

What matters



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United Way of Fort Smith Area • February 2004

What matters



Victory declared at wrap-up party

Dr. Sandi Sanders, CAO and Provost of UA-Fort Smith, and chair of the 2003 campaign, projected at the Wrap-up Party on December 11 that United Way will reach its campaign goal of \$2.475 million. Last year, United Way raised \$2.425 million. More than 200 people attended the party and luncheon.

“We are right on target to meet our goal with 97 percent of our campaign dollars in,” said Dr. Sanders. “If those accounts that are still out, no matter the size, come in, we will push the thermometers over the top. Our communities need a strong and vibrant United Way, and together we delivered.”

“It has been an exciting year for United Way. We are pleased the community has stepped forward to help meet the needs

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Cindy Long, Campaign Director, and Angela Tilley, Executive Director, applaud the efforts of all the volunteers in reaching this year's United Way goal.

Guide provides listings of beneficial services

Where can I get help with my rent? Is there anywhere I can get some food for my family? I am a single mom and need help with childcare. Answers to these questions and more are found in the new *Community Resource Guide*.

The United Way of Fort Smith Area guide prints and distributes the guide in collaboration with the Community Services Clearinghouse. It assists agencies and businesses that make client referrals by providing listings of beneficial programs available in Crawford and Sebastian counties.

The 2003 resource guide is easy to use with all agencies listed alphabetically and by subject. The listings include location, phone number, eligibility requirements, hours, service area and the purpose of the agency. This information was compiled through agency surveys and telephone contacts. Every effort was made to include accurate and current information.

“We hope this will be the primary printed source that puts you in touch with the information and resources you need,” said Angela Tilley, United Way Executive Director. “We had many requests for a resource guide and plan to update and print it annually. The Community Services Clearinghouse also offers an extensive web site, hometown.aol.com/fsmareaservices, that provides a more detailed listing of services for our region. The web site and the resource guide are two invaluable tools for agencies that assist individuals in need.”

The guides are available for \$10 at the United Way office or \$13.95 if you would like your resource guide mailed to you.

For individuals needing detailed casework or additional referrals, trained caseworkers are available at Community Services Clearinghouse, 479-782-5074.

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New hire program

Campaigning for United Way pledges will be much easier when your employees are exposed to United Way of Fort Smith Area and its member agencies year round.

The opportunity to contribute to United Way may be presented when an employee joins your company. This year-round solicitation is an excellent way to tell the United Way story and is a way to reduce losses due to turnover.

“A year-round, new-hire program makes the company campaign manager’s job easier and emphasizes your company’s commitment to United Way,” notes Cindy Long, Campaign Director.

Call the office for a copy of a new-hire letter personalized for your company.

United Way Funded Agencies

Last year, United Way's 29 agencies helped more than 260,000 men, women, and children find the help they needed. United Way serves people in six counties including Sebastian, Crawford, Franklin and Logan 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

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

- Golden Rule Clothes Closet
- Northwest Arkansas Foodbank
- The Salvation Army

Health and Human Services

- Community Dental Clinic
- Fountain of Youth Adult Day Care Center
- Gateway House
- Harbor House
- Project Compassion
- Sebastian Retired Citizens Association

Family and Children's Services

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

New 2004 agencies

- Crawford County Mentoring Program
- Western Arkansas Literacy Program

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Successful campaign

Continued from front

of our area,” said Angela Tilley, Executive Director. “The success of this campaign again signifies that we live in a very caring area. The funds raised through this campaign will impact 31 area non-profit agencies and more than 260,000 men, women and children. Through this community-wide campaign, United Way will serve as a strong community problem solver by allocating the funds to the most pressing issues of our region. We thank Dr. Sanders, her team of dedicated volunteers and the community for making a difference in our region.”

Increase attributed

Sanders attributed the increase in giving to the dedicated and enthusiastic cabinet members and volunteers who delivered and followed through with their

accounts. In addition, participation rose in the outlying areas and in leadership giving through the Pillars Club, Young Leadership Group and the Women’s Leadership Circle.

