

LIVE UNITED



GIVE. ADVOCATE. VOLUNTEER. GIVE. ADVOCATE. VOLUNTEER.



United Way Tar River Region

2010

Annual Report



United Way Tar River Region Mission, Vision & Value Statements

Mission

We unite people and resources to build a stronger community.

Vision

We will be champions of our community, empowering individuals and improving lives, while striving for IDEALS that facilitate lasting, positive change.

Our Values

Integrity ~ We practice care, compassion and honesty in the stewardship of resources and relationships entrusted to us by our community.

Diversity ~ We value each person's unique gifts that strengthen our community through individual experiences, skills and resources.

Excellence ~ We focus on achieving the highest standards of organizational excellence and are committed to achieving our mission and vision.

Accountability ~ We ensure effective, responsible, equitable and ethical management of the resources given to us by our community.

Leadership ~ We present a strong, united voice that inspires people to build a better, more self-sufficient community.

Solutions ~ We work collaboratively, effectively and strategically to improve pressing local health and human service needs, while creating a caring and responsive community.

HOW OUR UNITED WAY MAKES AN IMPACT

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United Way Message

Dear United Way Supporter,



On behalf of the Board of Directors of the United Way Tar River Region, we are pleased to present our 2010 Annual Report. We thank you for entrusting us with a portion of your charitable giving, and we fully understand the great responsibility of ensuring that your financial support is used properly and for great purpose. 2010 will be known as a year of recession and high unemployment. As unemployment took its toll on our citizens, the need for United Way programs and services increased dramatically. It is your charitable contributions that allow needed programs to continue and impact the lives in our community. As Winston Churchill once said, "We make a living by what we get, but we make a life by what we give."

"I support United Way because it is the only charitable organization that focuses dollars and resources on problems in our community, while ensuring those resources are having an impact on the problems and funds are being used appropriately and effectively. The United Way's commitment to accountability to its donors is why I choose to give to United Way."

- Darrell Holland
2010 United Way Tar River Region
Board of Directors, President/Chair

United Way Tar River Region is excited to report that our community, once again, responded to the needs of our fellow citizens. As our communities continued to struggle under a recession and the growing need for services to support our families' needs, the supporters of United Way showed their compassion for others and helped us surpass our fundraising goal of \$1.2 million. These needed funds will continue to support programs that impact people's lives, bring people together for common causes, and focus efforts on our communities' most pressing needs.

For United Way Tar River Region, 2010 will be known as the year our Board of Directors envisioned a better way of serving our community. In March, our Board adopted a Community Impact Plan that will forever change how our United Way addresses the needs in our community. The Community Impact Plan is designed to focus donated monies and resources on our communities' most pressing needs identified in our Community Needs Assessment. That Assessment identified Building Successful Youth and Families, Increasing Self-Sufficiency, and Creating a Healthier Community as our most pressing needs. Beginning in 2011, our United Way will implement strategies that will make a difference focusing on the three Impact Areas of Education, Income and Health. In addition, our United Way will track the results of these strategies to ensure all resources of the United Way and donated dollars are truly impacting our citizens' lives.

So, as we move into the future, we invite you to continue your involvement with United Way Tar River Region. It is through the collective efforts of us all that we continue to make positive differences in our Twin County Region. We thank you for your support of and personal investment in the United Way. In 2011, we hope you will move forward with us as we continue to "think WE before ME" and move along our community path to LIVE UNITED.

In closing, we hope you enjoy this Annual Report, and as you read through it, we encourage you to think about your unique part in making United Way such a successful organization. Without YOU, we could never impact our community like we do or make the quality of life improvements that are so important to strengthening our community. Thank you and best wishes!

Sincerely,

A handwritten signature in black ink that reads "Darrell Holland".

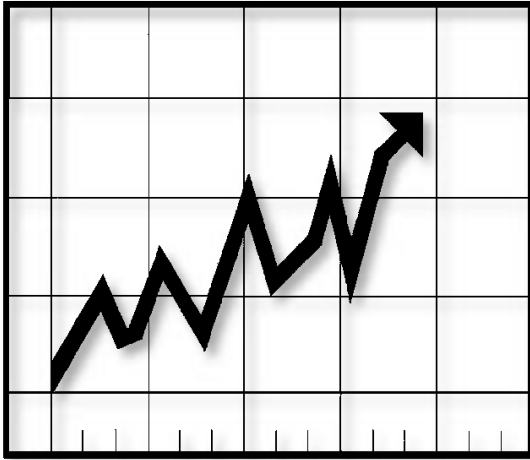
Darrell Holland
Board President/ Chair

A handwritten signature in black ink that reads "Ginny W. Mohrbutter".

Ginny Mohrbutter
Executive Director



Financial Report



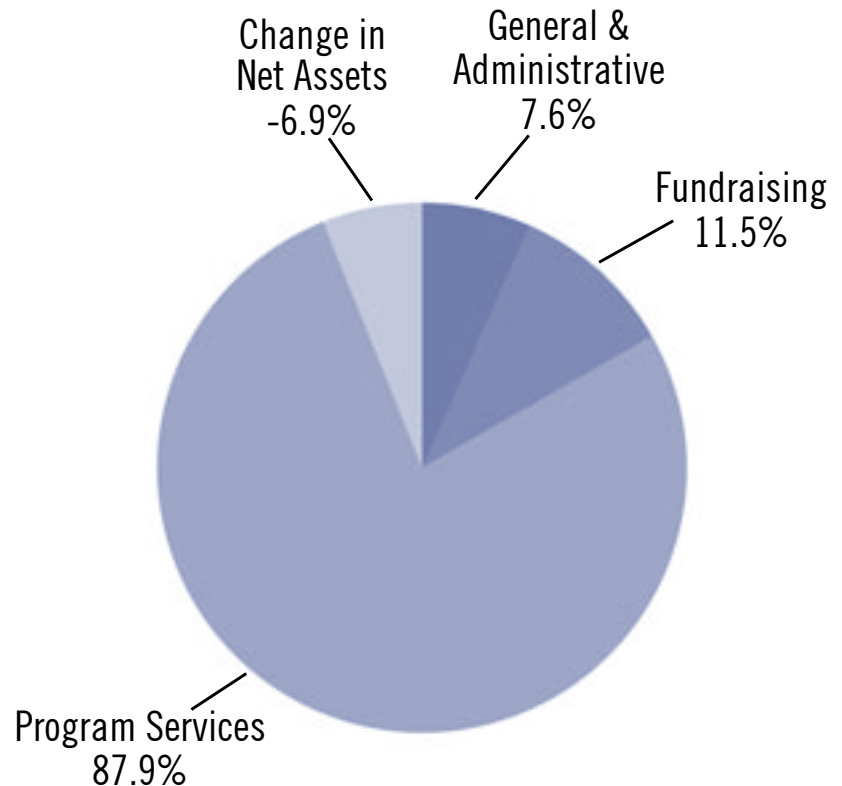
"We are pleased to state, once again, we have received an unqualified opinion on our financial statements, in all material respects, from Bunch & Company, L.L.P for the year ended June 30, 2010. This demonstrates our commitment to ensure the highest level of accountability to our donors and the community at-large. We are especially pleased that the organization was in a position to provide the highest program payouts over the last three years leading to an overhead rate below the three year average."

