



# CHANGING LIVES & STRENGTHENING COMMUNITIES



United Way of Brevard

2016 REPORT TO THE COMMUNITY



*We're helping to build strong futures by focusing on the cornerstone of a strong education – reading.*

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# 3 BIG things

*we strive for together*



*We're working to help people take the steps to become financially stable.*

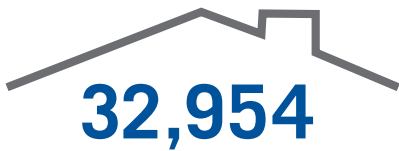
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*We're working to help people be productive and strive to live a good life.*

# help so many

**48** Partner Agencies & **58** Programs  
ensured immediate issues and basic needs were addressed



people were helped with housing needs



people attended financial workshops learning how to budget, save money and use credit wisely



**50,000**

weekend backpack meals were given to elementary school kids so they had something to eat over the weekend



**3,400**

children accessed quality, affordable early learning programs so their parents could work



**200**

families participated in Healthy Families, a program to promote healthy child development and eliminate the potential for abuse or neglect



**6,988**

seniors and persons with disabilities were helped so they could maximize their independence and maintain their health and well-being



**139,000**

people were able to access healthy food through food pantries and soup kitchens



**824**

families were assisted in their quest for health insurance coverage, reducing the number of uninsured children in Brevard by more than 40%

# THE PROOF IS IN THE LIVES CHANGED!



## MINNIE

When Minnie, 58 of Cocoa, and a longtime volunteer at a Senior Lunch site, had a large tree down in her yard following Hurricane Matthew, she didn't know what she would do. A neighbor told her to call 2-1-1 Brevard, and she found out that United Way coordinated with faith-based volunteer groups to help community members needing assistance after the storm.

Within a few days a team from Baptist Disaster Relief was on site to help her with the removal of her tree. For some, like many of our seniors, single moms or people with disabilities who were already struggling to make ends meet, the effects of a storm can be devastating.

According to Minnie, "It's a beautiful thing to see the fellowship of people coming out to help me. I knew it was a big tree, but I had no idea it was that big."





## JENNIFER

Everyone makes bad choices. For Jennifer, those bad choices resulted in the loss of her job, the loss of her driver's license, and most tragically of all, she lost custody of her child. But when Jennifer became pregnant with her second child, she knew she needed to make drastic changes.

Jennifer connected with United Way's Healthy Families Brevard program and things slowly began to change. Healthy Families is a nationally accredited home visitation program for parents of newborns experiencing stressful life situations.

With the help of her family support worker, Jennifer set goals for herself and worked to accomplish them. She reobtained her driver's license and was able to regain custody of her oldest son, Charlie, who is now a thriving elementary school honor student. She is now gainfully employed and self-sufficient.



## COLTON

Colton is a vibrant, 22-year-old man who suffers from a severe developmental disability that prevents him from communicating verbally and requires him to rely completely upon others for his personal care. When Colton first began at Bridges, he would not engage with his peers or Bridges staff. He spent nearly all day in his wheelchair, facing away from the group activities taking place.

But the caring and persistent staff in his program got to know Colton and encouraged him to get out of his wheelchair and engage in activities.

Today, the young man who refused to get out of his wheelchair is now walking around the center with support, and sitting at tables with his peers, fully participating in group activities. He smiles all the time and is able to communicate his choices, readily responding to 'yes' or 'no' questions. He is stronger and more independent.

# WE'RE ENSURING YOUR DONATIONS ARE DOING THE MOST GOOD

2016 highlights

## JANUARY



### UNITED WAY OFFERS FREE TAX PREP!

United Way offered free tax prep to help our community reduce debt, build savings and improve their finances. Free tax preparation was available to households earning less than \$59,000 per year combined income throughout Brevard.

Sixty-two tax prep volunteers spent over 7,000 hours preparing taxes which collectively saved Brevard low-income residents \$786,250 in fees for tax preparation services! These efforts have an estimated community-wide impact of \$3.5M.

## FEBRUARY



### PROJECT HUNGER RAISES FUNDS FOR UNITED WAY FEED AND READ SUMMER PROGRAM

Project Hunger helped to fund the growth of the United Way Feed and Read summer program. The committee successfully raised \$71,000 to fight childhood hunger during summer break.



### PUBLIX APPRECIATION DAY!

United Way staff across the entire southeast visits our local Publix stores to personally thank associates for their generosity. In Brevard, Publix Super Markets, Inc. associates and Publix Super Markets Charities pledged \$1,049,232 making them the second local organization to reach the Million Dollar Circle. Thank you Publix!

MARCH



**2016 FLORIDA TODAY CORPORATE 5K PROCEEDS BENEFIT UW**

Running Zone and FLORIDA TODAY donated \$7,500 in proceeds from the 2016 Florida Today Corporate 5K to our local United Way! Save the date for next year! 3/9/2017 Brevard Corporate 5K

**ALLOCATIONS VOLUNTEERS HARD AT WORK**

Ninety-seven volunteers devoted over 1,200 hours visiting and reviewing 56 programs at 41 agencies ensuring your donation had the greatest impact possible. An additional eleven volunteers served on the Finance and Governance Committee which reviewed agency budgets, audits, and 990s and provided a report to the allocation volunteers regarding the financial health of each agency.

