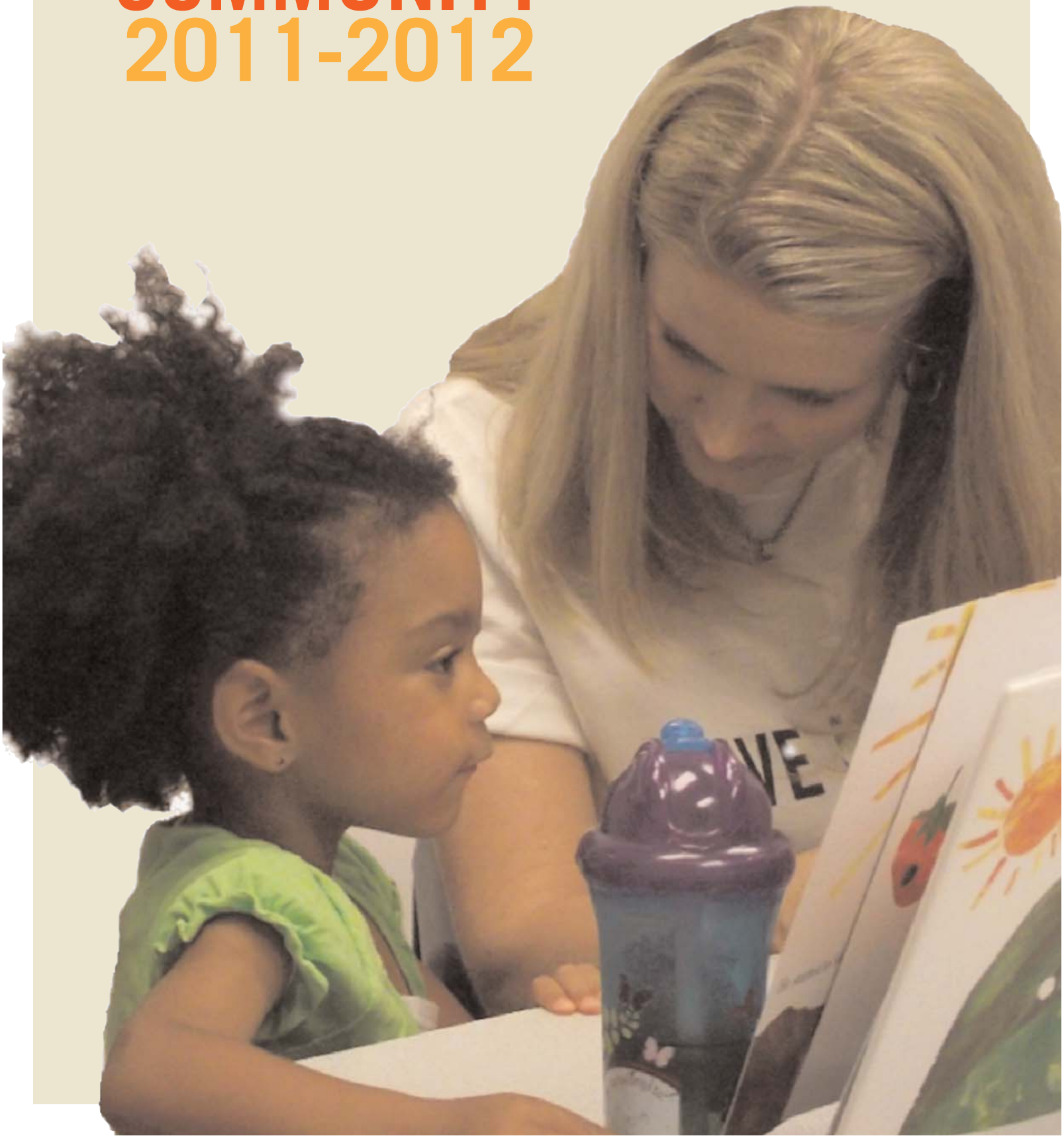
# REPORT TO OUR COMMUNITY 2011-2012

United Way of
Henry County & Martinsville



## OUR MISSION

# To unite and mobilize the community

in assessing and meeting the critical human service needs in Martinsville and Henry County.