Thomas V. Harris
United Way Tar River Region
Board of Directors, VP Finance

For the Year Ended June 30, 2010

2010 Highlights:

- Highest program payouts for the last three years
- Overhead rate below three year average
- Unqualified opinion on audited financial statements
- Successful conversion of accounting software and systems
- Development of Finance Committee long-range strategic workplan



Board of Directors

We unite people and resources to build a stronger community.

United Way Tar River Region Board of Directors 2010

Wick Baker
Heritage Hospital

Stephen J. Barnes
RSM McGladrey, Inc.

*Janie Bauer
Retired
VP/Marketing & Communications

*Robin Boddie-Haggins
Nash-Rocky Mount Public Schools
At-Large Member

*Robert (Bob) Boyd
Retired
President Elect

Michael (Mike) Bryant
Southern Bank & Trust Co.

Larry Chewning
Nash Health Care Systems

Roland Clark
R. H. Clark Enterprises

Martha L. (Marlou) Coker
Providence Bank

*Darlene Cowell
QVC
VP/Community Development

U. Glenn Daughtridge
Humor With A Purpose

Robbie Davis
Turn-Key Contractors, Inc.

*Gary Fazio
Boice-Willis Clinic, PA
At-Large Member

James Gray
NC Wesleyan College

David Green
Battle, Winslow, Scott & Wiley

Rev. George Greer, Jr.
St. Andrews Episcopal Church

J. Keith Harris
Retired

Thomas (Tom) V. Harris
First Citizens Bank

Megan Hinkle
City of Rocky Mount

*Darrell Holland
WinCare, Inc.
President

Marvin Horton
The Horton Law Firm

Deborah Lamm
Edgecombe Community College

Robin Latham
Nash Community College

Diane C. LeFiles
Edgecombe County Public Schools

Brenda Lewis
East Carolina University

David May
RBC Bank

*Chris Miller
Miller Consulting
VP/Fundraising

*Steve A. Rowe
Poyner Spruill, LLP
Secretary

*Horace W. Sanders
Hospira, Inc
VP/Planning

*Robin Sanford
Universal Leaf North America, U.S., Inc.
VP/Community Investment

Marva Scott
Edgecombe County Department
of Social Services

Keith Smith
Nash Community College

*Michael Smith
Hospira, Inc.
At-Large Member

Tommy Stockdale
Eaton Corporation

Beth Turnage
Community Volunteer

Carol Allen White
Edgecombe County
Superior Court

Gloria Wiggins-Hicks
Cummins-Rocky Mount Engine Plant

Cynthia H. (Cindy) Worthy
Nash Health Care Systems

*W. Craig Worthy
Boddie-Noell Enterprises, Inc.
At-Large Member

*Executive Committee

United Way Staff



Ginny Mohrbutter
Executive Director



Alan Davis
Assistant Director/CFO



Tamika Joyner
*Donor & Volunteer
Relations Manager*



Shannon Barker
*Community Development
Manager*



Annette Mills
Administrative Assistant



Debbie Strickland
Finance Assistant



Lois Everette
Title V



Geoff Williams
Volunteer



Campaign Highlights

The 2010 United Way campaign focused on the national branding of Living United through giving, advocating and volunteering. During the entire season, the giving spirit of our community sparked enthusiasm for thousands throughout the twin counties.



UNITED WAY LEADERS GEAR UP FOR CAMPAIGN SEASON

Marva Scott, Edgecombe Campaign Chair, Chris Miller, Twin County Campaign Chair and James Gray, Nash Campaign Chair



CITY OF ROCKY MOUNT CONTRIBUTES OVER \$70,000 AS PACESETTER CAMPAIGN

Wayne Hollowell, Assistant Campaign Coordinator, Veronica (Dale) Smith, Campaign Coordinator, Ginny Mohrbutter, United Way Tar River Region Executive Director, Charles Penny, City Manager for City of Rocky Mount



Kirk Scott, Christian Fellowship Home's Executive Director tells his compelling testimony in campaign video



UNITED WAY KICKS OFF CAMPAIGN SEASON WITH A LIVE UNITED CHEER AT THE IMPERIAL CENTRE IN ROCKY MOUNT, NC

Darlene Cowell, 2010 VP/Community Development, Ginny Mohrbutter, United Way Tar River Region Executive Director, Carol A. White, United Way Board Director and Robin Latham, United Way Board Director



CAMPAIGN ADVOCATES SERVE AS SPEAKER'S BUREAU FOR THE CAMPAIGN SEASON

Ginny Mohrbutter, United Way Tar River Region Executive Director, Marva Scott, Edgecombe Campaign Chair, Chris Miller, Twin-County Campaign Chair, James Gray, Nash Campaign Chair, Shannon Barker, United Way Tar River Region Community Development Manager, Darlene Cowell, VP/Community Development, Robin Latham, United Way Board Director, Pamela Davis, Warren Stephenson, Other United Way Board Directors - Keith Smith, Bob Boyd, and Keith Harris, Ben Robinson, Captain Robert Baggett and Tamika Joyner



"GET IN THE GAME" CAMPAIGN COORDINATOR TRAINING EQUIPS COORDINATORS FOR SUCCESS

Judy Grimmer, Campaign Coordinator for RSM McGladrey and Chris Wood, Campaign Coordinator for Nash Health Care Systems



EDGECOMBE COUNTY PUBLIC SCHOOL'S CENTRAL OFFICE HOSTS "WITCH'S BREW" FOR UNITED WAY

Veronica Stilley and Cindy Hunter, ECPS Central Office employees

The Nash-Rocky Mount Board of Education recognized schools and departments for a successful campaign. There were 19 Nash-Rocky Mount Schools and Departments that attained 100% participation. Awards were presented in-person to each school/department for their achievement.



