

*United Way of Mid & South
Jefferson County*

2011 Campaign Guide

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



TABLE OF CONTENTS

Letter from Community Campaign Chair.....	3
Frequently Asked Questions.....	4
Online Campaign Toolbox.....	5
Building Your Campaign Team.....	6
Campaign Coordinator Checklist.....	7
Goal Setting Worksheet.....	8
Pledge Form Instructions.....	9
United Way Partner Agencies.....	10-12
Quick Contacts.....	13

Important Dates

Breakfast Kick –off

August 31, 2011

Campaign

August 31, 2011-- November 18, 2011

Mission: to develop, promote and support solutions that are designed to meet community needs

Dear Campaign Coordinator,

Welcome to the 2011 United Way of Mid & South Jefferson County Campaign. We are excited to have you on board with us as a partner for our community.

As the new Executive Director I am extremely energized as we move into the campaign season. To kick off the season I have begun visiting the agencies that we fund through our United Way donations. Our agencies are providing the opportunity for change for so many lives each and every day. They are the helping hand reaching out in the midst of despair to provide shelter, food, education, development and empowerment.

Over the years as an agency director I was honored to attend United Way agency fairs and presentations in the workplace and at organizations. During those visits the question of why should I give to United Way and not directly to a charity would come up from time to time. This is a very good question and one that as a leader in the campaign you need to feel comfortable answering. My answer has and will always be, "because I do. United Way is a wonderful advocate for the dollars I donate. I am not giving funds blindly but with thought knowing that before those dollars are distributed and an agency becomes funded through United Way a group of volunteers from the community have visited the agency, read their mission, reviewed their outcome objectives and reviewed their audit and financials for a three year period. In addition, United Way staff and volunteers continue the relationship with the agencies through quarterly reports of finances and ongoing communication. Not only are the funds and agencies reviewed but you have the knowledge of with one gift you are helping not one agency but the twenty two agencies funded through the United Way of Mid & South Jefferson County. With those checks and balances why wouldn't you give to United Way?"

This year will be a fun and rewarding time in your life as you step forward in your role as a Campaign Chair and leader in your business and community. Because of you and your willingness to serve a child will receive therapy, a mother will have a safe place to bring her children when home isn't safe, a family will have food to eat, youth will learn leadership and what it means to LIVE UNITED. You are making a difference and every penny you raise will help our community. Know the impact that together you and the United Way will make this year. Hope is brighter because we have you on our team.

The United Way staff and volunteers along with the agencies stand ready to assist you in making this year's campaign a success. To help in planning your campaign we have a new Campaign Toolkit to help walk you through the process of a successful campaign. Do not hesitate to call or email, we are here to support you and our community because for us it is more than a shirt, more than a slogan it is the what we believe in.....LIVE UNITED with the United Way!

Sincerely,

A handwritten signature in black ink that reads "Janie". The script is cursive and elegant.

Janie Johnson

Executive Director & United Way Donor

FREQUENTLY ASKED QUESTIONS

How does United Way work? United Way brings people and resources together to address the most pressing human service need in our community. These issues, like strengthening and supporting families, preparing children to be successful in school and helping adults be successful in the work place, are important to everyone.

Who benefits from my donation? Thousands benefit from your donation each year in Mid & South Jefferson County. Your neighbors, co-workers or even your family may have used United Way Programs this year. Emergency food, shelter and other programs are only part of the big picture. If your children are mentored in the Boys and Girls Club of Salvation Army, are enrolled in swimming lessons or afterschool programs at the YMCA, or if a loved one needed meals delivered through Nutrition & Services for Seniors, you've benefited from United Way.

How can my gift make a difference? Your United Way investment is combined with the investments of thousands of others to create lasting changes in our community. When the giving power of many is combined, it can create lasting change in our community. That's the strength of giving to United Way.

Who decides how donations are spent? Volunteers (donors just like you) determine the allocation to funded programs. Community Investment volunteers visit agencies and review programs and budgets to assure that every dollar is well spent.

Why not give directly to an agency? No single agency can meet all community needs. High profile causes or organizations with large fundraising budgets would get the most support, while smaller but equally vital programs could be left behind. When you give to the general campaign, your gift is magnified with the gifts of others, impacting the issues in our community that matter most as a result of the volunteer-led allocations process.

How can I get other questions answered? Call on the United Way staff at 409-729-4040 to answer any questions you or your co-workers may have. Better yet, **get involved!** With United Way of Mid & South Jefferson County, **You** make a difference!

GIVE.

Invest to make a difference.

ADVOCATE.

Lend your voice to champion the cause.

VOLUNTEER.

Give time to change lives.

NEWSLETTER.

SIGN UP

Enter Email Address

SEARCH.

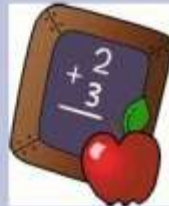
Google™ Custom Search

2-1-1 of Southeast Texas

Click on the logo to access 2-1-1



No matter where you live in Texas, you can dial 2-1-1 and find information about resources in your local community. Whether you need help finding food or housing, child care,



EDUCATION



INCOME



HEALTH

United Way advances the common good by creating opportunities for a better life for all. Our focus is on education, income and health—the building blocks for a good quality of life.