Twenty one of the largest contributors that run United Way campaigns increased their combined corporate and employee giving more than last year. Sanders said that, across the board, companies worked hard to run a successful workplace campaign, many times with fewer employees who gave more.

Leadership giving opportunities increased this year with the addition of the Women’s Leadership Circle. As of December 30, there were 71 members. In its second year, the Young Leadership Group has 97 members. In its ninth year, the Pillars Club has 146 Pillar members.

Wrap-up awards given to volunteers

Emphasizing what volunteers are accomplishing through their successful United Way campaigns, two Leader’s Awards were given this year—one to *Whirlpool* as the largest overall giver and a “We’re Back Award” recognizes *Aire Systems* for conducting a campaign for the first time in three years.

Four Chairman’s Awards were presented at the luncheon.

- Most Resourceful Campaign Idea – *MacSteel/AR Quanex*
- Day of Caring Involvement – *Ron Calhoun and Associates, Real Estate*
- Leadership Award - Pillars/ Women’s Leadership Circle – *Beverly Enterprises* and Young Leadership Group – *Arvest Bank*
- Five W’s Award – *KTCS, KWHN* and *Times Record* for media coverage.

Nearly 20 division awards were given to companies based on their community outreach, participation and giving.



Adrian Barnhill, Aire Systems accepts a plaque from Marvin Scott, United Way Board Chairman.

Corporate (based on company size) — *Arkansas Best Corporation and Hanna Oil and Gas*
Crawford County — *Citizens Bank & Trust and Simmons Foods*
Education — *University of Arkansas —Fort Smith*
Finance and Banking — *Arvest*
Franklin County — *Bank of the Ozarks-Ozark*
Government — *City of Fort Smith*

Combined Federal Campaign—*Social Security Hearing and Appeals*
Greenwood Division—*Greenwood Schools and Farmer’s Bank*
Logan County — *Emmpak*
Manufacturing (based on company size) *Harry G. Barr, Weldon, Williams & Lick and Rheem Manufacturing*
Medical, Dentistry— *Dr. Bob Skinner*
Professional — *P-F-P Insurance*
Retail — *Coca-Cola Bottling Co.*
Sequoyah County — *National Bank of Sallisaw*

Survey determines what matters

what matters.™

is the bottom-line results;

the lives we change;

the communities we shape.

For our country, our communities,

our families—that’s what matters.

“United Way is committed to being involved in and being a catalyst for assisting with the most pressing needs of our community,” said Marvin Scott, 2003 United Way board chairman. “For United Way to make the best impact in the community and address the true needs of the area, we must first know what the community feels are the most pressing issues.”

It has been ten years since the United Way of Fort Smith Area surveyed the community to identify key issues in the area of health and human services and overall community needs, according to Angela Tilley, United Way president. “We are using this project to assist the United Way in becoming more efficient during our funding process. It will also be a valuable tool to the community for problem identification and problem solving.”

The needs assessment, Compass II, is at the heart of United Way’s long-range plan. Hugh Maurras, chairman of the long-range planning committee, notes, “The purpose of the United Way long-range plan is to provide a road map to guide us into the future. It results in a process that enables the United Way to respond quickly, effectively and responsibly to the perceived needs of individuals and the community.”

At the heart of United Way’s long-range plan was the community assessment. This comprehensive assessment provided a context within which the United Way can evaluate the effectiveness of current United Way allocations and can identify

trends and needs that guide future funding decisions.”

Ann Filyaw served as Compass Project Processor. “What I liked about this Compass II Project is that it is more of a community-building tool. This assessment identified United Way’s and the community’s strengths and opportunities. We can now match and connect strengths and assets to improve lives,” said Filyaw.



Ann Filyaw, Compass Project Processor, talks with Napoleon Black about community issues at the key contact luncheon.

Community leaders were identified and asked to support the Compass II Project by serving as key contacts. “We focused on particular groups of people that may be harder to reach, such as elders, non-English speaking people, youth, people who receive public assistance and people with disabilities,” added Filyaw.

Focus groups in five areas were held to explore results and solutions.

The Compass II Project started in Fort Smith and continued in Van Buren, Alma and Greenwood.

