

GIVE.

ADVOCATE.

VOLUNTEER.



October 2008

## One kick-off starts 2008 campaign

The 2008 United Way Campaign officially began with its annual Kick-off event on July 31 at Golden Living in Fort Smith. Pacesetter companies, participating United Way businesses, partner agencies and volunteers were treated to lunch and a program with speakers from United Way, volunteers and River Valley Regional Food Bank.

The program began with 2008 United Way Board Chairman Larry Bates, Simmons First National Bank, welcoming the crowd and expressing thanks to Golden Living for hosting the event and donating lunch.

Tom Minton, Executive Director of



United Way, outlined the work that United Way does highlighting 2007's achievements and the work that is ahead. He also featured the new LIVE UNITED logo and noted that the focus of United Way's across the country are the areas of education, income and health.

He added that United Way of Fort Smith Area is already working to meet such needs through the work of its community partners.

Ted Clemmons, Donor/Agency Relations Coordinator for River Valley Regional Food Bank, spoke of the work his agency does in the community to help combat hunger. He noted that many of the United Way agencies would struggle without the help from United Way funding and expressed his appreciation to the organization.

2008 Campaign Chair Susan Grobmyer, Bank of the Ozarks, stated that she was confident the 2008 campaign "would be very successful this year." In doing so, she acknowledged that the campaign would not be possible without the hard work and support of the United Way volunteers, company campaign coordinators and CEO's. She gave special thanks to the Senior Loaned Executives and Loaned Executives for calling upon donor companies.

The 37 Pacesetter companies that conduct their campaigns in the month of August account for nearly half of the entire campaign total were also recognized.

Jack Dunn of Golden Living hosted the United Way version of "The Moment of Truth".

Continued on Page 2

## Briefs

### Falloween - Time and location changed

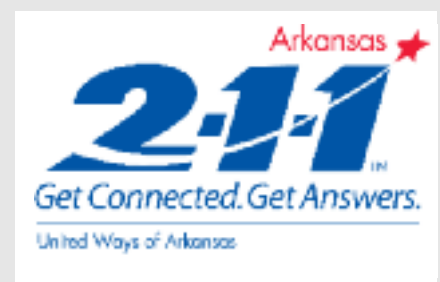
Young Leadership Group members and their families are invited to Falloween on Tuesday, October 28 from 6 pm 8 pm at Creekmore Park Rose Room. There will be pizza, games and goodies for everyone. Costumes are optional. Please RSVP by October 24 by e-mail at [brittany.litchford@unitedway.org](mailto:brittany.litchford@unitedway.org).

### Educational Roundtable Series

The Young Leadership Group will host its final 2008 quarterly Roundtable on Thursday, November 7 at Beall Barclay & Associates in Fort Smith. Mike Carroll, board member will be featured. Lunch will be provided and door prizes will be awarded. All YLG members are welcome to attend. Please RSVP by Friday, Oct. 31. Call 782-1311 or e-mail [brittany.litchford@unitedway.org](mailto:brittany.litchford@unitedway.org).

### Wrap-Up

Save the date - December 9 will be Wrap-Up and award presentations at the Holiday Inn City Center at 11:30 am.



## Thank you 2008-2009 Pacesetters!

ABF Freight System, Inc.  
ABF Terminal  
Aire Systems  
Arkansas Best Corporation  
Arvest Bank  
AT&T  
ATU – Ozark Campus  
Baldor Electric Company  
BancorpSouth Bank  
Bank of the Ozarks  
Benefit Bank  
Brown Hiller Clark & Associates  
Citizens Bank & Trust  
Data-Tronics Corporation  
Experian  
Farmers Bank  
First National Bank & Trust  
Golden Living  
Greenwood Public Schools  
Hanna Oil & Gas  
HealthSouth  
Rehabilitation Hospital  
JC Penney Co. #1961-2  
K F S M - TV 5  
Kraft/Planters  
Liberty Bank of Arkansas  
National Bank of Sallisaw  
Ozark Public Schools  
Rheem Air Conditioning Division  
Ron Calhoun & Associates  
Real Estate  
Simmons First National Bank  
Sparks Health System  
St. Edward Mercy Medical Center  
Summit Medical Center  
The Trane Company  
United Parcel Service —  
Fort Smith & Sallisaw  
USA Truck Inc.

