CREATING OPPORTUNITIES FOR A BETTER TOMORROW
REPORT TO THE COMMUNITY 2011
To provide leadership in uniting our community to improve people’s lives and build a vital, caring community.

The VISION that guides us

To be the most vital, caring community in America.

Our MISSION in pursuit of the Vision

To provide leadership in uniting our community to improve people’s lives and build a vital, caring community.
As United Way donors, advocates, volunteers and partners, you played a critical role in making 2011 a great year for this community and we can’t thank you enough.

Last year, United Way made significant headway in efforts to create big-picture solutions to three priority issues in our community: School Readiness, High School Graduation and Financial Stability. From providing nearly 5,000 hours of training to child care professionals through United Way's Child Care Resource and Referral program, to partnering with GreenvilleWorks and the Greenville Region Workforce Collaborative on job training and workforce development, we are aligning the spokes that will build a long-term cycle of success for individuals and families throughout our community.

Additionally, United Way continued its commitment to help people in Greenville County through our support of local programs that provide direct services to the community, from helping individuals find food and shelter in a time of crisis to providing medical care and educational services to those in need. All of these programs are essential to providing necessary services and support to assist individuals, families and neighborhoods throughout our community right now.

In total, these efforts resulted in more than 114,000 Greenville County residents receiving tangible and intangible support: encouragement to succeed in school, a warm bed on which to lay their head, a fresh start at a new career, a hot meal to eat, a little extra money to pay a rent or utility bill, or a chance to lead a better life. That means your contributions touched the lives of approximately one out of every four people in Greenville County—an absolutely amazing statistic. None of this important work would be possible without your commitment to LIVE UNITED.

This year, you stepped up once again with another campaign for the history books. We want to express our gratitude to all of our donors and volunteers for driving our 2011 community campaign to the largest total of any United Way campaign ever in the state of South Carolina. Led by Campaign Chair Annette Allen, the record-breaking $15.2 million total reflects the hard work and generosity of thousands of people.

Amid all of the progress we've seen in the last year, one of the greatest achievements has been the funding behind it. In 2011, United Way of Greenville County leveraged your donor dollars into grants totaling more than $850,000. This money has been used to fund programs across the spectrum, including the Institute for Child Success, the Volunteer Income Tax Assistance program, the Individual Development Account Network, and AmeriCorps.

As a board and an organization, we pledge to be careful stewards of the resources you have shared with our community as we help individuals and families in need right now, and work to prevent future need. Our goal is to build on the momentum for community change. With your continued commitment to LIVE UNITED as donors, volunteers and advocates for Greenville County, we know we can accomplish some wonderful things that will improve lives and make our community a better place for us all.

Thank you once again for supporting your community through United Way and making the choice to LIVE UNITED.

Howard Boyd
2011 Chair, United Way of Greenville County
Board of Trustees

Ted Hendry
President
United Way of Greenville County

United Way of Greenville County
United Way’s work centers around a commitment to achieving two goals:

1) **HELPING TODAY** by meeting the basic, essential needs of neighbors as they move forward in their efforts to achieve self-sufficiency or maintain their independence. Ensuring that these services exist is the foundation for any caring community.

2) **STRENGTHENING TOMORROW** through a focus on eliminating future needs and building what we call a “Cycle of Success.” This is accomplished through a targeted approach on three priority issues: school readiness for young children, high school graduation for youth, and financial stability for individuals and families.

THE BASIC CONCEPT IS THIS:

When babies are taught to learn, they become readers.

When those readers succeed in school, they become graduates.

When those graduates get good jobs and create stable homes, their families have a bright future.

The cycle is complete as those families teach their babies to learn.
Helping Today.

Meeting the basic, essential needs of our community (including disaster assistance, food, safe shelter, housing and health care) is critical. Additionally, everyone, regardless of age or special challenges, deserves the opportunity to improve their overall quality of life and maintain a sense of independence.

In the past year:

- 14,432 people benefited from access to medical care and health care services.
- 25,125 people had their immediate hunger/food needs met.
- 6,064 senior citizens and persons with disabilities benefited through counseling, recreational and life-enrichment programs.
- 5,654 people had their immediate housing/shelter needs met, including rent and mortgage assistance.
- 547 children and families found safe, protective shelter from violence.

