

UNITING



PEOPLE



IDEAS



RESOURCES

2012 ANNUAL REPORT

**United Way of Tucson
and Southern Arizona**

UnitedWayTucson.org

LIVE UNITED



"On behalf of the tens of thousands of people in Southern Arizona touched by our United Way, we thank you and together, we can do more."

Dear Friends,

For the past year, we have had the honor of serving our community and working to unite people, ideas and resources to advance the common good. With hundreds of community, corporate and philanthropic partners, we asked you to Give, Advocate and Volunteer and we could not be more grateful for your support.

It's our pleasure to share with you some of United Way of Tucson and Southern Arizona's (UWTSA) accomplishments in 2012. Our vision is a community where all individuals and families achieve their human potential through education, financial stability and healthy lives.

Anchored in the values of integrity, accountability, excellence, leadership and service, UWTSA, its board of directors, staff and volunteers have continued to focus on the issues of School Readiness, Youth Success and Adult Self-Sufficiency.

The needs of our community are clear. One-fourth of our children are not reading at grade level by third grade; our graduation rates are not what we aspire for our young people; Tucson is the sixth-poorest of the nation's largest metropolitan areas, with a poverty rate of 20 percent.

The response of our community to these needs is also clear: we must work together to reverse the effects of poverty and improve the educational opportunities for our youth. We are proud to support 80+ non-profit partners who are working every day to bridge the gap between our hopes and aspirations and the realities for too many of our neighbors.

This annual report highlights the many ways we continue to improve lives and strengthen communities. You helped make this happen. On behalf of the tens of thousands of people in Southern Arizona touched by our United Way, we thank you and together, we can do more.



Neal Eckel

Neal Eckel, Chair
United Way of Tucson and Southern Arizona



Tony Penn

Tony Penn, President & CEO
United Way of Tucson and Southern Arizona

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Wells Fargo
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Jake Wycoff
Atria Senior Living Group

EXECUTIVE TEAM

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President & CEO
LaVonne Douville,
Sr. Vice President, Community Development
Mary Huerstel,
Sr. Vice President, Administrative Services/CFO

EDUCATION SPOTLIGHT with CAROLYN L. TWOHILL, PRINCIPAL J. ROBERT HENDRICKS ELEMENTARY SCHOOL



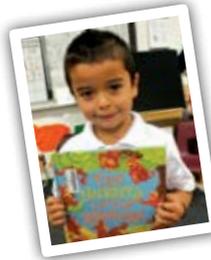
“United Way of Tucson and Southern Arizona is committed to seeing real success at my school because we know that a child's reading proficiency by third grade has a direct correlation to his or her success in high school and beyond.”

Women Leading United distributed 600 books this year to students at my school, one for every single kindergarten, first, second and third grade student. In addition, many United Way volunteers have come out to read to the children to their great delight.

What has been really exciting is the evaluation study United Way is doing with us to determine if providing K-3rd graders 12 self-selected books to read over the summer months will prevent the “summer slide” in reading proficiency. We already have preliminary evidence to support that this will be a highly effective but low cost strategy to not only be implemented in my school but in all elementary schools in Pima County.



This has been my first close experience with United Way. I've supported them many years as an educator, but I've been thrilled with their passion for working with children in the community.”



Women Leading United (WLU) is a leadership society that is committed to enhancing local women's effective engagement in philanthropy and celebrating their ability to be a catalyst for advancing the common good.

CONNECT with other organizations and women in our community to share with them the importance of early childhood literacy.

INSPIRE others to give their time, talent and resources to United Way's Education impact area.

ACT together to move the needle and ensure 85% of our third graders in Pima County are reading proficiently by 2020.

RESEARCH SHOWS...

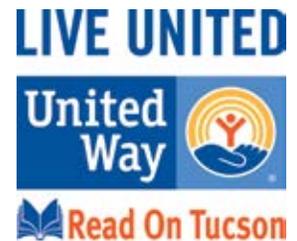
Students not reading proficiently by third grade are four times more likely to drop out of school than proficient readers. Outcomes are markedly worse for children in poverty.

In Pima County, one in four third graders are not reading at grade level—a critical milestone where children shift from learning to read to reading to learn.

This is not just an education issue—it is an economic and workforce development crisis. Students who do not succeed in school create massive challenges for businesses looking for qualified workers.

To address this issue, United Way has formed Read on Tucson, a community partnership with the Tucson Metro Chamber, Tucson, Flowing Wells and Sahuarita Unified School Districts, Literacy Connects, the University of Arizona, Helios Education Foundation, the Diamond Family Foundation and many others.