Continued from Page 1 - **Kick-off**



*The Rheem Team made quite a statement in their bright tie-dyed shirts at Kick-off. They are easily recognized by Rheem employees as the "Purple Prize Patrol".*

Contestant Brandon George with Arvest Bank answered a series of questions ranging from agency related issues to

## Campaign - please join us

The 2008-2009 United Way Campaign is off to a great start again this year. Most Pacesetter companies have already completed or are wrapping up their campaign for the year. Pacesetter month was filled with many presentations and campaign events. Many Pacesetter companies are continuing to conduct fundraising activities.

The overall campaign is well under way and the United Way staff is busier than ever. The Franklin County Kick-off was held on August 27th and the South Logan County Kick-off on September 17th. Many presentations are scheduled into mid-October. Several companies have exciting events and fundraisers already planned for their employees. Totals are starting to come in and will continue to do so over the next several months.

Senior Loaned Executives selected teams to help United Way call upon businesses and organizations for the campaign. These teams met with United Way staff in the spring and received campaign packets prior to Kick-off. All

United Way campaign questions. Fellow Arvest employees Cindy Barker, Jeremy Ruth and Keith Zollicoffer were his "cheering squad" and answered questions in between about Brandon and whether or not he was being truthful. The humorous skit highlighted numerous agencies and United Way programs such as Day of Caring and Campaign.

"Overall, we are thrilled that Kick-off was such a success," said Tom Minton. "We are grateful to all of those who attended and to those who participated in the program. It was a great way to jump-start the 2008 United Way Campaign and we fully anticipate another successful year!"

The annual Wrap-Up Event will be held on December 9th at the Holiday Inn in Fort Smith.

packets were distributed throughout July, August and early September so as to allow companies sufficient time to complete their campaign.

An employee campaign is a fun way to promote teamwork while supporting the community. With your help and your management's support, United Way will work with you to plan the best campaign possible. We will utilize best practices that have been successful in other workplace campaigns. Some of these best practices include:

- Enlist the support of top management and union leadership
- Build a strong campaign team
- Conduct a leadership giving program
- Educate employees about United Way services and community partners
- Set goals and objectives for your campaign
- Offer incentives
- Say thank you

For more information about the 2008-2009 United Way Campaign, please contact Brittany Litchford or Sarah Fowler at 782-1311.

# First round of the 2008-2009 Community Impact grants awarded

*Community Impact is not just about improving lives of clients of United Way funded partner agencies, but it is about improving lives of people affected by the community's priority issues.*

*Community Impact is not just about influencing the health and human services sector. It is about influencing the sectors, systems, or environments which improve lives in our communities.*

*Community Impact is not just the job of certain United Way functions. It is about the business of the entire organization. It is what we do!*

In August, the United Way Community Impact Grant committee comprised of community volunteers and United Way Board members awarded the first round of the 2008-2009 Community Impact Grants. Applications were open to any non-profit organization, school program, faith-based program or government program. Funding was awarded in two impact areas: Ensuring Children Succeed with a priority given to Kindergarten Readiness and Building Adult Independence with a priority given to Financial Stability.

The committee awarded first year funding to:

**PAT Program (Parents as Teachers)**, Fort Smith Public Schools provides parent education through personal visits, group meetings, screening and a resource network to ensure kindergarten readiness for families living at 200% or less of the federal poverty level. About 50% of kindergarten students entering the Fort Smith Public Schools are not performing at grade level. These children are at greater risk for failure due to cultural and socioeconomic factors; however, PAT students are entering kindergarten with the readiness skills they need to be successful.

**Lincoln Childcare Center**, Partnership Scholarship Program provides financial assistance for childcare for young children of economically disadvantaged,



homeless, or non-English speaking families who are ineligible for DHS or other state or federal assistance. Families receiving these scholarships are required to pay a portion of the childcare cost. The children are expected to maintain an 85% attendance rate and be in attendance from 8:30 am – 2:30 pm. This increases the students' opportunity to enter kindergarten prepared.

**Single Parent Scholarship Fund** provides supplemental financial assistance and mentoring to single parents who are pursuing higher education in order to improve their income earning potential. The most effective way to move single parents off government-assisted living is to enable them to obtain an education that can move them into jobs that will sustain their families. Scholarships for the recipients are used for their most pressing needs, allowing them to stay in school enabling them to independently provide for their families upon graduation. See *'The Face of United Way'*

**The Homeownership and Asset Development Center**, CSCDC, IDA Program helps to build financial independence and self-sufficiency by providing financial management classes, credit counseling and enrollment in the IDA matched savings program. Qualified participants live under 200% poverty level and use their savings as well as the matched savings towards homeownership or post secondary education. Ninety percent of the participants improved their living conditions as a result of this program.