5K RUN/WALK DATE SET FOR 2011



BASF FINA Petrochemicals

LIVE UNITED

5K Run/Walk in the Park & Kids 1K
Saturday, October 1st

[MORE DETAILS THIS SUMMER!](#)

familywize

Prescription Drug Discount Card
20% Average Savings for individuals and families with NO prescription coverage
Click below for more information
www.familywize.org

VOLUNTEER OPPORTUNITIES



COMMUNITY NEEDS ASSESSMENT STUDY COMPLETED

[Click below for results](#)
Community Needs Assessment Study



Building Your Campaign Team

A thoughtfully-assembled team of volunteers will increase your chances of a successful campaign and make your job much easier.

Your Campaign Committee will help you manage your organization's campaign and communicate with employees about United Way. Ask your CEO or local senior manager to help recruit people from all levels of your organization, from each business unit and from every location. Identifying a Co-Chair to serve as a resource will not only help this year but also help provide continuity during future campaigns.

The Campaign Committee will:

- Help review the prior campaign and share new ideas.
- Assist in developing your campaign strategy.
- Be vital in carrying out your campaign plan.

It is critical that you:

- Work with your United Way staff partner to conduct a training session during the first team meeting, preferably at an agency so team members can see their campaign dollars at work in the community.
- Establish specific duties for each campaign team member. All responsibilities and time commitments should be communicated when recruiting volunteers. Duties may include organizing volunteer training, setting up key events, arranging education opportunities for employees, tracking and communicating campaign results, etc.
- Keep your team engaged and informed. These colleagues will become your best advocates for United Way.



Campaign Coordinator Checklist

Activity	Target Date	Who Assigned	Date Completed
Work with your United Way staff partner to review the prior year's giving history and set a campaign goal			
Share your campaign goal and strategic plan with Senior Leadership			
Select your company's campaign committee members. Recruit one employee per business unit. Set up bi-monthly or weekly team meetings. Ask your CEO to select senior executives to serve as the Trainer on your team during your first meeting, potentially at a United Way agency.			
Select campaign dates.			
Identify Team Leaders, preferably at a 1:25 ratio. Select a date for training, ideally up to three weeks prior to the campaign kickoff.			
Develop a communication plan. Identify methods for reaching employees via email, voicemail, or intranet. This plan may incorporate activities and stories year-round about how employees LIVE UNITED. Identify incentives for giving.			

Goal Setting Worksheet

Compute Your Giving Potential

$$\begin{array}{rcl}
 \underline{\hspace{2cm}} & \times & \underline{\hspace{2cm}} = \underline{\hspace{2cm}} \\
 \text{Current Average Gift} & & \text{Number of Employees} & & \text{Total Potential} \\
 \text{(Last year's total amount} & & & & \\
 \text{Divided by the number of} & & & & \\
 \text{Donors last year)} & & & &
 \end{array}$$

Or

$$\begin{array}{rclcl}
 \underline{\hspace{2cm}} & \times & \underline{\hspace{2cm}} & \times & \underline{\hspace{2cm}} = \underline{\hspace{2cm}} \\
 \text{Average} & & \text{Number} & & \text{.006} & & \text{Total Potential} \\
 \text{Annual Wage} & & \text{of Employees} & & \text{(1 hour's pay} & & \\
 & & & & \text{Per Month)} & &
 \end{array}$$

Set Your Goal

1. Last year's employment amount raised: \$ _____
2. Percent of Total Potential achieved: \$ _____
3. Determine the amount for additional potential
You want to achieve this year: \$ _____
4. This year's goal(#1 plus #3) \$ _____

Notes:

Pledge Form Instructions

1. Donor Information
 - a. Check appropriate title
 - b. Write in first name, middle name, last name and suffix(if any)
 - c. Write in home address, city , state and zip code
 - d. Write in employer and site/campus (if applicable).
 - e. Write in preferred e-mail address and telephone number
2. Gift options (choose one)
 - a. Payroll deductions options
 - Write in the amount of the deduction per pay period, write in the number of annual pay periods and write in total pledge amount. Amount of deduction per pay period by number of annual pay periods equals total pledge
 - Select cash or personal check
 - b. Please bill me
 - c. Credit card/ card number and expiration date
3. My total gifts:
 - a. Write in amount
4. Write in number of years contributing to United Way
5. Sign and date signature line

United Way Partner Agencies

BOY'S HAVEN

3655 Major Drive, Beaumont, TX 77706, 409-866-2400

Provides a structured environment and opportunities for boys, ages 10 – 17, in a licensed residential facility.

BOY SCOUTS OF AMERICA

4650 Cardinal Drive, Beaumont, TX 77705, 409-842-5240

Assists and guides young people in character development, citizen training, physical fitness, and instilling values to make ethical choices in order to achieve their full potential.

Y.M.C.A.

6760 9th Avenue, Port Arthur, TX 77642, 409-962-6644

Offers after school care, day camp, youth sports, water exercise, swim lessons and health and wellness services.

