



United Way
of Greenville County

www.unitedwaygc.org

2007

A CELEBRATION OF CARING

United Way Annual Report to the Community

LOOKING BACK ON A GREAT YEAR

We are blessed to be surrounded by volunteers, donors and partners so vested in advancing the common good in Greenville County. It is an honor to walk with you on our journey to make a meaningful difference in the lives of those who need help, and create lasting change that results in a better life for all. Each of you are such an important part of this noble cause we know as the United Way. And I thank you.

Now, I would like to share my perspective on United Way's work in 2007. The great things you accomplished this year were not a matter of chance. Our success was the result of your focused and disciplined quest to be the best. Your commitment to greatness allows us to dream big and to imagine all the possibilities.

We dream of a community where every young child achieves success in school. We dream of a community where every family is self-sufficient and every neighborhood benefits from the community's prosperity. We dream of a community where all people enjoy physical and mental well-being. We dream of a community where every student graduates from high school and achieves at their greatest potential. We dream of a community with a viable safety net of services to meet the needs of our neighbors who are in crisis.

What we can dream we can do. With your commitment, there is no limit to our ability to create lasting community change. Toward this end, much of our work in 2007 was focused on continuing our journey to community impact.

In addition to impact funding and evaluation for more than 90 programs, Impact Councils and the GIVING Fund remained focused on developing and funding strategies and creating solutions to some of our community's most urgent social issues, including:

- Planning for the Institute for Child Success, which would create an integrated health and early education system to strengthen our current efforts to serve children.
- Leading a partnership to create the Greenville Housing Fund, that will result in a significant increase in the production of affordable housing, increase neighborhood and social capital efforts and create training opportunities for neighborhood leaders. The United Way has committed \$500,000 to seed this effort.
- Leading the development of a dental care practice to improve the overall health status of the medically underserved in Greenville County. The practice officially opened in October of 2007 and will serve 7,500 patients a year – every year. The United Way provided capital support for this effort and has committed ongoing operational support of this program.
- The implementation Graduate Greenville – a partnership focused on implementing proven strategies that will lead to increased graduation rates. The United Way committed \$300,000 to this innovative effort.

These initiatives are huge and represent the best thinking in our community – connecting dreams to reality.

We are fortunate to have the leadership of Frank Holleman and Margaret Clark who served as 2007 Chairman and Vice Chairman of the Community Impact Cabinet respectively.

To support our impact work, the annual campaign achieved unprecedented success in 2007. At an awards luncheon earlier this year, we celebrated a \$14.5 million dollar campaign – exceeding our goal, and raising 3% more than last year. I appreciate the leadership of Bill Engle, who served as 2007 Chairman, and Judy Alexander who served as Vice Chairman.

As part of our annual campaign, leadership giving continued to exceed our expectations, growing to a membership of more than 3,400 donors and raising over 6.1 million dollars. This represents a 7% increase over last year. 2007 Palmetto Society Chairman Howard Boyd and Vice Chairman Baxter Wynn deserve our thanks.

I thank Bob Yeargin and Arnold Burrell who continue to lead the Poinsett Society and Endowment effort. Their vision has led to incredible success – with the endowment growing to more than \$11.1 million dollars. Bob and Arnold dreamed big and we're realizing the reality of those dreams today.

Your United Way is financially strong and responsible in the stewardship of the dollars entrusted to it. Once again, we have been rated a 4-star charity by Charity Navigator. This represents the highest rating possible by Charity Navigator, America's premier independent charity evaluator. This is an outstanding achievement and is based on our financial efficiency and the strength of our financial position. My thanks to Art Fuller for his leadership as Treasurer and Chairman of the Finance Committee.

Another year has come and gone. We have achieved many great things. But there are even greater things yet to be done. You are deeply valued for your service and I look forward to your continued commitment.

I want to express my appreciation and the appreciation for the privilege of serving this community through the United Way of Greenville County.



