

# what matters

March 2005

**\$2.5 million to be invested in six-county area**

## United Way applauds communities

United Way of Fort Smith Area will invest \$2.5 million back into the community in 2005. The figure was unveiled before an audience of more than 250 at United Way's Wrap-up party and luncheon in the Holiday Inn City Center.

"It's humbling to see the power of our communities' commitment to caring for its own by pooling its resources through United Way to solve its problems together," said Tom Foltz, P-F-P Insurance and director of the 2004 campaign. "If the accounts that are still out, no matter the size, come in, we will be right on target to meet our goal."

"We are grateful that United Way continues to serve as the central meeting place for all of the six-county area to join in work that one person, or one agency, can't do alone. We thank Tom Foltz and his team of dedicated volunteers who played a crucial role in our campaign," stated Angela Tilley, Executive Director.

### Focus on education and relationships

United Way and Foltz focused this year on educating and strengthening relationships with United Way donors to create better understanding of the community



*Tom Foltz, Campaign Director, presents Spirit of Community Awards to John Womack, Arvest Bank, and Ron Calhoun, Ron Calhoun & Associates, Real Estate. The University of Arkansas - Fort Smith also received this award.*

needs and how United Way addressed those needs.

Foltz attributed the giving to the dedicated and enthusiastic cabinet members and volunteers who delivered and followed through with their accounts.

### Leadership giving increases

Participation rose in payroll deduction and in leadership giving through the Pillars Club, Young Leadership Group and the Women's Leadership Circle. Leadership giving opportunities continued on an upward trend this year. The addition of the Women's Leadership Circle last year give women the opportunity to be members by contributing an annual investment of \$1000 or more to United Way or

*"A successful campaign will allow United Way to do what it does best – create community impact and get results for people. That is what matters."*

Tom Foltz  
2004 Campaign Director

### Mission

To improve lives by connecting people and resources in our six-county area

### Vision

To be a community problem solver for our six-county area

*Continued on Page 2*

## United Way Board of Directors

### Chairman

Ben Shipley  
*Cross, Gunter, Witherspoon  
& Galchus*

### Vice Chairman

Dr. Sandi Sanders  
*U of A - Fort Smith*

### Secretary

Rodney Shepard  
*Arvest Bank*

### Treasurer

Larry Schwartz  
*Lawrence, Schluterman,  
& Schwartz*

### Immediate Past Chairman

Bill Hanna  
*Hanna Oil & Gas*

### Members

Doug Gautier  
*St. Edward Mercy Medical  
Center*

Gary Hale  
*Rheem Manufacturing  
Air Conditioning Division*

Jennifer Karber  
*Whirlpool Corporation*

Blair Jackson  
*Beverly Enterprises*

John Womack  
*Arvest Bank*

Larry Bates  
*Simmons First National Bank*

Walter Echols  
*ABF Freight Systems, Inc.*

Van Comer  
*KFSM TV*

Mike Group  
*Red Cross*

Bob Jones, III  
*Jones & Harper Attorneys  
at Law*

Hugh Maurras  
*T. J. Smith Box Company*

Ron Calhoun  
*Ron Calhoun & Associates  
Real Estate*

Mike Carroll  
*Beall Barclay & Associates*

Walter Echols  
*ABF Freight Systems, Inc.*

Ann Filyaw  
*U of A - Fort Smith*

Susan Grobmyer  
*Bank of the Ozarks*

Keith Hefner  
*Citizens Bank & Trust Company*

### 2005 Campaign

#### Chairman Chairman

Joel Johnson  
*Warner, Smith and Harris*

#### Campaign Vice Chairman

Sam T. Sicard  
*First National Bank*

#### Endowment Chairman

Jim Dunn  
*Warner, Smith and Harris*

## 2004 campaign

*Continued from front page*

couples who contribute an annual investment of \$1500 or more. To date, there are almost 100 women who are involved in this initiative. In its third year, the Young Leadership Group is open to individuals or couples age 45 or younger and contribute a combined annual gift of \$500 or more. The YLG has grown to 150 couples and individuals. In its tenth year, the Pillars Club is comprised of individuals or couples who make an annual investment of \$1000 or more. There are almost 200 couples and individuals who are members.



