

what matters

October 2006

Upcoming Events

Oct. 12 **Power of the Purse**
11:30 am - 1:30 pm
Convention Center Annex

Oct. 26 **Young Leadership Group**
Falloween

West End Park

6:00 pm - 8:00 pm

Nov. 16 **Young Leadership Group**

Educational Roundtable Series - Takeo Suzuki

11:30 am

Boy Scout office

1401 Old Greenwood Road

Nov. 30 **Women's Leadership Circle**

Holiday Luncheon

11:30 am - 1:30 pm

Home of Jo Lynn Spradlin

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

'United Way is in the business of creating change - change that will help individuals and community conditions.'

United Way's goal is to improve lives, one life at a time.

At United Way's 2006 community campaign kick-off held at Golden Ventures, more than 200 people listened as Angela Tilley, United Way Executive Director, said "the organization is evolving and wants to be more of a problem-solver for the community."

Creating change and meeting our community needs

Tilley noted that in addition to funding 32 partner agencies, United Way has and will continue to expand its focus by identifying problems and implementing strategies that produce results.

"United Way is in the business of creating human success and human success equals economic success," added Tilley.

With monies allocated by the board to a special Community Impact Fund focusing on *Ensuring Children Succeed*, special two-year impact grants were awarded in addition to the annual allocation funds.

- ♦ Girl's. Inc.- \$12,750 to cover the cost of their Kindergarten Readiness Camp for 2007 and 2008.



Dr. Sandi Sanders, United Way Board Chairman, gave the welcome at United Way's annual campaign kick-off.

- ♦ Lincoln Childcare Center - \$20,000 to offer and begin a scholarship program for three infant or toddler students that are self-pay.
- ♦ Parents As Teachers - \$60,000 to provide funding to support 25 families per month through the PAT program.

A percentage of the money given by members of United Way's Women's Leadership Circle also went to a Community Impact Fund allocated by a committee of WLC members. This year the committee allocated almost \$9,000 to bring Dolly Parton's Imagination Library to the area. The partnership will provide books monthly to newborns - five year olds. United Way funds will focus on at-risk children who do not have books in their homes. In addition, a fundraiser, Power of the Purse will be held October 12 with all proceeds going to enrolling

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Continued from front page

United Way needs your assistance

more children in Imagination Library. Cost is \$27 annually per child.

Investing in our Community

Leading the campaign this year is Chairman Sam T. Sicard, First National Bank, and Vice Chair Hugh Maurras, T.J. Smith Box Company.

Sicard said that more than 34 companies participated in the pacesetter campaign including bank branches and all Wal-Mart stores in the area. He noted the Pacesetter companies were very creative in their campaigns while having fun. They held cookouts, garage sales, golf tournaments, softball tournaments, a-bay and b-bay auctions, ice cream sales, sweet carts, bake sales, 50/50 drawings, and basket raffles.

Pacesetter companies included all Wal-Mart Stores, ABF Freight System, Inc., Aire Systems, Arkansas Best Corp., Arkansas Best Federal Credit, Arkansas Tech University-Ozark, Arvest Bank, AT&T, Baldor Electric, Bancorp South, Benefit Bank, Brown-Hiller-Clark, Citizens Bank & Trust Co., Data-Tronics Corporation, Farmers Bank, First Arkansas Valley Bank, First National Bank, Golden Ventures, Greenwood Public Schools, Hanna Oil and Gas, Health South Rehab Hospital, J. C. Penney #1961-2, KFSM, National Bank of Sallisaw, OK Industries, Ozark Public Schools, Planters, Rheem Manufacturing -Air Conditioning Division, Ron Calhoun and Associates, Sam's Club, Simmons First National Bank, Sparks Health System, St. Edward Mercy Medical Center, Summit Medical Center, The Trane Company, UPS, USA Truck, Inc., USBank, Wal-Mart Distribution Center and Weyerhaeuser

"Together they raised \$1.169 million," announced Sicard.

◆ Pattie West with Golden Ventures shared how the Trivia Contest raised money for United Way. "We had 18 teams compete and raised more than \$2,000. The winners receive a t-shirt they can wear anytime during the year. It's a pretty big deal."



Southside High School's Drum Line added to the kick-off festivities with a flair.

