

# what matters

November 2005

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### 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

**‘We have the capacity within us to increase hope and opportunity for those who have too little of either.’**

We must be there to help our friends, neighbors and those who live around us. You have the opportunity in some small way to help a *huge number* of people.

United Way of Fort Smith Area began its 2005 community campaign September 8 at the kickoff breakfast held at Beverly Enterprises.

The fund-raising campaign will end with a Wrap-Up event at noon December 15. Leading the campaign this year is Joel Johnson, Attorney at Warner, Smith & Harris, and for 2006 is Sam T. Sicard, Vice President/Commercial Loan Officer of First National Bank.

Ben Shipley, Director of Cross, Gunter, Witherspoon & Galchus and 2005 United Way Board Chairman, reminded the crowd about what makes this country great and this city strong ... “it is people and our individual capacity to consider the needs of others, particularly the most vulnerable.” He spoke of the value of community and the potential for change and growth



## United Way Board of Directors

### Chairman

Ben Shipley  
*Cross, Gunter, Witherspoon & Galchus*

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*U of A - Fort Smith*

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*St. Edward Mercy Medical Center*

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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*



The 2005 Campaign Cabinet put on their hard hats and went to work raising funds for 32 partner agencies.

continued from front

## Pacesetter Campaign

Many businesses and organizations held their campaigns early as a catalyst to jump start the community campaign. The dollars raised from participating Pacesetters totaled more than \$1.3 million or 52% of the \$2.5 million goal. Sam T. Sicard, 2005 Pacesetter Chairman, announced the results of the campaigns at the kickoff.

“The needs in our community have been growing quickly, far outstripping the ability of the programs United Way funds to serve those who are in need. We must be there to help our friends, neighbors and those who live around us,” said Johnson.

Pacesetter companies included: Aire Systems, Arkansas Best Corporation, Arvest Bank, ATU-Ozark, Baldor Electric Company, Bancorp South, Benefit Bank, Beverly Enterprises, Brown-Hiller-Clark, Citizens Bank & Trust Co., Farmers Bank, First Bank Corp, Greenwood School District, Hanna Oil & Gas Company, Health South Rehab Hospital, JC Penney, KFSM - TV 5, OK Industries, Ozark Schools, Regions Bank, Rheem Manufacturing - Air Conditioning Division, Ron Calhoun & Associates, Sam's Club, SBC, Simmons First National Bank, Summit Medical Center, The Trane Company, USA Truck, Inc., USBank, Wal-Mart Stores, Weyerhaeuser and Whirlpool.

## Allocation volunteers face tough challenges

More than 40 volunteers, represented by various organizations and businesses across the area met this spring to help United Way determine the 2005 funding for its 32 partner agencies.

The allocation teams spent over 900 hours attending training, reviewing agency requests, making site visits and listening to agency representatives. Recommendations were made to the United Way Board of Directors for final approval.

In all, the volunteers were faced with a daunting task. The continued growing needs of the agencies were evident in the request for funds this year - a 26 percent increase over the amount allocated in 2004.

This chart shows how 2004-2005 campaign contributions are making impact.

### How your contribution is invested

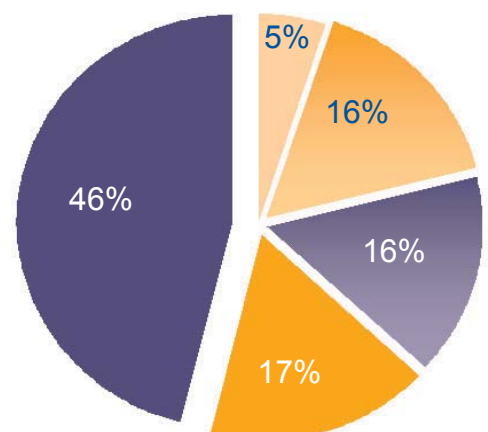
Youth Development - 46%

Health and Human Services - 16%

Emergency Services and Basic Needs - 16%

Family and Children's Services - 17%

Exceptional Children and Adults - 5%



## United Way's new mission targets community needs.

We are focused on what matters most in our community – getting results and changing lives.

As United Way kicked off its 2005 annual campaign, we moved forward with a new focus and vision.