C. Frederick West  
2012 Chair  
Community Impact Cabinet

Ann K. Robinson  
2011 Chair  
Community Impact Cabinet
### GUIDING YOUTH

#### 2011/2012 PROGRAM FUNDING

Young men, women, and their parents or caregivers receive support in academic achievement, life skills and character development, and juvenile crime prevention.

<table>
<thead>
<tr>
<th>Organization</th>
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<td>Center for Community Services:</td>
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<td>Partnership Facilitation and Service Integration - 864.967.2022</td>
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<td>CommunityWorks Carolina (formerly Greenville Housing Fund):</td>
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<td>Homebuyer Assistance - 864.235.6331</td>
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<td>Foothills Family Resources: Co-located Services - 864.836.1100</td>
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<td>Greenville Area Interfaith Hospitality Network (GAIH):</td>
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<td>J. Verne Smith Center - 864.848.5355</td>
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### NURTURING CHILDREN

#### 2011/2012 PROGRAM FUNDING

United Way funds continue to support early child care for at-risk children; services, education and therapy for children with developmental differences and delays; and parenting, family literacy and early literacy programs.

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### STRENGTHENING FAMILIES

#### 2011/2012 PROGRAM FUNDING

United Way provides funding and support for Greenville County residents in employment skills development, affordable housing and geographically-determined community service centers.
United Way provides support for services that address basic needs, disaster assistance, and interpersonal violence.

2011/2012 PROGRAM FUNDING

**Helping Today.**

**Assisting People in Crisis**

- American Red Cross, Upstate South Carolina Chapter: $100,000
  - Disaster Relief and Preparedness - 864.271.8222
- Cancer Society of Greenville County: $73,000
  - Patients in Financial Crisis - 864.232.8439
- Compass of Carolina: $80,000
  - Family Violence Intervention - 864.467.3434
- Foothills Family Resources: $38,500
  - Families First - 864.836.1100
- Golden Strip Emergency Relief & Resource Agency: $92,000
  - Crisis - 864.688.2233
- Greer Relief and Resources Agency: $48,000
  - Emergency Assistance - 864.848.5355
- Julie Valentine Center: $180,000
  - Intervention and Treatment - 864.331.0560
- Loaves & Fishes: Bringing the Hungry Fresh Food Daily: $18,000
  - 864.232.3595
- Mental Health America of Greenville County: $118,000
  - Crisis Intervention Services - 864.467.3344
- Pendleton Place: $30,000
  - Emergency Care - 864.467.3650
- Safe Harbor: Domestic Violence Prevention: $75,000
  - Intervention, and Legal Advocacy Services - 864.467.1177
- The Salvation Army: $65,000
  - Direct Services - 864.235.4803
- The Salvation Army: Emergency Shelters: $80,000
  - 864.235.4803
- St. Francis Episcopal Church Hispanic Ministries: $20,000
  - Centro de Familia/OPERA - 864.244.4510
- United Ministries: $20,000
  - Emergency Assistance - 864.232.6463
- United Ministries: Place of Hope: $20,000
  - 864.232.6463

**Improving Health**

**2011/2012 PROGRAM FUNDING**

United Way provides funding to programs that provide access to medical and mental health care and support to seniors and persons with disabilities.
SCHOOL READINESS

United Way believes that investment in high quality, early education opportunities for our youngest children will lay the foundation for the future success of our community. To ensure all children enter school ready to succeed, United Way and its partners are focusing on the three essential pieces to this puzzle: the child, the family and child care providers.

Included among the successes in School Readiness for 2011 was a new partnership with Greenville County First Steps that provided child care scholarships to 25 families, enabling their children to attend high quality child development centers. Through United Way’s Child Care Resource and Referral program, more than 750 families were connected with early care and education programs tailored to their specific needs. Also last year, our work with the Institute for Child Success continued, with the institute developing the “Kids Drive Our Future” campaign, which we hope will spark a new statewide awareness about the importance of policies and systems that support early childhood development.