**Marcia Daughtridge and Loretta Richardson
Red Oak Elementary School
Campaign Coordinators**



CHILI COOK-OFF AT PIEDMONT NATURAL GAS

John Wooten, Stocks Elementary School Office Manager, Donald Morris, Tarboro Mayor, Jimmy Ambrose, Piedmont Natural Gas Retiree



NASH COMMUNITY COLLEGE EMPLOYEES INCREASE DONATIONS TO UNITED WAY

Mathematics & Science Department Chair Ginny Stokes, Business Technologies Department Chair Amy Harrell, Computer Information Technologies Department Chair Chris Morgan, United Way Tar River Region Executive Director Ginny Mohrbutter, Public & Human Services Department Chair Michael Drew, Engineering & Manufacturing Technologies Department Chair Gary Blackburn and Dean of Transfer Programs Timmy Tucker.



UNITED WAY AND TARGET PARTNER AT CHRISTMAS TO GIVE CHRISTMAS TREES TO NEEDY FAMILIES

Doris Howington, Director of The Wright's Center, Amy Bohlayer, Store Manager of the Rocky Mount Target, Ammie Edmondson, Director of the Hospice Foundation of Edgecombe County and Isaac Navias, Human Resource Manager of the Rocky Mount Target Store



UNITED WAY AND HARRISON FAMILY YMCA HOSTED A FREE CAROLINA PANTHERS TRAINING CAMP FOR LOCAL YOUTH



Appreciation Patrol Awards

These awards are based on per employee giving. Each recipient received an award and an on-site visit from the United Way. It is our chance to give an extra “thank you” for their continued support of United Way and our community!

PLATINUM AWARDS-\$176 & Up

Boddie Noell Enterprises
 Carolina’s Gateway Partnership
 Cummins - RMEP
 EATON Corporation
 Express Personnel
 Piedmont Natural Gas
 Tarboro Savings Bank
 United Way Tar River Region
 Universal Leaf of North America US, Inc.



SILVER AWARDS- \$76 - \$125

American Red Cross
 Bunch and Company
 CECO Building Systems
 City of Rocky Mount

Communities In Schools
 My Sister’s House
 Opticare Managed Vision
 Poyner Spruill

BRONZE AWARDS- \$50 - \$75

Belt Concepts of America
 Boys & Girls Club
 of Nash/Edgecombe Counties
 Brame Specialty
 CW Williams
 Dex One
 Edgecombe Department
 of Social Services

Heritage Hospital
 Nash Community College
 RBC Bank
 Rocky Mount Telegram
 Southern Bank & Trust
 The Wright’s Center
 UPS

HONORABLE MENTION - \$30 - \$49

Best Buy
 First Carolina State Bank
 Mental Health America of the
 Tar River Region
 Nash Health Care Systems

QVC - Rocky Mount
 Standard Insurance & Realty
 Stuart C. Irby
 Telco Credit Union
 The Salvation Army

Employee Campaigns

American Red Cross-Frederick E. Turnage Chapter
Association for the Learning Disabled & Handicapped (ALDH)
Barnhill Contracting
Battle, Winslow, Scott, & Wiley, LLP
BB&T (Branch Bank & Trust Company)
Belt Concepts of America, Inc.
Boddie-Noell Enterprises, Inc.
Boice-Willis Clinic, PA
Boone, Hill, Allen & Ricks
Boys & Girls Clubs of Nash & Edgecombe Counties
Brame Specialty Co., Inc.
Bunch & Company, L.L.P.
Carolina Steel Corporation
CECO Building Systems
Century 21- The Combs Company
Centurylink
City of Rocky Mount
Communities in Schools of the Rocky Mount Region
Cummins-Rocky Mount Engine Plant
C.W. Williams & CO., Inc.
Eaton Corporation
Edgecombe Community College
Edgecombe County Department of Social Services

Edgecombe County Government
Edgecombe County Health Department
Edgecombe County Public Schools
Express Employment Professionals
Eye Care Center
First Carolina State Bank
Harris Teeter
Heritage Hospital
Honeywell International
Hospira
J.C. Penney
Kaballco Corporation
Keihin Carolina System Technology
Lowes Food Store
Lowe's Home Improvement
McLane Carolina Company, Inc.
Meals On Wheels of Rocky Mount, Inc.
Morgan Stanley Smith Barney
My Sister's House, Inc.
Nash Community College
Nash County Government
Nash Health Care Systems, Inc.
Nash-Rocky Mount Public Schools
Nationwide Insurance
North Carolina Wesleyan College
Opticare Managed Vision
Piedmont Natural Gas
Poyner Spruill, LLP

QVC Rocky Mount, Inc.
RBC Bank
Rocky Mount Area Chamber of Commerce
Rocky Mount Family YMCA
Rocky Mount Preparatory School
Rocky Mount Telegram
RSM McGladrey
Sara Lee Bakery
Southern Bank & Trust Company
Standard Insurance & Realty
Stuart C. Irby
Tarboro Savings Bank
Tarboro Clinic, P.A.
Target Stores
Tar River Mental Health Association
Telco Credit Union
The Beacon Center
The Carolinas Gateway Partnership, Inc.
The Fountains at the Albemarle
The Salvation Army
The Wright's Center
United Way Tar River Region
Universal Leaf North America
United Parcel Service
Wells Fargo Advisors
WAL-MART
WinCare, Inc.
Yellow Freight Systems



Corporate & Foundation Recognition

Abbott Laboratories
American Printers Inc.
Barnes Distribution
Belk, Inc.
Best Buy Co., Inc.
Betsy B. Strandberg Fund of
the Triangle Community Foundation
Boice-Willis Clinic, P.A.
Brame Specialty Company Inc.
Bunch & Company, L.L.P.
Centerpoint Counseling & Consultation
Centra Credit Union
Clark Industries, Inc.
Davenport Motor Company
DEFENDER Direct
Eaton Corporation
Express Employment Professionals
Eye Care Center, O.D., P.A.
Fountain, Roberson, Anderson Agency, Inc.
Frank J. Courts, D.D.S.
Haney, Vann & Bruton, L.L.P.
Hirschfeld Industries
Horton Rentals
J. C. Penney
Jim Dickens Printing & Promotional Products, Inc.
Kaba Ilco Corporation
Keihin Carolina Systems Technology Foundation

Merck
Nash Health Care Systems, Inc.
Nationwide Insurance
Opticare Managed Vision Inc.
Piedmont Natural Gas Foundation
Progress Energy Service Company, LLC
QVC Rocky Mount, Inc.
RBC Bank
Robersonville Physicians, PC
Sara Lee Foundation
Signs Now 267
State Farm Companies Foundation
Stuart C. Irby Co.
SuperFlame Gas Co., Inc.
Tarboro Printing Company
Tarboro Savings Bank, S.S.B.
Target
Taylor, Brinson & DeLoatch Attorneys At Law
The Boddie-Noell Foundation
The Cummins Foundation
The Universal Leaf Foundation
The Wacovia Wells Fargo Foundation
Thorne Drug Center, Inc.
Universal Leaf North America U.S., Inc.
UPS
Wal-Mart Stores, Inc.