Angela Tilley, Executive Director, said a slight, but significant revision was made with the new mission statement: “To improve the lives by connecting people and resources in our six-county area.”

The new mission statement puts more emphasis on community and focuses resources in the areas outlined by the *2003 Community Needs Assessment*.

“Research shows that United Way is an organization that gets things done,” said Tilley. “The new mission statement reflects this.”

United Way has been known as a fundraising organization and while funds are a much needed resource, other resources can be used to help fulfill the new vision statement: “To be a community problem solver for our six-county area.”

All resources will be used to move forward agendas on identified issues that impact the communities:

- Ensuring Children’s Success
- Providing Basic Needs
- Building Adult Independence
- Building Strong Communities

“I see the change strengthening the community because we have brought the immediate needs of the community to the forefront,” noted Tilley. “I think it will strengthen the agencies and United Way because we are saying, ‘Here’s exactly what we’re doing.’”

### New logo

The new United Way logo signals a change for a new approach to the future



while preserving the heritage of the past. The symbol is now joined together with the United Way name in a permanent, bold alliance. Its holding device is a simple rectangular shape that is unifying.

The original components of our traditional logo - the rainbow of hope, the hand of support and the person as a symbol of humanity - have been maintained because they are still effective in communicating important United Way characteristics - caring, inspiring, trustworthy and approachable. The changes to these key elements are intended to express innovative, dynamic and results oriented characteristics.

### New website

Want to know anything about United Way of Fort Smith Area? In June, a new, revised website for United Way was uploaded. The site is simple to navigate under the headings of:

- Your United Way
- Community Matters
- Member Agencies
- Campaign Central
- News and Events

Campaign Toolkit section is under Campaign Central and is designed to provide tools and tips to make campaigns successful. Campaign Coordinators are able to choose ideas that will work for their businesses or can be used as a springboard for creativity.

Keep up with what’s happening with United Way and the newest items available on the site - [www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org).

## United Way Partnerships Ensuring Children’s Success

- Parents As Teachers Partnership
- Stuff the Bus
- Viburnum Early Literacy Program
- Kindergarten Readiness Forum
- Programs through partner agencies

## Providing Basic Needs

- Downtown Homeless Coalition
- Hurricane Evacuee Services
- Letter Carrier's Food Drive
- Partnership for Prescription Assistance
- Program funding through partner agencies

## Building Adult Independence

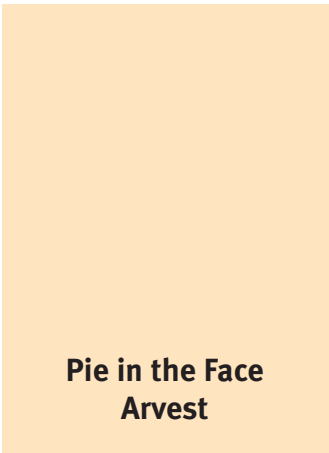
- Single Parent Scholarship Fund
- Program funding through partner agencies

## Building Strong Communities

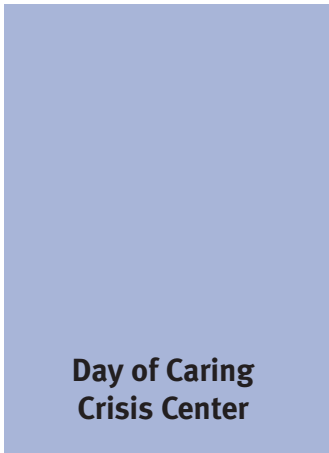
- Day of Caring
- Family Care Fair
- Single Parent Scholarship Fund
- Partnership for Prescription Assistance
- Program funding through partner agencies

**ADDITIONAL INFORMATION**

For more information about United Way of Fort Smith Area, visit [www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org)