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## FRONT COVER

Volunteer Ruth Anne Collins reads to Nyaria Hairston during the United Way Day of Action - Day of Reading


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## MESSAGE FROM OUR LEADERSHIP

**Melany Stowe**
2011 Board Chair

There is no experience more meaningful to me than to have served my community for the past year as the President of the United Way of Henry County & Martinsville. I have had the opportunity to see hundreds of individuals, of all ages, give of their time, talents, and resources because they care about our community. When we give back to our community and our neighbors, then we are making a lifetime investment in Martinsville and Henry County. As a lifelong resident of Martinsville and Henry County, I believe there is no greater investment than investing in our citizens.

The twenty agencies and numerous programs supported by the United Way are focused on improving the quality of life for our community in three areas – education, income, and health. While some of these programs focus on immediate needs, many are focused on changing lives, and not just the lives of those less fortunate. Because at the end of the day, we can each benefit from a United Way sponsored program. They truly enhance the quality of life for all who live in Martinsville and Henry County. We can each be a little better tomorrow than we were today thanks to the United Way.

In addition to working closely with our partner agencies in the community to help change community conditions and meet service needs in the community, the United Way is also responsible for many successful and meaningful programs and initiatives such as: Smart Beginnings, The Starting Place, the HOPE Initiative, partnerships with Family Wize and FAMIS, Money Management Mentoring, the Volunteer Income Tax Assistance sites to assist with tax preparation, and the Dollars and Sense program for area high school students.

To all who have supported the United Way, please accept my sincere gratitude for your support. YOU are making a difference and YOU are appreciated.

Kindest regards,
Melany Reeves Stowe

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# Education

## In partnership with Children's M
## **Smart Beginnings Coalition** has d
## to children in Martinsv

**More than one-third of American children enter kindergarten without the basic language skills they will need to learn to read.** Those critical early literacy skills include recognizing the letters of the alphabet, understanding that books move from left to right, and being able to understand and tell stories. **88% of first graders who are below grade level in reading will continue to read below grade level in fourth grade.** Reading difficulty contributes to school failure, which increases the risk of absenteeism, dropping out, juvenile delinquency, substance abuse, and teenage pregnancy - all of which perpetuate the cycles of poverty and dependency.

Reach Out and Read promotes early literacy and school readiness with a model that's proven to help children develop the language skills they need to learn to read and succeed in school. Pediatricians at Children's Medical Center give a book to children at well visits along with a "prescription to read" to the parents. In addition, bookcases in the waiting room are stocked so children have an opportunity to take a book home each time they come in. **Through this partnership, over 75,000 books have been distributed since the program began in late 2005**.

Smart Beginnings, an early childhood coalition lead by the United Way, is proud to support programs like Reach Out and Read in our community because we know that the answer is to "immunize" children against illiteracy in the critical years before they enter school, when interventions can have the most dramatic impact. In fact, Nobel Prize-winning economist James J. Heckman found that **economic returns on dollars invested in early education are as high as 15-17% per year - higher than other traditional economic development strategies.**

SMART BEGINNINGS
Martinsville & Henry County
Ready for School. Ready for Life.

Medical Center, the United Way distributed over **75,000 books** ville and Henry County.

Tonya Edwards with her daughter Kayli, receiving a book during a check-up with Dr. Christa Thornberry

## DID YOU KNOW?

Books contain many words that children are unlikely to encounter frequently in spoken language. Children's books actually contain 50% more rare words than prime time television or even college students' conversations.