Dr. Susan T. Shi
2007 Chairman,
Board of Trustees

LOOKING AHEAD: AN INVITATION TO LIVE UNITED

As you see in Susan's comments, 2007 was an exceptional year. It was a year where we continued to lay the groundwork necessary for creating lasting change within our community and advancing the common good for all of us. Thank you for your commitment and support.

We should all be proud of the accomplishments realized in the past year. Moving forward, we know there is still work to be done. Plans for the coming year include:

- Implementing our impact improvement plan and building our capacity to strategically lead on issues that create positive, long-lasting change.
- Growing our annual campaign and leveraging our impact strategies to attract new, non-traditional resources.

- Strengthening our organizational capacity to make sure we are aligned to achieve our goals.
- Building deeper relationships with our donors by engaging them in meaningful opportunities to serve.

Part of United Way's effort to deepen its relationship with current and potential donors will be an invitation to LIVE UNITED. By offering everyone opportunities to give, advocate and volunteer in support of important issues, United Way is committed to creating an ongoing relationship and dialogue with donors and with the entire community.

I look forward to your continued leadership as we create our future – one that is focused on our vision to be the most vital and caring community in America.



Tami McKnew
2008 Chairman,
Board of Trustees

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

United Way's Mission

To provide leadership in uniting our community to improve people's lives and build a vital, caring community.



2007 IN PICTURES

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™



African American Leadership members donated fans to help seniors in need as part of their "FANTastic" event last summer.



Young Philanthropist members provided Easter baskets to children from low-income families and senior citizens as part of United Way's annual "Be a Bunny" project.



The United Way/BI-LO School Tools project provided school supplies so that children from low-income families could be able to start school ready to learn. More than 80 companies participated, providing supplies to more than 2,400 students.



Women's Leadership members donated undergarments as part of their annual "Wear One, Bring One" initiative. Undergarments collected were given to a local women's shelter.



Sir Thanksalot, United Way's mascot, helps load up Easter baskets that are being delivered to a local Head Start program. Through United Way's "Be a Bunny" project, more than 80 companies provided Easter baskets to 2,800 children in need and senior citizens.



Sarah Reece, world-renowned opera singer and resident of Greenville, gave the keynote address during the 2007 United Way Campaign Kickoff event. Pictured with Ms. Reece are Judy Alexander, 2007 Campaign Vice Chairman and Bill Engle, 2007 Campaign Chairman.

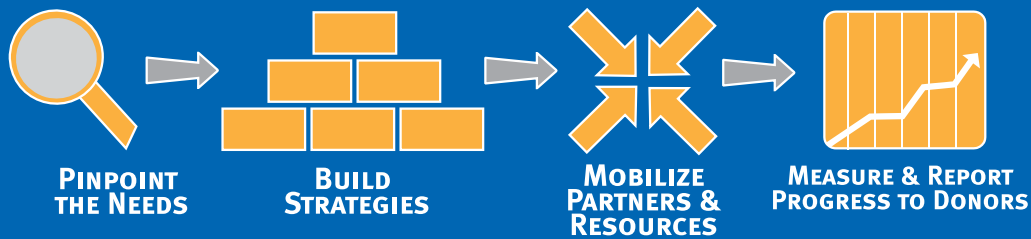


Volunteers unveil the final 2007 campaign results at the Final Campaign Report Meeting.



United Way
of Greenville County

UNITED WAY HAS A PLAN FOR ACHIEVING LASTING, POSITIVE CHANGE.



GRADUATE GREENVILLE

THE NEED:

Nearly one out of every four Greenville County students will not graduate high school in four years.

Dropouts in Greenville County are:

- twice as likely as graduates to be unemployed
- 2.5 times more likely to live in poverty
- eight times more likely to be in jail or prison

THE STRATEGY:

Establish a partnership to initiate and implement a community-wide effort to improve high school success and increase the graduation rates in Greenville County.

MOBILIZATION OF PARTNERS & RESOURCES:

United Way of Greenville County, Greenville County Schools, and The Alliance for Quality Education established GRADUATE GREENVILLE, with the goal of raising the most recent Greenville County graduation rate of 69.6% to 85%.