- ◆ Starting in the spring, United Way knew they would have some economic challenges and had to come up with strategies to increase support. Focusing on leadership giving and adding a level of giving, the Cornerstone Club at \$2500 was introduced. A committee was formed and to date more than \$100,000 has been raised by individuals giving at the Cornerstone level.
- ◆ This year a new training program was started for campaign volunteers. A Loaned Executive is an employee who is loaned as a volunteer during the United Way campaign to help United Way expand solicitation efforts, reach new markets and broaden the base of community giving. Volunteers applied to be in charge of accounts for the campaign. Marion Dunagan, Vice-Chancellor Enrollment Management, U of A - Fort Smith, told participants, "When you give a little of yourself, you give a lot to help one person and the community."

Sam closed the program saying that the excitement of the day was being carried forward into the community with the 18-member Southside Drum line. Throughout the day people around town wore United Way Day stickers to show support.

‘We thought of ourselves forever as a fundraising organization. We have to think differently about how we do our work.’

‘The economy has changed from industrial to service and we can’t let our past determine our future.’

The United Way must find new ways to help people and a wider range of volunteers if it’s to remain viable, the organization’s national leader said September 14. Brain Gallagher, president and chief executive officer of United Way of America, spoke to more than 100 United Way volunteers at a breakfast in Rogers.

“It is critically important to identify issues our communities face and develop strategies to solve those issues,” continued Gallagher. “We need to put all resources together in solving problems while holding everyone accountable.”

The change in strategy has been under way for several years and has taken hold at nine of every ten United Way chapters.

“We’ve got to find more effective and efficient ways to work together,” Gallagher said.

Big and small donations are received annually from 14 million contributors to

Disaster response plans

Tilley selected to national United Way council

Angela Tilley, President of United Way of Fort Smith Area, was selected as a representative on United Way of America’s Crisis Preparedness, Response and Recovery Advisory Council.

She traveled to Washington September 26 to discuss disaster response issues. While there she was asked to speak about the recent trip by Brain Gallagher and Rodney Slater to Little Rock and Northwest Arkansas before a quarterly United Way of America staff meeting.

Angela was specifically selected to serve

United Ways. Ninety-three percent of those donating give an average of \$200 annually. Around 24,000 donors give \$10,000 or more. “United Way campaigns involve everyone,” said Gallagher.

Implementing 2-1-1, an easy to remember telephone number that connects callers to information about critical health and human services available in their community, is a national United Way initiative.

“If Arkansas connects in February, they will be the 43rd state to implement the system,” noted Gallagher. “For every \$1 invested in the system, the government gets \$2.07 in savings.”

Also speaking at the breakfast was Rodney Slater, Chairman of United Way of America Board of Trustees and former U.S. Transportation Secretary under President Bill Clinton.

He noted that it is important for people to recognize they have choices and very important they have the skills to exercise those choices.

“United Way is about helping people - listening and learning,” said Slater, a Mariana, AR native.

Attending from United Way of Fort Smith Area were Dr. Sandi Sanders, Ann Filyaw, Rodney Shepard, Steve Griffin, Dr. Jo Alice Blondin, Monica McKinney, Brent Roach, Van Comer, Curtis Feimster, Steve Pereria, Bill Lintz, Mike Group, Claudine Stark and United Way’s office staff.

on the council because of United Way’s involvement with the processing of Hurricane Katrina evacuees who came through Fort Chaffee.

The 16-member council is comprised of representatives from across the nation from local United Ways, 2-1-1 Call Centers, the American Red Cross, FEMA and NVOAD (National Voluntary Organizations Active in Disaster). They will make recommendations to enhance United Way’s local involvement and role in crisis preparedness, response and recovery.



Brain Gallagher
*President and CEO,
United Way of America*



Rodney Slater
*Chairman
United Way of America
Board of Trustees*



Angela Tilley
*Executive Director
United Way of
Fort Smith Area*



Day of Caring - August 10

Approximately 600 volunteers provided more than \$34,000 worth of labor for 90 projects at United Way partner agencies in the six-county area through Day of Caring events. The volunteers spent time helping those in need. Teams of volunteers from United Way supporting companies and individual volunteers are matched with non-profit agencies throughout the area.



Stuff the Bus - July 28 - 29

Hundreds of individuals donated more than 19,000 packages of school supplies to give children a fresh start this school year.

This year supplies were distributed to students in Alma, Arkoma, Barling, BelFonte, Booneville, Brushy, Cedarville, Charleston, Fort Smith, Greenwood, Hackett, Hartford, Lavaca, Magazine, Mansfield, Marble City, Mountainburg, Mulberry, Ozark, Paris, Sallisaw, Scranton and Van Buren. Supplies were also distributed to the Community Services Clearinghouse, Girls Inc., Boys Shelter, Girls Shelter and Community Mentoring Program.