**Pie in the Face  
Arvest**



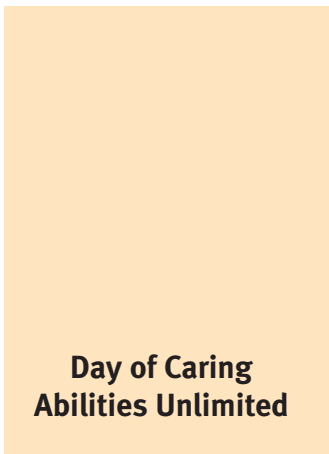
**Day of Caring  
Crisis Center**



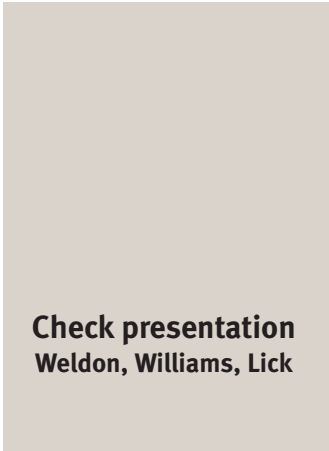
**Garage Sale  
Bancorp South**



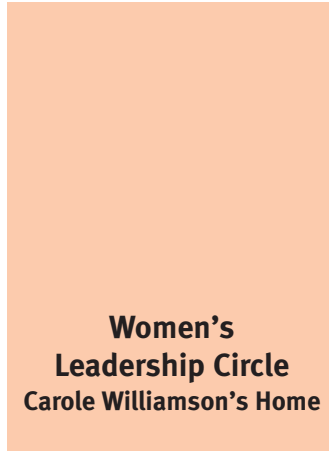
**Hamburger Cookout  
First National Bank**



**Day of Caring  
Abilities Unlimited**



**Check presentation  
Weldon, Williams, Lick**



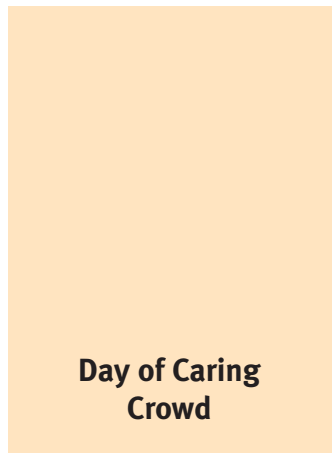
**Women's  
Leadership Circle  
Carole Williamson's Home**



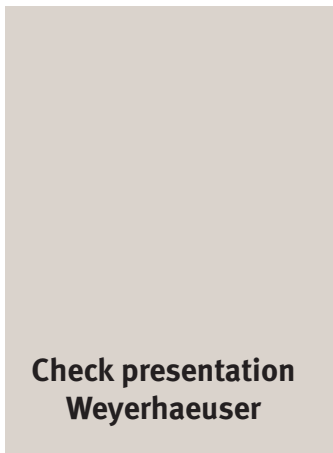
**Day of Caring  
Foodbank**



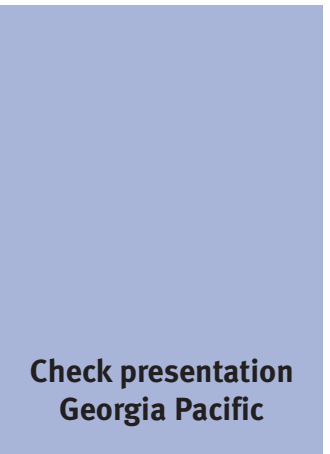
**Craft Sale  
Stephens Production**



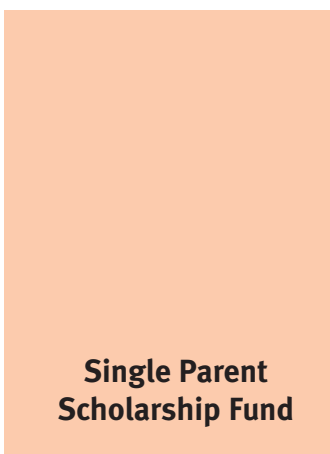
**Day of Caring  
Crowd**



**Check presentation  
Weyerhaeuser**



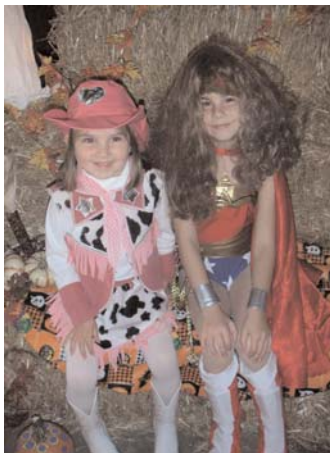
**Check presentation  
Georgia Pacific**