## QUICK FACTS

- 2,100 children received books, services and learning activities through Smart Beginnings partner collaborations
- 391 children received services at ***The Starting Place,*** an information and referral center operated by Smart Beginnings
- Over 100 childcare providers responsible for over 700 children in our community received training through our **Quality Enhancement Workshops**
- The United Way's **Day of Action - Day of Reading** sent 50 volunteers into the community to read to over 1,000 children, providing books to each child
- **Invested more than $133,000 in programs and services that focus on education and development with our partner agencies**

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# Income

## Through the **HOPE Initiative**, trained volu in 2011, bringing more than **$500,000 Earned Income Tax Credit** and helping fam

**More than 18 percent of Martinsville and Henry County residents - and 29 percent of our children - live in poverty.** United Way provides lower-income families with the tools and support to break the cycle of poverty, and forms a foundation for them to become more financially stable through the programs of the HOPE (Helping Others Progress Economically) Initiative.

HOPE Initiative Programs include:

- Volunteer Income Tax Assistance (VITA) - Free Income Tax preparation for those who qualify
- Money Management Mentoring - Financial education and empowerment classes
- Dollars & Sense Reality Fair - A real life budgeting program for area high school seniors

The United Way understands the importance of working together to tackle our community's most pressing issues. That is why in 2011, with the support of The Harvest Foundation, we formed the **Financial Capability Coalition, a collaboration with over 40 community partners to work together to help families in Martinsville and Henry County to become more financially stable and help break the cycle the poverty.**

## DID YOU KNOW?

The Earned Income Tax Credit (EITC) is one of the nations largest anti-poverty programs. The nearly **$6,000 tax credit** is designed to help lift working Americans out of poverty. However, according to the IRS, **20 to 25% of qualified workers fail to claim the EITC each year** - either because they didn't know about it or they didn't know how to claim it.

lunteers prepared over **1,600 tax returns**
**00** back to our community through the
amilies keep more money in their pockets.

Delegate Don Merricks talks with United Way Executive Director, Tiffani Underwood at the Liberty Fair Mall VITA Site

"Thanks to the Earned Income Tax Credit, my refund was over $6,000. Now I am finally going to be able to buy a house!"

2011 VITA Client

QUICK FACTS

- 35 IRS trained volunteers prepared over 1,600 tax returns, helping local families save money and bringing **$2.1 million in refunds** back into our community
- 47 adults completed a seven-week Money Management Mentoring program to learn how to break the cycle of poverty and have an option to become financially stable
- Close to 800 high school seniors participated in Dollars & Sense Reality Fairs, which gave students a real life look at budgeting and making decisions about housing, transportation, health care and basic needs
- **Provided over $187,000 to our partner agencies providing crisis support and assistance to area residents**

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Hooker Furniture and its employees are proud to support the United Way of Henry County and Martinsville and their partner agencies

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# Health

## Residents of Martinsville and Henry County saved over **$540,000** in prescription drug costs through our partnership with **FamilyWize.**

**More than 12,000 Martinsville and Henry County residents lack health insurance and access to proper health care**. Through our partnership with FamilyWize, every day people are saving on average 35% off their prescription drug costs, enabling them to get the medicine they otherwise would not have been able to afford. To date, this partnership has saved Martinsville and Henry County residents $540,251!

Through our Smart Beginnings coalition, the United Way is also focused on helping pregnant women and new mothers get free health tips with *text4baby*. This FREE program uses texts as a way to provide pregnant women and mothers of infants information to care for their health and give their babies the best possible start in life. Topics include prenatal care, labor signs and symptoms, nutrition, breastfeeding, safety, baby's development and more.

QUICK FACTS

- More than 2,000 non-perishable food items were collected and donated to local food banks during the **Fuel for Families** food drive, in partnership with the Martinsville Speedway during Celebration 2011
- 171 new mothers signed up to receive free text messages through the **Text 4 Baby** program, which focuses on maternal and child health and helps connect women to prenatal and infant care and services
- Partnered with the Coalition for Health and Wellness to develop a **Healthy Beginnings** program for preschoolers to introduce the importance of healthy eating, exercise and developmental activities
- **Provided more than $135,000 to our partner agencies providing health related programs and services to the community**

text4baby℠

**Free Info for You and Your Baby**

**Text BABY to 511411**

### DID YOU KNOW?

Almost 80% of hospital admissions are the result of bad health habits, such as a sedentary lifestyle. A weight gain of just 11 pounds increases your risk of heart disease by 25%, while more than 25 pounds increases your risk by 200%.

