Advancing Education, Financial Stability and Health

2015/2016 Annual Report
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YMCA of Southern Arizona

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BMO Private Bank

Fred Yamashita  
Labor Representative

Juniors & Laurie Wetterschneider

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US Bank

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UNS Energy Corporation

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Glenn Sampert  
Westin La Paloma

Paul Tees  
BMO Private Bank

Fred Yamashita  
UCFW Local 99
“We rise by lifting others.” It’s a powerful thought—one that accurately depicts the potential impact of giving, be it time, money or muscle. In Tucson, we’re fortunate so many residents live by that mantra. We are surrounded by individuals who embrace giving as part of our community culture.

I enthusiastically accepted my role as the 2015-2016 chair to lead our local United Way campaign because I have seen the positive impact of United Way’s efforts in our community.

I strongly believe we can all be part of the solution that ends the cycle of poverty. I would even take it a step further by saying that I believe it is our responsibility to be part of the solution that helps make for a brighter, healthier, better-educated and more financially sound Tucson and Southern Arizona.

Robert Ramirez
At United Way of Tucson and Southern Arizona, we transform individual lives and bring long-lasting, systemic change to our community by focusing on the key, underlying issues. We fight for quality education, financial stability and healthy communities for every person in Tucson and Southern Arizona. Our role as community convener enables us to form strategic partnerships, mobilize the best resources and be the catalyst for needed positive change.

MISSION
Building a better community by uniting people, ideas and resources.

VISION
A community where every child receives a high-quality education from cradle to career, every adult has the opportunity to thrive financially and in the workplace and every older person can retire and age with dignity and independence.

VALUES
- Collaborative
- Transparent
- Accountable
- Inclusive
- Respectful
- Results-focused
- Service-oriented
- Community-driven
**COLLECTIVE IMPACT AT WORK**

**EDUCATION**
- **9,415** children in childcare were provided with improved, quality learning tactics to increase kindergarten readiness.
- **86,088** books were given to families with tips for reading to their children at home to promote early literacy skills.
- **1,768** high-risk families were given parent support to increase positive parenting skills and prevent child abuse.
- **629** early childhood teachers went through professional development on best practices in early education to increase child readiness for school and life.
- **10,355** youth were engaged in quality after-school programs.
- **2,915** youth were given the tools to develop new skills and competencies to better prepare for college, work and life.
- **1,627** children and youth engaged in nutrition and physical activity education.

**FINANCIAL STABILITY**
- **17,467** income tax returns were prepared for individuals and families by more than **400** volunteers in **10** Arizona counties.
- **$25.7** million in tax refunds was returned from the VITA program to help family finances and fuel the local economy.
- **8,910** families were provided with the education and tools to become financially stable and meet their basic needs.

**HEALTHY COMMUNITIES**
- **8,146** vulnerable seniors remained at home with supportive services.
- **103,807** volunteer hours performed by **3,010** active senior volunteers enabled **3,847** seniors to remain at home.
- More than **3,500** seniors from four different communities were actively engaged to solve local community problems and affect policy and program changes.
The CRADLE TO CAREER (C2C) Partnership is setting higher expectations for educational and life outcomes for all young people living in Pima County. The C2C Partnership brings together resources, courageous leadership and innovation to help students improve in key benchmarks along their pathway to adulthood. This achievement is made possible through focused, data-driven action to improve performance and the scaling of effective practice by aligning resources for what works.

ADVANCING EDUCATION

The C2C Leadership Council has grown to 37 members and has secured signed agreements to share data with seven public school districts. This data will identify the gaps, what’s working and where resources are most needed. This includes Pima County JTED, Amphitheater Public Schools and the unified school districts of Flowing Wells, Marana, Sahuarita, Sunnyside and Tucson.

The Re-Engagement Center (The REC) opened in early 2016. Located on the Tucson Urban League campus, it is managed by Pima Prevention Partnership. The REC is a place for opportunity youth to receive assistance to reconnect with school and work. It is a partnership of 14 organizations (and growing) that work together to make sure these young people have the support they need to earn high school and post-secondary credentials, build workforce readiness skills and enter a career. As more effective practices are learned and resources are garnered, the REC will be a model to replicate across Pima County so that all 25,000+ opportunity youth in the area can access what they need to be successfully contributing adults.
PRIORITIZED OUTCOMES

Kindergarten Readiness
Re-engagement of Opportunity Youth
High School Graduation

PROGRAMS AND INITIATIVES

Children enter school prepared. Three- and four-year-olds in quality, early education programs

Third graders read at grade level. State Assessment Reading Score

Middle schoolers make a successful transition to high school. State Assessment Eighth Grade Math score

High school graduates are college and career ready. Four- and five-year graduation rates