The Read on Tucson partnership has developed key strategies to address this issue. With funding and support from local foundations, government and volunteers, UWTSA has solid commitments from TUSD and Flowing Wells Schools Districts to raise reading scores in targeted schools with high numbers of children reading below grade level.



EDUCATION

DID YOU KNOW?

In Pima County, 1 in 4 third graders does not read at grade level

FREE Tax Preparation

By offering free tax preparation to low-and moderate-income families and eligible individuals, the United Way's Volunteer Income Tax Assistance (VITA) program ensures that individuals and families receive tax benefits, most importantly the Earned Income Tax Credit (EITC).

In 2012, hundreds of IRS-certified volunteers prepared more than 8,500 tax returns in Southern Arizona for a total of \$12.6 million in federal refunds, including \$ 6.2 million in Earned Income Tax Credits (EITC). The EITC can increase a family's annual income by as much as 50%. In Pima County alone, more than \$20 million dollars in EITC funds go unclaimed each year. By offering tax services, United Way volunteers are helping as many Southern Arizonans as possible claim this valuable credit.

The Volunteer Center at United Way of Tucson and Southern Arizona

In September 2012, United Way opened the Volunteer Center at United Way of Tucson and Southern Arizona, a one-stop-shop that connects individuals, families, groups and corporations to fun, meaningful and impactful volunteer opportunities throughout the community.



VOLUNTEER SPOTLIGHT with Cruz Nunez

"Knowing I have helped someone makes me feel so good."



"For the last two years, I had my taxes filed for free by United Way volunteers. Last year the staff at United Way asked me if I was interested in volunteering during the next tax season, and I said yes! Even though I work six days a week as a private caretaker to a small girl and an elderly couple, I still find time to volunteer on the weekends as intake specialist and interpreter because knowing I have helped someone makes me feel so good. I volunteer because it's a way to

help and give back to the community. I enjoy meeting people and helping them receive the tax credits they deserve because I know how much it helps them and their families."



Days of Caring- Southern Arizona's Largest Volunteer Event

2,500 Days of Caring volunteers from area businesses, schools, and community groups volunteered on September 19th and 22nd for projects at 80 nonprofit agencies and schools to make a lasting impact on the lives of children, families, and seniors.



INCOME

DID YOU KNOW?
1 in 4 Southern Arizonans
lives in poverty

HEALTHY AND INDEPENDENT SENIORS

United Way of Tucson and Southern Arizona recognizes the importance of supporting both self-sufficient and dependent seniors. We sponsor many core programs that help seniors stay healthy and lead active, engaged, productive lives.

United Way and its partner agencies provide volunteer opportunities for seniors helping seniors, including Lutheran Social Services, Pima Council on Aging's Neighbors Care Alliance and Interfaith Community Service's Volunteer Services. In 2012, more than 6,800 volunteers provided 185,000 hours of service for seniors in our community.

SENIOR SPOTLIGHT with Lillian Toogood

"We have lots of fun."



Lillian Toogood moved from San Diego to Picture Rocks eight years ago to be closer to family and to enjoy the desert scenery. Recently however, the 82 year old widow realized that although she enjoyed the solitude, she also wanted an opportunity to enjoy new friendships.

United Way staff introduced her to the Picture Rocks Community Center where she quickly made friends among other ladies who enjoyed making crafts and quilting.



"We tell each other things we did when we were young and we exchange ideas," said Lillian.

Lillian's son bought her a sewing machine and she made pin cushion pillows for the other friends she made at the center. "It's nice to connect with people," she said.

Encouraging Healthy Habits



United Way of Tucson and Southern Arizona looked at the policies and practices of 250 childcare centers and family childcare homes regarding nutrition and physical activity. We then provided targeted training, support and resources to make these childcare environments healthier. Childcare providers received nutrition education resources such as books, puzzles and games and took classes on healthy cooking and developmentally appropriate physical activity. As a result, more centers and homes have written wellness policies and more staff lead physical activities with the children.

DID YOU KNOW?

1 in 3 low-income children in Pima County is overweight or obese

HEALTH

OUR 2011-2012 CAMPAIGN ACHIEVEMENT

United Way surpassed its 2011-2012 campaign goal by raising **\$9,185,725** to improve the lives of children, families and seniors in Tucson and Southern Arizona, thanks to the leadership and guidance from our 2011-2012 Campaign Cabinet Chair Judy Rich, CEO, Tucson Medical Center.

VOLUNTEER SPOTLIGHT with Judy Rich, *CEO*, Tucson Medical Center



“During our campaign calls this year, it was clear that employees saw the tremendous need in the community and stepped up to the challenge. United Way’s successful fundraising efforts show that although the local economy hasn’t yet fully recovered from the depths of the past recession, Southern Arizonans are kind-hearted and willing to contribute to worthwhile causes.”