Here are just a few of the results from the past year:

- 1,684 children got off to a good start through quality early care and education programs.
- 1,659 children with disabilities or developmental delays received treatment or referral to intervention services.
- 3,225 parents benefited from education and training to help them fulfill the important role of being their child’s first and most important teacher.
- 1,763 child care educators in Greenville County received training in best practices to improve the quality of care for local children.
Here are just a few of the results from the past year:

• 1,560 students in United Way-funded youth enrichment and after-school programs showed a documented grade improvement.

• 2,237 students in United Way-funded youth enrichment, after-school and leadership development programs were promoted to the next grade level.

• 100 out-of-school time programs (up from 32 in 20120) were recruited into United Way’s BOOST initiative to improve overall quality and benefit from best-practice strategies. 3,764 students in BOOST-participating programs will benefit from improved quality programs for years to come.
FINANCIAL STABILITY

Economic security for individuals and families is also central to the creation of long-term cycles of success in Greenville County. United Way is working to address financial stability by focusing on programs and initiatives that help people increase their income, build savings for the future, and gain assets.

In addition to the successful education and job training programs offered by our funded programs, United Way is working closely with partners from other nonprofit, government, and private organizations to give people the technical skills they need to meet the job requirements of expanding local companies. Through this unique partnership with the Greenville Region Workforce Collaborative, we have leveraged donor dollars into more than $1.2 million in total funding that will provide training to more than 400 workers in the next two years.

Here are just a few of the results from the past year:

- 17,098 people improved their education level through literacy, GED and adult education programs.
- 4,470 people benefited from employment skills development and job training programs.
- 4,054 free tax returns were completed through United Way’s Volunteer Income Tax Assistance (VITA) program.
- $608,000 in filing fees were saved by local taxpayers who utilized VITA.
- $4.5 million in refunds were secured for local taxpayers and our local economy through VITA.
36,412 people made a donation.

463 companies participated with campaigns.

Workplace campaigns represented 73 percent of the total.

193 companies contributed a corporate gift, providing 19 percent of the total.

Retirees, medical professionals and others contributing outside of their workplaces made up another 8 percent.

4,101 Palmetto Society donors, those contributing $1,000 or more, gave a total of $7,302,071.

Palmetto Society donors represented 47 percent of the total campaign and 59 percent of individual donors and workplace employee donor dollars.

More than 11,638 of our donors contributed at least $250.

Thanks to the Stathakis family of restaurants, Stax Restaurants, Greenville County Recreation District, the Greenville Zoo, and the Roper Mountain Science Center for providing coupons to these donors.

Thanks to Table 301 for graciously donating gift certificates to all Palmetto Society donors.

Thanks to Erwin-Penland, Inc., who provided in-kind creative services to develop promotional materials for the campaign.

“On behalf of our volunteers, our partner agencies whose programs receive United Way funding, and the thousands of individuals and families who benefit from this community's generosity and compassion, I thank you for helping to make the 2011 campaign such a success.”

Annette Allen
Fluor Corporation
2011 United Way Campaign Chair
UNITED WAY’S ANNUAL SCHOOL TOOLS PROJECT provided school supplies to more than 3,700 low-income students. Eighty-four local companies pitched in to collect supplies at their workplaces.

VOLUNTEER INCOME TAX ASSISTANCE (VITA) program provided free tax preparation services, directly impacting more than 4,000 individuals and families.

Allocated $50,000 in EMERGENCY ASSISTANCE GRANTS to help meet the spike in demand for services. The allocations were designated for direct service to the community in the form of rent/mortgage assistance, utilities assistance and/or food assistance.

HANDS ON GREENVILLE DAY 2011 brought together 6,817 volunteers to complete 278 community service projects in one day.

VOLUNTEER ENGAGEMENT efforts created real community impact in 2011 through innovative United Way programs, including Hands On Greenville and AmeriCorps. Active volunteers contributed more than 87,000 hours of service, which translates to an economic impact of more than $1.4 million.

UNITED WAY 2-1-1, an information and referral phone service that links callers to local health and human service resources, answered 16,700 calls for help.

