Household, Key Informant and Service Provider surveys were distributed in Barling, Fort Smith and Greenwood in Sebastian County and Alma and Van Buren in Crawford County.

Generally speaking, the following issues were consistent concerns in Crawford and Sebastian counties. However, it is clear not all communities have the same issues.

- ♦ **Illiteracy**
- ♦ **Lack of cultural activities**
- ♦ **Lack of affordable medical care**
- ♦ **Shortage of recreational activities**
- ♦ **Lack of affordable child care**
- ♦ **Teen pregnancy**
- ♦ **Poor road and/or traffic conditions**
- ♦ **Crime**

It is the hope of United Way that non-profit agencies and service clubs will use the assessment while developing grant proposals, strategic plans and setting priorities for annual projects.

A detailed report is available at United Way of Fort Smith Area, 479-782-1311.

Partnering with the community

Single Parent Scholarship Fund

In response to the needs of single-parent families, the Arkansas Single Parent Scholarship Fund (SPSF) was established in 1990. The goal of the program is to assist low-income single parents to complete post-secondary education and obtain skilled employment.

"It has always been the policy of the State SPSF to encourage community ownership of Single Parent Scholarship Funds through the establishment of local boards of directors," stated Ralph Nesson, SPSF State Executive Director. "The State SPSF provides support and matching funds up to \$4,000 per county to local SPSF organizations."

Beginning in January 2004, work began on forming an independent organization - the Single Parent Scholarship Fund of Crawford and Sebastian Counties. Since the outcomes of the organization aligned with the United Way's Community Needs Assessment, United Way wanted to support the group's effort. The SPSF/C&SC will serve as a committee of United Way for a limited period of time while the group establishes their non-profit status. United Way's administrative support will allow a seamless transition ensuring local single parents have the opportunity to receive scholarships through the SPSF/C&SC. The group is currently developing local scholarship applications and working to raise matching funds to award fall 2004 scholarships.

Young leadership members hear basic elements of successful leadership

In the first 2004 Educational Roundtable Series, 25 Young Leadership Group members listened as Bill Floyd, Chairman, President and Chief Executive Officer of Beverly Enterprises, spoke on the five basic elements of successful leadership: emotional intelligence, operating with integrity, setting a vision/direction, execution and diversity of leadership style.

It also means knowing when to be authori-

tarian, when to be collaborative, and when to delegate

"The beauty of the SPSF/C&SC scholarships is the funds can be applied toward the most pressing needs of the single-family. Many times, this assistance helps keep a single parent in school, thus increasing the future opportunities for the family," stated Angela Tilley, United Way Executive Director."

Family Care Fair (former COMEND)

The Family Care Fair is a one-stop opportunity to educate families about safety, wellness and community resources.

The COMEND Council that organizes the Family Care Fair approached United Way in January to request a partnership with United way. This request was submitted because the University of Arkansas for Medical Sciences was no longer able to provide support to the council.

"The United Way was interested in helping the COMMEND Council as the issues identified in our 2003 Community Needs Assessment align with the work of the council," said Tilley

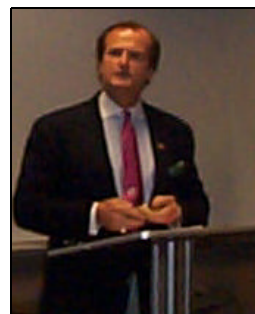
The United Way Family Care Fair Committee will focus on holding community events that educate families about safety, wellness and community resources. Activities are planned for:

October 26 — Community luncheon featuring guest speaker Dr. Wally Goddard, Extension Family Life Specialist, U of A Cooperative Extension Service

Spring 2005 — Family Care Fair at Kay Rodgers Park

tarian, when to be collaborative, and when to delegate

"You need your people to take the hill with you," said Floyd as he related personal experiences in achieving the five elements.



Bill Floyd
Beverly Enterprises

United Way

Calendar of Events

May 11 — First United Way Campaign Cabinet Meeting

July 22 — Pacesetter Luncheon, 11:30 am, First Christian Church

July 29 — FISH, Idea Exchange, 8:00 am, Cavanaugh Senior Citizens Center

August 5 — Day of Caring, 7:30 am, Riverfront Park

August 17 — Group Volunteer Training, 11:30 am, UAFS Latture Conference Center

September 9 — Campaign Kick-off, 7:00 a.m., Beverly Enterprises

December 16 — Campaign Wrap-up, 11:30 am, Holiday Inn City Center

What matters



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**LETTER CARRIERS'
FOOD DRIVE**
SAT. MAY 8, '04

YOUR POSTAL EMPLOYEES WILL
CARRY THE FOOD YOU DONATE
TO YOUR LOCAL FOOD BANKS.

Help Stamp Out Hunger
Collect and bag
non-perishable food items
Place by your mailbox
for letter carrier to pick up.

United Way Funded Agencies

Last year, United Way's 31 agencies helped more than 260,000 men, women, and children find the help they needed. United Way serves people in six counties including Crawford, Franklin, Logan and Sebastian counties in Arkansas and LeFlore and Sequoyah counties in Oklahoma.

Youth Development

Boys and Girls Club of South Logan County
Boys and Girls Club of Sequoyah County
Boy Scouts of America, Westark Council
Fort Smith Boys and Girls Clubs
Girl Scout Council of Mount Magazine Area
Girls, Incorporated
Ozark Area Youth Organization
Paris Boys and Girls Club
Sebastian County Boys and Girls Club
Suburban League
Van Buren Boys and Girls Club

Golden Rule Clothes Closet
Northwest Arkansas Foodbank
The Salvation Army

Health and Human Services

Community Dental Clinic
Crawford County Mentoring Program
Fountain of Youth Adult Day Care Center
Gateway House
Harbor House
Project Compassion
Sebastian Retired Citizens Association
Western Arkansas Literacy Program

Family and Children's Services

The Boys Shelter
Crisis Center for Women
The Girls Shelter
Lincoln Childcare Center

Exceptional Children and Adults

Abilities Unlimited
The Arc for the River Valley
Stepping Stone School

Emergency Services and Basic Needs

Community Services Clearinghouse
Center for Arkansas Legal Services

2005 Program Participant

Next Step Day Room