

**2011**

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**FOR A  
SUCCESSFUL  
CAMPAIGN**



**GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED®**



## **Mobilizing Your Workforce Campaign**

*Your Guide to Coordinating a  
United Way Workforce Campaign*

# Welcome to the United Way Campaign Team!



**Sister Judith Marie Keith  
2011 Campaign Chair**

## 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.**

CAMPAIGN COORDINATORS...thank you...thank you for your willingness to serve the United Way campaign at your company! You and your abilities are being recognized with this leadership role.

United Way provides significant financial support to 34 not-for-profit agencies in four Arkansas counties and two counties in Oklahoma. Some of these services have possibly impacted members of your families, fellow co-workers or friends during a difficult time in their life. The annual United Way Campaign provides the opportunity for us to do our part in making life better for others.

As the Campaign Coordinator, your job is to share your enthusiasm for the mission of the United Way by giving co-workers the opportunity to participate regardless the size of their gift. Though each company is different, a minimum of 50% employee participation is achievable in most organizations. Let's use this for a goal.

As the lead-person in the campaign, the booklet "Steps for a Successful Campaign" and the web site ([www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org)) will provide information and materials essential for your success. Posters, DVD's and brochures are also available. Of course, the United Way staff will work with you and clarify questions you may have. Don't hesitate to get us involved as you see appropriate. You are not alone in this challenge!

The Board and Staff of United Way join me in expressing appreciation for your service to our community...especially for those in need.

May God bless you as only He can!

A handwritten signature in cursive that reads "Sister Judith Marie Keith RSM".

Sister Judith Marie Keith, RSM  
Campaign Chairperson

## We're here to help you!

If at any time you have questions, please call Dee Long or Mitzy Little at 479-782-1311 or e-mail [delightlong@mynewroads.com](mailto:delightlong@mynewroads.com) or [mitzylittle@mynewroads.com](mailto:mitzylittle@mynewroads.com). Be sure and visit the United Way website, [www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org), for updated event information, as well as ideas and suggestions for your organization's campaign.

# GET EXCITED...

# LIVE UNITED™

What does it mean to **LIVE UNITED**? It's a constant reminder that when we as individuals think outside ourselves, we have the power to make change. When we think of other's lives as linked to our own, our compassion grows. When we reach out a hand to one, we influence the condition of all. But, more than all that, it is a commitment to **GIVE, ADVOCATE** and **VOLUNTEER**. Every person and family that we can help grow stronger makes our six-county area a better place for all to live, work and raise a family!

## **GIVE – Every gift counts**

When you give to United Way of Fort Smith Area, you immediately become part of the collective power of generosity. Every individual has a different desire and ability to give. That's why there are several levels of giving that allow you to contribute to the health of our communities within your own means. Regardless of the amount of your contribution, we promise to combine your gift with others to deliver long-term solutions for people in need in our six-county area.

## **ADVOCATE – Lend your voice to champion a cause**

Everyday you have an opportunity to be an advocate. Being an advocate doesn't always mean participating in public policy discussions. Being an advocate is as easy as talking about why you support United Way and why the issues we are addressing are important to you. Advocating does not take a lot of time or money, but it does take a commitment to talk about our community and how you are making it better.

## **VOLUNTEER – Give your time to change lives**

Everyday, ordinary people are accomplishing extraordinary things by volunteering. You don't have to have super-human talents to get involved in your community. From preparing children to succeed in school by being involved with Imagination Library. By helping collect school supplies for children through Stuff the Bus to start the school year right, to sponsoring an activity, there are hundreds of volunteer options all around you.

## **LIVE UNITED = Advance the Common Good**

United Way is working to advance the common good by focusing on **Education, Income and Health**. These are the building blocks for a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Our goal is to create long-lasting change that prevents problems from happening in the first place.

## **IMPORTANT DATES TO REMEMBER**

**Campaign Kick-off**  
**September 8**  
**11:30 am**  
**Golden Living Fort Smith**

**Campaign Wrap-Up**  
**March 2012**

*\*Involve Your co-workers in these United Way events to thank and motivate them.*

# United Way Campaign 101

## What is a Workforce Campaign?

- During a workforce campaign, CEOs and campaign coordinators encourage employees to give to United Way of Fort Smith Area. They motivate people to give by educating them about the needs in the community and asking them to participate in company activities.

## What's My Role as a Campaign Coordinator?

- Learn about United Way of Fort Smith Area. Please call the United Way office if you have any questions or need assistance.
- Recruit and coordinate a team of company volunteers to help you run the campaign.
- Make a personal gift to United Way of Fort Smith Area.
- Promote the campaign throughout your organization and ask everyone to give.
- Coordinate the distribution and collection of campaign materials and pledges.
- Prepare and submit a final report packet and pledge forms.
- Thank all campaign participants.

## Who Can Help Me Run a Successful Campaign?

- Your Loaned Executive (LE) will be your main United Way contact during the busy campaign season from August to December. An LE is responsible for personally contacting and securing corporate contributions and/or employee contributions from each of their assigned accounts.
- The Resource Development/Marketing Director is a full-time United Way of Fort Smith Area staff member who is available year-round to assist with workplace campaigns, all 782 1311.
- Be sure you are on the e-mail list to receive a newsletter with campaign tips, ideas and success stories. Send your e-mail address to [unitedway@mynewroads.com](mailto:unitedway@mynewroads.com).

## How Do I Achieve Maximum Participation In My Campaign?

- Publicize your efforts in as many ways as possible.
- Make sure to utilize communication methods that your colleagues use every day - web sites, intranets, internal publications, external publications, media connections, special displays, posters and banners, meetings, inter-office mail, e-mails, telephone calls and voice-mail messages.

### **\*20-Minute Model Presentation Package\***

- Opening Remarks - Campaign Coordinator: 1 minute
- Endorsement - CEO: 1 minute
- Speaker - United Way Agency, Volunteer or Board Member: 7.5 minutes
- United Way Overview - United Way Representative: 7.5 minutes
- Ask for the Gift - Campaign Coordinator: 2 minutes
- Closing Comments, Thank you and Collect pledge cards: 1 minute

TOTAL TIME: 20 minutes

NOTE: Presentation times may be shortened or extended depending on allotted time.

## Best Way to Ask Co-Workers to Give

### Do you know why most people don't give to United Way?

It's because they weren't asked. Not everyone will be able to attend the campaign kick-off, so it's important to follow up with employees. Although it can be difficult to ask your co-workers for money—especially to increase their support—remember that people feel good about helping others. As your colleagues better understand the work of United Way and how their contribution impacts their community, they become more generous.

### Quick tips that make asking for a pledge easier:

- **Know the facts.**

Read the background materials carefully. The more you know about United Way, the easier your job will be. Prepare a solicitation case. Check out United Way's website at [www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org) for facts that make a compelling case for giving.