## The Face of United Way

**In Arkansas, 25% of individuals without a high school diploma or equivalency are below the poverty rate versus 6.6% of those with some college. Those who obtain a bachelor's degree or higher fall to only 3.3%.**

For many years, the United Way of Fort Smith Area has been measured by the dollars raised. But the successes of the United Way campaign reach far beyond money. From Single Parent Scholarship Fund of Crawford and Sebastian counties, comes the story of Robin Nicols.

In May of 2007, Robin, 43, received her Bachelor's Degree in Accounting and Marketing. Her road to success was not an easy one.

As a single mother of three teenagers, Robin juggled three part-time jobs while going to school full-time. She struggled with finding enough money to pay for school and make ends meet. In addition to these challenges, Robin suffered a heart attack in 2006. But she was determined not to give up. After missing only one week, Robin was back to class working hard to complete her education.

She attributes much of her success to those she can always turn to when troubles came. In addition, Robin was a recipient of a scholarship from Single Parent Scholarship Fund every semester while in school.

Because of her education, Robin can make ends meet by working one job, allowing her to spend more free time with her kids. She drives a more reliable vehicle and has a better place to live.

*This is United Way dollars at work, improving lives, one life at a time.*



**United Way of Fort Smith Area's  
Women's Leadership Circle**

presents

**Power of the Purse**

**Thursday, October 9**

**11:30 a.m.**

**Holiday Inn City Center**

**\$25 each ticket**

**Luncheon and Purse Auction**

**Speaker-Ronda Rich**

Best-selling Southern author and syndicated columnist

Proceeds will be used for United Way's early literacy initiative -

Dolly Parton's Imagination Library providing books to children, from newborn to their fifth birthday.

**To purchase your ticket, call 782-1311.**

# Fiori Foundation awards \$15,000 grant to Dolly

United Way of Fort Smith Area was recently awarded a \$15,000 grant by the Fiori Family Foundation. The funds will be used to sponsor children in Dolly Parton's Imagination Library.

The Fiori Family is well-known for their generosity to the Fort Smith Area. Both United Way and Fort Smith are fortunate to have such individuals who care about

making a positive impact in the lives of others.

"We are sincerely grateful to the Fiori Family for their generous gift," said Tom Minton, United Way Executive Director. "Their contribution will enable us to fully fund 100 additional children from birth to their fifth birthday."

## Imagination Library continues to grow

In 2005 United Way's Board voted to allow the Women's Leadership Circle to allocate ten percent of all the WLC members donate to United Way to an impact fund they manage. The WLC members chose to partner with Dolly Parton's Imagination Library bringing the program to Fort Smith. In addition, WLC hosts Power of The Purse with all proceeds going to Imagination Library.

Since then, Imagination Library has grown to include children in four counties; Crawford, Franklin, Logan and Sebastian. There are more than 1,100 children currently receiving books every month.

Imagination Library provides books to children from birth to their fifth birthday. Every child enrolled receives a hard-back, age-appropriate book each month mailed to their home. The first book children receive is the ever-popular *The Little Engine that Could*.



Enrollment is free and individuals can sign up by calling the United Way office or logging onto the United Way website. Individuals may also choose to sponsor a child on the program by pledging \$30 for one year or \$150 for the five years of enrollment.

To enroll or sponsor a child, call the United Way office at 782-1311 or online: [www.unitedwayfortsmith.org](http://www.unitedwayfortsmith.org).

## Fort Smith Oilmen's Golf Tournament gives \$5,000 to Imagination Library



United Way was presented a check from the proceeds of the 31st Annual Fort Smith Oilmen's Golf Tournament Thursday, Sept. 17.

Jamie Sorrels, Emcee, and Daryl Stovall, golf tournament committee member, presented the check to Linda Kaufenberg, Director of Women's Leadership Giving.

The money will allow 167 children to continue receiving a book each month.

# Leadership giving plays vital role

Leadership giving is the heart and soul of United Way. Leadership givers have a deep commitment to helping people in our region. In 2007, more than 20% of the overall campaign was made up of leadership giving.

Hundreds of people have invested in our community at the leadership level over the last few years, contributing tens of thousands of dollars that lifted our area to an unprecedented level of caring.

This energy, excitement and enthusiasm of leadership givers inspire others and infuse hope into those who need it most.