TOCQUEVILLE SOCIETY

United Way Tocqueville Society is a group of local business and civic leaders who personally contribute \$10,000 or more each year.

For a complete list of all members, visit our website at www.UnitedWayTucson.org

VOLUNTEER SPOTLIGHT with Cindy Parseghian, *Founder & President*, Ara Parseghian Medical Research Foundation

“It has been an honor and a privilege to serve as Chair of United Way of Tucson and Southern Arizona’s Tocqueville Society. Over the past year, I have been humbled by the generosity of our donors that will allow United Way to help children from low-income families receive access to high quality early care and education, provide the tools for under-served youth to graduate from high school and bring critical services to families and adults who desire self-sufficiency.”



2011-2012 Campaign Cabinet

- Judy Rich, *Chair*,
Tucson Medical Center
- Howard Stewart, *Vice Chair*,
AGM Container Controls
- Hank Atha,
Pima County
- Brian Barker,
BarkerMorrissey Contracting
- John Bremond,
Bremond Company LLC
- Randy Brookshire,
Hammel Beal & Lauer PC
- Debe Campos-Fleenor,
Campos-Fleenor Allstate
Financial Services
- Vickie Doyle,
Metro Tucson Convention
& Visitors Bureau
- Patty Feeney,
Chase
- Ken Haley,
Dillard’s
- Mike Hammond,
PICOR
- Linda Hatfield,
AFL-CIO PALF Chair
- James Holmberg,
Bank of America (retired)
- Gregg Johnson,
University of Phoenix
- Brian Kish,
University of Arizona
Foundation
- Matt Muehlebach,
Hecker & Muehlebach PLLC
- Tom Murphy,
Community Volunteer
- Doug Myers,
Hilton & Myers Advertising
- Cindy Parseghian,
Ara Parseghian Medical
Research Foundation
- Patricia Raskob,
Raskob Kambourian
Financial Advisors

The Top 75 Local Distributions from United Way of Tucson and Southern Arizona for EDUCATION, INCOME and HEALTH for 2011-2012*

\$2,500,000+

Child & Family Resources – Tucson

\$1,700,000+

Easter Seals Blake Foundation

\$200,000-\$249,999

The Parent Connection/
Arizona's Children Association

\$100,000-\$199,999

Early Childhood Development Group
Pima Community College
Catholic Community Services of
Southern Arizona
Amphitheater Public Schools –
Parents as Teachers
Boys & Girls Clubs of Tucson
Casa de los Niños
University of Arizona & UA Foundation
Pima Council on Aging

\$80,000-\$99,999

Community Food Bank
Southern Arizona Association for the
Education of Young Children
Parent Aid

\$60,000-\$79,999

Make Way for Books
American Red Cross Southern
Arizona Chapter

Little Sprout Child Care Learning Center
Gospel Rescue Mission

\$30,000-\$59,999

Literacy Connects/Reach Out and Read
Southern Arizona
YMCA of Southern Arizona
Marana Unified School District-
Parents as Teachers
Tucson Urban League
Pio Decimo Center
Angel Charity for Children
Tucson Nursery School

\$20,000-\$29,999

Community Foundation for Southern Arizona
Lutheran Social Services of the Southwest
St. Elizabeth's Health Center
Boy Scouts of America
La Frontera Arizona
Our Family Services
PRO Neighborhoods
Ronald McDonald House Charities
of Southern Arizona
Youth on Their Own
Jewish Family & Children's Services
of Southern Arizona
Wings on Words Child Language Center
San Miguel High School
American Cancer Society – Tucson
Emerge! Center Against Domestic Abuse

\$15,000-\$19,999

Interfaith Community Services
Crisis Pregnancy Center of Tucson
Arizona Youth Partnership, Inc.
Flowing Wells Community Extension
Programs, Inc.
Habitat for Humanity Tucson
Salvation Army – Southern Arizona

\$10,000-\$14,999

Catholic Social Services of Southern Arizona
Iskashitaa Refugee Network
Southern Arizona Legal Aid, Inc.
Southern Arizona AIDS Foundation
Community Outreach Program for the Deaf
Jimmy Jet Foundation
Carondelet Foundation
American Heart Association- Tucson
Southern Arizona Children's Advocacy Center
Casa Community Services
DIRECT Center for Independence
Casa Maria Free Kitchen
House of Neighborly Services
Tucson Magnet School

\$5,000-\$9,999

Big Brothers Big Sisters of Tucson
Microbusiness Advancement Center
Primavera Foundation
American Diabetes Foundation
Outer Limits School
New Beginnings for Women & Children