REPORTING PROGRESS:

- Development of an early warning system to identify "at risk" students as they enter high school is underway.
- Graduation coaches are in place in three high schools to provide targeted students with the extra support and counseling necessary to help them pass the critical 9th grade year.
- The 2nd annual "Opening Doors to Success" event is scheduled for August 2008, during which community volunteers will knock on the doors of high school students who did not show up for school during the first week of classes and invite them to return to school.

GREENVILLE HOUSING FUND

THE NEED:

Poor housing affects both child educational attainment and the health of its occupants, and fosters neighborhood decline.

- Almost 45% of the households in Greenville County earn less than 80% of the area median income of \$42,500.
- Many families in Greenville are spending more than 50% of their income toward housing.
- Nearly 1,800 renters in the city of Greenville relocate each year due to financial distress or poor property condition.

THE STRATEGY:

Leverage local resources by developing a local housing trust fund to

- educate the community about affordable housing needs
- help finance affordable housing development
- increase local market opportunities for affordable housing for residents

MOBILIZATION OF PARTNERS & RESOURCES:

The Greenville Housing Fund was developed through a partnership between United Way of Greenville County, the City of Greenville and the Greenville County Redevelopment Authority. United Way has invested \$500,000 over a three-year period to be used as start-up funding.

REPORTING PROGRESS:

United Way's investment will assist in the production of 85 new affordable housing units over three years. With United Way and other resources the Greenville Housing Fund expects that 200 affordable units will be available over three years.

DENTAL INITIATIVE

THE NEED:

More than 75,000 people in Greenville County have not seen a dentist in the last year – mostly because of cost.

- A 2003 community health assessment revealed that access to oral health care in Greenville County for those who earn low wages is extremely limited.

THE STRATEGY:

- Establishment of a community-based dental practice with a full range of oral health services
- Operation of a Mobile Dental Unit, which travels to churches, schools, shelters, and other community sites to provide preventive services

MOBILIZATION OF PARTNERS & RESOURCES:

- United Way has invested more than \$300,000 in the project. Those seed dollars leveraged more than \$2 million from organizations to support the project.
- New Horizon Family Health Services operates the dental practice.
- Bon Secours St. Francis Health System operates the Mobile Unit with services provided by New Horizon Family Dental Care and Greenville Technical College's Dental Program.

REPORTING PROGRESS:

More than 7,000 individuals will benefit from services of dental practice programs each year.

Key measurable outcomes expected include:

- a reduction in persons earning low wages who have not seen a dentist in the last year
- a reduction in dental cavities and oral health disease among patients
- a reduction in ER visits due to preventable oral health complications

2007-08 PROGRAM FUNDING

United Way is committed to making sure your dollars get results in these priority areas by driving collaborations, funding programs, and creating breakthrough initiatives that make a lasting difference in the lives of individuals, families and neighborhoods. (In the listing below, a partner agency may appear more than once if United Way is funding more than one of their programs. Program funding is provided during the period July 1, 2007 to June 30, 2008.)



NURTURING YOUNG CHILDREN/ UNITED WAY SUCCESS BY 6®

United Way is working to provide a high quality care and education system that ensures all children are ready to achieve success in school.

Early Education, Development, and Child Care

• Child Care Assistance (Greenville Technical College) 250.8386	\$52,500
• First Steps of Greenville County 467.3239	\$150,000
• YMCA Judson Community Center 242.1111	\$70,000
• YWCA of Greenville 467.3700	\$200,000

Parenting, Family Literacy, and Early Literacy

• Dunbar Child Development and Family Learning Center 355.2271	\$47,500
• Foothills Family Resources 836.1100	\$26,000
• Northwest Crescent Child Development and Learning Center 355.2271	\$80,000
• Pleasant Valley Connection 236.0151	\$26,500
• YWCA of Greenville 467.3700	\$93,000

Supporting Children with Developmental Differences/Delays

• A Child's Haven 298.0025	\$140,000
• Center for Developmental Services 331.1300	\$205,000
• Greenville County Disabilities & Special Needs Board (Hollis Center) 679-0220	\$31,000
• Meyer Center for Special Children 250.0005	\$305,000
• The Speech, Hearing and Learning Center 331.1401	\$145,000



STRENGTHENING FAMILIES & NEIGHBORHOODS

United Way is working to help families and individuals achieve greater self-sufficiency by empowering them with skills and knowledge.