- **Call on co-workers you know first.**

Approaching people you know well lets you be more relaxed and comfortable as you refine your presentation skills. The positive responses you'll get will boost your confidence.

- **Make personal contact.**

People give to people. Set up face-to-face meetings to ask for a pledge. It's best not to just leave pledge forms on someone's desk.

- **Be positive.**

Explain the benefits of giving to United Way. Stress the importance of each person's contribution to our community. Emphasize that you're asking for funds for urgently needed programs to create long-lasting change that prevents problems from happening in the first place. United Way is working to make our communities a better place to live by focusing on **Education, Income and Health**.

- **Be prepared for questions and concerns.**

People deserve to know that their money is being used wisely. Review the responses to the most Frequently Asked Questions regarding United Way (see page 11). If you don't know the answer to a question, call the United Way office and get back to your colleague.

- **Retrieve all pledge cards and say 'Thank You'.**

You should collect a pledge card from each employee—whether or not the individual contributes—as a record that each has been solicited. Remember to thank everyone you contacted. Each person's time and gift are appreciated and a "thank you" is an important part of your efforts.

### **\*Tip for Success\***

Nothing tells the United Way story better than agency tours because it allows employees to see for themselves how their dollars work to benefit the community. Contact your Loaned Executive or United Way Resource Development Director to arrange for your group's agency tours.

## 10 Steps to Running a Successful Campaign

### **Involve your CEO:**

The success of your campaign can be significantly improved based on the commitment and visible involvement of your senior managers and chief executive officer.

### **Recruit and train your campaign committee:**

Your campaign committee will help you manage your organization's campaign and communicate with employees. Ask your CEO and/or union leadership to help recruit people for all departments and levels of your organization, and from all company sites.

### **Promote leadership giving:**

Peer-to-peer solicitation is key to leadership giving. Ask your CEO to appoint an executive to solicit members of the management team for leadership gifts.

### **Recruit campaign representatives:**

Peer outreach and personal follow-up are proven to be the most effective ways to raise funds. Recruit co-workers as campaign representatives to help you answer colleagues' questions about United Way.

### **Promote and publicize your campaign:**

Establishing a financial goal for your campaign is a great way to get people motivated. Your LE or Resource Development Director can provide you materials that both get the word out and inform employees about how their contributions can help the community.

### **Hold a kick-off event and employee group meetings:**

Build enthusiasm for the campaign by asking your CEO to attend a kick-off event and to publicly endorse the campaign. Add impact to your meeting by contacting your LE or Resource Development Director for presentations and to get a speaker.

### **Have fun with your campaign:**

Fun events can create enthusiasm for the campaign. Use ideas in this handbook, Campaign Connection or go on the website, [www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org).

### **Follow-up with employees and report results:**

Midway through the campaign, you should compare last year's donor list with current contributors to determine who has not yet returned a pledge card. Most people don't give because they weren't asked. Collect all triplicate pledge forms whether or not an individual contributes, so you'll know that everyone has had an opportunity to participate.

### **Celebrate success**

Thank everyone who has worked on the campaign. Be sure your Campaign Packet is completed with all the information requested and returned to the United Way office. Thank everyone again. The value of generously thanking everyone involved cannot be overemphasized.

### **Get a jump on planning for next year's campaign**

Critique the campaign with your CEO, campaign committee and United Way Resource Development Director. Listening to what people liked, what worked and what didn't will help your organization plan for next year's campaign.

## Communicating Your Campaign

The most important aspect of your campaign is to get the message out. Plan to talk about or use electronic media to publicize the campaign for a few weeks prior to your campaign kick-off. Repeat the message several times over the course of the campaign. Remember that support from your CEO and department managers is all important. Enlisting and securing their support will send a clear signal to all employees about the importance of participating in the campaign. And most importantly, ask each employee to give.

### TECHNOLOGY

**Need more ideas?  
Visit [www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org)**

#### E-mail ideas

- Send e-mails to inform employees about specific campaign events and functions. Personalize these communications, if possible.
- Use calendar options to inform employees about the campaign events.
- Send a CEO letter of support by e-mail to all employees.
- Use e-mail or voice mail to answer employee questions. Quick follow-up is very important.

#### Company website and intranet ideas

- Create a campaign banner ad to run on your company intranet.
- Post an endorsement letter from your CEO on the company intranet.
- Include links to United Way's web site [www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org) on your company web site so employees can learn about the impact of United Way in your community.
- Post information about campaign events, progress reports and results on company web sites and intranet.

#### Voicemail

- Send voice mail reminders to employees.
- Prepare a special United Way greeting or thank-you message.

### ESTABLISHED COMMUNICATION METHODS

- Hold campaign kick-off meetings.
- Ensure campaigners contact their assigned employees about the campaign.
- Use payroll stuffers to inform employees about the campaign.
- Display posters.
- Print sheets showing the impact of United Way donations in each community and county.
- Publicize time-frames, incentives, contest winners and campaign results.

#### **Everyone Loves to Win!**

Let everyone win! Allow donors to receive special recognition for pledging to United Way. For example, if pledge cards are turned in within specified time frames, donors receive special gifts (extra hour for lunch, movie passes, name in a pot for special grand prize raffle, coffee mugs, etc.) Have different levels of winning. You may base your gifts according to how much is pledged or when pledge cards are returned!

#### **Encourage Payroll Deduction!**

The easiest way to make an investment in the community is through payroll deduction. Stress to your employees that everyone can afford to give something, be it simply a \$1 per week! When everyone participates, it adds up to make a tremendous impact in the community!

## What Your United Way Donation Does

Giving to United Way of Fort Smith Area is an easy way to have a positive impact on our local area. 100% of all contributions stay here locally to benefit United Way's 34 Community Partner Agencies and Community Impact Initiatives such as Dolly Parton's Imagination Library, Day of Caring and Stuff the Bus. Donors can designate their contribution to a specific Community Partner Agency, Impact Initiatives, or specify to have their funds stay in one of the six counties included in UWFSA's service area. Donors may also designate to one of the three Impact Areas, **Education, Income and Health**. Regardless of whether or not a gift is designated to a specific program, county or impact area, donors can rest assured that their dollars are tackling the issues that matter most to the communities United Way serves.