CAPLAND CENTER

2660 Aero Drive, Port Arthur TX 77640, 409-729-2227

Offers extensive evaluation and therapy services for individuals of all ages with speech, language and/or hearing disabilities.

GROVES SENIOR CITIZENS

5649 West Washington, Groves, TX 77619, 409-963-1036

Offers area senior citizens a cheerful atmosphere to socialize, participate in planned programs and activities and enjoy nutritious meals.

HUGHEN CENTER

2849 9th Avenue, Port Arthur, TX 77642, 409-983-6659

Provides licensed 24-hour residential childcare and adult daycare programs for those with special needs, including physical disabilities and autism. Skilled nursing, counseling, transportation, occupational and physical therapy, personal care and meal services offered.

MID-COUNTY SENIOR CITIZENS, INC.

914 Boston Avenue Beaumont, TX 77703, 409-727-5230

Programs include site for congregate dining, meals on wheels, health checks, fulfilling urgent and basic needs for seniors, opportunities for self sufficiency.

PORT NECHES SENIOR CITIZENS CENTER

1006 Port Neches Port Neches, TX 77651, 409-727-8650

Promotes independence and self sufficiency, helps individuals find support, live with disabilities, live with dignity. A congregate dining site for meals on wheels.

NUTRITION & SERVICES FOR SENIORS

4590 Concord Road Beaumont, TX 77703

409-892-4455 or 722-7782

Provides meals on wheels, transportation, congregate dining, Care Net, and other support services for people 60 or over. Serving 25 years in Jefferson & Hardin Counties.

SHORKEY CENTER

855 S. 8th Street Beaumont, TX 77701 409-838-6568

Services include effective physical, occupational, and speech rehabilitation, and therapy, educational day school for children with autism, Down syndrome CP, and other related disorders, parental assistance and support. The Center also offers a Mother's Day Out and after school tutoring services. During the summer months the Center offers swimming lessons, cooking classes, social skills camp, and Art Camp. The Center services ages 3 months to 21 years old.

SOUTH EAST TEXAS COUNCIL ON ALCOHOL AND DRUG ABUSE

4675-C Washington Blvd, Beaumont, TX 77707, 409-842-2408

Provides substance abuse treatment services, including outpatient counseling, residential treatment and the Harbor Prevention Program (youth prevention and education)

SOUTHEAST TEXAS HOSPICE

912 West Cherry, Orange, TX 77630, 409-886-0622

Provides in-home counseling, bereavement, and medical care to terminally ill patients and families. Hospice offers homelike care in area nursing homes and assisted living centers.

FAMILY SERVICES-WOMEN & CHILDREN'S SHELTER

3550 Fannin ST., Beaumont, TX 77702, 409-833-2668, Hotline-409-832-7575

Provides refuge and support services (information and referral, counseling, legal advocacy, financial aid, transportation, and housing) for domestic violence victims.

RAPE & SUICIDE CRISIS CENTER

409-832-6530 Hotline•409-835-3355•1-800-7WeCare

Provides medical/legal accompaniment, crisis intervention for sexual assault survivors, 24-hour hotline for suicide prevention/crisis. Educational prevention/awareness programs for youth and adult support groups.

SAMARITAN COUNSELING CENTER

7980 Anchor Drive #500, Port Arthur, TX 77642, 409-727-6400 or 1-877-385-3347

Provides professional counseling services for children, adolescents and adults in individual, couple, and group settings. Fee assistance is available.

AMERICAN RED CROSS

350 Magnolia L151, Beaumont, TX 77701, 409-832-1644

Provides emergency assistance to disaster victims and supports emergency responders. Offers education in disaster preparedness, training/ certification in first aid, CPR, AED workplace safety, water safety, swimming and lifeguarding

HOSPITALITY CENTER

3845 Gulfway Drive, Port Arthur, TX 77642, 409-982-4842•409-835-7118

Provides meals for the hungry 365 days of the year.

COMMUNITY CARE-PRAYER OUTREACH

409-724-0163 or 724-1194

Provides GED Program, utility and rental assistance, food, clothing, gasoline, car seats, Christmas program for children, Thanksgiving food baskets, used furniture. "Power to Care" for 55 or older.

PORT CITIES RESCUE MISSION

900 Sixth Street, Port Arthur, TX 77640, 409-982-0202

Provides emergency shelter, 3 meals every day, transportation, case management, and a host of related services.

SALVATION ARMY

P O Box 368, Port Arthur, TX 77642, 409-983-2229

Provides emergency rent, utility and prescription assistance, food, clothing, Christmas and Thanksgiving assistance, temporary lodging, fans, and youth and senior programs.

UNITED BOARD OF MISSIONS

6650 9th Avenue, Port Arthur, TX 77642, 409-962-5661

Offers Meals on Wheels, prescription assistance for Mid and South County, rent and utilities assistance, back to school supplies and clothing. Two resale Shops located in Groves and Port Arthur.

GIVE. ADVOCATE. VOLUNTEER

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Contacts

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