GREENVILLE DREAMS, a collaboration among the City of Greenville, Greenville County and 23 special emphasis neighborhoods, conducted its inaugural Grassroots Leadership Institute, where 16 neighborhood leaders completed five months of leadership training. Graduates of the training learned critical leadership skills and gained essential tools to lead their own communities and engage in partnerships with private, nonprofit and public entities.

UNITED WAY’S PUBLIC POLICY COMMITTEE conducted an Upstate Legislative Caucus meeting to highlight the importance of the Career Readiness Certificate (WorkKeys) and facilitated a community meeting that introduced sector-based strategies for workforce development to the Greenville workforce community.
By dialing United Way 2-1-1, callers can be linked with resources that assist with a variety of health and human service issues, including basic needs assistance, counseling, youth and adult education, employment, credit counseling, housing, and more.

2-1-1 operates 24/7

Contact: 2-1-1
or visit unitedwaygc.org/211

United Way Child Care Resource & Referral (CCR&R) offers assistance and resources for parents, educators and employers who are seeking information and technical training regarding quality child care.

Contact: 864-467-4800
or visit childcarehelpline.org

United Way Hands On Greenville offers a variety of year-round possibilities for people to give back to the community through volunteering, from one-time projects to ongoing opportunities. HOG also offers a comprehensive online database of volunteer opportunities.

Contact: 864-242-4224
or visit handsongreenville.org
2011 Volunteer Leadership

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Galivann, White & Boyd, P.A.

Vice Chair & Chair Elect
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Michelin North America

Treasurer
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NAI Earle Furman, LLC

Secretary
Judith Aughtry

Immediate Past Chair
Margaret E. Clark

Chair, Annual Campaign
Annette Allen
Flour Corporation

Vice Chair, Annual Campaign
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Elliott Davis, LLC

Chair, Community Impact Cabinet
Ann K. Robinson
CertsBank

Vice Chair, Community Impact Cabinet
C. Frederick West
SunTrust

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Annette Allen
Flour Corporation
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Elliott Davis, LLC
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Dennis M. Braasch
Braasch Building Group
James F. Burns
DesignStrategies, LLC
Chandra Dillard
Michelin North America
Margaret E. Clark

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UBS

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Master PT
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Prudential C. Dan Joyner Company REALTORS
Kristen McLean
W By Worth
George F. O’Brien III
WHM Capital Advisors
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CertsBank
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Patricia Sullivan
Greenville Post Office
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Canal Insurance Company
Dennis Trice
Mitsubishi Polyester Film, Inc.
C. Fredrick West
SunTrust
Richard Wilkerson
Michelin North America

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Cindy C. Alewine
Alzheimer’s Association,
South Carolina Chapter
Vivian C. Anthony
Judith Aughtry
Steve Bailey
Merus Refreshment Services
Dennis M. Braasch
Braasch Building Group
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County - Sheriff’s Office
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Deanna Hemberger
Lee & Associates - Greenville
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Strom Thurmond Institute
Monica Johnson
Michelin North America
Timothy R. Justice
Rescom Construction
Andrew Kurtz
ProActive Technology, LLC
Ray A. Lattimore
Marketplace Staffing Services
Lillie Goodman Lewis
Southern Wesleyan University
W. Derek Lewis
Greenville County First Steps
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Greer Relief and Resources Agency, Inc.
Minor M. Shaw
Micco LLC
Andrea G. Smith
Senior Action, Inc.
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Greenville Post Office

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Merus Refreshment Services

Andrew Kurtz, Vice Chair
High School Graduation Committee
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Eddie L. Barnes Jr.
Michelin North America

Barbara F. Bass
The Urban League of the Upstate, Inc.

Kristin Bennett
BB&T

Edward G. Cochrane II
Mount Vernon Mills, Inc.