Spirit of NC Awards

The Spirit of North Carolina Awards for Campaign Excellence is sponsored annually by the United Way of North Carolina. The awards program provides statewide recognition for exceptional commitment and support to communities through local **United Way involvement**. The competitive awards are presented to honor corporate and not-for-profit organizations that demonstrate excellence in their United Way campaigns.



Piedmont Natural Gas

Piedmont Natural Gas of Tarboro, NC and Cummins-Rocky Mount Engine Plant in Whitakers, NC were the 2010 recipients of Spirit of North Carolina Awards. They were recognized and honored at the United Way of North Carolina Annual Meeting Luncheon in Pinehurst, North Carolina.



Cummins – Rocky Mount Engine Plant



Cummins recognizes that with its role as a corporate leader comes a responsibility to help improve the communities in which their employees work and live. To validate their strong advocacy of improving local communities, the Whitakers plant donated \$353,785.00 to United Way Tar River Region for the 2010 campaign. Cummins' is fully vested in the philanthropic community within Nash and Edgecombe Counties. Cummins has single-handedly raised just under \$2 million in 6 years alone to support United Way and its Partner Agencies. **Annually, their support makes up over 1/3 of the United Way budget.**

Cummins' employees are passionate about strengthening our local communities, which is evident through our contributions and volunteerism. Through their "Every Employee, Every Community" yearly program, employees are encouraged to help with a community service project. All employees volunteer at some level. With employees averaging 2 hours of volunteer time each, it is estimated their value in volunteering to be \$39,675.20.

At Piedmont Natural Gas (PNG), philanthropy goes far beyond financial support - the greatest asset they have is their people. Employee involvement -- which includes time, money, talent and leadership -- is the most vibrant form of philanthropy at Piedmont. PNG employees are committed to giving back to the communities where they live and work. Hundreds of employees dedicate their time, talent and expertise to volunteering for charitable organizations that serve and support issues important to them while meeting critical needs in their communities. Their Operations Manager, Phillip Lowe is instrumental in fostering employee giving. He truly is a "champion" of United Way and encourages giving at the Care Share Level. The Employee Per Capita Gift is \$440.30 for 2010. The employees continue to realize the importance of donating to their local community and that is why the numbers continue to be consistent and commendable. **Piedmont Natural Gas has the highest per capita gift for the entire United Way campaign for the United Way Tar River Region.**



UNITED WAY INVESTS IN **INCOME**



Meet Kirk Scott, John Congelli and Martin Pittman. Martin's long history of substance abuse left him so despondent, suicide seemed the only option. After Martin's discharge from Coastal Plains Hospital, he realized he could not fall back into his old way of life. This led him to Christian Fellowship Home, a **UNITED WAY** partner, to live in a positive environment learning skills in dealing with realities of daily living, clean and sober.

Also a recovered alcoholic, Kirk wonders where he would be if social workers had not referred him to CFH more than 15 years ago. Currently serving as the Executive Director of CFH, Kirk is leading the organization by helping to improve the lives of addicts, so that they can experience a life free of chemical dependency.

John, Financial Director of Nash Health Care Systems, has been a contributor to **UNITED WAY** and advocate for over 20 years. Because of John's commitment to **UNITED WAY**, programs like CFH are able to sustain their existence. By contributing to **UNITED WAY**, John believes our community will benefit from the work of many. One contribution can benefit a wide range of charitable organizations and touch the lives of thousands. That's what it means to **LIVE UNITED**.

Snapshots of Success

Our traveling photo exhibit, *Snapshots of Success*, highlights donors' investments into the lives of United Way recipients.

UNITED WAY INVESTS IN **EDUCATION**



Meet Pete Gaydos and Brandon Atkins as they are viewing the atlas at the library. Brandon was a participant in the Communities in Schools program for seven years. Because Brandon faced educational challenges during his early years, he was enrolled into the CIS program. During his participation in this **UNITED WAY** funded program, the instructors talked to him about self worth, social interaction, study skills and provided tutoring in his weak subjects. Today, Brandon is a rising college freshman in hopes of becoming a physician.

Because of loyal **UNITED WAY** donors like Pete, CIS was able to give Brandon the extra support and confidence building that he needed. Pete, an employee at Cummins-Rocky Mount Engine Plant, believes that humanity is interconnected; positively influencing someone or something, even in a small manner, **Live United**. Invest in the building blocks for a good life: **EDUCATION, INCOME & HEALTH**.

That's what it means to **LIVE UNITED**.

UNITED WAY INVESTS IN **EDUCATION**



Meet Girl Scouts Alex Thompson, Grace Warner and Sarah Bland along with Chris and Eric Miller. Girls Scouts – North Carolina Coastal Pines, a **UNITED WAY** partner agency, encourages increased skill building and responsibility while promoting the development of strong leadership and decision-making skills. Alex, Grace and Sarah all agree that participating in the Girls Scouts program is an exciting experience that has taught them how to make a positive difference in the community.

Thanks to loyal donors and community leaders, like Chris & Eric, **UNITED WAY** programs, like Girl Scouting, can offer valuable life skills to its participants. Chris, a Rocky Mount City Councilwoman, and Eric, an Industrial Engineer at Hospira, have contributed to **UNITED WAY** for 24 years. Chris & Eric believe that combining time, money and efforts, together we can have a much broader impact on the greater good than any individual could do working alone. That's what it means to **LIVE UNITED**.

UNITED WAY INVESTS IN **HEALTH**



Meet Vickie Council and The **CHOZEN** Band including Ronnie Stone, James Bryant, Steve Matthews and Art Foster. The **CHOZEN** band is a creative extension of the Direct Consumer Program, a **UNITED WAY** program through Tar River Mental Health Association. Through this **UNITED WAY** program, participants gain one-on-one counseling support while simultaneously enhancing their social skills. Mental Health professionals use this program to explore musical expression as a therapeutic agent.

Vickie, an employee of McLane Carolina Co., has been a longstanding **UNITED WAY** donor and volunteer. She believes that contributing to **UNITED WAY** is her greatest effort, as a local citizen, because **UNITED WAY** is helping meet a wide range of local needs through partner agencies like Tar River Mental Health Association. Even small efforts can make a significant impact within our communities. That's what it means to **LIVE UNITED**.

UNITED WAY INVESTS IN **HEALTH**



Meet David Pippen and Kim Council. David, the nephew of a former Hospice patient, vividly remembers the valuable services provided by the Hospice Foundation of Edgecombe County, a **UNITED WAY** partner agency. Hospice provided many services to David's uncle such as nurse assistants, social work services, emotional support and preparation for funeral services. David was chosen as the primary caregiver for his uncle. Hospice allowed his uncle to remain home, surrounded by his loved ones, instead of multiple visits to a physician's office or unwanted hospitalization.

