

2010

ANNUAL REPORT

FOR

UNITED WAY OF COMAL COUNTY



**United Way
of Comal County**

OVERVIEW

In 2010 the United Way of Comal County saw a community provide incredible support in difficult economic times, the closure to the 2009-2010 Allocation cycle, and the beginning of the 2010-2011 Allocation cycle. The UWCC currently funds 24 various agencies throughout Comal County.

The state of the economy continued to have an impact on both fundraising and requests for funds. Funding from our residents who live within Comal County but commute to San Antonio for employment was still down along with support from various national accounts and individual donors. But support from our local businesses was up allowing the total pledges for the 2009 campaign to reach \$852,514.94.

This is exciting news as it surpassed the \$850,000 goal and the UWCC board allocated more for the July, 2010 thru June, 2011 cycle than in any previous calendar year: \$580,636.00.

Tremendous growth in the last decade has meant a corresponding growth in needs for our community. On a day-to-day basis, our agencies provided a range of services including early childhood intervention, youth services, shelters, family crisis assistance, and senior citizen activities.

UNITED WAY OF AMERICA STANDARDS OF EXCELLENCE

Over the last few years, the United Way system has amended its “Standards of Membership” to become “Standards of Excellence”. These Standards ask local United Ways to think about how we engage our community around a shared vision. The 5 components that make up these Standards include: Community Engagement & Vision; Impact Strategies, Resources & Results; Relationship Building & Brand Management; Organizational Leadership & Governance; and Operations.

A recent survey of these 5 components, taken by UWCC Board Members, staff, and volunteers, shows that UWCC continues to develop a shared community vision and supports efforts to affect positive change within Comal County. A copy of the results of this survey is located within the UWCC offices and is available for viewing.

Utilizing the results of the survey, the UWCC invited the United Way of Texas (UWT) to New Braunfels in February to facilitate a 5 year Strategic Planning meeting. As a result, UWCC adopted the following:

Mission Statement

“To improve the quality of life for people in Comal County by generating resources to meet the needs of the community.”

Vision Statement

“United Way of Comal County envisions a united community where all human service needs are met.”

Strategic Direction/Goals

1. Increase board involvement and diversification
2. Increase public awareness
3. Diversify and increase revenue

The UWCC Board of Directors has promised they will work diligently over the next 3 years to fulfill these goals.

Standards required for membership with the United Way of America include standardizing practices, increasing accountability, and providing transparency for all local United Ways. Membership requirements include having a volunteer board of directors who approve the annual operating budget and distributions to the agencies, the accounting requirements of annual audits and filing our IRS Form 990 each year, a written Code of Ethics, and standard campaign reporting to United Way of America. Our audit for the year ended December 31, 2010, is being completed by E. Keith Moore, Certified Public Accountant and will be available in our office for anyone to review.

We are proud to be meeting the United Way Standards of Excellence. As nonprofits come under additional review from Congress and the public, these standards are considered a model for nonprofit accountability. We proudly display our recognition plaque and 2010 Membership bar in our office.

STAFF

The United Way of Comal County is staffed with one full-time Executive Director, a full-time Administrative Assistant, and a part-time bookkeeper. As the amount of funds raised has increased over the years so too has the workload (i.e. donation tracking, financial reporting, fundraising, allocations, reporting, etc.). All three staff people bring a high level of professionalism to the United Way.

AFFILIATION AND ALLOCATION

During the affiliation and allocation process, we targeted critical programs helping the residents of Comal County. Additionally, we added emphasis to the accountability of the funds to see that agencies had workable business plans to implement the programs they requested funding for and required quarterly financial reports and program status reports before allocation monies can be received.

The Allocation process itself includes volunteers and board members giving their time to conduct on-site visits of applicant agencies, completing scoring sheets for the reviews,

and review of financial records. Face-to-face panel discussions were used as follow-ups to the questions that rose during the on-site visits. We were pleased to see the agencies strict adherence to the requirement of proper documentation of the audits and financial statements to ensure the donors' contributions were being invested in programs that truly make a difference in people's lives.

In the first 6 months of 2010, UWCC wrapped up funding of 24 agencies, for the July, 2009 thru June, 2010 funding cycle, totaling \$286,311.00. While funding during this timeframe had been approved for more, funding to American Red Cross is based on submitted receipts. This request for reimbursement was paid out during the second 6 months of the year and totaled \$7,000.00.