William A. Crank
Michelin North America

Ingrid Blackwelder Erwin
Parker, Poe, Adams & Bernstein, LLP

James M. Bourey

greenvillepostoffice.org
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Institute for Child Success
Steven West
Duke Energy
Courttenay L. Williams
Furman University
Tomiko Williams
SC Department of Juvenile Justice
Frank Wingate
Wil Yancey
Henkel Corporation

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Ruby Jones
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Greenville County First Steps
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Greenville County Council
Dr. Amy Picklesimer
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Leslie Harrison
Hank Hyatt
Greater Greenville Chamber of Commerce
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Martin L. Livingston Jr.
Greenville County Redevelopment Authority

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Minor M. Shaw
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Rachel M. Green
Virginia College of Greenville
Jennifer J. Harrill
GMAC Mortgage
Leslie Harrison
Monica Johnson
Michelin North America
Eric A. Mencken
DeVita & Associates, Inc.
Mark L. Mullins
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Marietta Pallet Company
Blix Rice
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Tiffany Santagati-Simpson
BB&T

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Paula S. King
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Nancy E. Meyers
Fluro Corporation
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Michelin North America
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Hannah Rogers Metcalfe, P.A.
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Stephen R. Luck
Leslie A. Milling
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L. Scott Wendelken
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Robert Wilkins
Wilkins & Bouton LLC

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Rev. Jon Chalmers, Chair
Bon Secours St. Francis Health System
Rabbi Jeremy Master, Vice Chair
Temple of Israel
Minister Kim Adams
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Pastor Mark Cerniglia
Lutheran Church of Our Savior
Pastor Susan Crowell
Trinity Lutheran Church
Deacon Gabriel Cuervo
Catholic Charities of the Piedmont Deaney, Diocese of Charleston
Pastor Samuel Cureton
Bethel Bible Missionary Church
Rev. Robin Dease
John Wesley United Methodist Church
Pastor Sean Dogan
Long Branch Baptist Church
Pastor Emmanuel Duncan
Gethsemane Baptist Church
Rev. Vardrey E. Fleming
Bethel Bible Missionary Church
Dr. John B Hartman
Greenville Hospital System
Rev. Jerry M. Hill
Buncombe Street United Methodist Church
Evangelist Hasker Hudgens Jr.
Redemption World Outreach Center
Rev. Pat Jobe
Greenville Unitarian Universalist Fellowship
Pastor Curtis Johnson
Valley Brook Outreach Baptist Church
Rev. Tony McDade
Greenville Area Interfaith Hospitality Network (GAIHN)
Pastor Deb Richardson-Moore
Triune Mercy Center
Ms. Susan McLarty
Westminster Presbyterian Church
Mr. James A. Pierce
Marietta Pallet Company, Inc.
Eva Price
Interfaith Forum
Rev. Steve Saxe
Lutheran Church of the Good Shepherd - LCMS
Rev. Thomas Sloan
Enoree Baptist Church
Laura Stout
First Baptist Church, Greenville
Rev. Robert C. Taylor
Centro de Familia/OPERA
Rev. Buz Wilcoxon
Fourth Presbyterian Church
Rev. Antwion Yowe
Reedy River Missionary Baptist Church

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Marietta Pallet Company, Inc.
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Renewable Water Resources

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Suzanne Mize
The Blood Connection
Art Fuller
Duke Energy
Jason Richards
NAI Earle Furman, LLC

* Deceased

All annual campaign and Leadership Giving volunteers were recognized in the Celebration of Giving document published in January 2012.
The Event Sponsor program provides sponsorship for donor recognition and cultivation events.

**Platinum**  
Wells Fargo Bank

**Gold**  
Budweiser of Greenville  
Gallivan, White & Boyd, P.A.  
Greenville Hospital System  
TD Bank

**Silver**  
Dixon Hughes Goodman  
Elliott Davis, LLC  
Fluor Corporation  
Greenville First Bank  
KPMG LLP  
World Acceptance Corporation

**Bronze**  
Agilysys  
Bank of America, N.A.  
BankGreenville  
Find Great People International  
Smith Moore Leatherwood LLP  
Sullivan Company, LLC

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**2011 In-Kind Creative Services & Media**

Thanks to the generosity of these creative services and media sponsors, United Way is able to share success stories and tell 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 businesses and organizations listed below.