Because of loyal **UNITED WAY** Care Share contributors, like Kim, Hospice allowed David's uncle to be at peace during his final days. Kim, through her workplace campaign at Piedmont Natural Gas, is proud to support **UNITED WAY** efforts to improve lives. Kim believes that helping others during challenging times is what it means to **LIVE UNITED**.

BOYS & GIRLS CLUBS OF NASH/EDGECOMBE COUNTIES UNITED WAY PARTNER OF THE YEAR



Extraordinary.... Tenacious.... Accountable... **UNITED**...are only a few words to describe Boys & Girls Clubs of Nash/Edgecombe Counties. Meet Theresa Shaw, Chief Professional Officer and Tony Orr, Director of Operations, of BGC featured along with program participants. Boys & Girls Clubs, a **UNITED WAY** partner agency, is dedicated to promoting the health, social, educational, vocational, cultural, character and leadership development of youth, while upholding their attribute of being "A Positive Place for Kids".

UNITED WAY invests in **EDUCATION** through the After School Youth Development and Summer Enrichment program provided by the Boys & Girls Clubs. In 2009, the Boys & Girls Clubs served 4000 youth in Nash and Edgecombe counties through community outreach activities and special events. In addition to their service

to the community, BGC demonstrated strong advocacy of **UNITED WAY** through marketing, campaign support and overall interconnectedness with other partner agencies. They are a shining example of what it means to truly **LIVE UNITED**.

UNITED WAY INVESTS IN **INCOME**



Meet Hope Bethea and Margaret Jones. Since 2007, Margaret has received meals from Meals on Wheels of Rocky Mount, a **UNITED WAY** partner agency. As a widower, Margaret's daughters were concerned about her independence considering their full-time schedules. Alleviating some concern of Margaret's daughters, MOW was able provide daily nutritious meals along with pleasant conversation from the volunteers. Meals on Wheels of Tarboro, also a **UNITED WAY** partner agency, provide similar services to Edgecombe County participants.

Thanks to faithful **UNITED WAY** donors and volunteers, like Hope, an employee of Edgecombe County Department of Social Services, Margaret is able to maintain her independence and health. Hope contributes to **UNITED WAY** through payroll deduction because it is the easiest way to donate to valuable services. Her donation supports programs like Meals on Wheels that are needed

throughout our communities. Hope believes that we are all responsible for each other, especially in bad times. Though we are diverse in our way of life, unity makes us stronger and gives us purpose. **LIVING UNITED** gives us a chance to come together and embrace each other at the end of the day. That's what it means to **LIVE UNITED**.

Landmark-Leadership Foundation

Members of the Landmark-Leadership Foundation are those individuals who contribute \$500 or more to the United Way Tar River Region. Each leadership donor possesses a compassionate spirit and a desire to take action. The result of their investments is a caring community that is resilient in the face of change and responsive to new challenges. The members of the Leadership Circles are committed individuals who give generously to our community. They are leaders who possess true generosity and a commitment to today's challenges. The highest level of the Landmark-Leadership Foundation is the Alexis de Tocqueville Society.

Reflections on Tocqueville



Alexis de Tocqueville

In the early 19th century a French citizen, Alexis de Tocqueville, traveled all over the United States. His observations formed the basis for the **Democracy In America**, a detailed study of American society and politics. Perhaps his most important observation was that Americans helped each other in times of need. He recognized, applauded and immortalized the voluntary spirit that lives in America's heart.

"I must say that I have seen Americans make great and real sacrifices to the public welfare; and have noticed a hundred instances in which they hardly ever failed to lend faithful support to one another."

-Alexis de Tocqueville-

The Alexis de Tocqueville Society \$10,000+

- Anonymous
- Bob & Pat Mauldin
- Warren and Debbie Stephenson



The Nashcombe Circle \$5,000 - \$9,999

The Tar River Circle \$2,500 – \$4,999

- (2) Anonymous
- Susan M. Adams
- Mayo and Jean Boddie
- Betsy and Nick Boddie
- Dorsey H. & Evelyn M. Glover
- Tom & Bridget Rogers
- Craig & Cindy Worthy

The Coastal Plain Circle \$1,000 - \$2,499

- (7) Anonymous
- Douglas E. Anderson
- Ken and Susan Anderson
- John H. Austin
- Wick & Kristi Baker
- Susan D. Ballentine
- David & Jacquie Blackshear
- B. Mayo Boddie, Jr.
- Mr. & Mrs. Michael W. Boddie
- Bill and Kim Boddie
- H. Alex Bowers
- Bill & Janet Carver
- Bob and Roberta Crumley
- Robbie B. Davis
- Jim Edwards
- Randy C. Evans
- Pete & Ruth Gaydosh
- Beth & David Gore
- Jim & Beth Gray
- Jason Grayson
- Nancy J. Grose
- Connie & Edwin Haines

- Connie & Edwin Haines
- Mike & Bryan Hancock
- Roger & Liz Harris
- Ricardo & Catherine Isaza
- Peter F. Jackson
- Todd P. Jenkins
- Vel and Sam Johnson
- Marzena T. Laszewski, M.D.
- Robin Owens Latham
- Phillip R. Lowe
- Rick & Shirley McMahon
- Eric & Chris Miller
- Joe D. Mills
- Trent & Ginny Mohrbutter
- Dale Norville
- Sandi S. Paige
- Dr. & Mrs. William B. Pittman
- Carolyn H. Roberson
- Horace W. & Deborah H. Sanders
- Robin A. Sanford, D.B.A.
- Mr. & Mrs. Harvey D. Self



- Brian S. Shipman
- Michael E. and Darlene R. Smith
- Tommy & Angie Stockdale
- Betsy B. Strandberg Fund
- Ronald J. Taylor
- Christy & Don Taylor
- John Tripp
- Kathy Trusch
- David Vance
- Bill and Millie Walker
- Stephen R. Williams and Sarah S. Williams
- Larry & Carolyn Williamson
- Fred Winner
- Richard H. & Nancy G. Worsinger
- Yoshihide Yamazaki

Landmark-Leadership Foundation

The Gateway Circle \$500 - \$999

(22) Anonymous
 Dennis J. Abell
 Mr. & Mrs. Brian J. Agan
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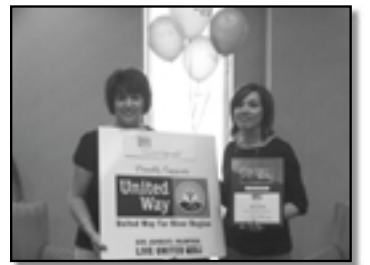
Jose E. Gomez
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Memorial and Honorary Contributions

In Memory of
 Patsy R. Chadwick

In Honor of
 Mr. & Mrs. Mahlon W. DeLoatch, Jr.