Leadership givers see their contribution in action throughout our six-county area. They recognize the remarkable return on their community investment on a daily basis. When one life is touched, everyone around them — family, friends, neighbors, co-workers — is touched.

Leadership opportunities include:

## **Alexis de Tocqueville Society**

*\$10,000 and above*

## **Cornerstone Club**

*\$2,500—\$9,999*

Cornerstone Club committee is chaired this year by Sam T. Sicard. Members include Kevin Bell, Charles Blaschke, Ann Dawson, Walter Echols, Tom Foltz, Susan Grobmyer, Charles Logan, Hugh Maurras and Beth Stephens.

## **Pillars Club**

*\$1,000—\$2,499*

## **Women's Leadership Circle**

*Women who contribute an annual investment of \$1000 or more to United Way or couples who contribute an annual investment of \$1500 or more.*

Power of the Purse committee members are Kathy Babb, Janice Beran, Faye Dancer, Ann Filyaw, Catherine Gaines, Susan Grobmyer, Barbara Hanna, Liza Holman, Caroline Johnston, Mary Lynn Lawler, Kate Maurras, Suzanne

McCord, Kay Oliver, Kathy Ostrander, Marcie Salamone, Jane Sanders, Karen Slagle, Barbara Snyder, Linda Spradlin, Freddia Sullivent, Shirley Walters, Alice Wood, Brenda Woodrell and Janice Yancey.

## **Young Leadership Group**

*Individuals or couples age 45 or younger who contribute a combined annual gift of \$300 or more.*

Young Leadership Group Steering Committee is chaired by Lance McReynolds who also serves as a member of the United Way board. Committee members are Brad Arternury, Cindy Barker, Courtney Beland, Sheryl Bell, Kevin Chaloupecky, Katie LeJong, Tina Murray, Robyn Oxford, Shannon Roman and Takeo Suzuki.

## **Frequently asked questions**

*Can I be counted as a Leadership giver if I designate my gift to support a specific United Way partner?*

Yes, if your United Way pledge of \$300 or greater is made to any of the local United Way community partners.

*My spouse makes a separate contribution to United Way in another workplace. Can we combine our gifts to be eligible for leadership recognition?*

Yes. Please make a note on your pledge card or call the United Way office to bring the combined gift to our attention.

*Why wasn't my name listed in the leadership book last year?*

There are several possible reasons.

1. We are proud to publish the names of our leadership members, who set a standard for community caring. However, we will not list a name if you ask to remain anonymous. You can indicate your preference on your pledge card, or contact our office.

2. You made a pledge through your company campaign, but the materials have not been forwarded yet to the United Way office.



## **Young Leadership Group visits with Bill Hanna**

As part of Young Leadership Group's Educational Roundtable Series, members enjoyed lunch at Hanna Oil & Gas while listening to Bill Hanna, President of Hanna Oil & Gas - America and Hanna Oil & Gas - Canada, talk about the family-owned business.

"I think of Hanna Oil & Gas as the 'Good Guy' oil and gas company," noted Bill.

He spoke of long-term relationships with men he considered his mentors and how they have helped him throughout the years.

In sharing what he thought a young leader should do to be a success, he said, "Find out what it is that you want to do, and go to work for someone who does it. Work hard and don't quit learning. Do it for 30 years."

## **Loyalty Donors**

United Way's Loyal Donors Program is designed to recognize long-time contributors who have given to United Way in any city.

Donors who have given for a number of years, regardless of the dollar amount, have shown their commitment to creating long-lasting change in their communities with their continued investments.

Be sure to indicate on this year's pledge card how many years you have been a Loyal Donor.



## Razorback baked goods raise funds for United Way

With the University of Arkansas Razorbacks' football games scheduled, the staff at Stonewood First National Bank bake and sell "Hog" cupcakes and cakes for tailgating parties with all proceeds going to their United Way campaign.