*Most Resourceful Campaign Idea - Baldor Electric Company won this award having a car show in the Spring.*

## Volunteers receive wrap-up awards

Emphasizing what volunteers are accomplishing through their successful United Way campaigns, four Chairman's Awards were also presented at the luncheon.

- **Georgia Pacific**
- **Kraft Foods/Planters**
- **Aire Systems**
- **Simmons Foods**



*Kay Oliver accepts a Greenwood Division plaque for Farmers Bank from Tom Foltz, Campaign Director.*

In addition, **Baldor Electric Company** was given an award for the Most Resourceful Campaign Idea — a car show in the spring. The Five W's Award went to **KWHN-Clear Channel Radio** and the **Times Record** for their media coverage.

For the first year, Spirit of Community, Spirit of Caring and Spirit of Giving Awards were presented. The Spirit of Community Award went to **Arvest Bank, University of Arkansas - Fort Smith** and **Ron Calhoun & Associates**. **Community Services Clearinghouse** and the **Boys & Girls Club of South Logan County** earned the Spirit of Caring Award.

### Division Awards

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

#### Corporate

Arkansas Best Corporation  
Hanna Oil & Gas  
Stephens Production

#### Crawford County

Citizens Bank & Trust Co.  
USA Truck  
Van Buren Public Schools

#### Education Division

Fort Smith Public Schools

#### Finance and Banking

First National Bank  
**Franklin County**  
ATU—Ozark Campus

#### Greenwood

Farmers Bank  
Greenwood Public Schools

#### Logan County

Cargill Value Added Meats

#### Manufacturing

Weyerhaeuser Company  
Weldon Williams & Lick  
Rheem Manufacturing, Air Conditioning Division

#### Professional

P-F-P Insurance

#### Retail

JC Penney

#### Sequoyah County

UPS

# Strategically planning for the future

For more than 75 years, United Way of Fort Smith Area has been setting the pace for philanthropy and caring in Crawford, Franklin, LeFlore, Logan, Sequoyah and Sebastian counties bringing together partners and resources to tackle critical issues and create community-level changes. To assure this in the future, the 2004-2006 strategic plan identifies four areas of concentration — Resource Development, Community Impact - Allocations, Marketing and Operational Excellence. Each area is defined by issues, outcomes and strategies.

“This will be our ‘road map’ for the next couple of years,” said Hugh Maurras, Board Member and Strategic Planning Chair. “Our strategic plan works hand-in-hand with the community needs assessment completed in 2003.”

## Community Impact

“The historic role of United Way in being a community problem solver has had

## Single Parent Scholarship Fund and Family Care Fair Working with our community partners

### Family Care Fair

The Family Care Fair, Saturday, April 2, is a day of service and fun. The annual event (formerly held at Northside High School) is open free to the public and gives the community an opportunity to explore available community services including health, safety and education programs. The event also features entertainment, children's activities and services for children, adults and seniors. The care fair will be held at Kay Rodgers Park from 10:00 a.m. —2:00 p.m.

The Fort Smith Public Schools will partner

strong emphasis on being a fundraiser and distributor,” said Angela Tilley, Executive Director. “United Way will enhance this role and work to make a stronger impact on our area by placing emphasis on the needs identified in the 2003 needs

*United Way is committed to:*

*Growing resources in the areas of: campaign, endowment and third-party grant funding.*

*Ensuring United Way's investments in the community are making the most significant impact by aligning resources.*

*Developing and implementing year-round marketing efforts.*

*Ensuring the administrative efforts of United Way are able to meet the challenges identified in this plan.*

assessment. We will set a plan to meet the critical needs identified.”

## Marketing

More will be done to communicate the value and necessity of giving to United Way by increasing visibility in the community outside of campaign time.

## Resource Development

Requests for United Way funding have increased and United Way will continue to work to increase giving opportunities throughout our communities.

## Operational Excellence

To better meet the needs of the communities, the United Way Service Center will work to ensure operational excellence by reviewing technology, service center funding, processes and staff structure.

with the Family Care Fair Committee of United Way to sponsor the fair.

## Single Parent Scholarship Fund

United Way continues to work with the Single Parent Scholarship Fund of Crawford and Sebastian counties.