Every effort has been made to verify information for accuracy and completeness for this list of donors to the United Way Tar River Region during 2010. We sincerely apologize if we omitted your name or if your name is listed incorrectly. Please note that some donors have elected to remain anonymous.

Please contact the United Way office at 252.937.2213, and we will be happy to make any corrections and include them in our next year's annual report.

Impacting Nash and Edgecombe Counties for a Brighter Future

Through our Community Impact Plan

Your United Way is working across the twin counties to develop and implement strategies that make a difference for our biggest challenges. We support programs, services and initiatives that deliver results in the areas of **EDUCATION** by Building Successful Youth and Families, **INCOME** by Increasing Self-Sufficiency & **HEALTH** by Creating a Healthier Community. Your donations support over 41 local health and human service programs through United Way Tar River Region and its 21 funded Community Partners.



EDUCATION: Building Successful Youth and Families

Your United Way wants all residents, and especially our young people, to achieve their full potential, both in school and within our community. To reach this vision, the United Way supports programs that help our youth succeed academically and graduate from high school with a successful transition to work or higher education. We also support programs that help our youth develop the skills and attitudes to be responsible and productive community members.

- Community Education Advocacy, CORE, Exceptional Academic Success (ALDH)
- Cub Scouts, Boy Scouts, Exploring, Venturing (Boy Scouts, East Carolina Council)
- After School Youth Development, Summer Enrichment (Boys & Girls Club of Nash/ Edgecombe Counties)
- School Site Services/ College Access Programs, Family Resource Centers (Communities in Schools)
- Youth Violence Prevention Education Program (GRASPP)
- Girl Scouting (Girl Scouts, North Carolina Coastal Pines)
- NC 2-1-1 (United Way)
- Youth Activities (Harrison Family YMCA)



INCOME: Increasing Self-Sufficiency

Your United Way envisions a community where individuals and families live in healthy and safe communities where individuals and families can move from a crisis situation to independently meeting their own needs and pursuing their full potential. We help people connect to a sustainable network of safety net organizations offering a variety of services, referrals, and case management resources. We engage everyone in the civic and social life of our community and support the services that help us to respond to a community crisis or disaster.

- Community Shelter, House the Children/ Bassett Center, Community Kitchen & Pantry (United Community Ministries)
- Shelter & Food Program (Tarboro Community Outreach)
- Armed Forces Program, Emergency Services (American Red Cross, Frederick E. Turnage Chapter)
- Comprehensive Assistance/ Social Services (The Salvation Army)
- Adult Day Health Care (The Wright's Center)
- Supporting Living for Chemically Dependent (Christian Fellowship Home)
- Home Delivered Meals & Personal Contact (Meals on Wheels of Rocky Mount & Tarboro)
- Adult Development & Vocational Program Transportation (Tri-County Industries)
- Senior Self-Sufficiency, Transportation & Support (VOICE)
- Emergency Food & Shelter Program (United Way)

HEALTH: Creating A Healthier Community

Your United Way envisions a community where all citizens adopt and maintain healthy lifestyles with access to quality, timely and affordable care for physical and mental health and wellness. We target programs and services that provide the education and services that promote a healthy lifestyle and help people manage and prevent chronic physical and mental illnesses. We also support services that increase the access that individuals with limited resources have to affordable and timely urgent, chronic and preventative care.

- Blood Services, Health & Safety Training (American Red Cross, Frederick E. Turnage Chapter)
- Care for the Terminally Ill (Hospice Foundation of Edgecombe County)
- Senior Community Health & Wellness (Dunbar Community Development Club)
- Public Education, Direct Consumer Program (Tar River Mental Health Association)
- Health Activities & Transportation (Princeville Senior Center)
- Domestic Violence/ Family Violence & Sexual Assault Program, Intimate Partner & Family Violence Prevention Program (My Sister's House)
- Outreach Activities (Harrison Family YMCA)
- Senior Activities (Harrison Family YMCA)
- Senior Citizens Development Programs (The Salvation Army)

Funded Community Partners

American Red Cross
- Frederick E. Turnage Chapter
Association for Learning Disabled & Handicapped (ALDH)
Boys and Girls Club of Nash/Edgecombe Counties
Boy Scouts East Carolina Council
Christian Fellowship Home of Nash/Edgecombe Counties
Communities in Schools
Dunbar Community Development Club
Hospice Foundation of Edgecombe County
Girl Scouts-North Carolina Coastal Pines
Harrison Family YMCA
Meals on Wheels of Rocky Mount
Meals on Wheels of Tarboro
My Sister's House
Princeville Senior Citizens Center
The Salvation Army
Tar River Mental Health Association
Tarboro Community Outreach
Tri-County Industries
United Community Ministries
Volunteers Offering Independent Care the Elderly (VOICE)
The Wright Center

2010 Community Investment Allocations

Our Community Investment Allocations Process is vital to United Way. It guarantees accountability to all of our donors and also ensures your donation assists those in need in our community. We could not do it without the many Allocations volunteers who come to us from different businesses and groups across the area. These community-minded volunteers take their task of evaluating the Community Partners and programs very seriously. After the evaluations, volunteers make allocation recommendations that are reviewed and approved by our local volunteer Board of Directors. A special thank you to Board Member, Robin Sanford, for leading our 2010 Community Investment Allocations Process.

*"There is no greater way to understand the impact that United Way has on the local Community than to volunteer. The experience gained from the programs and services that our non-profit agencies provide to our citizens will motivate you to get more involved and **LIVE UNITED** in other avenues of your life."*

*-Robin Sanford, 2010 United Way Tar River Region
Board of Directors, VP/Community Investment*

Team A

Pamela Davis- Captain
Audrey Randolph
Beth Turnage
Gerald Warner
Chris Wood
Lei Zheng

Team B

Michael Smith-Captain
Barbara Batchelor
James Hardy
Roland Lanouette
Chris Miller
Gwen Hyman

Team C

Deana Guido-Captain
Robert Baggett
Melissa Barker
Leslie Ferrell
David Green
Pamela Watson

Team D

Vanessa Whitaker-Captain
John Chandler
William Craig
Robbie Davis
Eric Miller
Lisa Hill-Williams

Team E

Horace Sanders-Captain
Susan Battle
Amy Biehl
Blair Hinkle
Eva Rogers
Quanda Keith

Team F

Betty Whisnant - Captain
David Batts
Bob Davis
Richard Herring
Malcolm Lewis

Team G

Robin Latham-Captain
Bob Boyd
Juan Hatchett
Milicent Parker
Sonya Small

Team H

Marlou Coker-Captain
Glenn Daughtridge
Nancy Purvis

Team I

Janie Bauer-Captain
Phillip Lowe

Team J

Marva Scott-Captain
Roland Clark
Bobbie Martin

*"Living United is about bringing people of all backgrounds together to make our community a better place to live, work and raise a family. By putting our differences aside to help those in need truly embodies what it means to **LIVE UNITED!**"*

Shannon F. Barker
Community Development Manager

Volunteer Engagement

Volunteers are vital to the daily operation and community partnerships of United Way Tar River Region. In 2010 our United Way linked approximately 200 volunteers with local agencies in need of assistance; that includes general assistance, solving a community problem or advancing a worthy cause. Volunteering offers many benefits in appreciation for the gift of time and expertise.