Job Training and Adult Education

• Alston Wilkes Society 282.4540	\$30,000
• Goodwill Industries of Upstate/Midlands South Carolina 351.0100 (United Way affiliated agency; no program funding requested)	
• Greenville Literacy Association 467.3456	\$267,000
• Project Host 235.3403	\$41,000
• SHARE 269.0700	\$72,000
• United Ministries 232.6463	\$287,000
• The Urban League of the Upstate 244.3862	\$25,000
• Workforce Development Partnership 467.3501	\$15,000

Affordable Housing

• Greenville Area Interfaith Hospitality Network (GAIHN) 271.3424	\$73,000
• Habitat for Humanity of Greenville County 370.4787	\$60,000
• Homes of Hope 269.4663	\$96,000
• The Urban League of the Upstate 244.3862	\$10,000

Family Service Centers

• Center for Community Services 967.2022	\$64,000
• Foothills Family Resources 836.1100	\$46,000



CARING FOR NEIGHBORS IN CRISIS

United Way is working to provide a viable safety net of health and human services to ensure emergency needs of individuals and families are met.

Interpersonal Violence (Domestic Violence, Child Abuse & Neglect, and Sexual Violence)

• Compass of Carolina 467.3434	\$102,000
• Greenville Rape Crisis & Child Abuse Center 331.0560 - business; 467.3633 - hotline	\$282,500
• Safe Harbor 467.3636 - hotline; 467.1177 - business	\$69,500
• South Carolina Legal Services - Greenville Office 679.3232	\$12,000

Basic Needs Assistance (Temporary Food, Clothing, Shelter, Medicine, and Emotional Support)

• Foothills Family Resources 836.1100	\$33,500
• Golden Strip Emergency Relief & Resource Agency 688.2233	\$87,000
• Greer Relief and Resources Agency 848.5355	\$43,000
• Loaves & Fishes 232.3595	\$24,000
• Mental Health America of Greenville County 467.3344 - business; 271.8888 - CRISISline	\$141,500
• Pendleton Place Children's Shelter 467.3646	\$40,000
• The Salvation Army 235.4803	\$140,000
• United Ministries 232.6463	\$35,000

Disaster Services

• American Red Cross, Upstate SC Chapter 271.8222	\$140,000
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VOLUNTEERING AND CIVIC INVOLVEMENT

Through ongoing funding to support the programs of Hands On Greenville, United Way provides opportunities for members of this community to share their time and talents with others.

• Hands On Greenville (HOG) 242.4224	\$50,000
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Your gift has a lasting impact



BUILDING A HEALTHY COMMUNITY

United Way is working to ensure that all people in Greenville County enjoy physical and mental well-being.

Access to Quality and Affordable Medical, Mental, and Wellness Care

• AID Upstate 250.0607	\$60,000
• Cancer Society of Greenville County 232.8439	\$85,000
• Communities In Schools of Greenville County 250.6737	\$58,000
• Compass of Carolina 467.3434	\$125,000
• Greenville Free Medical Clinic 232.1470	\$220,000
• Mental Health America of Greenville County 467.3344	\$15,000
• New Horizon Family Health Services 233.1534	\$125,000
• The Phoenix Center 467.3790	\$60,000

Supporting Seniors and Persons with Disabilities

• Alzheimer's Association, Upstate SC Chapter 250.0029	\$73,000
• Camp Spearhead (Greenville County Recreation District) 288.6470	\$50,000
• Gateway House 242.9193	\$68,500
• Greenville County Disabilities & Special Needs Board (Piedmont Skills) 679.0220	\$58,000
• Mental Health America of Greenville County 467.3344	\$11,500
• Pleasant Valley Connection 236.0151	\$60,500
• Senior Action 467.3660	\$229,000
• The Speech, Hearing and Learning Center 331.1401	\$32,500
• Sterling Hope Center 349.0127	\$20,000
• YMCA of Greenville 242.1111	\$16,000



HELPING YOUTH SUCCEED

United Way is working to help children and youth achieve at their greatest potential—equipped with skills for success in adulthood.