### Giving this much

\$2 per week/\$104 per year  
Or the cost of a premium coffee

### Is enough over a year's time to provide

A child's food every two weeks through the Backpack Program

Hygiene items such as toothpaste and shampoo for a boy at the Boys Shelter

21 identification cards to help women get jobs after rehabilitation

Christmas for a family of six

Breakfast for 77 children for a week at Lincoln Child Care

23 new books for the Children's Literacy Program

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\$5 per week/\$260 per year  
Or the cost of a deli sandwich

Snacks for 6-8 children every other week during after school mentoring class

Materials for anti-bullying and anti-violence workshop series

Eight food boxes for a family of three

Programs fees for an entire year for two boy scouts

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\$10 per week/\$520 per year  
Or the cost of one lunch out

Summer day camp for a disabled child

\$7,280 worth of grocery products to our neighbors in need

208 Meals on Wheels to senior citizens

52 helmets to keep kids safe during sports activities

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\$20 per week/\$1040 per year  
Or the cost of one dinner out

Anesthetic to help in treating 23 patients suffering from dental problems

Funding for the Arts and Crafts classes at the Boys and Girls Club

A scholarship for a student going to school full time

Free daily snack to 40 children who can't afford concession items

### **\*Tip for Success\***

**Use examples from this chart to demonstrate to employees the positive impact that their dollars can have on our area.**

## Campaign Awards, Pledge Cards & Ideas

### Campaign Awards

United Way of Fort Smith Area recognizes organizations and businesses annually for their commitment and service. Campaigns must be finalized and reported to United Way by November 18 to be eligible. These awards will be distributed at the Annual Wrap-Up celebration .

### Start a Year-Round Program

Campaigning for pledges will be much easier when your employees are exposed to United Way and its agencies year-round.

- **New hires program** — When new employees are hired, give them the opportunity right away to give through payroll deduction. Don't wait until campaign time.
- **Agency tours** — Don't wait until campaign time to have employees tour a United Way community partner. Nothing tells the United Way of Fort Smith Area story better than tours because it allows employees to see for themselves how their dollars work to benefit the community. Just give the United Way office a call and the tours will be arranged. And you don't have to send a large group.
- **Year-round fund raising** — Many companies are planning activities to coincide with special occasions or holidays, such as; silent auction of baskets for holiday giving, lunches, golf tournaments and raffles.
- **Use newsletter updates** — Keep employees informed and involved through internal communication tools like bulletin board displays or special messages on your company's intranet.
- **Browse the web site** — For more ideas and information, visit the United Way web site, [www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org).

### Loyalty Donor

United Way's Loyalty Donor Program is designed to recognize long-time donors to United Way, regardless of the amount. They not only show their belief in our mission but become the backbone upon which United Way exists. There is a place on the pledge card to indicate how many years a donor has contributed to United Way. Please encourage your colleagues who you know are Loyalty Donors to indicate it on the pledge card so that United Way may recognize and thank them.

### TriPLICATE Pledge Cards

Your United Way pledge card is in compliance with IRS regulations. It is a three-part document (9 1/4 x 5 1/2 inches) so donors will have a copy to use for tax deductions. In addition to the pledge card, a campaign card containing information about United Way is available.

Here are the guidelines from the IRS:

When a donor makes a contribution by payroll deduction, the donor must have the following documents to substantiate the deduction:

- A pay stub, W-2 or other document furnished by the employer that indicates the amount withheld during the tax year for payment to the donee organization and,
- A pledge card, or other document prepared by the donee organization that shows the donee organization's name

If you have additional questions about the pledge card, please contact Dee Long or Mitzy Little at 479-782-1311.

## Campaign Leadership

### Get to know your Loaned Executive

During peak campaign season, United Way of Fort Smith Area calls on corporate partners to lend some of their best and brightest employees. These dynamic leaders become community spokespeople and assist local companies in running United Way giving campaigns.

LEs work with the United Way campaign team and serve as a link between United Way and a company's management.

Your Loaned Executive can:

- Help you plan campaign activities
- Help you schedule tours and speakers
- Help answer questions about United Way
- Provide you with additional campaign supplies as needed

### Loaned Executives

Loaned Executives (LEs) lend their expertise and energy to help United Way expand solicitation efforts, reach new markets and broaden the base of community giving.

*Marilyn Alley, Hanna Oil & Gas*

*Josh Avaritt, Arvest Bank*

*Jessica Birchler,*

*Arkansas Tech University - Ozark*

*Mark Buergler, BancorpSouth*

*Kandice Daggett, USA Truck*

*Sarah Drummond,*

*First National Bank of Fort Smith*

*Mistii Elmore,*

*First National Bank of Fort Smith*

*Christopher Everly,*

*Rheem Manufacturing*

*William Franklin, Arvest Bank*

*Johnnie Frederick,*

*Harry G. Barr Company*

*Jackie Galdamez, Arvest Bank*

*Jan Gates, Edward Jones*

*Melissa Hanesworth,*

*Pernod Ricard USA*

*Ashley Harris, Arvest Bank*

*Heather Harvey,*

*Weldon, Williams & Lick, Inc.*

*Kyle Hathaway, Arvest Bank*

*Malea Hendrickson,*

*First National Bank of Fort Smith*

*Robert Herrera, First Western Bank*

*Teri Hicks, Shelter Insurance*

*Lisa Huckelbury,*

*Hawkins-Weir Engineers*

*Steven Keady, BancorpSouth*

*Amanda Lawson, Arvest Bank*

*Lisa Meyers,*

*Weldon, Williams & Lick, Inc*

*Tiffany Mitchell, Arvest Bank*

*Brian Nave, Arvest Bank*

*Leslie Oliver,*

*Community National Bank*

*Jeannette Pham, Arvest Bank*

*Heather Polk, Arvest Bank*

*Nick Remy,*

*First National Bank of Fort Smith*

*William Ricks,*

*First National Bank of Fort Smith*

*Nathan Riggs, SPMI*

*Laura Rudolph,*

*Arkansas Tech University - Ozark*

### Senior Loaned Executives

Senior Loaned Executives replaced traditional Division Chairs. Each Senior LE recruits a team of three to six Loaned Executives who call on selected accounts. They hold the LEs accountable for making contacts and following up with accounts.

*Gregg Bigham, First National Bank-Sallisaw*

*Jim Bruning, Community Volunteer*

*Melissa Clubb, First National Bank of Fort Smith*

*Lisa Grenier, Kraft/Planters*

*James Houston, Weldon, Williams & Lick, Inc.*

*Mark Lloyd, University of Arkansas - Fort Smith*

*Kay Love, Farmers Bank*

*Donna Martin, First National Bank of Fort Smith*

*Tina Murray, Arvest Bank*

*Dr. Barry Owen, Fort Smith Public Schools*

*Gailene Park, United Federal Credit Union*

*Sam T. Sicard, First National Bank of Fort Smith*

*Doris Tate, Community Volunteer*

*Jessica Southerland, First National Bank of Fort Smith*

*Linda Williams, First National Bank of Fort Smith*

*Tony Wilson, Arkansas Valley Electric*

*Randi Kay Smith, Arvest Bank*

*Tad Steffenson,*

*University of Arkansas-Fort Smith*

*Rozanne Sterling, BancorpSouth*

*Kateryna Vilchevska,*

*First National Bank of Fort Smith*

*Meggan Watkins, Arvest Bank*

*Zac Werley,*

*First National Bank of Fort Smith*



## FAQ's about United Way of Fort Smith Area

### Why should I invest in United Way of Fort Smith Area?

A. United Way of Fort Smith Area is committed to making the kinds of smart choices that can make our community a better place for all of us to live and work. We use our expertise and community connections to support thousands of people throughout our region in ways that make a genuine difference in their lives. We use our time and resources as efficiently as we can, to do as much as we can and to help as many people in as many ways as we can.