“Make a Difference” Day

United Way’s “Make a Difference” Day mobilized over 125 volunteers and saw the completion of over 13 community projects. This day of volunteer action began with a kick-off program hosted at the Martin Luther King, Jr. Park in Rocky Mount, NC. Following the kick-off, volunteers were dismissed to their designated sites. Projects consisted of beautification and landscaping projects, minor repairs, building projects, and planting a vegetable garden. Sponsors included Biscuitville, Bojangles, Cummins-Rocky Mount Engine Plant, Home Depot, Hospira, McLane Carolina and QVC.

“Living United means conducting your life in such a way that allows you to join others in a common goal. A goal that benefits or enhances those in our community that can use our help.”

Darlene Cowell,
2010 United Way Tar River Region
Board of Directors, VP/Community Development



Governor’s Volunteer Award Recipients

The North Carolina Commission on Volunteerism and Community Service manages the Governor’s Award for Service based upon outstanding volunteer efforts, accomplishments and impact. United Way Tar River Region coordinates the program for both Edgecombe and Nash Counties. The award honors people who have shown concern and compassion for their neighbors by making a significant contribution to their community through volunteer service.

Horace Sanders and Gary Wingfield were the local recipients of the 2010 award. Rocky Mount Mayor David Combs presented the awards to both Mr. Sanders and Mr. Wingfield on behalf of Governor Bev Perdue.

Emergency Food and Shelter Program



Our United Way administers the Emergency Food and Shelter Program (EFSP), a federal initiative through FEMA and the National Food and Shelter Program. Locally, through an Advisory Board, during 2010 Phase 28, we distributed \$142,179 to eligible Local Recipient Organizations (LRO's) that provide emergency food and shelter within in Nash and Edgecombe counties.

Advisory Board Members & LRO Representatives:

Board Chair:

Kimberly Hickerson-Tar River Mental Health Association
Bonita S. Allen—Rocky Mount Housing Authority
Shannon K. Barker-United Way Tar River Region
Chris Battle-United Community Ministries
Melvia Batts-Nash County Department of Social Services
Judy Bullock-American Red Cross – Frederick E. Turnage Chapter
Angela Burton- R.E.A.C.H. – Word Tabernacle
Sister Mary Ann Czaja-Tarboro Community Outreach
Larry Dickens-New Century Community Development Corporation
Ron Dyson-The Salvation Army
Sarah Hill-Nash County Social Services
Meredith Holland-My Sister's House
Captain Mark Hunter-The Salvation Army
Clemen Marcum-Nash Rocky Mount Schools

Nedra Maryland-R.E.A.C.H. – Word Tabernacle
Chris Miller-Rocky Mount City Council
Allen Mitchell-Mayor's Commission for Persons with Disabilities
Ginny Mohrbutter-United Way Tar River Region
Bobbie Noble-Edgecombe County Social Services
Delores Porter-Edgecombe County Public Schools
Charice A. Rosser- R.E.A.C.H. – Word Tabernacle
Kirk Scott-Christian Fellowship Home
Warren Stephenson-Homeless Representative
Leonard Tillery-United Community Ministries
Fred Turnage-Homeless Representative
Jan Warren-Meals on Wheels
Jerry Webb-Tarboro Community Outreach
Terrence J. Wilson, M.D.-Medical Rehabilitation

Funded Local Recipient Organizations

Christian Fellowship Home of Nash-Edgecombe Counties, Inc.

Provides supervised living and supportive services to chemically dependent adults at risk of relapse.

My Sister's House - Provides outreach and shelter services for survivors of domestic violence and sexual assault.

New Century Community Development Corp., Inc. – Serves hot meals daily to members of the community in need of a meal.

Responsive Emergency Assistance Cooperative Households (REACH) – offers hope to individuals and families in temporary financial crisis through a variety of relief and development services; includes food pantry, rent/utilities assistance.

Tarboro Community Outreach, Inc. - Provides assistance to needy individuals- food items, hot meals, shelter, recycled furniture, transportation, counseling, home visits and referrals.

The Salvation Army - Provides emergency funds and assistance to help people with housing, health care and food, as well as helping make holidays happier for needy children.

United Community Ministries - Focuses primarily on the needs of homeless and nearly homeless families and individuals by helping them move toward stable, permanent housing.

United Way Tar River Region – Funds local programs and services that help over 75,000 throughout Nash and Edgecombe counties.

For Our Twin County Region



United Way Tar River Region is pleased to offer a free and confidential service called **NC 2-1-1**. If you need help, want to give help, are looking to get connected and get answers...**2-1-1** is here to help you. **2-1-1** is an easy-to-remember telephone number and website, that makes a critical connection between individuals and families in need and the community-based organizations and government agencies that can best help address those needs. By simply dialing **2-1-1** or visiting www.nc211.org, you can access a 24/7 nonprofit community services information and referral service...the community connection for those who want to give help and for those who need help. Get connected with services such as basic needs, crisis intervention, legal assistance, youth and senior services, volunteer opportunities...just to name a few.



Funders of NC 2-1-1 for United Way Tar River Region

Z. Smith Reynolds Foundation
Blue Cross and Blue Shield of NC
Rocky Mount Community
Foundation
The Wachovia Foundation
The Eaton Corporation



In partnership with local law enforcement and the Governor's Crime Commission, United Way is pleased to offer GRASPP, a community-based crime prevention and education program that puts into action youth violence prevention strategies, utilizing community outreach, media, counselor trainings and other education to help empower our community. For more information or to get involved, visit www.grasppforpeace.com.



~ Special thanks to Cynthia Jackson, Gang Prevention Specialist and Elizabeth Scott, Program Assistant for their leadership for the in 2010.

2010 Community Champions Luncheon

Our third annual Community Champions' Luncheon held at the Dunn Center on the NC Wesleyan Campus, featured keynote speaker J. Keith Harris, retired Rocky Mount Fire Chief and the 2010 Community Champion Award recipient. Various individuals, companies and organizations were highlighted as being instrumental to United Way's success. United Way donors, volunteers and supporters were also given special recognition.