In the second six months of 2010, UWCC began its July, 2010 thru June, 2011 funding cycle by supporting 24 agencies totaling \$290,005.93. Please note that one long time partner agency opted out of their Agreement after deciding they would no longer be offering the program for which they sought funding. No new partner agencies were signed up.

All agencies were divided into program service areas to get a better understanding of how the funds were allocated: Youth Services; Health and Healing; Families and Seniors; and Meeting Emergency Needs.

Total dollars allocated to United Way of Comal County partner agencies in calendar year 2010 was \$583,316.93.

CAMPAIGN – 2009

For campaign 2009, the board set the campaign goal at \$850,000 in light of the economy. As a result of the hard work by Campaign Chair, James Lowe and the Board of Directors, the 2009 campaign was a huge success bringing in pledges totaling over \$852,000.00. All board members were thrilled with this accomplishment as it was achieved in tough economical times.

The End of Year Celebration and Annual Meeting took place on Thursday, May 13, 2010 at Seekatz where the top 10 business donors were honored along with Wurstfest and Gruene Music & Wine Fest for their support. A newspaper ad was taken out thanking UWCC donors for their generosity.

CAMPAIGN – 2010

For campaign 2010, the board decided to keep the campaign goal at \$850,000 in light of the continued difficult economic times experienced throughout the country. Campaign Chair, Mike Pfister, chose to use a campaign theme titled "Live United." This

year the campaign kicked off with monthly newspaper ads featuring our partner agencies and educating the community on how their donations are spent. Normally, UWCC uses the New Braunfels Chamber mixer, with the Comal County Fair, to update the business community on the progress of the campaign.

Special events were effective in this campaign. The 24th annual Gruene Music and Wine Fest had great weather for a weekend of music, wine, food, and fun with an added event on Thursday night. The weekend resulted in a gift of \$105,871.60 from the event. The Wurstfest Association continued our long standing partnership to have a United Way Night on the Monday night of Wurstfest. Our PILLARS Club party was moved out doors members, Company Campaign Coordinators, sponsors, and special guests. We had an outstanding year receiving \$11,405 from Wurstfest!

TXI sponsored the 9th Annual United Way Golf Tournament at the Canyon Lake Golf Course on October 8th and a Bar-B-Q lunch on October 29th. Add this to their corporate and employee donations and over \$55,498.06 was raised for United Way!

In this campaign, we again encouraged companies to conduct educational meetings with their employees to inform them of the United Way agencies, what services are provided, and how they can help others in the community through a gift to United Way. Several companies conducted employee campaigns for the first time and others achieved impressive gains in pledges from their employees. The SCOOTER Store pledged over \$50,000 and New Braunfels Utilities annual pledges reached over \$32,000. With the expansion to three HEB stores in Comal County, their donations have increased to over \$44,000. UWCC ended the year again waiting for results from the national campaigns, and our major contribution from residents who live in Comal County but work out of the county.

We know the agencies appreciated the time and effort to complete the projects and support our community. We thank the companies for giving their employees the time to volunteer. We hope to expand the Day of Caring to more companies and more agencies next year.

COMAL COMMUNITY NEEDS ASSESSMENT

The purpose of the Assessment was to help public and private organizations in Comal County identify community assets, emerging challenges and opportunities, and find solutions to any existing health and human service problems. The Assessment, published in 2008, identified 10 areas of concern for the county.

1. Comprehensive approach to youth risk reduction
2. Integrated planning for health and social services, housing, and transportation related to needs of seniors
3. Affordable home repair and modernization services

4. Thorough county-wide inventory, monitoring and evaluation of housing stock to assure adequate and affordable housing
5. Planning for future transportation needs, including alternative transport modes
6. Mechanism to protect and maintain water quality
7. Youth mentorship and school guidance programs
8. Collaboration with regional data resources to enhance access to data and expertise for local planning and policy determination
9. A coordinated approach to prevention & intervention for family violence & abuse
10. Focus on health needs services especially mental health and alcohol & drug use

Under partnership with the City of New Braunfels, the UWCC participated in and formed various teams to address Youth issues, Senior issues, and identify opportunities to collaborate on regional data resources.