### Why am I asked to give to United Way in my workplace?

A. United Way of Fort Smith Area has always enjoyed a strong partnership with the business community. Organizations that host a workplace campaign understand that we all share a responsibility for the people and neighborhoods where we live, work and raise our families. Employees in our annual workplace campaign donate 53% to our campaign and inspire many volunteer hours that contribute to real and lasting progress throughout the community.

### Why should I give to United Way in addition to my other charities?

A. Everyone should give to the charities that are closest to their hearts. But a gift to United Way will extend charitable giving by investing in the needs of the six counties United Way of Fort Smith Area serves.

### Why should I give to United Way instead of a direct service agency?

A. Again, we encourage people to give to all their charities including direct service agencies. However, United Way of Fort Smith Area bases its funding allocations on a rigorous process that demands accountability from its partners. We employ our resources and expertise to work closely with our partners so that together we will achieve real and lasting impact in the communities we serve.

### Who decides how much money goes to each program or service?

A. People just like you! Trained volunteers work on year-round committees called Allocation Councils to study our most serious problems and the best way to remedy them. Those volunteer groups decide where to allocate the funds, assess community needs through an extensive process and they then direct resources — money and volunteers — to the area where there are existing or emerging needs. United Way's Board of Directors makes final funding decisions.

### Does UWFSA provide funding to the Boy Scouts?

A. Yes. UWFSA funds programs of the Boy Scouts. The Allocation Council believes hundreds of local boys greatly benefit from Scouting's proven record of safe, structured programs.

### What does United Way do with my donation?

A. Annual campaign contributions are distributed each year through a vigorous allocation process. United Way's mission is to improve lives by connecting people and resources in our six-county area. We're focused on critical issues like **Education, Income and Health**. United Way can be this efficient because volunteer support keeps costs to a minimum.

### Does UWFSA support abortion or fund Planned Parenthood?

A. No. UWFSA does not fund programs that deliver abortion services nor has it in the past. Planned Parenthood is not a member agency, so it receives no allocations or undesignated contributions.

### How does an organization apply to receive funding from UWFSA?

A. When resources allow, UWFSA invites applications from organizations that demonstrate measurable results in addressing key issues our communities have identified as most important. United Way also helps to meet basic needs, such as food and shelter.

# 2010 United Way Impact on Crawford County

| Agency                                   | 2010 Allocation        | Points of Service | # Served in Crawford County | Investment        |
|--|------------------------|-------------------|-----------------------------|-------------------|
| Abilities Unlimited                      | \$ 50,000.00           | 101               | 44                          | \$ 21,782         |
| Arc for the River Valley                 | \$ 40,000.00           | 421               | 61                          | \$ 5,796          |
| Boys & Girls Club of the Alma Area       | \$ 30,000.00           | 509               | 402                         | \$ 23,694         |
| Boys & Girls Club of Paris               | \$ 27,500.00           | 2,104             | 120                         | \$ 1,568          |
| Boys & Girls Club of Sequoyah County     | \$ 30,000.00           | 4,453             |                             | \$ -              |
| Boys & Girls Club of South Logan County  | \$ 33,000.00           | 916               |                             | \$ -              |
| Boys & Girls Club of Van Buren           | \$ 67,500.00           | 1,269             | 1229                        | \$ 65,372         |
| Boy Scouts of America, Westark Council   | \$ 50,000.00           | 6,180             | 318                         | \$ 2,573          |
| Boys Shelter                             | \$ 58,000.00           | 21                |                             | \$ -              |
| Center for Arkansas Legal Services       | \$ 10,000.00           | 2,031             | 492                         | \$ 2,422          |
| Community Dental Clinic                  | \$ 52,000.00           | 1,511             | 377                         | \$ 12,974         |
| Community Service Clearinghouse          | \$ 200,000.00          | 111,071           | 19,614                      | \$ 35,318         |
| Crisis Intervention Center               | \$ 100,000.00          | 807               | 108                         | \$ 13,383         |
| Fort Smith Boys & Girls Club             | \$ 230,000.00          | 3,542             | 96                          | \$ 6,234          |
| Fountain of Youth                        | \$ 30,000.00           | 59                | 12                          | \$ 6,102          |
| Gateway House                            | \$ 56,000.00           | 879               | 189                         | \$ 12,041         |
| Girls Incorporated                       | \$ 120,000.00          | 931               | 58                          | \$ 7,476          |
| Girl Scouts-Diamonds of AR, OK & TX      | \$ 60,000.00           | 2,132             | 433                         | \$ 12,186         |
| Girls Shelter                            | \$ 38,000.00           | 15                | 9                           | \$ 22,800         |
| Golden Rule Clothes Closet               | \$ 21,500.00           | 46,104            | 2,656                       | \$ 1,239          |
| Harbor House                             | \$ 58,250.00           | 572               | 89                          | \$ 9,063          |
| Lincoln Childcare                        | \$ 110,000.00          | 622               | 31                          | \$ 5,482          |
| Literacy Council Western AR              | \$ 33,000.00           | 188               | 11                          | \$ 1,931          |
| Next Step Day Room                       | \$ 50,000.00           | 2,058             |                             | \$ -              |
| Ozark Area Youth Organization            | \$ 40,000.00           | 898               | 30                          | \$ 1,336          |
| Project Compassion                       | \$ 20,000.00           | 2,245             | 386                         | \$ 3,439          |
| River Valley Regional Food Bank          | \$ 47,000.00           | 358,438           | 71,521                      | \$ 9,378          |
| Salvation Army                           | \$ 30,000.00           | 47,986            | 1,919                       | \$ 1,200          |
| Sebastian Retired Citizens Association   | \$ 40,000.00           | 748,128           |                             | \$ -              |
| Single Parent Scholarship                | \$ 20,000.00           | 162               | 45                          | \$ 5,556          |
| South Sebastian County Boys & Girls Club | \$ 60,500.00           | 1,332             | 3                           | \$ 136            |
| Stepping Stone                           | \$ 20,000.00           | 311               | 293                         | \$ 18,842         |
| Suburban League                          | \$ 7,000.00            | -                 |                             | \$ -              |
| <b>Totals</b>                            | <b>\$ 1,839,250.00</b> | <b>1,347,996</b>  | <b>100,546</b>              | <b>\$ 309,323</b> |

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 PO Box 2300  
 Fort Smith, AR 72902  
 Tel: 479-782-1311  
 Fax: 479-782-3505

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



The River Valley Food Bank served 52 organizations in Crawford County with 1,049,224 pounds of food and product