Agency Tours - July 27

Twenty-eight people went on four different agency tours throughout the day. The tours replaced F.I.S.H., an exchange of ideas. Nothing tells the United Way of Fort Smith Area story better than agency tours because it allows donors to see for themselves how their dollars work to benefit the community.

Agencies visited included Abilities Unlimited, Boys Shelter, Community Services Clearinghouse, Crisis Center, Evans Boys and Girls Club, Fountain of Youth Adult Day Care, Gateway House, Girls Inc., Girl Scouts, Girls Shelter, Lincoln Childcare Center and Next Step Day Room.



YLG Educational Roundtable Series - June 20

Jim Walcott (pictured at right), President and CEO of Weldon, Williams & Lick, was the featured CEO during the quarterly Educational Roundtable Series. He shared a film shown to all new-hires at WWL about the company, its beginning in 1898 and its continuing beliefs. Jim passed out containers of “Mental Floss” with the saying “It’s what you learn after you know it all that counts.”



Leadership Party - September 14

More than 100 people enjoyed the Leadership Party at the home of Pat and Cosby Hodges (pictured at left). It was a perfect evening as everyone enjoyed the beauty of both the inside and the outside of the Cliff Drive home.

Dr. Sandi Sanders, United Way Board Chair, and Sam Sicard, 2006 United Way Campaign Chair, thanked those in attendance for their belief in United Way’s mission and for their continued support.



Special United Way postmark

Look on your mail and you might find a special United Way postmark. Each regional postal center will be using this postmark from September 15 to November 15

Multiply 600,000 (estimated pieces of mail per week per postal center) times 1,000 (the number of regional postal centers) times 12 weeks and you'll get an idea of the volume of mail that may be carrying United Way's name. (No calculator? Try 7.2 billion pieces of mail.)

'The Partnership for Prescription Assistance is making great strides to reach the millions of Americans who desperately need help accessing their prescription medicines.'

The Partnership for Prescription Assistance (PPA), a United Way of Fort Smith partner, has matched more than 2.5 million patients to patient assistance programs around the country. The national program, sponsored by America's pharmaceutical research companies to help patients in need access prescription medicines, is the largest private-sector effort to connect low-income, uninsured or under-insured patients to prescription assistance programs, many of which provide medicines for free or nearly free.

Billy Tauzin, president and CEO of the Pharmaceutical Research and Manufact-



urers of America, said. "We are taking the program across the country visiting every state and stopping in hundreds of cities to inform patients in need that help is available. But our job isn't done and we stand committed to reaching even more patients who need help."

In its first year of operation, the PPA learned that access to a physician was often the greatest obstacle to completing applications for patient assistance programs. So, in April 2006, the PPA added a new feature to the program: a database that connects patients with free health clinics and healthcare providers in their community.

The Partnership for Prescription Assistance (1-888-4PPA-NOW; www.pparx.org) is the only program that provides a single point of access to the more than 475 patient assistance programs nationwide.

Loaned Executives

New program educates United Way volunteers

United Way has 22 Loaned Executives to help expand solicitation efforts during the 2006 annual campaign.

"The LE program is a great opportunity to get involved in the United Way. Being a part of this group has given me the insight of how a small donation can affect a large group of people," said Daniel Robinson.

United Way has provided a unique leaning opportunity in the area of public speaking, leadership and salesmanship. Brent Roach a trainer with Dale Carnegie has conducted two training sessions with the LE's to develop their own United Way presenta-



tion. Training was conducted in how to make a campaign call, and how to handle objections in conducting a campaign. Loaned Executives have been trained in the changes that are happening with United Way in focusing on community impact.

"If we enjoy being in this community, then it is painfully obvious to me we should enjoy supporting the United Way in whatever means possible," noted Mat Pitsch. "United Way, and its outstanding work, makes us a better community"

It sounds almost too simple to be true, but by reading with your children during their preschool years, you are giving them the biggest boost toward a successful education they will ever get.



Members of the Women's Leadership Circle, designed to recognize the important role of women in civic leadership, philanthropy and community action, are bringing Dolly Parton's Imagination Library to Fort Smith.

In 2005, members of the Circle donated more than \$85,000 with 10 percent being placed into a Community Impact Fund. A committee of WLC members decided to address one of United Way's four impact areas, Ensuring Children Succeed.

"It is known that more than 50% of children entering kindergarten in Fort Smith perform two to three years behind their developmental norm," said Ann Dawson, WLC Co-Chair. "It is also known that families living in poverty have less than 10 children's books in the home"

Through a partnership with Dolly Parton's Imagination Library, the WLC will target at-risk children and provide them with a book a month from birth to age five. It will allow area children to experience the

excitement of receiving something in the mail and build self-esteem and reading skills at the same time.