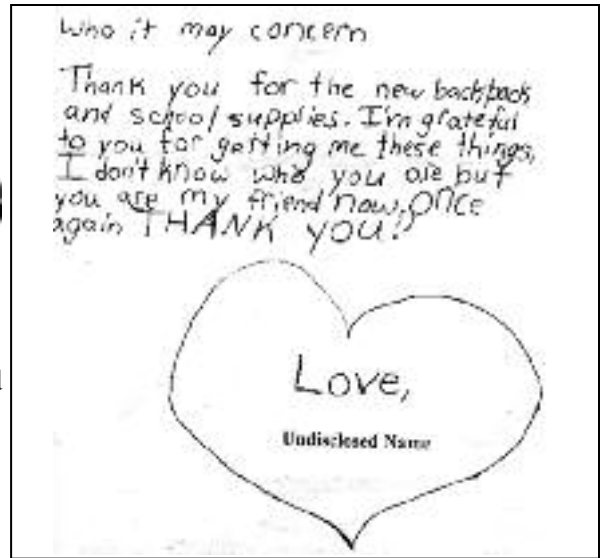
## Celebrating final 50/50 prize winners at Rheem

For ten weeks, Rheem hosted 50/50 drawings to raise money for United Way. Every Friday the "Purple Prize Patrol" drove through the plant on carts, honking horns and carrying balloons. Then they presented the winner with the cash prize and took a photo to display in their breakroom.

In the final drawing, a group in Customer Service Department split the \$822 prize.



Almost 33,000 packages of school supplies were distributed by United Way of Fort Smith Area's Stuff the Bus Program. The United Way staff thanks all participating Wal-Mart Stores and Sam's Club for hosting the event, the local school districts for providing the school buses, ABF Freight System, Inc., ABF Credit Union, Farmer's Bank on Rogers Ave., Golden Living, Kraft/Planters, Trane and Weldon Williams & Lick for hosting Stuff the Bus Drives within their businesses, and



Weyerhaeuser and Inland Container for donating boxes. In the spirit of LIVE UNITED we especially want to recognize the hundreds of volunteers who gave their time to make this event a success!

## Seeing United Way through the six-county area

Around the area, you will see and hear about the faces of United Way asking you to Give, Advocate and Volunteer.

Through a partnership with the Ad Council, not only are billboards being seen but also television and radio public service announcements are being heard.

This is the first year United Way has advertised on a bus bench at I-540 on Old Greenwood Road.



## Experian ends campaign with Pie in the Face contest

Although it is only in its first year as a Pacesetter, Experian has outdone itself by hosting campaign events nearly everyday for two weeks. Events ranged from bake sales, cook-offs, and theme days such as Hawaiian Day and Carnival Day.

Their campaign concluded with the ever popular, Pie in the Face Contest. Employees purchased tickets in hopes of winning a chance of throwing a pie in the face of the supervisor of their choice.



*It's turn-about for Experian Site Manager Tony Taylor as he throws a pie in the face of an employee who paid to throw a pie in Tony's face.*

# HOW DO YOU GET INVOLVED?

## GIVE

United Way's annual campaign is the easiest and most powerful way to invest in your community.

United Way addresses the needs important to people who live and work in Crawford, Franklin, LeFlore, Logan, Sebastian and Sequoyah counties.

**100% of your investment stays local.**

LIVE UNITED by donating to United Way of Fort Smith Area.

## ADVOCATE

Anyone can champion a cause. Whether you are advocating for our impact areas of education, income and health or sporting your LIVE UNITED shirt in your community, you can help inspire hope and create opportunities for a better tomorrow.

Get informed. Tell your friends. United Way needs passionate people to make a noise. Be visible. Be loud.

## VOLUNTEER

Volunteering is giving a gift of you. We all have special talents and United Way welcomes you to a variety of volunteer opportunities.

Join hands. Open your heart. Give an hour. Give a Saturday. Think of me before me. Reach out a hand to one and influence the condition of all.

To LIVE UNITED means being part of the change. Please join us.

United Way Board of Directors  
Chairman  
Larry Bates  
Simmons First National Bank  
Vice Chairman  
Dr. Gordon Floyd  
Fort Smith Public Schools  
Secretary  
Jackie Krutsch  
Van Buren Chamber of Commerce  
Treasurer  
George Moschner  
Baldor Electric Company  
Immediate Past Chairman  
Walter Echols  
ABF Freight System, Inc.  
Members

Van Comer  
KFSM TV-5  
Kay Oliver  
Farmers Bank  
Blair Parnell  
BancorpSouth  
Sam T. Sicard  
First National Bank & Trust  
Ron Calhoun  
Ron Calhoun & Associates  
Mike Carroll  
Beall Barclay & Associates  
Ann Filyaw  
Assurance Realty  
Blair Jackson  
Golden Living  
Charlene Cates  
HealthSouth Rehab Hospital  
Steve Foster  
Whirlpool Corporation  
Lavon Morton  
Arkansas Best Corporation  
Dr. Jo Blondin  
ATU - Ozark Campus  
Ted Woodrell  
Sparks Health System  
Dr. Sandi Sanders  
U. S. Marshals Museum  
Kathy Babb  
Community Volunteer  
Kevin Bell  
Citizens Bank & Trust  
Steve Griffin  
Arvest Bank  
2008 Campaign Chairman  
Susan Grobmyer  
Bank of the Ozarks  
2009 Campaign Chairman  
Bill Hanna  
Hanna Oil & Gas  
Endowment Chairman  
Bill Hanna  
Hanna Oil & Gas  
Young Leadership Chairman  
Lance McReynolds  
First Christian Church