# 2010 United Way Impact on Franklin County

| Agency                                   | 2010 Allocation        | Points of Service | # Served in Franklin County | Investment       |
|--|------------------------|-------------------|-----------------------------|------------------|
| Abilities Unlimited                      | \$ 50,000.00           | 101               |                             | \$ -             |
| Arc for the River Valley                 | \$ 40,000.00           | 421               | 4                           | \$ 380           |
| Boys & Girls Club of the Alma Area       | \$ 30,000.00           | 509               |                             | \$ -             |
| Boys & Girls Club of Paris               | \$ 27,500.00           | 2,104             | 270                         | \$ 3,529         |
| Boys & Girls Club of Sequoyah County     | \$ 30,000.00           | 4,453             |                             | \$ -             |
| Boys & Girls Club of South Logan County  | \$ 33,000.00           | 916               | 3                           | \$ 108           |
| Boys & Girls Club of Van Buren           | \$ 67,500.00           | 1,269             |                             | \$ -             |
| Boy Scouts of America, Westark Council   | \$ 50,000.00           | 6,180             | 159                         | \$ 1,286         |
| Boys Shelter                             | \$ 58,000.00           | 21                |                             | \$ -             |
| Center for Arkansas Legal Services       | \$ 10,000.00           | 2,031             | 158                         | \$ 778           |
| Community Dental Clinic                  | \$ 52,000.00           | 1,511             |                             | \$ -             |
| Community Service Clearinghouse          | \$ 200,000.00          | 111,071           | 324                         | \$ 583           |
| Crisis Intervention Center               | \$ 100,000.00          | 807               | 24                          | \$ 2,974         |
| Fort Smith Boys & Girls Club             | \$ 230,000.00          | 3,542             | 17                          | \$ 1,104         |
| Fountain of Youth                        | \$ 30,000.00           | 59                | 3                           | \$ 1,525         |
| Gateway House                            | \$ 56,000.00           | 879               | 34                          | \$ 2,166         |
| Girls Incorporated                       | \$ 120,000.00          | 931               | 4                           | \$ 516           |
| Girl Scouts-Diamonds of AR, OK & TX      | \$ 60,000.00           | 2,132             | 68                          | \$ 1,914         |
| Girls Shelter                            | \$ 38,000.00           | 15                |                             | \$ -             |
| Golden Rule Clothes Closet               | \$ 21,500.00           | 46,104            | 25                          | \$ 12            |
| Harbor House                             | \$ 58,250.00           | 572               | 13                          | \$ 1,324         |
| Lincoln Childcare                        | \$ 110,000.00          | 622               |                             | \$ -             |
| Literacy Council Western AR              | \$ 33,000.00           | 188               | 3                           | \$ 527           |
| Next Step Day Room                       | \$ 50,000.00           | 2,058             |                             | \$ -             |
| Ozark Area Youth Organization            | \$ 40,000.00           | 898               | 819                         | \$ 36,481        |
| Project Compassion                       | \$ 20,000.00           | 2,245             | 247                         | \$ 2,200         |
| River Valley Regional Food Bank          | \$ 47,000.00           | 358,438           | 3,499                       | \$ 459           |
| Salvation Army                           | \$ 30,000.00           | 47,986            |                             | \$ -             |
| Sebastian Retired Citizens Association   | \$ 40,000.00           | 748,128           |                             | \$ -             |
| Single Parent Scholarship                | \$ 20,000.00           | 162               |                             | \$ -             |
| South Sebastian County Boys & Girls Club | \$ 60,500.00           | 1,332             |                             | \$ -             |
| Stepping Stone                           | \$ 20,000.00           | 311               | 1                           | \$ 64            |
| Suburban League                          | \$ 7,000.00            | -                 |                             | \$ -             |
| <b>Totals</b>                            | <b>\$ 1,839,250.00</b> | <b>1,347,996</b>  | <b>5,675</b>                | <b>\$ 57,930</b> |

320 South 18th St  
 PO Box 2300  
 Fort Smith, AR 72902  
 Tel: 479-782-1311  
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The River Valley Food Bank served 9 organizations in Franklin County with 94,838 pounds of food and product

# 2010 United Way Impact on LeFlore County

| Agency                                   | 2010 Allocation        | Points of Sale   | # Served in<br>LeFlore<br>County | Investment       |
|--|------------------------|------------------|----------------------------------|------------------|
| Abilities Unlimited                      | \$ 50,000.00           | 101              |                                  | \$ -             |
| Arc for the River Valley                 | \$ 40,000.00           | 421              | 19                               | \$ 1,805         |
| Boys & Girls Club of the Alma Area       | \$ 30,000.00           | 509              |                                  | \$ -             |
| Boys & Girls Club of Paris               | \$ 27,500.00           | 2,104            | 2                                | \$ 26            |
| Boys & Girls Club of Sequoyah County     | \$ 30,000.00           | 4,453            |                                  | \$ -             |
| Boys & Girls Club of South Logan County  | \$ 33,000.00           | 916              |                                  | \$ -             |
| Boys & Girls Club of Van Buren           | \$ 67,500.00           | 1,269            |                                  | \$ -             |
| Boy Scouts of America, Westark Council   | \$ 50,000.00           | 6,180            | 10                               | \$ 81            |
| Boys Shelter                             | \$ 58,000.00           | 21               | 1                                | \$ 2,762         |
| Center for Arkansas Legal Services       | \$ 10,000.00           | 2,031            |                                  | \$ -             |
| Community Dental Clinic                  | \$ 52,000.00           | 1,511            |                                  | \$ -             |
| Community Service Clearinghouse          | \$ 200,000.00          | 111,071          | 15,800                           | \$ 28,450        |
| Crisis Intervention Center               | \$ 100,000.00          | 807              | 23                               | \$ 2,850         |
| Fort Smith Boys & Girls Club             | \$ 230,000.00          | 3,542            | 184                              | \$ 11,948        |
| Fountain of Youth                        | \$ 30,000.00           | 59               | 1                                | \$ 508           |
| Gateway House                            | \$ 56,000.00           | 879              | 3                                | \$ 191           |
| Girls Incorporated                       | \$ 120,000.00          | 931              | 74                               | \$ 9,538         |
| Girl Scouts-Diamonds of AR, OK & TX      | \$ 60,000.00           | 2,132            | 176                              | \$ 4,953         |
| Girls Shelter                            | \$ 38,000.00           | 15               |                                  | \$ -             |
| Golden Rule Clothes Closet               | \$ 21,500.00           | 46,104           | 163                              | \$ 76            |
| Harbor House                             | \$ 58,250.00           | 572              | 80                               | \$ 8,147         |
| Lincoln Childcare                        | \$ 110,000.00          | 622              |                                  | \$ -             |
| Literacy Council Western AR              | \$ 33,000.00           | 188              |                                  | \$ -             |
| Next Step Day Room                       | \$ 50,000.00           | 2,058            |                                  | \$ -             |
| Ozark Area Youth Organization            | \$ 40,000.00           | 898              |                                  | \$ -             |
| Project Compassion                       | \$ 20,000.00           | 2,245            | 294                              | \$ 2,619         |
| River Valley Regional Food Bank          | \$ 47,000.00           | 358,438          | 781                              | \$ 102           |
| Salvation Army                           | \$ 30,000.00           | 47,986           |                                  | \$ -             |
| Sebastian Retired Citizens Association   | \$ 40,000.00           | 748,128          |                                  | \$ -             |
| Single Parent Scholarship                | \$ 20,000.00           | 162              |                                  | \$ -             |
| South Sebastian County Boys & Girls Club | \$ 60,500.00           | 1,332            |                                  | \$ -             |
| Stepping Stone                           | \$ 20,000.00           | 311              |                                  | \$ -             |
| Suburban League                          | \$ 7,000.00            | -                |                                  | \$ -             |
| <b>Totals</b>                            | <b>\$ 1,839,250.00</b> | <b>1,347,996</b> | <b>17,611</b>                    | <b>\$ 74,056</b> |