UNITED WAY BUDGET

The 2010 board approved an Operating and Campaign Budget of \$137,306.40 with an additional \$5,000 to fund continued work on the Comal Community Needs Assessment and \$5,000 held for Emergency Response needs. Final actual operating and campaign expenses in 2010 totaled \$147,306.40

The board approved a 2011 Operating and Campaign Budget of \$141,806.40 with an additional \$5,000 to fund continued work on the Comal Community Needs Assessment and \$5,000 held for Emergency Response needs. This does include affiliation fees to the United Way of America and United Ways of Texas.

Our Administrative and Fundraising overhead percentage is 11.5 percent (2009 IRS Form 990). Increase in this percentage from the previous year is directly tied to the decrease in revenue due to the economic downturn.

RECOGNITION

United Way does not exist without the work and dedication of many volunteers. One Board Member term ended: Frank Suhr. Frank brought many positive changes to the work of UWCC and will be greatly missed. In 2010 we added Ralph Leal, Darin Talley, and Alice Hernandez.

We also want to recognize the United Way partner agencies who work each day to make a difference in the lives of the people in Comal County. The staff and volunteers are commended for their dedication and commitment to making life better in Comal County.

Finally, we thank the many donors who give so generously through the United Way campaign. With the commitment of many businesses and organizations in Comal County, thousands of individual donors have the opportunity to give to their fellow man and enable the agencies to conduct the programs that make such a difference. Additionally, we have many retired individuals who are so generous and contribute to help people.

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2010 BOARD OF DIRECTORS

OFFICERS

Rhonda Zunker (2/9/2005)	Broadway Bank	President
Frank Suhr (3/3/2004)	Attorney	IPP
Nathan Pence (12/7/2005)	City of New Braunfels	President Elect
Heidi Aleman (10/4/2006)	NB ISD	Allocations Chair
Mike Pfister (10/7/2009)	The SCOOTER Store	Campaign Chair
Robert Camareno (12/3/2008)	City of New Braunfels	Treasurer

OTHER BOARD MEMBERS

James Betterworth (10/7/2009)	Attorney At Law
Dana Brandt (1/10/2007)	Christus Santa Rosa
Renee Couch (12/3/2008)	Comal County Treasurer
Tracy Crowther (10/4/2006)	TXI Hunter Cement
Robert D'Alessandro (9/2/2009)	Wal-Mart Distribution Center
Brandon Dietert (10/4/2006)	New Braunfels Smokehouse
Donna Eccleston (12/3/2008)	Comal County Commissioner
Leah Gomez (12/5/2005)	Golden Landscape
Carolyn Gregory-Barclay (12/7/2006)	Consultant
Nelda Juarez (5/7/2008)	CenterPoint Energy
Sam Lock (3/4/2009)	Attorney At Law
James Lowe (6/7/2006)	Iron Horse Grill
Monica Rodriguez (1/2/2008)	Valero
Wendy Thompson (3/5/2008)	New Braunfels Utilities
Elizabeth Trevino (8/21/2009)	Comal Independent School District
Richard Zapata (5/7/2008)	New Braunfels City Council

STAFF

Terry Robinson	Executive Director
Beverly Hilbert	Administrative Assistant
Ginny Charlton	Bookkeeper

LIST OF AGENCIES AND ALLOCATIONS IN 2010

American Red Cross	\$7,000
Any Baby Can	\$18,500
Big Brothers, Big Sisters	\$5,000
Boy Scouts	\$11,000
Bulverde Food Pantry	\$14,750
Bulverde Senior Center	\$8,306
CASA	\$12,150
Children's Advocacy Center of Comal County	\$17,500
Comal County Child Welfare Board	\$17,525
Comal County Senior Citizen's Foundation	\$50,000
Communities in Schools of South Central Texas	\$73,750
Community Resource and Recreation Center of Canyon Lake	\$76,000
Connections Individual and Family Services	\$30,500
Crisis Center of Comal County	\$44,090.50
Girl Scouts of Southwest Texas	\$9,271
ECl/Homespun	\$35,000
NB Christian Ministries/Volunteers in Medicine	\$17,500
RSVP	\$8,000
Salvation Army	\$37,500
SOS (paid on account with the San Antonio Food Bank)	\$13,852.50
SART	\$13,750
St. Jude's Ranch for Children-Emergency Shelter	\$15,121.93
St. Jude's Ranch for Children-Bulverde Campus	\$16,000
Tejas Smiles	\$13,500
Upstarts	\$6,250
YMCA of Comal County	\$11,500
 Total Allocations.....	 \$583,316.93