Young adults complete college or advanced career training. Post-secondary enrollment and degree or certificate completion

Young adults enter a career. 20- to 24-year-olds employed

CRADLE TO CAREER LEADERSHIP COUNCIL

Vicki Balentine  Co-Chair
Jon Kasle  Co-Chair
Linda Arzoumanian
David Baker
Jessica Brisson
Collette Brown
Melinda Cervantes
Andrew Comrie
Sheri Dahl
Debbi Embry
Francisco Garcia
Bernadette Gruber
Steve Holmes
Barry Julian
Lee Lambert
Jennifer Lohse
Erin Lyons
Clinton Mabie

Lea Marquez-Peterson
Doug Martin
Ronald Marx
Stu Mellan
Charlene Mendoza
Patrick Nelson
Tony Penn
Kathleen Quigley
Mayor Jonathan Rothschild
Tracy Salkowitz
Eric Schindler
Joseph Snell
Betty Stauffer
Alan Storm
Manuel Valenzuela
Michael Varney
Mark Vitale
Jenny Volpe
Doug Wilson

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Michael Varney
Mark Vitale
Jenny Volpe
Doug Wilson
Financial Stability

United Way of Tucson and Southern Arizona’s **FINANCIAL STABILITY PARTNERSHIP** (FSP) is a collaborative of nonprofits, faith-based organizations, and businesses. The FSP works to increase the number of individuals and families in Southern Arizona that are financially stable and live above a sustainable income level. FSP applies a number of strategies to help individuals and families increase their income, build savings, and gain and sustain assets. Best and promising practices are used to connect individuals and families with the resources they need to become more financially stable. FSP also funds programs throughout Pima County that offer services related to increasing financial stability.

**ADVANCING FINANCIAL STABILITY**

The **VOLUNTEER INCOME TAX ASSISTANCE** (VITA) program is a direct service that United Way of Tucson and Southern Arizona provides to taxpayers. VITA offers free, quality tax preparation from IRS-certified preparers to individuals and families earning up to $64,000 annually. Volunteer tax preparers are trained to assist clients in accessing all of the tax credits for which they are eligible—including the Child Tax Credit (CTC) and the Earned Income Tax Credit (EITC), which has been recognized as the single most powerful tool to lift children out of poverty. VITA saves filers an average of $250 per return. This community initiative is in collaboration with Catholic Community Services, United Way of Yuma County, United Way of Pinal County, and United Way of Northern Arizona. Together, the collaborative is the largest tax preparer in the state of Arizona, serving 11 of Arizona’s 15 counties.
VALET VITA

VITA is offered to the community in three different outlets:

1. In-person tax prep at a variety of locations
2. Free online software
3. A unique approach created by United Way of Tucson and Southern Arizona: Valet VITA.

Valet VITA has been recognized as an innovative program by the U.S. Internal Revenue Service. It is a model that uses technology to bring free tax preparation to almost any setting. It has been adopted by partners across Arizona and the United States. This development enables VITA services to be brought to schools, the workplace and some of the most remote areas of the country.

This program, as well as other Financial Stability initiatives, empowers people to advance their lives with proven methods. The result is thriving communities where everyone has more opportunity to succeed. When people are able to find decent jobs, provide for their families and save for the future, they and their children are more likely to enjoy healthy lives and succeed in school. Everyone benefits because financially stable individuals and families lead to a more competitive workforce and a stronger community.

FINANCIAL STABILITY PARTNERS

Arizona Serve (Prescott College)
Catholic Community Services
City of Tucson
Community Food Bank of Southern Arizona
Community Investment Corporation
Community Outreach Program for the Deaf
DIRECT Center for Independence
Earn to Learn
Goodwill Industries
Hughes Federal Credit Union

Interfaith Community Services
Our Family Services
Pima County
Primavera Foundation
Southern Arizona Legal Aid
Tucson Federal Credit Union
Tucson Urban League
University of Arizona Take Charge America Institute
Healthy Communities are strong communities. United Way of Tucson and Southern Arizona fights for the health and well-being of Tucson and Southern Arizona residents. The foundation for a healthy life is in the neighborhoods we build and environments we inhabit. United Way works with home visitors, parent educators, childcare centers and homes throughout Southern Arizona to ensure children have what they need to thrive and ensure the community is a great place to grow old.

ADVANCING HEALTHY COMMUNITIES

The **ELDER Alliance** is a change network that supports a strong system of services for the increasing number of older adults in Pima County, to enable them to stay healthy, active and have quality of life through the aging process. Sixty-five leaders from numerous social service organizations, government entities, educational institutions and businesses plus volunteers are working together to create a community that addresses the dynamic needs of our aging population and deliberately engages older adults to be part of the change. The ELDER Alliance follows a true collective impact model, leading the change with organizations involved in aging, agreeing to common goals and measurements.