For the Fall 2004 and Spring 2005 semesters, the committee has awarded 53 scholarships totaling \$22,500 to single parents in our area.

After serving as a committee of United Way for 2004, the group is actively establishing their own non-profit status.



*Living and Learning Together*

**Family Care Fair 2005**

**Sponsored by  
Family Care Fair**

**Committee of United Way  
Fort Smith Public Schools**

**Saturday, April 2**

**10:00 a.m.—2:00 p.m.**

**Kay Rodgers Park**



United Way brings together knowledgeable volunteers and community partners to identify and meet our area's most critical needs.

The 2004 Campaign started with a Campaign Cabinet meeting full of information and enthusiasm.



From the Pacesetter Kick-off to the Day of Caring, Tom Foltz, 2004 Campaign Director the work of volunteers, and the resources Sam M. Sicard, Pacesetter Chairman of the community are targeted in areas where Ron Calhoun, Day of Caring Chairman they can have the greatest results.





From selling ice cream and popcorn to conducting a garage sale

From car shows to golf tournaments,

From bake sales to auctions,

campaigns created unique ideas to raise money.

And the results matter.

**what**

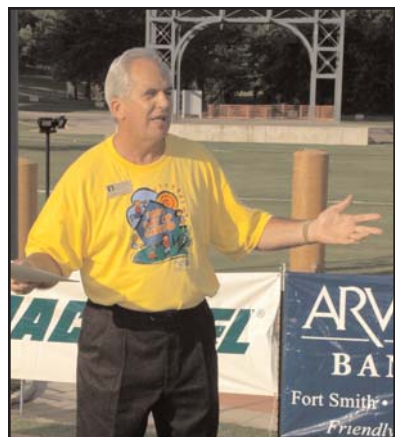
It is not how many individuals we provide for and serve.

It is not how many programs or funds we unite.

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



Funding decisions are finalized and approved by United Way's Allocation volunteers and the Board of Directors.



Leadership givers have the power to

Pillars Club

generate change, to transform the tomorrows

Women's Leadership Circle

of those in need. More than 450 Leadership

Young Leadership Group

givers represent a vibrant and active force in

the service of local communities.



# 2004 Campaigns and Partnerships

*"I was extremely excited at witnessing the motivational tools of participating companies in United Way's area, which includes Crawford, Franklin, Logan, LeFlore, Sebastian and Sequoyah counties," said Tom Foltz, 2004 Campaign Director. "The bake sales, auctions, dunk tanks that people did. I didn't realize there are so many ways to get workers enthused."*



*Through a partnership with the United Way, the Fort Smith Public Library and The Parents As Teachers Program, parents and children receive early literacy skills and quality books for their home libraries.*



*During their United Way campaign, Arvest Bank held a very successful auction that was open to the public. The Whirlpool refrigerator was one of the favorite items to bid on.*



*Weldon Williams & Lick's Basket Bazaar has become one of the favorite activities in the United Way Campaign.*

*United Way annually partners with the National Association of Letter Carriers 's Food Drive.*



*BanCorp South employees Manual Ocasio and Andy Smith took a dare wearing beach garb while raising money for United Way.*

*Ron Calhoun & Associates Real Estate held a successful yard sale in their parking lot with proceeds going to the United Way Campaign.*



*The dunk tank was put into use at First National Bank as part of its United Way Campaign.*



Mercury • Chrysler • Dodge • Buick • GMC • Chevrolet • Pontiac • Hyundai  
 Pontiac • Buick • GMC Truck • Chevrolet • Lincoln • Mercury • Chrysler • Jeep • Ford • Dodge • Buick • Hyundai • GMC • Pontiac • Chevrolet • Lincoln

**INVEST IN WESTERN ARKANSAS AND EASTERN OKLAHOMA**

Buy any new car or truck from the following dealers in October 2004 and **\$25** will be donated to the United Way.