## A PERSONAL STORY

### Tom Foltz

United Way certainly runs in the blood of those who established and continued to lead Standridge Insurance/ P-F-P Insurance for the last 80 years. It was Tom Foltz's great uncle Allan Kennedy who was one of the founding fathers of United Way of Fort Smith Area.

Tom is the epitome of getting involved by giving, advocating and volunteering.

He served as:

- \* Board chairman in 1969 and served on the board for several years.
- \* 2004 Campaign Chairman raising \$2,551,385.
- \* Day of Caring volunteer and former Day of Caring Chairman.
- \* Professional Division Chairman for several years.

"United Way used to be called Community Fund and that name really tells what the organization does," said Tom. "For 80 years it has covered all

*80 years*

1928 - 2008

STRENGTHENING  
OUR SIX-COUNTY AREA



*Top: Tom Foltz points to one of the 46 years of Professional Division plaques awarded to P-F-P Insurance.*

*Right: Allen Kennedy, Tom's great uncle and first Chair of Community Chest.*



people in the community and all ages. United Way now reaches out to the six-county region.

"It's humbling to see the commitment to caring by United Way volunteers to solve problems together," added Tom.

**United Way of  
Fort Smith Area**



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### United Way Staff

Executive Director  
Tom Minton  
Resource Development Director,  
Fort Smith Area  
Brittany Litchford  
Resource Development Director,  
Outlying Area  
Sarah Fowler  
Director of Community Impact  
Initiatives and Marketing  
Nicki Babb  
Director of Finance  
and Administration  
Angie Ruth  
Graphic Design  
Linda Kaufenberg  
Administrative Assistant  
Megan Marquet

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\_\_\_\_\_ CEO  
\_\_\_\_\_ Day of Caring  
Coordinator  
\_\_\_\_\_ Newsletter  
Editor

## United Way Vehicle Campaign

During the month of October, dealerships donate \$25 to United Way for every designated vehicle sold.

Join these dealerships that helped raise more than \$5,750 last year for United Way.

Blue Ribbon Chevrolet, Pontiac, Buick, GMC, Chrysler and Dodge in Sallisaw  
Edwards Auto Sales in Roland  
Bill White Hyundai, Breeden Dodge and Putnam Imports, Lincoln Mercury and Pre-Owned Cars in Fort Smith  
Hug Chevrolet, Buick, Pontiac and GMC in Charleston  
Paris Ford in Paris  
Ozark Ford in Ozark

Additional dealerships participate in the annual campaign through payroll deduction and corporate gifts.

## United Way Community Partners

United Way serves people in six counties including Crawford, Franklin, Logan and Sebastian counties in Arkansas and LeFlore and Sequoyah counties in Oklahoma.

2-1-1	Community Services Clearinghouse	Lincoln Childcare Center
Abilities Unlimited	Crisis Center for Women	Literacy Council of Western Arkansas
The ARC for the River Valley	Day of Caring	Next Step Day Room
Boy Scouts, Westark Area Council	Dolly Parton's Imagination Library	Ozark Area Youth Organization
Boys & Girls Club of the Alma Area	Fort Smith Boys & Girls Clubs	Project Compassion
Boys & Girls Club of Paris	Fountain of Youth Adult Day Care	River Valley Regional Foodbank
Boys & Girls Club of Sequoyah County	Gateway House	Salvation Army
Boys & Girls Club of South Logan County	Girl Scout Council of Mount Magazine Area	Sebastian County Boys & Girls Club
Boys & Girls Club of Van Buren	Girls Incorporated	Sebastian Retired Citizens Association
The Boys Shelter	Girls Shelter of Fort Smith	Single Parent Scholarship Fund of Crawford and Sebastian Counties
Center for Arkansas Legal Services	Golden Rule Clothes Closet	Stepping Stone School
Community Dental Clinic	Harbor House	Stuff the Bus
		Suburban League