**Print Media**  
The Greenville News  
The Greenville Journal  
Greenville Business Magazine

**Creative Services**  
Erwin-Penland, Inc.

**Outdoor Media**  
Fairway Outdoor Advertising

**Radio**  
97.7 Chuck FM  
107.3 JAMZ  
HOT 98.1  
MY 102.5

**Television**  
WYFF 4  
WHNS - Fox Carolina  
Charter Communications
UNITED WAY OF GREENVILLE COUNTY

Statement of Activities
For the Year Ended December 31, 2011
(with comparative totals for 2010)

<table>
<thead>
<tr>
<th>Revenues, Gains and Other Support</th>
<th>2011 Audited</th>
<th>2010 Audited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign results (net of uncollectibles)</td>
<td>$15,017,350</td>
<td>$14,073,560</td>
</tr>
<tr>
<td>Less: Donor designations</td>
<td>(1,822,380)</td>
<td>(2,382,766)</td>
</tr>
<tr>
<td>Endowment contributions</td>
<td>24,638</td>
<td>131,320</td>
</tr>
<tr>
<td>Capital campaign contributions</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Grants for Initiatives</td>
<td>816,827</td>
<td>771,701</td>
</tr>
<tr>
<td>Gifts in kind</td>
<td>302,564</td>
<td>292,170</td>
</tr>
<tr>
<td>Other grants and contributions</td>
<td>181,122</td>
<td>388,875</td>
</tr>
<tr>
<td>Investment income</td>
<td>75,926</td>
<td>68,665</td>
</tr>
<tr>
<td>Donor designation fees</td>
<td>233,386</td>
<td>243,441</td>
</tr>
<tr>
<td>TOTAL SUPPORT/REVENUE</td>
<td>14,829,433</td>
<td>13,586,966</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocations and Functional Expenses</th>
<th>2011 Audited</th>
<th>2010 Audited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency allocations and grants</td>
<td>9,399,506</td>
<td>9,344,708</td>
</tr>
<tr>
<td>Less: Donor designations</td>
<td>(2,451,441)</td>
<td>(2,518,153)</td>
</tr>
<tr>
<td>Community Initiatives</td>
<td>1,529,223</td>
<td>1,712,938</td>
</tr>
<tr>
<td>Community Services and Outreach</td>
<td>2,027,352</td>
<td>1,592,358</td>
</tr>
<tr>
<td>TOTAL ALLOCATIONS AND FUNCTIONAL EXPENSES</td>
<td>10,504,640</td>
<td>10,131,851</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL EXPENSES</th>
<th>2011 Audited</th>
<th>2010 Audited</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way System Supporting Services</td>
<td>2,288,085</td>
<td>2,256,265</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>12,792,725</td>
<td>12,388,116</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE IN NET ASSETS FROM OPERATIONS</th>
<th>2011 Audited</th>
<th>2010 Audited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pension benefit obligation adjustment</td>
<td>126,085</td>
<td>91,581</td>
</tr>
<tr>
<td>Unrealized gains (losses) on investments</td>
<td>(97,507)</td>
<td>214,184</td>
</tr>
<tr>
<td>Equity transfer to affiliate</td>
<td>(439,604)</td>
<td>-</td>
</tr>
<tr>
<td>Net Assets beginning of the year</td>
<td>21,114,812</td>
<td>19,610,197</td>
</tr>
<tr>
<td>Net Assets end of the year</td>
<td>$22,740,494</td>
<td>$21,114,812</td>
</tr>
</tbody>
</table>
Thank you.

By working together, we’ve made great progress towards fulfilling our mission to improve people’s lives and build a vital, caring community.

We invite you to help us continue this important work and be a part of the change. You can give. You can advocate. You can volunteer. That’s what it means to LIVE UNITED.

Thank you.

Your generosity makes the future brighter for individuals, families and neighborhoods throughout our community.

Layza Juarez
2011 United Way Thank You Drawing Contest Winner

Layza, 5th grader at Duncan Chapel
JOIN HANDS. OPEN YOUR HEART 
LEND YOUR MUSCLE. 
GIVE AN HOUR. GIVE A SATURDAY. 
THINK WE BEFORE ME. 
REACH OUT A HAND TO ONE AND 
INFLUENCE THE CONDITION OF ALL. 
THAT’S WHAT IT MEANS TO 
LIVE UNITED.

GIVE. ADVOCATE. VOLUNTEER. 
LIVE UNITED.

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