A complete report is being printed and will be distributed in the first quarter.

Endowment

Endowing your gift is the best way to create a legacy of community giving and caring that can last for generations to come.

In an endowment, the principal is protected while the annual interest funds important projects.

Gifts

Mr. and Mrs. S.W. Jackson
Mr. and Mrs. Rutherford Ross
Maynard Blackard Estate

Memorials

In memory of John Maddox Smith by Elizabeth Echols

Honorariums

In honor of Jeri and Walton Maurras by Walter Echols

Success by 6

In honor of Ann Dawson by Bob Dawson

Gifts-in-kind

(Outside of campaign)

Arkansas Best Corporation
Baldor Electric
Beverly Enterprises
FWCC Trucking
Fashion Bug
JoAnn’s Fabric
Office Depot
St. Edward Print Shop
Talbot’s
The Thomas Company
Dr. Jerry Wagner
Williams/Crawford

What matters

Editor-in-chief Linda Kaufenberg

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Bruce Singleton and Kay Dishner show their United Way plaques for new agencies.

Agency list expands for 2004

Western Arkansas Literacy Council and Crawford County Mentoring Program were approved as member agencies beginning January 2004. They will join the 29 partner agencies already receiving year-round funding.

The Literacy Council of Western Arkansas has been in operation for more than 18 years. With offices in Fort Smith and Greenwood, a record number of 7,000 volunteer hours was recorded last year.

“Our mission is to help people improve their reading skills and thereby participate more fully in society. Improving our society is a common goal of all United Way agencies and we feel privileged to be a part of this effort,” notes Bruce Singleton, Director.

Crawford County Mentoring Program began in May 2000. Through

encouragement, support and connection to available resources, volunteer mentors create a climate for change in the clients’ lives,” said Kay Dishner, Director. “This very important decision will not only provide much needed funding for our program, but also community awareness, support and participation.”

The decisions regarding the selection of agencies and services, as well as the actual allocation amounts they receive, are made by volunteers representing a diverse range of professional and personal perspectives. “It’s a unique process that allows our community to give with confidence, knowing that the resources will be thoughtfully invested where they’re needed most,” says Marvin Scott, United Way of Fort Smith’s 2003 Board Chairman.

Campaign grows in areas outside Fort Smith

Campaign dollars increased nearly 50% from the 2002 campaign year in the areas outside Crawford and Sebastian counties including Franklin, LeFlore, Logan and Sequoyah counties. In these areas, donor companies increased from 21 donor companies in 2002 to 32 donor companies.

“The growth can be attributed to two key areas—a constant United Way presence in these communities, as well as, information on how and where United Way dollars are spent,” said Sarah Frueh, Campaign Coordinator.

Emmpak, an Excel Food Solutions Company, in Booneville, did a full week of campaign fun. Arvest Bank and Regions Bank in



Debbie Terry, Amy Parks and Lori Hayes from Emmpak accept the Logan County Division award from Marvin Scott, United Way Board Chairman. Emmpak’s Campaign exceeded \$27,000.

Paris had special fundraisers, selling hot dogs and all the trimmings.

In October, the Logan County United Way Annual Benefit Golf Tournament was held at Cherokee Creek Golf Course and Country Club in Booneville. Twenty-

eight golfers took to the links. The winners of the tournament were Ron and Austin Wennberg followed by Roberts Funeral Home and Fort Smith Winnelson. This was the third year for the tournament. It rotates each year between Logan County cities.

Campaign chaired by local leaders



Dr. Sandi Sanders, U of A—Ft. Smith

Dr. Sandi Sanders, provost and chief academic officer for the University of Arkansas—Fort Smith, has led the United Way of Fort Smith Area 2003 fundraising campaign.

“United Way enables us to tap into the remarkable potential, human spirit and assets that are at our fingertips,” noted Sanders. “It’s what gives us all the power to achieve much greater results together than any of us could do alone.”

Strategies during the campaign this year included attracting new companies to participate in the campaign. Another

tactic was to expand the number of leadership givers. Through the Pillars Club, Young Leadership Group and a new initiative this year - Women’s Leadership Circle.