Student Achievement and High School Graduation

• Communities In Schools of Greenville County 250.6737	\$250,000
• Phillis Wheatley Association 235.3411	\$150,000
• Pleasant Valley Connection 236.0151	\$45,000
• Project HOPE Foundation 676.0028	\$10,000
• The Salvation Army 235.4803	\$270,000
• South Carolina Legal Services - Greenville Office 679.3232	\$42,000
• The Speech, Hearing and Learning Center 331.1401	\$92,000
• Sterling Hope Center 349.0127	\$58,000
• The Urban League of the Upstate 244.3862	\$161,000
• YMCA Judson Community Center 271.8800	\$35,000

Life Skills and Character Development

• Big Brothers Big Sisters of the Upstate 242.0676	\$100,000
• Boy Scouts of America, Blue Ridge Council 233.8363	\$217,000
• Girl Scouts of South Carolina - Mountains to Midlands 297.5890	\$115,000
• Pendleton Place, Inc. 467.3646	\$26,000
• YMCA of Greenville 242.1111	\$75,000

Juvenile Crime Prevention

• Compass of Carolina 467.3434	\$25,000
• The Urban League of the Upstate 244.3862	\$79,000

2007 GIVING Fund Grants

In addition to impact funding, United Way's Community Impact Cabinet allocated \$519,000 in 2007 to provide GIVING Fund grants that fund innovation and build the capacity of community partners to achieve strategic and operational excellence. Seventy-two percent of grant dollars were used to fund identified Breakthrough Opportunities. Twenty-three percent of grant dollars were used to support local agencies through Capacity Building opportunities. Five percent of grant dollars were used to provide Emergency Assistance.

2007 Breakthrough Opportunities

• Helping Youth Succeed - After School Planning Study	\$62,900
• Greenville Housing Fund - Affordable Housing	\$300,000
• Safe Kids Internet Symposium	\$20,000
• Disaster Preparedness Initiative	\$15,000

2007 Emergency Funds

• American Red Cross	\$30,000
• Center for Community Services	\$20,000

\$397,900 2007 Capacity Building Funds

• Center for Developmental Services Software Enhancement	\$4,000
• Greenville Forward - Community Health Assessment	\$25,000
• Access to Dental Care Partnership	\$12,600
• Senior Action - Organizational Assessment	\$15,000
• Hands On Greenville - AmeriCorps Member Match	\$10,000
• Meals on Wheels - Organizational Assessment	\$4,500

\$71,100

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The Event Sponsor program provides sponsorship for donor recognition and cultivation events.

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Wachovia Bank, N.A.

Gold

Budweiser of Greenville
Carolina First Bank
Greenville Hospital System

Silver

Dixon Hughes PLLC
Elliott Davis, LLC
Gallivan, White & Boyd, P.A.
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World Acceptance Corporation

Bronze

Agilysys
Bank of America, N.A.
Green's Discount Beverages
Leatherwood Walker Todd & Mann, P.C.
Regions Bank
South Carolina Bank and Trust
Sullivan Company, LLC

In-kind Creative Services and Media

Thanks to the generosity of these creative services and media sponsors, United Way is able to share success stories and how donor dollars are being invested to change lives throughout our community. Because no United Way funds are used to purchase advertising, we rely on the giving spirit of local media organizations and creative agencies for their pro-bono support. Our sincere thanks to the organizations listed below for their generosity.