Alzheimer's Association Desert
Southwest Chapter
Tu Nidito Children and Family Services
Higher Ground Resource Center
TMC Foundation
KIDCO – City of Tucson Parks and Recreation
Wingspan
Salpointe Catholic High School
Southern Arizona Community Diaper Bank
Chicanos Por La Causa
Girl Scouts of Southern Arizona

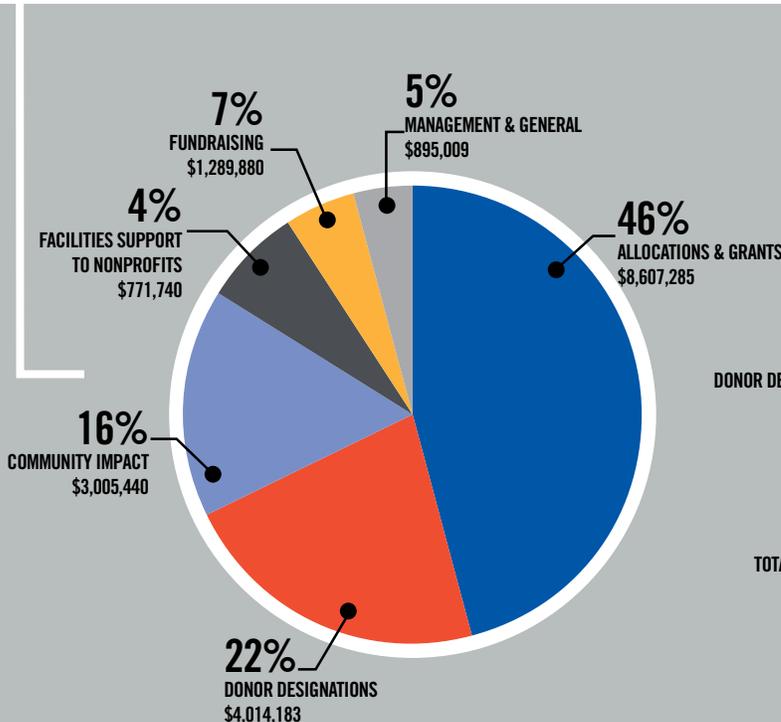
Grand Total: \$7,039,444

*Distributions include allocations, grants, donor designations and amounts distributed from donor advised funds.

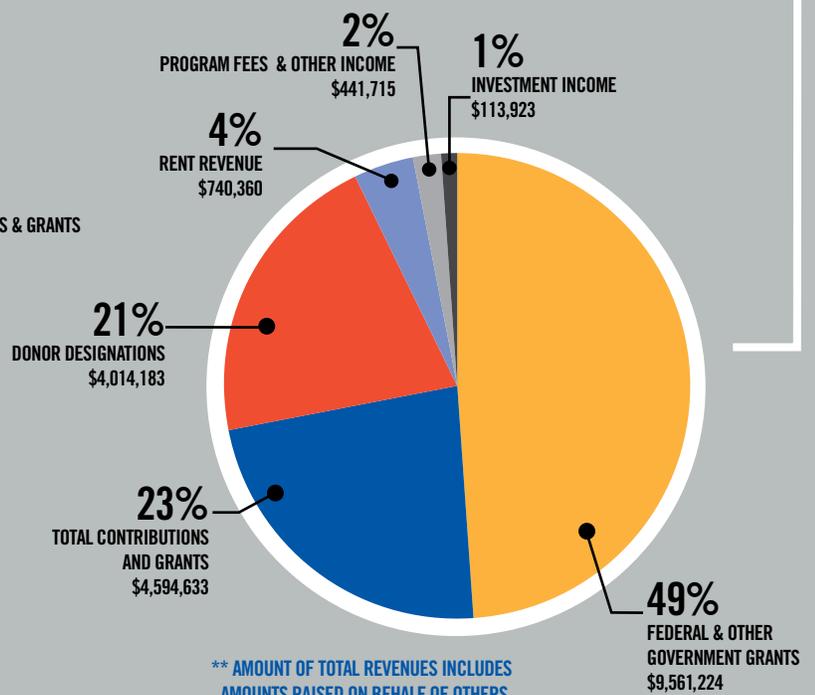


United Way of Tucson and Southern Arizona recently received 4 stars from Charity Navigator, Americas largest charity evaluator.

EXPENSES / TOTAL EXPENSES \$18,583,537



TOTAL INCOME \$19,466,038** / INCOME



NET ASSETS AT JUNE 30, 2012 TOTALED \$7,401,784 AND INCLUDED UNRESTRICTED, TEMPORARILY RESTRICTED AND PERMANENTLY RESTRICTED NET ASSETS.

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GIVE. ADVOCATE. VOLUNTEER.

United Way of Tucson
and Southern Arizona

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LIVE UNITED