# Women's Leadership

Created and led by women, the mission of the United Way Women's Leadership Initiative is simple: "Mobilize the power of women to advance the Common Good in our communities." Last year over 300 women participated in *FOR WOMEN ONLY 2011*, a week long celebration designed to motivate and inspire women and girls. The event kicked off with the **Woman of the Year** award, presented to **Helen Howell** for her work in establishing a local chapter of the National Society for Black Engineers and continuing to motivate the students in her program to think outside the box and pursue opportunities in engineering.

2011 Woman of the Year Finalists
Front: Helen Howell - 2011 Woman of the Year, Amy Pendleton, Jo Carter, Leanna Blevins Back: Kim Adkins, Pam Allen, Linda Bowman, Carolyn Shough, Joyce Staples, Lynn Ward

The Nonprofit Leaders Network recognized Laurie Wardle, Executive Director of the Boys & Girls Club as the 2011 Nonprofit Leader of the Year.

# Nonprofit Leaders Network

The United Way's Nonprofit Leaders Network (NPLN) strengthens the capacity and collective power of our local nonprofit sector by offering training, education, technology resources, and opportunities for collaboration. Members of the network include local nonprofit organizations, initiatives and schools who believe they can both strengthen their ability to provide services and build a stronger community by working together. All community groups are invited to join the NPLN. To find out more, visit nplnetwork.org.


Have you heard about M-HC's new zip code?

*Brought to you in partnership with the Northern VA Healthy Kids Coalition*

Martinsville Henry County Coalition for Health and Wellness

9-hours of sleep per day,
5-servings of fruits/ vegetables per day,
2-hours screen time per day,
1-1 hour of physical activity a day,
0- beverages with added sugar

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United Way of Henry County & Martinsville
Statement of Financial Position
December 31, 2011

## Assets

| | |
|---|---|
| Cash and cash equivalents | 926,404 |
| Unconditional promises to give | 401,460 |
| Security deposit | 622 |
| Property and equipment (net) | 28,905 |
| **Total Assets** | **$1,357,391** |

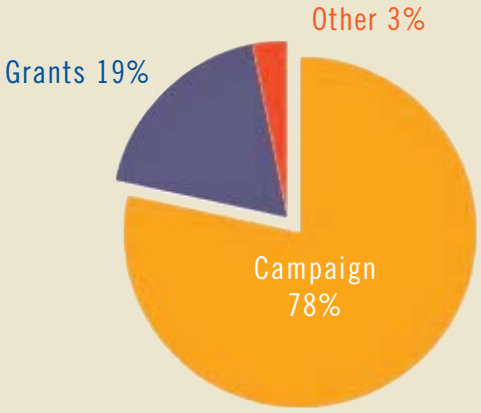
## Liabilities

| | |
|---|---|
| Donor designations (net) | 92,518 |
| Deferred revenue | 251,275 |
| Accounts payable | 8,088 |
| **Total Liabilities** | **$351,881** |

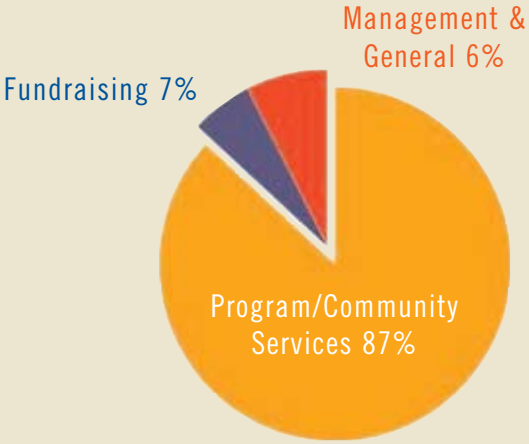
## Net Assets

| | |
|---|---|
| Unrestricted | 324,686 |
| Temporarily restricted | 680,824 |
| **Total Net Assets** | **$1,005,510** |
| **Total Liabilities & Net Assets** | **$1,357,391** |