**VISION**: Older adults thrive, enjoy quality of life and play an active role in shaping a livable community for all ages in Pima County.

**MISSION**: Guided by the voices of elders, we advocate and design solutions that improve the quality of life for all.
### ELDER ALLIANCE ACTION TEAMS

The ELDER Alliance has groups of Action Teams that focus on responding to the evolving interests of older adults in our communities:

- **Age-Friendly Communities**
- **Direct Care Workforce**
- **Elder Voices: Elder Connectors**
- **End of Life Care Coalition**
- **Housing**
- **Human Services**
- **Marketing**
- **Mature Workforce**
- **Transportation**
- **Volunteerism**

### ELDER ALLIANCE MEMBERS

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<thead>
<tr>
<th>ELDER ALLIANCE MEMBERS</th>
<th>ELDER ALLIANCE ACTION TEAMS</th>
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<tbody>
<tr>
<td>AARP of Arizona</td>
<td>Age-Friendly Communities</td>
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<td>Administration of Resources and Choices</td>
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<td>Alzheimer’s Association</td>
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<td>End of Life Care Coalition</td>
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<td>Eastside Neighborhood Volunteer Program</td>
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<td>Flowing Wells School District</td>
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<td>Governor’s Advisory Council on Aging</td>
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<td>Interfaith Community Services</td>
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<td>Life Work Transitions</td>
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<td>Southern Arizona Legal Aid</td>
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<td>Southern Arizona Senior Pride</td>
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<td>SNAP Sunrise</td>
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<td>Neighborhood Assistance Program</td>
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<td>Southwest Folklife Alliance Continuum Program</td>
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<td>Tucson Medical Center</td>
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<td>Helping Neighbors</td>
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<td>Tucson Urban League</td>
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<td>WIT2 Consulting &amp; Management Services</td>
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Affinity Groups

Women United is a global movement of more than 70,000 diverse women leaders who combine their financial power and collective talents to address key issues in their communities. Locally, Women United devotes its efforts to early education and childhood literacy. The impact of Women United can be seen through year-round activities such as book fairs, volunteer reading events, book drives and distributions, networking events and volunteer projects. Women United’s signature event is the Annual Business Leaders for Early Education Breakfast, which raises funds and awareness for early childhood education. Over the past 15 years, women leaders nationwide have collectively raised more than $1.5 billion for their local communities.

Young Leaders Society (YLS) is a group of passionate, community-focused professionals in their twenties or thirties who want to connect with like-minded peers, serve their community and develop as leaders for change. Young Leaders achieve these goals by participating in United Way volunteer events, engaging in community issues, sharing the United Way mission and giving personally. Locally, YLS raises awareness and funds for Opportunity Youth and The Re-Engagement Center (REC). In 2015-2016, YLS donated 100 welcome kits to The REC members, 110 articles of professional clothing to The REC’s clothing bank and over 500 decorated cookies to GAP Ministries for the Holidays. YLS also raised nearly $1,300 for Youth on the Rise and contributed more than 230 volunteer hours.

United Way’s Tocqueville Society is an opportunity for passionate individuals to become more deeply involved in United Way’s mission. The Tocqueville Society recognizes local philanthropic leaders and volunteer champions who have devoted time, talent and funds to create long-lasting changes by tackling our communities’ most serious issues. The Tocqueville Society was founded in honor of French historian Alexis de Tocqueville, who visited America in 1831. His most important observation was that Americans help each other in times of need. Locally, Tocqueville Society members demonstrate how generosity today impacts the generations of tomorrow.
Community Engagement

VOLUNTEER CENTER

United Way of Tucson and Southern Arizona (UWTSA) has been certified as a Service Enterprise by Points of Light, the world’s largest organization dedicated to volunteer service. A Service Enterprise is an organization that fundamentally leverages volunteers and their skills throughout their organization to successfully deliver on its social mission. UWTSA is certified to provide training and coaching to other nonprofit organizations who seek to improve their organizational capacity through effective volunteer engagement and management. United Way also provides free volunteer matching for community members and nonprofits through Get Connected, a web-based program. Get Connected is a simple solution for helping individuals find local volunteer opportunities that fit their interests and skills. This central database for volunteer opportunities in Southern Arizona allows potential volunteers to go online and create custom profiles, helping them find opportunities that meet their availability. Local nonprofits create online profiles, allowing their supporters to receive updates and stay connected to needs and opportunities.