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The River Valley Food Bank served 3 organizations in LeFlore County with 24,238 pounds of food and product

# 2010 United Way Impact on Logan County

| Agency                                   | 2010 Allocation        | Points of Service | # Served in   |                  |
|--|------------------------|-------------------|---------------|------------------|
|  |                        |                   | Logan County  | Investment       |
| Abilities Unlimited                      | \$ 50,000.00           | 101               | 2             | \$ 990           |
| Arc for the River Valley                 | \$ 40,000.00           | 421               | 23            | \$ 2,185         |
| Boys & Girls Club of the Alma Area       | \$ 30,000.00           | 509               |               | \$ -             |
| Boys & Girls Club of Paris               | \$ 27,500.00           | 2,104             | 1448          | \$ 18,926        |
| Boys & Girls Club of Sequoyah County     | \$ 30,000.00           | 4,453             | 0             | \$ -             |
| Boys & Girls Club of South Logan County  | \$ 33,000.00           | 916               | 907           | \$ 32,676        |
| Boys & Girls Club of Van Buren           | \$ 67,500.00           | 1,269             |               | \$ -             |
| Boy Scouts of America, Westark Council   | \$ 50,000.00           | 6,180             | 151           | \$ 1,222         |
| Boys Shelter                             | \$ 58,000.00           | 21                | 3             | \$ 8,286         |
| Center for Arkansas Legal Services       | \$ 10,000.00           | 2,031             | 142           | \$ 699           |
| Community Dental Clinic                  | \$ 52,000.00           | 1,511             |               | \$ -             |
| Community Service Clearinghouse          | \$ 200,000.00          | 111,071           | 4,233         | \$ 7,622         |
| Crisis Intervention Center               | \$ 100,000.00          | 807               | 49            | \$ 6,072         |
| Fort Smith Boys & Girls Club             | \$ 230,000.00          | 3,542             | 14            | \$ 909           |
| Fountain of Youth                        | \$ 30,000.00           | 59                |               | \$ -             |
| Gateway House                            | \$ 56,000.00           | 879               | 47            | \$ 2,994         |
| Girls Incorporated                       | \$ 120,000.00          | 931               |               | \$ -             |
| Girl Scouts-Diamonds of AR, OK & TX      | \$ 60,000.00           | 2,132             | 158           | \$ 4,447         |
| Girls Shelter                            | \$ 38,000.00           | 15                |               | \$ -             |
| Golden Rule Clothes Closet               | \$ 21,500.00           | 46,104            | 46            | \$ 21            |
| Harbor House                             | \$ 58,250.00           | 572               | 24            | \$ 2,444         |
| Lincoln Childcare                        | \$ 110,000.00          | 622               |               | \$ -             |
| Literacy Council Western AR              | \$ 33,000.00           | 188               |               | \$ -             |
| Next Step Day Room                       | \$ 50,000.00           | 2,058             |               |                  |
| Ozark Area Youth Organization            | \$ 40,000.00           | 898               | 7             | \$ 312           |
| Project Compassion                       | \$ 20,000.00           | 2,245             | 140           | \$ 1,247         |
| River Valley Regional Food Bank          | \$ 47,000.00           | 358,438           | 3,157         | \$ 414           |
| Salvation Army                           | \$ 30,000.00           | 47,986            |               | \$ -             |
| Sebastian Retired Citizens Association   | \$ 40,000.00           | 748,128           |               | \$ -             |
| Single Parent Scholarship                | \$ 20,000.00           | 162               |               | \$ -             |
| South Sebastian County Boys & Girls Club | \$ 60,500.00           | 1,332             | 10            | \$ 454           |
| Stepping Stone                           | \$ 20,000.00           | 311               |               | \$ -             |
| Suburban League                          | \$ 7,000.00            | -                 |               | \$ -             |
| <b>Totals</b>                            | <b>\$ 1,839,250.00</b> | <b>1,347,996</b>  | <b>10,561</b> | <b>\$ 91,920</b> |

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The River Valley Food Bank served 14 organizations in Logan County with 148,559 pounds of food and product