### 2011 Sources of Funding




### 2011 Uses of Funding

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of Martinsville & Henry County

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## 2011 Investment by Agency

### EDUCATION

Boy Scouts, Blue Ridge Mountains Council
Comprehensive Youth Development...$23,300

Boys & Girls Club of the Blue Ridge
Power Hour.....$22,000

Citizens Against Family Violence
Youth Violence Prevention.....$12,000

Fieldale Community Center
Youth Development.....$1,613

FOCUS
Court Appointed Special Advocates...$30,000

For the Children
Making A Difference.....$6,000

Girl Scouts of Virginia Skyline
Community Outreach.....$8,000

YMCA of Martinsville Henry County
Before & After School Assistance.....$32,000

### INCOME/FINANCIAL STABILITY

American Red Cross
Emergency Services.....$73,000

Citizens Against Family Violence
Shelter Support.....$12,000
Sisters in Life.....$13,500

Grace Network
Project HEAT/CEAT.....$44,000

Salvation Army
Social Services.....$40,000

STEP, Inc.
Homeless Intervention.....$5,000

### HEALTH

American Red Cross
Health & Safety Services.....$12,000

Edwards Adult Day Center
Adult Day Health Services.....$10,000

CONTACT
Helpline.....$2,000

Henry County Rescue Squads
Emergency Medical Assistance.....$56,156

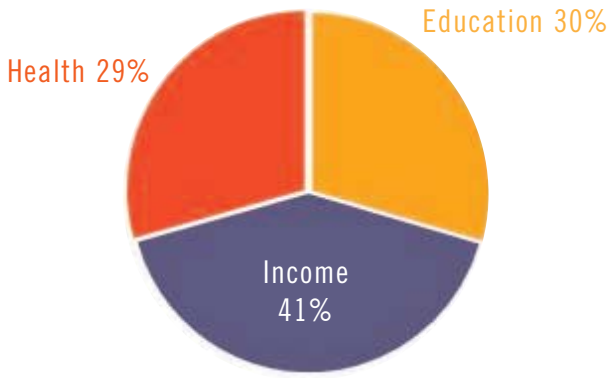
MARC Workshop
Organizational Employment.....$32,000

Mental Health Association
Support Services.....$530

Piedmont Community Services
Infant-Parent.....$7,000
Prevention.....$7,000

Stepping Stones
Day Services.....$8,000

### 2011 Community Investments



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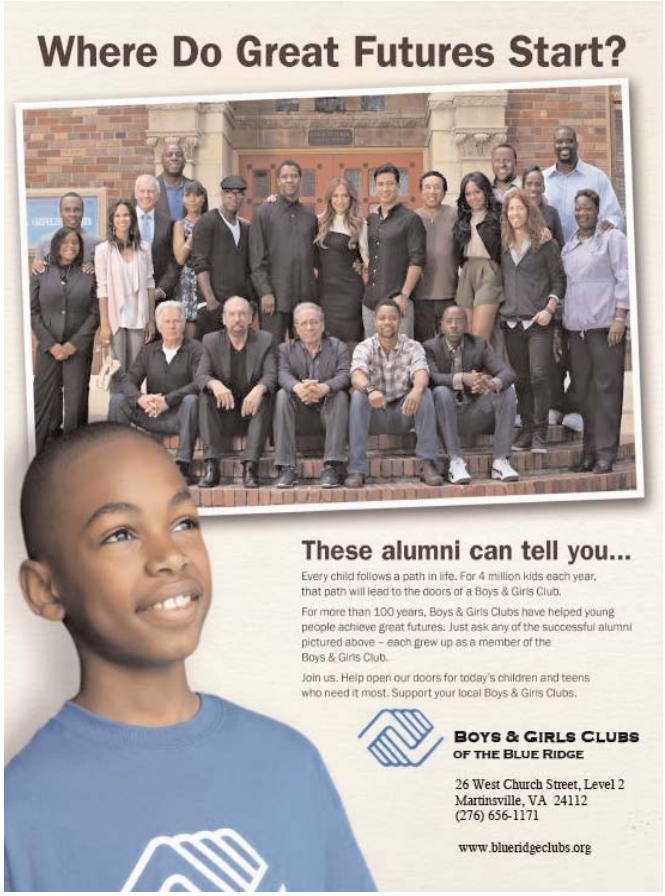