"United Way's early literacy initiative will work to break the barriers to help children succeed," noted Ann Filyaw, WLC Co-Chair. "The cost per child is \$27 a year."

Power of the Purse

On Thursday, October 12, United Way of Fort Smith Area's Women's Leadership Circle will host Power of the Purse, a celebration of handbags.

This is the first year for the event with planned attendance of more than 200 women who will enjoy a luncheon while admiring and bidding on scores of purses, handbags and accessories donated by vendors, artists and celebrities. A live auction will showcase the most valuable and coveted bags.

The proceeds from the event will go towards providing more books through Dolly Parton's Imagination Library. Tickets are \$25 and are available by calling the United Way office, 479-782-1311.

Provision allows for tax-free charitable transfers from IRAs

New pension law provides for charity

A federal law was enacted in August allowing IRA owners to share the wealth of their retirement savings by giving directly to charity - without first counting it as income and paying income tax.

In 2006 and 2007, holders of traditional and Roth IRAs who are at least 70 1/2 years old can make

direct charitable transfers up to \$100,000 per year.

The payments must be made directly by the IRA custodian to the charity. One of the best features is that the charitable distribution will count toward the the required minimum distribution.

Distributions from a SEP

or SIMPLE do not qualify, but you can convert them to an IRA.

Lastly, qualified charitable distributions do not include amounts paid to donor-advised funds or to support private foundations. Please contact your financial advisor for more details

2005-2006 Endowment gifts (as of 09/15/06)

Special Gifts

Mr. and Mrs. SW Jackson, Jr
In memory of
Roland S. Boreham, Jr.
Mr. and Mrs. Dan Richardson
St. Louis Baldor Plant Employees
Mr. and Mrs. Richard J. Udouj
Mrs. Lyn Forsgren Caselman
Employees of BKD
Mrs. Ellyn Schleiffarth
Shirley and Dude Crain
Mrs. Ruth Cholcher
Employees of Holiday Inn
City Center
Employees of TJ Smith Box Co.
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Ramona Roberts
Julie and Matt Ketcham
Commerce Bank
Mrs. Ann Filyaw
Kristan and Eugene Still
Mr. and Mrs. Tom Foltz

In memory of

Katherine "Tachy" Sicard

Elizabeth Echols

In memory of

Roscoe Thompson

Garnet and John Watts

Mr. and Mrs. Tom Foltz

Mr. and Mrs. John Alford

In Honor of

Judge Jim Spears

Betty Knobloch

In memory of

Dr. Wayne Lanier

Elizabeth Echols

In memory of

Carmelita Sicard Echols

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Ms. Barbara Warner

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Sharon and Clyde Randall

Mr. and Mrs. Tom Foltz



United Way of Fort Smith Area

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- Office Manager/Bookkeeper**
Angie Ruth



United Way of Fort Smith Area
Women's Leadership Circle
Invites you to

COME JOIN US

Power of the Purse 2006

Thursday, October 12

\$25 per ticket

Fort Smith Civic Center Annex

11:30 a.m.

**Luncheon, Auctions,
Vendors**

**Sponsored by
Bank of the Ozarks**

More information, call 782-1311

Proceeds will be used for United Way's early literacy initiative—
Dolly Parton's Imagination
Library providing books
to newborns—five year olds.

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.

Ensuring Children Succeed

- Boys & Girls Club of Paris
- Boys & Girls Club of Sequoyah County
- Boys & Girls Club of South Logan County
- Fort Smith Boys & Girls Clubs
- Girl Scout Council of Mount Magazine Area
- Girls Incorporated
- Girls Shelter of Fort Smith
- Lincoln Childcare Center
- Ozark Area Youth Organization
- Sebastian County Boys & Girls Club
- The Boys Shelter
- Van Buren Boys and Girls Club
- Westark Area Council, Boy Scouts
- Suburban League
- Stepping Stone School

Building Strong Communities

- Center for Arkansas Legal Services
- Project Compassion

Providing Basic Needs

- Clothes Closet
- Community Dental Clinic
- Community Services Clearinghouse
- River Valley Regional Foodbank
- Salvation Army

Building Adult Independence

- Abilities Unlimited
- ARC for the River Valley
- Crawford County Mentoring Program
- Crisis Center for Women
- Fountain of Youth Adult Day Care
- Gateway House
- Harbor House
- Literacy Council of Western Arkansas
- Next Step Day Room
- Sebastian Retired Citizens Assoc. (SRCA)