**Single Parent  
Scholarship Fund**



**Leadership Party  
Jorgette and John  
Smith's Home**



**Young Leadership  
Group  
Fallween**

## 2005 Endowment Gifts

### In Honor of Judge Jim Spears

Betty Knobloch

### In Memory of Dr. Wayne Lanier

Elizabeth Echols

### In Memory of Carmelita Sicard Echols

Mr. and Mrs. Ewell Lee

Mr. and Mrs. Donnie  
Green

Ms. Sarah Plunkett

National Bank of Sallisaw

Mike and Gloria Neer

Elizabeth Echols

June and Jim Alexander

Mrs. Donnie Pendergraft

The Norman Company/  
Howard and Josh

Mr. and Mrs. Jim  
Williamson, Jr.

Pamela and Marshall  
Yantis

Mr. and Mrs. Bob Miller

Mr. and Mrs. Robert A.  
Young III

Edward Lichty

Alice and Donald Swaim

Ms. Barbara Warner

Mr. and Mrs. Larry Carr

Mr. and Mrs. Myron  
Rappeport

Mr. and Mrs. Drew  
Linder

Aleece Craig

Mrs. Adrian Williams

Jane Williams

Mr. And Mrs. Birnie  
Pryor

Sharon and Clyde Randall

Myles Friedman

Mitylene Phillips

Mr. and Mrs. Tom Foltz

## KETRA - New tax law brings new opportunities

‘The goal is to encourage charitable giving outside of Katrina relief, to prevent the rest of the nation’s charities from seeing a downturn in giving as they did after Sept. 11.’

To encourage further charitable giving through the end of the year, Congress has enacted the Katrina Emergency Tax Relief Act of 2005 (KETRA).

Included in this legislation are a number of tax and other incentives for those making gifts to all qualified charities - both those directly affected by Hurricanes Katrina and Rita and the many other organizations and institutions whose fund raising efforts may have been impaired by a diversion of funds to other causes.

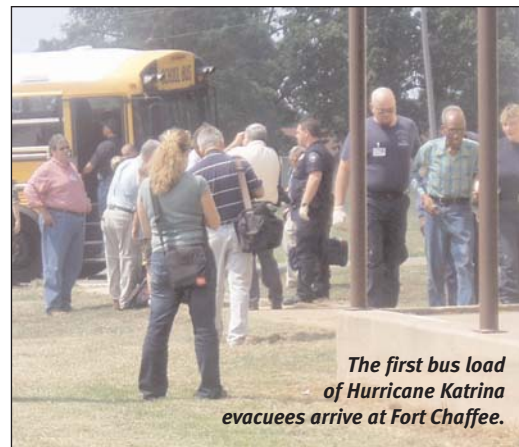
The Act features tax benefits for businesses that donate food, books and cash to disaster victims and provides special tax treatment for individuals who volunteer their time or otherwise give assistance to affected individuals.

### Expanded tax incentives

Gifts to qualified charities, for example, have long been deductible from amounts that would otherwise be subject to federal income tax.

Likewise, charitable deductions are allowed under gift and estate tax laws. However, unlike the unlimited federal gift and estate tax deductions, the amount one can deduct for income tax purposes in a given year may be limited.

Contributions of cash are generally deductible in amounts up to 50 percent of what is known as the donor’s “contribution base.” For most individuals, the contribution base is the same as their adjusted gross income (AGI).



*The first bus load  
of Hurricane Katrina  
evacuees arrive at Fort Chaffee.*

### A window of opportunity

Because many individuals may wish to make additional gifts this year that would cause them to encounter charitable deduction limitations, Congress has temporarily suspended limits on deductions for gifts of

***Individuals may deduct cash contributions made between August 29 and December 31, 2005 equal to 100% of Adjusted Gross Income (AGI) rather than the normal 50% of AGI if made to a “Qualified Public Charity.”***

cash to qualified charities made during the period beginning on August 28, 2005 and ending on December 31,

2005. Thus, donors may deduct qualified charitable gifts in amounts up to 100% of their AGI.

### Other sources of gifts

You may choose to make charitable gifts from any number of sources. For example, if you have accumulated funds in an Individual Retirement Account (IRA), 401(k), 403(b) plan, or other similar retirement account, this year may present special opportunities.