Erwin-Penland, Inc.
The Greenville News
WYFF 4
The Greenville Journal
WHNS – Fox Carolina
Fairway Outdoor Advertising
G – The Magazine of Greenville

2007 COMMUNITY CAMPAIGN

This community continues to show its caring spirit and recognizes urgent needs here in our community every day. The citizens of Greenville County, through their record-setting support of United Way in 2007, have shown once again that our community is truly unsurpassed in its commitment to helping others.

United Way of Greenville County can proudly report the largest amount raised in the organization's history: \$14,507,672. Special thanks to 2007 Campaign Chairman Bill Engle, of Baldor-Dodge Gear Plant, whose leadership was essential to making the campaign successful.

2007 COMMUNITY CAMPAIGN HIGHLIGHTS

- \$14,507,672 was raised, exceeding the \$14,500,000 goal and representing a 3% increase over last year.
- Over 40,000 donors contributed through the campaign.
- 768 workplace campaigns were conducted representing 74% of the total campaign.
- 320 companies contributed a corporate gift representing 17% of the total campaign.
- Retirees, medical professionals and others contributing outside the workplace represent 9% of the total campaign and averaged a 12% increase.
- 17 new campaigns contributed \$148,201 from employee and corporate gifts.
- 3,443 Palmetto Society donors contributed \$6,145,680, a 6% increase over last year.
- Contributions from donors giving \$1,000 or more represent 42% of the total campaign.
- A special thank you to Erwin-Penland, Inc., who provided pro-bono creative services to develop promotional materials for the 2007 campaign. Their vision and creativity created materials that illustrated the impact of United Way contributions in our community.

**Thank you
for caring**

Your generosity helps individuals, families and neighborhoods to grow and thrive.



FINANCIAL INFORMATION

UNITED WAY OF GREENVILLE COUNTY Statement of Activities For the Year Ended December 31, 2007 (with comparative totals for 2006)

	2007 Audited	2006 Audited
Revenues, Gains and Other Support		
Campaign results (net of uncollectibles)	\$ 13,541,945	\$ 13,507,359
Endowment contributions	146,870	8,960
Capital campaign contributions	113,178	937,082
Grants for Nurturing Young Children initiatives	432,912	358,741
Grants for Building a Healthy Community initiatives	51,297	111,703
Grants for Strengthening Families & Neighborhoods initiatives	18,111	67,822
Grants for Helping Youth Succeed initiatives	126,000	-
Gifts in kind	228,381	190,043
Other grants and contributions	274,150	251,873
Investment income	<u>602,122</u>	<u>429,488</u>
TOTAL SUPPORT/REVENUE	15,534,965	15,863,071
Community Impact Funding		
Total annual allocations	6,947,938	6,868,258
Nurturing Young Children grants and operations	594,826	713,425
Building a Healthy Community grants and operations	210,313	267,847
Strengthening Families & Neighborhoods grants and operations	285,455	282,931
Helping Youth Succeed grants and operations	208,240	136,703
Other grants and expenses, including GIVING fund	1,155,430	711,904
Donor-designated gifts	2,009,204	1,983,843
Services and Outreach, including Caring for Neighbors in Crisis and Helping Youth Succeed	<u>773,450</u>	<u>691,184</u>
TOTAL FUNDING FOR COMMUNITY IMPACT	12,184,856	11,656,095
United Way System Supporting Services	<u>2,066,352</u>	<u>1,927,107</u>
TOTAL EXPENSES	14,251,208	13,583,202
CHANGE IN NET ASSETS	<u>1,283,757</u>	<u>2,279,869</u>
Net assets, beginning of the year	<u>18,316,292</u>	<u>16,036,423</u>
Net assets, end of the year	<u><u>\$ 19,600,049</u></u>	<u><u>\$ 18,316,292</u></u>



**United Way
of Greenville County**

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Greenville, SC 29607-2529
www.unitedwaygc.org

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2007

A CELEBRATION OF CARING

United Way Annual Report to the Community