APRIL



**UNITED WAY HOSTS CAMPAIGN CELEBRATION**

United Way of Brevard celebrated the hundreds of organizations and thousands of individuals who came together to raise funds that will help our neighbors meet basic needs and build an even better life for themselves and their families. The Awards Celebration honored the outstanding achievements and the amazing community members who raised \$6,200,812. Thanks to our 2015 United Way Campaign Chair Sheriff Wayne Ivey.

**2016 UNITED WAY CHAIRMAN'S AWARD GOES TO PUBLIX SUPER MARKETS**

The Chairman's Award is awarded annually to an organization that has shown sustained excellence in not only supporting United Way, but actively makes a difference in our community. During the 2015 campaign, Publix Regional Director Sam Pero and District Managers Rose Thornton and Tom Still led the Publix team to over ONE MILLION DOLLARS!



APRIL CONT.



**NINTH ANNUAL MILLION DOLLAR CIRCLE AWARD PRESENTED TO HARRIS CORPORATION**

This year marks the 9th Million Dollar campaign for Harris Corporation. In 2015 their campaign increased \$20,000 – to reach an unbelievable \$1,371,000.

MAY



**GRANT CONTRACT OVERSIGHT COMMITTEE**

The Grant Contract Oversight Committee oversaw nearly \$2 million in funding from multiple grants. They focus on grant performance and ensuring all deliverables are met.

**UNITED WAY ANNUAL MEETING**

United Way of Brevard held its Annual Board Meeting, voting in new Board members and thanking those that have served in a leadership capacity. The following individuals have completed their term on the board: Jeff Kiel, Tom Baldwin, Jeanne Boland, Megan Patel, Debbie Pavlakos, Judy Gizinski, Moses Harvin, Dwayne McCay and Mike Shah.



**TOCQUEVILLE WOMEN'S COFFEE**

Sara Catanese hosted a Tocqueville Women's Coffee at the Eau Gallie Yacht Club to catch up with longtime friends and make new ones. Dr. Lynn Spadaccini from Brevard Public Schools and Tambre Clark of our United Way shared several stories of student success due to our United Way's early grade reading initiatives.

## JUNE



### EMERGING LEADERS VOLUNTEER

United Way's Emerging Leaders volunteered with Keep Brevard Beautiful to clean up Seagull Park Beach. Thanks for keeping our shoreline pristine!



### LOCAL LEADERS GATHER TO SUPPORT UNITED WAY

Community leaders attended CEO Breakfasts hosted by 2016 Campaign Chair Therrin Protze to secure top leadership support of the fall fundraising drive.

## JULY



### EMPLOYEE CAMPAIGN MANAGER TRAINING

The most generous employers in Brevard geared up to run workplace campaigns this fall by sending a representative to Employee Campaign Manager Training. These employees plan, motivate and inspire their coworkers to support United Way.

### HARRIS INTERNS PACK MEALS

Interns at Harris Corporation gathered to pack 2,500 children's backpack meals for elementary age kids to alleviate childhood hunger.

## AUGUST



### WOMEN UNITED MAKES ITS DEBUT

Across the country, Women United groups come together to support their United Way's initiatives to improve lives within their community. Our United Way met with a community-minded group of women to strategize about bringing Women United to Brevard. Participants discussed the possibilities and potential of Women United.



### CEOS ARE UP FOR THE CHALLENGE!

CEOs at United Way's August Board meeting were treated to a sneak peek of the 2016 Campaign Chair's CEO Challenge. Therrin Protze, the 2016 chair, donned a sumo suit and took down our very own Rob Rains. He challenged organizations to set a goal for their campaign and if your team reached it, Therrin would sumo wrestle your CEO in front of your team!

## SEPTEMBER



### STUDENT READING DOUBLES OVER LAST SUMMER

United Way and Brevard Public Schools celebrated elementary aged children who read over the summer as part of the summer learning-loss awareness campaign. Students who read at least 10 books over the summer attended ice cream parties at their school sponsored by United Way.



..... SEPTEMBER CONT. ....



**CAMPAIGN LAUNCHES**

United Way’s 2016 fundraising drive officially kicked off with a Launch Party hosted by the 2016 United Way Campaign Chair, Therrin Protze at the Kennedy Space Center Visitor Complex. In addition to officially announcing the goal, the program also highlighted special recognition of early summer fundraisers at local companies called Pacesetter Campaigns.

..... NOVEMBER .....



**LITTLE FREE LIBRARY**

United Way of Brevard unveiled its first Little Free Library at Emma Jewel Charter Academy. This is the first of 50 Little Free Libraries being placed throughout Brevard over the next year. Special thanks to Harris Corporation for generously purchasing the first ten kits for our community.