# 2010 United Way Impact on Sebastian County

| Agency                                   | 2010 Allocation        | Points of Service | # Served in Sebastian County | Investment          |
|--|------------------------|-------------------|------------------------------|---------------------|
| Abilities Unlimited                      | \$ 50,000.00           | 101               | 55                           | \$ 27,228           |
| Arc for the River Valley                 | \$ 40,000.00           | 421               | 301                          | \$ 28,599           |
| Boys & Girls Club of the Alma Area       | \$ 30,000.00           | 509               | 4                            | \$ 236              |
| Boys & Girls Club of Paris               | \$ 27,500.00           | 2,104             | 160                          | \$ 2,091            |
| Boys & Girls Club of Sequoyah County     | \$ 30,000.00           | 4,453             | 0                            | \$ -                |
| Boys & Girls Club of South Logan County  | \$ 33,000.00           | 916               | 4                            | \$ 144              |
| Boys & Girls Club of Van Buren           | \$ 67,500.00           | 1,269             | 26                           | \$ 1,383            |
| Boy Scouts of America, Westark Council   | \$ 50,000.00           | 6,180             | 976                          | \$ 7,896            |
| Boys Shelter                             | \$ 58,000.00           | 21                | 11                           | \$ 30,381           |
| Center for Arkansas Legal Services       | \$ 10,000.00           | 2,031             | 1011                         | \$ 4,978            |
| Community Dental Clinic                  | \$ 52,000.00           | 1,511             | 1134                         | \$ 39,026           |
| Community Service Clearinghouse          | \$ 200,000.00          | 111,071           | 56,271                       | \$ 101,324          |
| Crisis Intervention Center               | \$ 100,000.00          | 807               | 472                          | \$ 58,488           |
| Fort Smith Boys & Girls Club             | \$ 230,000.00          | 3,542             | 3,145                        | \$ 204,221          |
| Fountain of Youth                        | \$ 30,000.00           | 59                | 41                           | \$ 20,847           |
| Gateway House                            | \$ 56,000.00           | 879               | 397                          | \$ 25,292           |
| Girls Incorporated                       | \$ 120,000.00          | 931               | 737                          | \$ 94,995           |
| Girl Scouts-Diamonds of AR, OK & TX      | \$ 60,000.00           | 2,132             | 1,039                        | \$ 29,240           |
| Girls Shelter                            | \$ 38,000.00           | 15                | 6                            | \$ 15,200           |
| Golden Rule Clothes Closet               | \$ 21,500.00           | 46,104            | 41,147                       | \$ 19,188           |
| Harbor House                             | \$ 58,250.00           | 572               | 296                          | \$ 30,143           |
| Lincoln Childcare                        | \$ 110,000.00          | 622               | 582                          | \$ 102,926          |
| Literacy Council Western AR              | \$ 33,000.00           | 188               | 162                          | \$ 28,436           |
| Next Step Day Room                       | \$ 50,000.00           | 2,058             | 2,058                        | \$ 50,000           |
| Ozark Area Youth Organization            | \$ 40,000.00           | 898               | 3                            | \$ 134              |
| Project Compassion                       | \$ 20,000.00           | 2,245             | 998                          | \$ 8,891            |
| River Valley Regional Food Bank          | \$ 47,000.00           | 358,438           | 257,668                      | \$ 33,787           |
| Salvation Army                           | \$ 30,000.00           | 47,986            | 40,788                       | \$ 25,500           |
| Sebastian Retired Citizens Association   | \$ 40,000.00           | 748,128           | 13,489                       | \$ 721              |
| Single Parent Scholarship                | \$ 20,000.00           | 162               | 117                          | \$ 14,444           |
| South Sebastian County Boys & Girls Club | \$ 60,500.00           | 1,332             | 1,319                        | \$ 59,910           |
| Stepping Stone                           | \$ 20,000.00           | 311               | 17                           | \$ 1,093            |
| Suburban League                          | \$ 7,000.00            | -                 |                              | \$ -                |
| <b>Totals</b>                            | <b>\$ 1,839,250.00</b> | <b>1,347,996</b>  | <b>424,434</b>               | <b>\$ 1,066,742</b> |

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The River Valley Food Bank served 93 organizations in Sebastian County with 1,920,226 pounds of food and product

# 2010 United Way Impact on Sequoyah County

| Agency                                   | 2010 Allocation        | Points of Service | # Served in Sequoyah County | Investment       |
|--|------------------------|-------------------|-----------------------------|------------------|
| Abilities Unlimited                      | \$ 50,000.00           | 101               |                             | \$ -             |
| Arc for the River Valley                 | \$ 40,000.00           | 421               | 16                          | \$ 1,520         |
| Boys & Girls Club of the Alma Area       | \$ 30,000.00           | 509               | 2                           | \$ 118           |
| Boys & Girls Club of Paris               | \$ 27,500.00           | 2,104             | 2                           | \$ 26            |
| Boys & Girls Club of Sequoyah County     | \$ 30,000.00           | 4,453             | 4453                        | \$ 30,000        |
| Boys & Girls Club of South Logan County  | \$ 33,000.00           | 916               |                             | \$ -             |
| Boys & Girls Club of Van Buren           | \$ 67,500.00           | 1,269             | 14                          | \$ 745           |
| Boy Scouts of America, Westark Council   | \$ 50,000.00           | 6,180             | 6                           | \$ 49            |
| Boys Shelter                             | \$ 58,000.00           | 21                |                             | \$ -             |
| Center for Arkansas Legal Services       | \$ 10,000.00           | 2,031             |                             | \$ -             |
| Community Dental Clinic                  | \$ 52,000.00           | 1,511             |                             | \$ -             |
| Community Service Clearinghouse          | \$ 200,000.00          | 111,071           | 14,657                      | \$ 26,392        |
| Crisis Intervention Center               | \$ 100,000.00          | 807               | 12                          | \$ 1,487         |
| Fort Smith Boys & Girls Club             | \$ 230,000.00          | 3,542             | 85                          | \$ 5,519         |
| Fountain of Youth                        | \$ 30,000.00           | 59                | 2                           | \$ 1,017         |
| Gateway House                            | \$ 56,000.00           | 879               | 7                           | \$ 446           |
| Girls Incorporated                       | \$ 120,000.00          | 931               | 46                          | \$ 5,929         |
| Girl Scouts-Diamonds of AR, OK & TX      | \$ 60,000.00           | 2,132             | 192                         | \$ 5,403         |
| Girls Shelter                            | \$ 38,000.00           | 15                |                             | \$ -             |
| Golden Rule Clothes Closet               | \$ 21,500.00           | 46,104            | 2,051                       | \$ 956           |
| Harbor House                             | \$ 58,250.00           | 572               | 12                          | \$ 1,222         |
| Lincoln Childcare                        | \$ 110,000.00          | 622               | 8                           | \$ 1,415         |
| Literacy Council Western AR              | \$ 33,000.00           | 188               | 4                           | \$ 702           |
| Next Step Day Room                       | \$ 50,000.00           | 2,058             |                             | \$ -             |
| Ozark Area Youth Organization            | \$ 40,000.00           | 898               |                             | \$ -             |
| Project Compassion                       | \$ 20,000.00           | 2,245             |                             | \$ -             |
| River Valley Regional Food Bank          | \$ 47,000.00           | 358,438           |                             | \$ -             |
| Salvation Army                           | \$ 30,000.00           | 47,986            | 1,871                       | \$ 1,170         |
| Sebastian Retired Citizens Association   | \$ 40,000.00           | 748,128           |                             | \$ -             |
| Single Parent Scholarship                | \$ 20,000.00           | 162               |                             | \$ -             |
| South Sebastian County Boys & Girls Club | \$ 60,500.00           | 1,332             |                             | \$ -             |
| Stepping Stone                           | \$ 20,000.00           | 311               |                             | \$ -             |
| Suburban League                          | \$ 7,000.00            | -                 |                             | \$ -             |
| <b>Totals</b>                            | <b>\$ 1,839,250.00</b> | <b>1,347,996</b>  | <b>23,440</b>               | <b>\$ 84,117</b> |