If you are over the age of 59 1/2, funds can be withdrawn from IRAs and other retirement accounts and donated to charity without payment of a ten percent penalty for early withdrawal. Amounts withdrawn and donated in this manner are reported as part of your income and are then deductible as charitable contributions.

Donors should consult their tax advisors about both the optimum amount to contribute in 2005 and the advisability of making contributions from their IRAs or other qualified plans.

## Single parent scholarships

### open a world of opportunity

The scholarships strive to give single parents an opportunity for an education that will better provide for them and their families.

The State Single Parent Scholarship Fund (SPSF) approached the United Way of Fort Smith Area in January 2004 to request assistance in establishing the organization as a local non-profit organization. The goal was to have United Way provide an environment for Single Parent Scholarship Fund of Crawford and Sebastian Counties to develop and grow while a 501c3 tax status could be obtained.

“United Way has been pleased to work with the organization and serve as a fiscal agent for the group since March 2004,” said Angela Tilley, United Way Executive Director. “It is anticipated the local Single Parent Scholarship fund will receive their non-profit tax status by February 2006.”

#### Scholarships awarded

Since March 2004, the group has awarded almost \$40,000 in scholarships to 85 area single parents.

- Fall 2004 - 25 scholarships - \$11,000
- Spring 2005 - 28 scholarships - \$10,750



- Fall 2005 - 32 scholarships - \$16,000
- Total - 85 scholarships - \$37,750

Recipients must live in Crawford or Sebastian County, be single head of household with sole custody of children and pursue a career-oriented undergraduate course of study.

“I firmly believe that education is the only way to break the cycle of poverty,” noted Cathy Williams, Chairman of the SPSF Board. “A huge number of households in Crawford and Sebastian counties are single-parent households. And this money can be used for anything that is a barrier to a course of study.”

The following scholarship awards are given:

- Full Time Students: \$500 per semester
- Part Time Students: \$250 per semester
- Adam Humiston Scholarship: \$1,000 annually
- Network of Executive Women - Amount varies annually

## What activities are most important in my classroom?

The United Way in partnership with the Fort Smith Public Schools Parents As Teachers Program hosted the Second Kindergarten Readiness Forum on Tuesday, November 1.

More than 60 area pre-school providers attended the forum that was organized to help educate the pre-school providers how to better prepare students for kindergarten.

“More than 50 percent of today’s students entering kindergarten in Fort Smith are performing two to three years behind their developmental norm,” stated Kathryn O’Brien, Supervisor for Early Childhood

Education/Parent and Community Services. “A pre-school director or teacher has the power to ensure that area children enter kindergarten ready to learn. This forum gave them valuable information to use in the classroom and to share with their pre-school parents.”

The forum gave the pre-school providers an opportunity to meet with Fort Smith kindergarten teachers. The kindergarten teachers shared expectations and ideas on how to get pre-school students ready for school. Ideas included hands-on activities that the teachers could use in their classrooms.



#### ADDITIONAL INFORMATION

For more information or to get a scholarship application visit [www.aspsf.org](http://www.aspsf.org)



*“I finished my Freshman year with a 3.77 and I appreciate every word of encouragement. The SPSF scholarship that I have received is also a great token of encouragement.”*

*I found it very difficult to work full time, attend school full time, and raise two boys properly through my first two semesters. If it wasn't for the scholarship, I couldn't do it.”*

*Cynthia Moore*



**United Way of  
Fort Smith Area**

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Website: [unitedwayfortsmith.org](http://unitedwayfortsmith.org)

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- \_\_\_\_\_ **Newsletter  
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**Campaign Director**

Cindy Long

**Campaign Associate**

Sarah Fowler

**Marketing Director**

Linda Kaufenberg

**Office Manager/Bookkeeper**

Angie Ruth

**Part-time Assistant**

Megan Marquette

**United Way Funded Agencies**

Last year, United Way's 32 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 Sequoyah County
- Boys and Girls Club of South Logan 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

**Health and Human Services**

- Community Dental Clinic
- Community 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**

- Center for Arkansas Legal Services
- Community Services Clearinghouse
- Golden Rule Clothes Closet
- Next Step Day Room
- River Valley Foodbank
- The Salvation Army

**United Way's Wish list**

- Display board**
- Vacuum Cleaner**
- Children's books**
- Office supplies**

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