**PORT GRATITUDE LUNCHEON**

Port Canaveral hosted the first ever Community Gratitude Lunch. The proceeds from the event benefitted our United Way. Officer Ben Tobias of the Gainesville Police Department gave an inspiring presentation on how one small act truly can lead to big impact in the community.

..... OCTOBER .....



**HURRICANE MATTHEW RESPONSE**

United Way supported the Emergency Support Function 15 (volunteers and donations) at Brevard’s Emergency Operations Center during Hurricane Matthew. United Way assisted with crucial needs including bolstering staffing at 2-1-1 Brevard, coordinating disaster-trained volunteers to provide assistance with securing tarps, removing trees or other debris, as well as addressing long-term recovery needs. United Way also activated the Brevard Long Term Recovery Coalition to lead the long term recovery efforts for Hurricane Matthew and to manage the funds donated to Brevard Recovery Fund.

..... DECEMBER .....



**HEAD OVER HEELS FOR UNITED WAY’S #HANDSTANDSFORHUNGER CHALLENGE**

Every day the lives of people in our community get turned upside down. Many have to choose between buying food or paying bills for rent or utilities. Handstands For Hunger raises money and awareness for all the work that the United Way does in our community to provide food services for everyone from children to seniors throughout Brevard. It’s not too late! You can help turn someone’s world around by standing upside down! Delaware North will donate one dollar to the United Way of Brevard’s Community Care Fund for the first 10,000 #HandstandsForHunger posts on Facebook, Instagram and Twitter by January 30, 2017.



United Way of Brevard

**CAN DO  
SO MUCH**

**308** Workplaces & **22,753** Donors

participated in our community's largest fundraiser

**\$6,200,813**

was collected resulting in a \$21M positive impact for our community.



**2,157**

Individuals

gave at the leadership level



**40**

Local Philanthropists

gave at the prestigious Tocqueville Society level of \$10,000 or more.



**\$531,929**

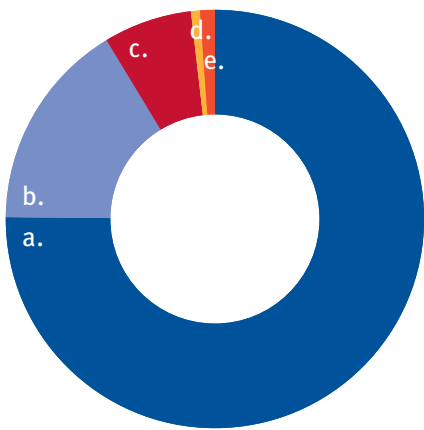
in Gifts In Kind, bringing much needed supplies to our community like diapers, toothbrushes, books and so much more.

During 2015-2016 **2,371** volunteers contributed more than

**21,327 HOURS**  
 **OF SERVICE**

# BECAUSE OF YOUR GENEROSITY IN GIVING

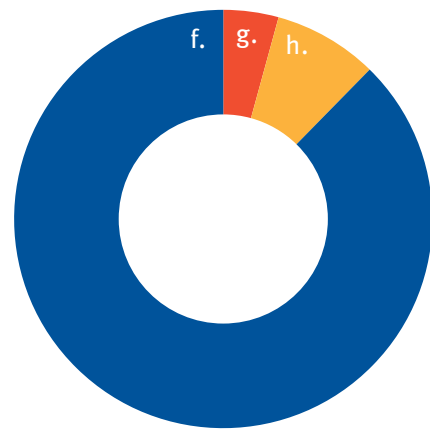
## 2015-2016 Financials



**\$8,159,639**

### Total Revenue

a. Contributions Net	\$6,131,316
b. Grant Revenue	\$1,321,372
c. Gifts In Kind Revenue	\$557,240
d. Investment Revenue	\$57,474
e. Other Revenue	\$92,237



**\$7,660,432**

### Total Expenses

f. Program Expenses Net	\$6,798,287
g. Management and General Expenses	\$297,596
h. Fundraising Expenses	\$564,549

Visit [uwbrevard.org](http://uwbrevard.org) for the full 990 and audit.



United Way of Brevard

would like to extend special thanks to our  
**TOP 25 MOST GENEROUS WORKPLACES**

Harris Corporation

Publix Super Markets

Brevard Public Schools

Health First

Florida Tech

Rockwell Collins

Brevard Board of  
County Commissioners

Parrish Medical Center

Kennedy Space Center  
Visitor Complex

Brevard County Sheriff's Office

United Launch Alliance

Florida Power & Light  
Company/ IBEW Local 1908

Wuesthoff Health System

Wells Fargo

Team ESC

Jacobs Technology

Space Coast Credit Union

Intersil Corporation

FLORIDA TODAY

GE Melbourne

Ron Jon Surf Shop

Bright House Networks, LLC

Lockheed Martin

City of Melbourne

IAP Ingenuity and Purpose

## Changing Lives and Strengthening Communities

Behind all our work, there are people like you who get involved in big and small ways to ensure a better future for their family and their community. Your involvement is our most powerful resource.

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