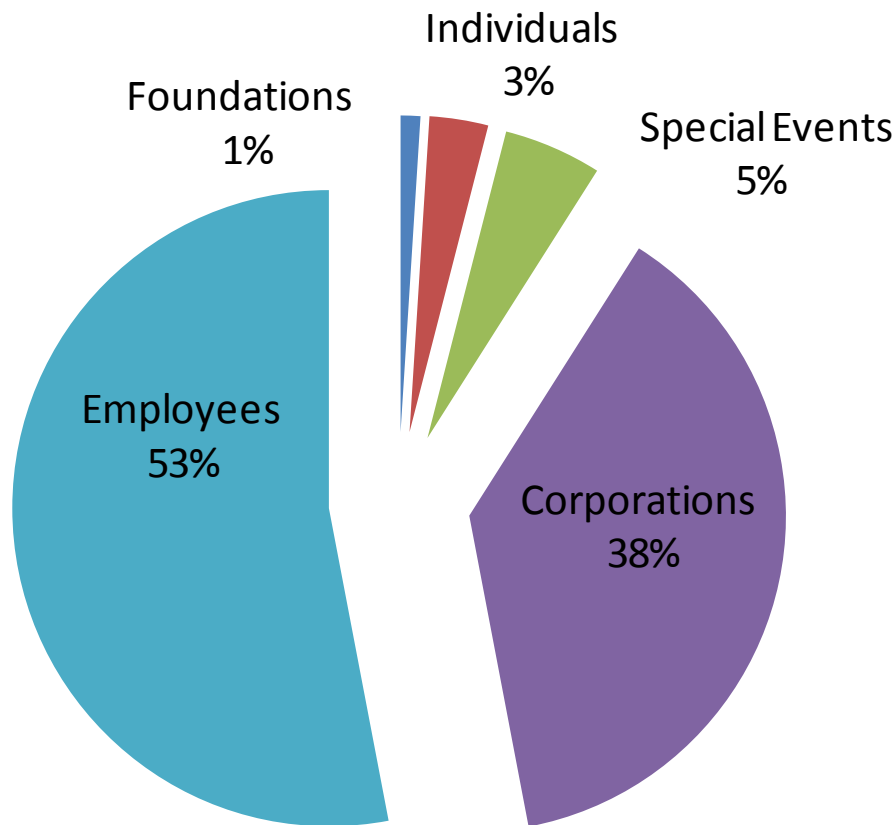
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## 2010 United Way of Fort Smith Area Allocations

| Community Partner/Initiative                                      | Allocation         | % of Budget |
|---|--------------------|-------------|
| Abilities Unlimited   | \$50,000           | 3%          |
| The ARC for the River Valley                                      | \$45,000           | N/A         |
| Boy Scouts, Westark Council                                       | \$70,000           | 5%          |
| Boys & Girls Club of the Alma Area                                | \$30,000           | 8%          |
| Boys & Girls Club of Paris  | \$30,000           | 21%         |
| Boys & Girls Club of Sequoyah County                              | \$35,000           | 9%          |
| Boys & Girls Club of South Logan County                           | \$35,000           | 16%         |
| Boys & Girls Club of Van Buren                                    | \$70,000           | 24%         |
| The Boy's Shelter   | \$65,000           | 33%         |
| Center of Arkansas Legal Services                                 | \$12,500           | 4%          |
| Community Dental Clinic   | \$55,000           | 27%         |
| Community Services Clearinghouse                                  | \$210,000          | 46%         |
| Crawford County Senior Center                                     | \$25,000           | 4%          |
| Crisis Intervention Center  | \$75,000           | 8%          |
| Fort Smith Boys & Girls Club                                      | \$245,000          | 25%         |
| Fountain of Youth Adult Day Care                                  | \$36,500           | 14%         |
| Gateway House   | \$56,000           | 13%         |
| Girl Scouts - Diamonds of AR, OK, & TX                            | \$70,000           | 2%          |
| Girls Incorporated  | \$137,000          | 30%         |
| Girls' Shelter  | \$41,000           | 23%         |
| Golden Rule Clothes Closet  | \$23,000           | 38%         |
| Harbor House  | \$65,000           | 6%          |
| Lincoln Childcare Center  | \$110,000          | 15%         |
| Literacy Council of Western Arkansas                              | \$35,000           | 28%         |
| Next Step Day Room  | \$60,000           | 21%         |
| Ozark Area Youth Organization                                     | \$40,000           | 40%         |
| Project Compassion  | \$28,000           | 29%         |
| River Valley Regional Food Bank                                   | \$49,000           | 7%          |
| Salvation Army  | \$54,000           | 4%          |
| Sebastian Retired Citizens Association                            | \$49,000           | 3%          |
| Single Parent Scholarship Fund of Crawford and Sebastian Counties | \$20,000           | 16%         |
| South Sebastian County Boys & Girls Club                          | \$67,000           | 28%         |
| Stepping Stone School   | \$30,000           | 1%          |
| Suburban League   | \$1,880            |             |
| United Way Program Initiatives (STB, WLC, DOC & DPIL)             | \$18,074           |             |
| Shrinkage   | \$150,500          |             |
| <b>GRAND TOTAL</b>  | <b>\$2,150,000</b> |             |

## Source of Contributions and Pledges to the 2010 United Way Campaign



United Way and its 34 Community Partner Agencies are dependant on the generous donors who contribute to the campaign each year. Employee giving plays a key role in the campaign's success. It accounts for over 50% of all contributions made to the United Way of Fort Smith Area Campaign each year. Employee giving contributions come in the form of payroll deductions, direct bills and one time gifts.

Corporate and foundation giving is also vital to United Way and its annual campaign. Many companies participate in matching programs which are based upon overall employee giving totals. Such matches vary from \$0.25 per \$1 donated to \$1 for \$1 matches. Match programs often help increase employee totals by providing an extra incentive for employees to participate.

Special events hosted by companies and organizations also play an important role in raising dollars for United Way. Often times, special events will engage individuals who otherwise do not participate in the annual campaign. United Way will also help in advertising your special event by featuring it in its monthly e-newsletter and other communications.



**United Way of  
Fort Smith Area**

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**United Way of Fort Smith Area Staff**

**Tom Minton**

Executive Director

**Angie Ruth**

Director of Finance

**Dee Long**

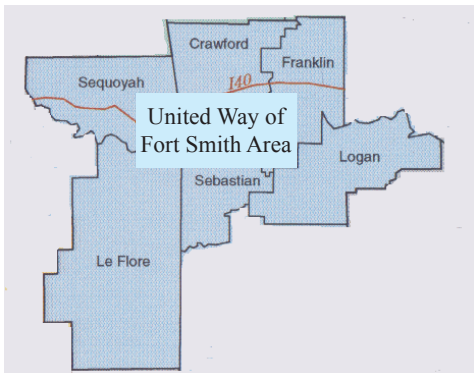
Resource Development/Marketing  
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**Mitzy Little**

Resource Development/Marketing  
Director

**Levonne Gryder**

Office Assistant and Director of  
Dolly Parton's Imagination Library



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**Your United Way donation goes far; just not far away.  
United Way of Fort Smith Area serves Crawford, Franklin,  
LeFlore, Logan, Sebastian and Sequoyah counties.**