DAYS OF CARING IMPACT

United Way of Tucson and Southern Arizona’s Days of Caring is Southern Arizona’s single largest volunteer event. Every year, thousands of people from area businesses, schools and community groups lend their time, talents and energy to volunteer for projects that make a difference in the community. In 2015, the 16th annual Days of Caring partnered with University of Arizona’s Eller College Make a Difference Day. Through this event, United Way put 2,737 volunteers from community groups and businesses to work on 136 projects including events, collection drives, landscaping, renovations and other projects that benefit the community. Volunteers brought $364,261 of value to the community through their contributions of time alone.

In 2015, the 16th annual Days of Caring partnered with University of Arizona’s Eller College Make a Difference Day. Through this event, United Way put 2,737 volunteers from community groups and businesses to work on 136 projects including events, collection drives, landscaping, renovations and other projects that benefit the community. Volunteers brought $364,261 of value to the community through their contributions of time alone.

United Way also provided customized volunteer opportunities for five corporate partners and their 259 employee volunteers, providing early learning and literacy kits for children and families.

United Way strives to strengthen volunteerism and preserve the core American value of “neighbor helping neighbor,” offering many ways to connect, serve and enjoy. The value of volunteerism is vast and the impact is everlasting.
A Community United

Every year individuals, companies, and foundations throughout Tucson and Southern Arizona build a stronger community by supporting United Way’s mission. The 2015-2016 Campaign effort was led by Robert Ramirez, President and CEO of Vantage West Credit Union. More than 25,000 individuals and companies responded to the community call. Thank you to all of the United Way of Tucson and Southern Arizona’s champions for their exceptional generosity.

**TOP 99 CORPORATE CHAMPIONS**

AAA Arizona  
Aetna US Healthcare  
AGM Container Controls  
Amphitheater Public Schools  
Arizona CFC  
Arizona Public Service Saguaro Power Plant  
ASARCO LLC  
Avent, Inc.  
Bank of America  
Banner-University Medical Center Tucson  
BBVA Compass  
Blue Cross Blue Shield of Arizona  
BMO Harris Bank  
Borderland Construction Company  
Canyon Ranch  
Caterpillar Inc.  
CENPATIOCO  
Century Link  
Citi  
City of Tucson ECAP  
CODAC Health, Recovery & Wellness, Inc.  
Comcast  
Community Partners, Inc.  
Costco  
Cox Communications  
Crest Insurance Group  
CSL Plasma  
CST Brands, Inc.  
Desert Diamond Casino and Hotel  
Dillard’s Park Place  
Dillard’s Tucson Mall  
EasterSeals  
Blake Foundation  
Enterprise Holdings  
ExxonMobil  
FedEx  
Fishel Company  
Freeport-McMoRan, Inc.  
Fry’s  
GE Capital  
GEICO  
Hammel, Beal & Lauer, PC  
Harlow Gardens  
Honeywell Engines, Systems & Services  
IBM  
Infinity Insurance  
Intuit  
JC Penney Company  
Jim Click Automotive Team  
Macy’s  
National Bank of Arizona  
Nationwide Insurance  
Northern Trust  
Nova Financial & Investment Corp.  
O’Rielly Chevrolet  
Pima Community College  
Pima County ECAP  
Pizza Hut, Inc.  
QuikTrip  
Rain Bird Corporation  
Raytheon Company  
RE Darling Co., Inc.  
Securaplane Technologies, Inc.  
State of Arizona/SECC  
Target  
Target Fulfillment Center  
Texas Instruments  
The Ashton Company Inc., Contractors & Engineers  
TMC HealthCare  
TRICO Electric Cooperative, Inc.  
Tucson Electric Power Company  
Tucson Unified School District  
United Parcel Services  
United Way of Tucson and Southern Arizona  
UnitedHealth Group  
University of Arizona  
Vail Unified School District  
Vantage West Credit Union  
Walmart  
Washington Federal Savings  
Wells Fargo  
Westin La Paloma Resort & Spa
2015-2016 CORPORATE SPONSORS

Blue Cross Blue Shield of Arizona
CENPATICO
Citi
Desert Diamond Casino and Hotel
Freeport-McMoRan, Inc.
GEICO
Helios Foundation
Hensley & Co.
Hilton El Conquistador
HSL Properties
Hudbay Minerals
IBM

Jim Click Automotive Team*
LeCroy & Milligan
O’Rielly Chevrolet
Pasqua Yaqui Tribe
Pizza Hut
Precision Toyota
Target
Texas Instruments
The Ohio Children’s Foundation
TRICO Electric Cooperative, Inc.
Tucson Electric Power
Tucson Federal Credit Union
Tucson Medical Center
Tucson Unified School District
Vantage West Credit Union
Wells Fargo

* Each year, the Jim Click Automotive Team lends a community minded employee to assist with fundraising efforts. The Loaned Executive program is a time-honored tradition and is key to the Campaign’s success.