## 2011 Company Campaign Supporters

*A special thanks to the many local businesses who support the United Way annual campaign. On behalf of our partner agencies and the thousands of men, women and children we serve, thank you for choosing to **LIVE UNITED**!*

Adkins Construction Company
Albert Harris Elementary School
American Electric Power
American Express Foundation
**American National Bank & Trust**
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**Bassett Furniture Industries**
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BB&T
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Blue Ridge Packaging Corporation
Boxley Companies
Boys & Girls Club of M/HC
Branches of Hope, LLC
Burch, Hodges & Stone
Cahill Construction Company
Campbell Court Elementary School
Capitol Securities
Carlisle School
Carnell Construction Company
Carolina Door & Hardware
Carter Bank & Trust
Carver Elementary School
Center for Community Learning
CenturyLink
Chick-Fil-A
Citizens Against Family Violence
City of Martinsville
Clark Construction Company
Clearview Early Childhood Center
Collinsville Primary School
Comcast Communications
Commonwealth Laminating
Connelly, Inc.
D & A Cafe
Dillon Insurance
Drewry Mason Elementary School
Duke Energy
Edward D. Jones & Company
Edward D. Jones - Collinsville
Erostamps
Family YMCA
Famous Subs & More
Fayette Street Christian Church
Fidelity Bank
Fieldale-Collinsville Middle School
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**Hooker Furniture Corporation**
Invista
J. C. Penney
John Redd Smith Elementary School
**Kings Grant**
Kroger Stores
Laurel Park Middle School
Lawyers Title Insurance
Lester Group
Lightning Transportation
Longwood SBDC
Magna Vista High School
Main Street Bank Shares
Mallard & Mallard
Martin Travel
Martinsville DuPont Credit Union
Martinsville First Savings & Loan
Martinsville Henry County Chamber of Commerce
Martinsville High School
Martinsville Middle School
Martinsville School Board Office
Martinsville School Bus Division
Martinsville Schools Facilities Div.
Martinsville Speedway
MasterBrand Cabinets
Memorial Hospital
Midway Bottled Gas
Moral Hill Baptist Church
Mt. Olivet Elementary School
Multi-Wall Packaging
Nationwide Insurance
Nelson Automotive
New College Institute
Patrick Henry Community College
Patrick Henry Elementary School
Piedmont Arts Association
Piedmont Community Services
Price Wholesale Lighting
Prillaman & Pace
Reynolds Container Corporation
Rich Acres Elementary School
Ridgeway Concrete Sawing & Drilling LLC
**River Community Bank**
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Rock-Tenn Alliance Group
RTI International Metalworks
S&K Office Products
Sanville Elementary School
Schlueter Electric Company
Scott & Stringfellow
Sells, Hogg & Associates
Shenandoah Furniture Company
Sheppard Furniture Company
Smith's Adult Care Facility
Solutia
Southeastern Outdoor Supply
Southprint
Southwestern Virginia Gas
Stanley Furniture Company
Stanleytown Elementary School
State Farm
Stifel Nicolaus & Company, Inc.
SunTrust Bank
T. R. Properties, Inc.
Tacoma
Tarheel Paper
Texturing Services
Triangle Electric Company
United Health Group
United Parcel Service
United Way of HC&M
VF Services - Greensboro
**VF Sportswear**
Villa Heights Baptist Church
Virginia Dept. of Rehabilitative Services
Virginia Employment Commission
Virginia Glass/Virginia Mirror
Virginia Parts & Surplus
Wal-Mart Super Center #1243
Wells Fargo
West Window Corporation

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