**HARRY ROBINSON BREEDENIDE**

Bill White HYUNDAI PUTNAM LINCOLN • MERCURY

BLUE RIBBON Chevrolet Jeep

Hug Chevrolet Quality Service Since 1937

Mizell Chevrolet

PARIS Ford

West East Crawford County Ford

OZARK FORD TYLER Ford

United Way of Fort Smith Area United Way

Bonneville • Charleston • Fort Smith • Ozark • Paris • Sallisaw • Van Buren

*For the second year, automobile dealers took part in an October campaign giving \$25 for each new car sold.*

# United Way Board

## Recognizing what matters

Ron Calhoun, Mike Carroll, Ann Filyaw and Keith Hefner join existing members of the United Way of Fort Smith Board of Directors. Walter Echols, Susan Grobmyer and Ben Shipley return for a second term of the board.



*Ben Shipley*

The board has the authority and responsibility to set and establish the policies and procedures for the operation and management of the United Way. It also oversees the distribution of all funds, handles other pertinent business and sets the campaign goal.

### **Ben Shipley**

Serving this year as President of the Board is Ben Shipley, Senior Director of Cross, Gunter, Witherspoon & Galchus, P.C.

He is a Master of W.B. Putman American Inn of Court; Chairman, Board of Trustees, St. Edward Mercy Medical Center; Chairman, Board of Directors of United Way; Board of Directors, City of Fort Smith; District Chair Butterfield Trail District BSA and a member of Society for Human Resource Management.

### **Mike Carroll**

Mike Carroll is a partner with Beall Barclay & Company, PLC Certified Public Accountants and Beall Barclay Wealth Management, LLC. He currently serve as the Managing Partner of both organizations.

Mike is a board member of the Interfaith Preschool Foundation Board Member and Ouachita Baptist University where he also serves as a member of the School of Business Advisory Council and past board member of Trustees.

### **D. Keith Hefner**

D. Keith Hefner is President and CEO of Citizens Bank & Trust Company.

He is currently a board member of Van Buren Chamber of Commerce and the Van Buren School District Education Foundation.

### **Ann Filyaw**

Ann Filyaw is an Adjunct Professor, University of Arkansas at Fort Smith, Music Department and a community volunteer.

She is a member of the Leadership Fort Smith Alumni Board, St. Edward Board

of Advisors and the board of the University of the Ozarks. In 2003, Ann served as the Compass Project Processor for United Way's Community Needs Assessment.

### **Walter J. Echols**

Walter J. Echols is Vice President - Real Estate for ABF Freight System, Inc.

In addition to serving on the United Way board, he is a member of St. Edwards Advisory Board, the Fort Smith Museum of History where he is a past board chairman, Terminal Properties Council (Motor Freight Industry related association) where he is current board chairman and is on the Fort Smith Regional Chamber of Commerce - Legislative Affairs Committee.

### **Ron Calhoun**

Ron Calhoun is President & CEO of ROTY Investments, President of Southern Hills Development Corp, President & CEO of Bar-Clay Construction Inc. and President and CEO of Ron Calhoun & Associates.

He has participated in numerous civic and charitable organizations in the River Valley.

### **Susan Grobmyer**

Susan Grobmyer is President of the Bank of the Ozarks in Fort Smith.

Currently she is Chairperson for the 2005 American Heart Association "Go Red for Women" luncheon and Chairperson for the St. Edward Hospital's Advisory Committee.



*Mike Carroll*



*D. Keith Hefner*



*Ann Filyaw*



*Walter J. Echols*



*Ron Calhoun*



*Susan Grobmyer*



## United Way of Fort Smith Area

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(479) 782-3505  
E-mail: [unitedway@mynewroads.com](mailto:unitedway@mynewroads.com)  
Website: [unitedwayfortsmith.org](http://unitedwayfortsmith.org)

### United Way Staff

#### Executive Director

Angela Tilley

#### Campaign Director

Cindy Long

#### Campaign Associate

Sarah Frueh

#### Marketing Director

Linda Kaufenberg

#### Office Manager/Bookkeeper

Angie Ruth

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Coordinator

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Editor

### United Way's Wish list

**Color printer**  
**Display board**  
**Vacuum Cleaner**  
**Children's books**  
**Office supplies**  
**Volunteers for light  
yard work**

If you would like to donate item(s) to United Way, please call Angie at 479-782-1311.

### 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

#### 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  
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

#### 2005 Program Participant

Next Step Day Room