Expanding campaigns in the outlying areas included a promotion among car dealerships that gave \$25 to United Way for each new vehicle sold in October and the Third Annual Logan County Golf Tournament in Booneville.



Tom Foltz, P-F-P Insurance

Tom Foltz, P-F-P Insurance, served as co-chairman in 2003 and will lead the United Way campaign as chairman in 2004.

United Way collaborates on literacy grant

A partnership between the Fort Smith Public Library, the Fort Smith Public School’s Even Start / Parents As Teachers’ Program and the United Way of Fort Smith’s Success By 6® initiative is working to promote family literacy and kindergarten readiness. The agencies submitted and received a grant from the Viburnum Family Foundation through the Center for the Book.

Each month, the group provides a family interactive literacy program, to the parents and their children at the Adult Education Center, Allied Gardens and Belle Point School. The program encourages parents to increase their family reading time with their children since reading provides the foundation for success. Each child attending the session is given a copy of the highlighted book for their personal library.

Statistics show that:

- More than half of the incoming kindergarten students in Fort Smith test two to three years behind their expected developmental norm.



Louise Turner, Fort Smith Library Children’s Librarian reads to parents and children at Adult Ed Center.

- Parents with an eighth grade education read to their children less than one hour a week, if at all.
- Current program participants have less than ten children’s books per home.

The local program established with the Viburnum Family Foundation grant is:

- Ensuring that children increase their available reading materials in the home.
- Reinforcing family literacy time as an important component of a child’s development.

2003 Campaign Division Chairmen

Sam M. Sicard, *Community Contact*
Gordie Johansen and Bill Hanna *Corporate*
Keith Hefner,

Crawford County Education

Dr. Gordon Floyd, *Education*
Carolyn Philpot and Joe Edwards

Finance/Banking
Wendy Beshears and Roseanne Black,

Government
Dr. Kay Johnson and Larry Bridges

Greenwood
Teresa Keller

Leadership Giving
Donnie Pendergraft *Women’s Leadership Circle*

Lucious Glenn, *Manufacturing*

Susan Grobmyer, Sandra Lockhart and Rodney West, *New Accounts*

John Womack, *Pacesetter*
Paul Rainwater, Sam T. Sicard and Cindy Barker,

Retail
Larry Bates, *Professional*
Clay McKinney *Young Leadership Group*

Medical

Josie Decker, *Independent and Sparks Medical Foundation*

David Griesse, *Cooper Clinic*

Monty Wilson, *St. Edward Mercy Medical Center*

Dr. Gwen Reeder Ray, *Veterinarian*
Dr. Kelly McGill *Vision*

Debbie Findley, *Nursing Homes*
Bob Skinner, *Dental*

Car dealerships participate in fund-raiser

In the month of October, a car dealership campaign was conducted in United Way’s six-county service area.

Participating dealerships agreed to pay United Way \$25 for every new vehicle that was sold throughout the month.

This campaign was a huge success, with a total of 12 dealerships participating.



Cabinet meeting at Girl Scout Nature Center



Volunteer training at The Hall at Taliano's



Wrap-Up Celebration at U of A—Fort Smith.



Purple Prize Patrol at Rheem Manufacturing



Garage Sale at Ron Calhoun and Associates—Real Estate



Children's activities at Trane.



Pacesetter Kick Off at Salvation Army



Planters' United Way cook-out and celebration



Happy contributors at First National Bank's Bake Sale



City of Fort Smith cook-out at Convention Center



Golf Tournament check presentation from Gerber



Campaign Director Cindy Long in "Jail and Bail" at Superior Bank.



United Way Campaign Kick Off at Beverly Enterprises



Check presentation at Weldon, Williams and Lick

Along the 2003 campaign trail



Pillar's party at the home of Jeri and Walton Maurras



Young Leadership Group Falloween at Burford Pavilion



Superior and Arvest Banks' golf tournament, cook-out and motorcycle rally



Women's Leadership Circle's Christmas party at home of Ann Filyaw



Young Leadership Group Educational Roundtable Series at Arkansas Best Corporation