Retired Rocky Mount Fire Chief Keith Harris and wife Tricia, Executive Director Ginny Mohrbutter and Firefighter Guy Vick participated in a symbolic demonstration in honor of surpassing the \$1.2 million campaign goal by being lifted more than 100 feet in a Rocky Mount Fire Department truck

Special Award Presentations:



Community Cheer Award

United Parcel Service

Picture features (l to r) Dee Hurley and Parley Potter



Big Heart Award

Piedmont Natural Gas

Picture features (l to r) Phillip Lowe, Yvonne Ellis, Brian Skipman and Mike Pierce



Community Cheer CEO Award

Wayne Ripberger, Cummins – Rocky Mount Engine Plant



Largest Campaign Increase

Edgecombe County Public Schools

Picture features Diane LeFiles



Corporate Impact Awards

Heritage Hospital and Nash Health Care Systems

Picture features (l to r) Wick Baker and Chris Wood

Community Impact Awards



City of Rocky Mount

Picture features (l to r) Jonathan Boone, Veronica (Dale) Smith and Phillip Davis



Nash-Rocky Mount Public Schools

Picture features (l to r) Richard McMahon and Sandra Drum



Partner of the Year Award

Boys & Girls Clubs of Nash/Edgecombe Counties

Picture features (l to r) Tony Orr, Director of Operations and Theresa Shaw, Executive Director



Community Champion Award

J. Keith Harris, United Way 2009 VP of Fundraising



Volunteer of the Year Award

Horace Sanders, United Way's VP of Planning

Special Thanks

Thank you to those who went above and beyond to serve the United Way Tar River Region and our community. Your donation of in-kind support, time, expertise, talent and financial support helps strengthen our community and our collective United Way efforts!

All United Way Donors	GRASPP Collaborative	Ribeye Steakhouse (Nashville, NC)
Allegra Print & Imaging	Harrison Family YMCA	Riverside Printing
Affiliated Mortgage	Hibachi Sushi & Supreme Buffet	Rocky Mount Telegram
American Printers	Home Depot	Sara Lee
Best Rentals	Hospira	Signs Now
Boddie-Noell Enterprises	Imperial Centre	Snapshots of Success Participants
Bowling Center	Jim Dicken's Printing	Spring Hope Enterprise
Bunch & Company, LLP	Koretizing One Hour Cleaners	Southern Bank & Trust Company
Capris Restaurant	Krispy Kreme Donuts	Suddenlink Communications
City of Rocky Mount	Love's Gentlemen's Clothiers	Target
Chick-Fil-A at Cobbs Corner	Maid for You	The Daily Southerner
Christine's Kitchen	Make A Difference Day Committee	United Way Community Investment/ Allocation Volunteers
Coastal Pines	Volunteers	United Way Board of Directors and Committees
Computer Services of Rocky Mount, LLC	McLane Carolina Co.	United Way Campaign Volunteers
Cummins-Rocky Mount Engine Plant	Meredith Emmett-Third Space Studio	United Way Community Partners
Data Vault, Inc.	Nash Community College	Universal Leaf North America
Dunkin Donuts	Nash in Action	UPS/ UW Golf Tournament Committee
Dunn Center at Wesleyan College	Nashville Graphic	Volunteers
Down East Partnership for Children	Nature's Own Gallery	V Labar Productions
East Carolina University & Interns	North Carolina Wesleyan College	WHIG-TV
Emergency Food and Shelter Board	Party World	Wilma Hinnant
Members	Photography by Allen Hinnant	Wilson Daily Times
First Media Radio	Planning Committee	Kim Zdebiak
First South Bank	Pridgen Tire and Auto Center	
Fords Colony Golf Club	Providence Bank	
Girl Scouts – NC	QVC – Rocky Mount	

*~ Special Thanks to our office volunteers for their hard work in 2010
David Douglas, Oprah Ellis, Alexis Fenner, Laura Luksik, Geoff Williams*

Join the **LIVE UNITED** Movement

Individual Gift Commitment

Join us as we unite people and resources
to build a stronger community!

See positive results from your tax-deductible donation:

- Your donation supports programs that strive to create better neighborhoods, safer streets, stronger families.
- You, your friends, or family may benefit from one of our funded programs now or in the future.
- Be a community champion in helping more than 75,500 Nash and Edgecombe county residents.

YES! I will help by investing in United Way and our community.

Name

Address

City/State/Zip

Phone

Email Address

Signature

Date

I proudly pledge this gift to the
United Way Tar River Region.

- \$1,000
 \$500
 \$250
 Other _____

Payment in full remitted.

Please bill \$ _____

- Monthly
 Quarterly
 Specific Month _____

(Please return this portion.)

Thank you for investing in our community.

Tax-Deductible Gift Receipt

No significant goods or services were provided by United Way in whole or partial consideration for this contribution.
Keep for your records. EIN:56-0611545

Name

Gift Amount

Paid

Balance

THANK YOU!



United Way Tar River Region
230 Sunset Avenue, First Floor
Rocky Mount, NC 27804
(252) 937-2213
www.unitedwaytrr.org

"Financial information about this organization and a copy of its license are available from the State Solicitation
Licensing Branch at 1-888-830-4989. The license is not an endorsement by the State."

GIVE. ADVISE. LIVE UNITED. VOLUNTEER.

**HOW TO
LIVE UNITED:
JOIN HANDS.
OPEN YOUR HEART.
LEND YOUR MUSCLE.
FIND YOUR VOICE.
GIVE 10%. GIVE 100%.
GIVE 110%.
GIVE AN HOUR.
GIVE A SATURDAY.
THINK OF WE BEFORE ME.**





United Way Tar River Region

Nash Office/Mailing Address:

230 Sunset Avenue, First Floor
Rocky Mount, NC 27804

Edgecombe Office:

217 Main Street, Suite 200
Tarboro, NC 27886

(252) 937-2213

www.unitedwaytrr.org

**Be part of improving the health,
education and income of people in
Nash and Edgecombe counties. Because**

United, we stand.

United, we elevate.

**United, we can change
what we see in our world.**

The workplace campaign is the easiest and more powerful way to invest in your community. You can direct your contribution to one of the impact areas—Education, Income and Health—or choose all three.

GIVE.

ADVOCATE.

You can make change happen with your voice. Get informed. Tell your friends.

Write a letter to the editor.

United Way needs people, who are passionate about education,
income and health to make some noise.

VOLUNTEER.

United Way and Volunteer Centers work with volunteers
and local nonprofits to develop the best
opportunities for youth, busy working
adults and seniors.

Find us on...



You Tube