



TOGETHER



United Way of Brevard

2017 REPORT TO THE COMMUNITY

WE ARE MORE
THAN FUNDRAISERS

WE ARE
HAND
RAISERS
& LIFE
CHANGERS

United Way isn't just helpful to our community, it's crucial.

Sixty years ago a small group of concerned business leaders recognized the need in Brevard and came together to determine how to best address them. Since that time, United Way has been working hard in our community to ensure we have a safety net of services available when people need help.

We connect people facing crisis to the resources they need to survive.

But we do so much more. Having a strong United Way in the community where we all live and work is vital.



60 YEARS OF PARTNERSHIP

Six of the original partners are still funded today:

- American Red Cross
- Salvation Army
- Children's Home Society
- Bridges (ARC)
- Boy Scouts
- Girl Scouts

\$165,976,862 RAISED

For 60 years, United Way of Brevard has closely monitored funded programs and initiatives to make sure they are successfully addressing our community's most pressing needs. Your United Way has the flexibility and infrastructure to respond. Whether it is more grant funding or volunteers, we find resources to tackle problems and improve people's lives.

60TH
ANNIVERSARY

EXECUTIVE DIRECTORS

We would like to offer a special thanks to our past executive directors. These individuals' dedication has helped United Way of Brevard go beyond 'what is' in our community and strive for what our community can and should be.

BLANCHE QUICK	ART SNYDER	PHIL SCHNEIDERMAN	JOE RENO	JOHN NELSON	FRANK RAMSEY	ROB RAINS
1958 – 1959	1960 – 1967	1968 – 1969	1970 - 1975	1976 – 1993	1993/interim	1994 – present

With all that there is to celebrate, we remain acutely aware that we did not achieve this on our own. We are deeply appreciative of the commitment of hundreds of community leaders, volunteers and of course, contributors.

THE PROOF IS IN THE

LIVES CHANGED



FRANK

Frank III, who begins sixth grade this year, has gone through some things. Even with a loving and supportive father (Frank Jr, who works at a local bank) his family struggled with problems that bled into his school life. As a 1st grader he struggled to read and developed a stutter. Troubles at home came to a head when his mom was removed and his dad had 48 hours to reestablish a home, food and clothing for himself and Frank III.

Several local agencies, including The Salvation Army, Early Learning Coalition and Children's Advocacy Center all helped this family get back on their feet and reestablish a safe and loving home together. Frank III enrolled in Boys and Girls Club where he discovered great mentors and myON, all of which helped him to get back on track in school and with his reading.

Today, Frank III, (who has plans to be an engineer) says "I usually got bad grades, but by 5th grade I learned how to read. And I was taking math down with an iron fist."

Dad appreciates how far they have come, as well: "I always thought when they asked at the bank for donations for United Way that it was for people who were really financially not doing well, not for me. But when that situation happened to me, I didn't know how I was going to make it. Now I contribute and I'm happy about that."



TINA

Tina is an intelligent, strong, beautiful woman and mother. Loving her career and happily raising her daughter, the last thing she worried about was the new man in her life. He was charming and attentive. Their relationship progressed and everything appeared to be falling into place. Once Tina and her daughter moved in with him they'd argue occasionally but then, who doesn't argue? But the arguing became more frequent and he began pushing her around physically and emotionally. Pushing led to hitting...and punching. What began as his concern for her became controlling isolation. She started to believe the awful things he yelled at her. She felt like she couldn't make it on her own. Tina crumbled into pieces feeling like "he took everything from me."

Most of the abuse happened out of sight from Tina's daughter but the bruises, the bare scalp where hair had been, the black eye couldn't be hidden. The line was crossed for Tina's daughter when she found her mom with a concussion; her daughter called the cops. The sheriff's office gave Tina information about the Women's Center. Doctors told her she was lucky to be alive.

Through programs at both the Women's Center and Serene Harbor, Tina has her life back. Counseling helped her regain her self-confidence and taught her the early warning signs of abuse so she can "make sure this never happens to me again." Today Tina is in a great place in her life. For those in a similarly abusive situation, she wants them to know "to get out now. There are resources out there. You will end up dead if you don't get out."

HURRICANE IRMA

United Way of Brevard is a critical part of our community's short and long-term disaster recovery efforts. Over the last few months in response to the needs from Hurricane Irma we have:



Secured more than a half million dollars' worth of items to assist hurricane victims and positioned additional food and water at our local food pantries and sharing centers



Spent 180 hours answering calls at the Emergency Operations Center for 2-1-1 Brevard pre and post storm



Recruited and coordinated over 400 volunteers to tackle 2,200 requests for help with tree and debris removal and roof tarping



Provided case management to storm shelter clients and at the local Disaster Recovery Center



Established the Hurricane Irma Fund to support those who were already struggling to make ends meet and secured an additional \$160,000 in grant funding to help our community recover

Thanks to your support, United Way stands ready to accept the significant disaster related responsibilities we are charged with in the event of a storm or other disaster.



TOGETHER

WE ARE ENSURING YOUR DONATIONS ARE DOING THE MOST GOOD

this year's 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. Fifty-two tax prep volunteers spent over 2,200 hours preparing taxes which had an estimated community-wide impact of \$2.7M.

FEBRUARY



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 \$1,105,790 making them the second largest campaign and a member of the Million Dollar Circle.



LOCAL LEADERS ARE UP FOR A CHALLENGE

Cocoa City Manager, John Titkanich wore a tutu in support of our local United Way! It was all part of the City of Cocoa's United Way fundraising efforts where departments held a change war. The City Manager's Office had the most change at the end of the challenge forcing John to wear the tutu which also happened to be a Cocoa Council meeting day.

MARCH

CLEAN AUDIT

The Finance Committee is responsible for providing financial oversight for your donations. The following volunteered their time this year: Tom Baldwin, Chuck Greene, Jack Johnson, John Breitfeller, Lark Janes, CPA, Tom Molnar, Leslie Tibbetts, Karin Jamison (Treasurer 2016/2017), and Lindsay J. Aviles, CPA.



ALLOCATIONS VOLUNTEERS HARD AT WORK

One hundred and four volunteers contributed more than 1,200 hours visiting and reviewing 61 programs at 44 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



60TH ANNIVERSARY AWARDS 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 \$6,117,000 as well as recognition of the past Board Chairs. Therrin Protze, Kennedy Space Center Visitor Complex, served as the 2016 United Way Campaign Chair.



2017 UNITED WAY CHAIRMAN'S AWARD GOES TO BREVARD PUBLIC SCHOOLS

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. Although the tenth largest district in terms of total employees, Brevard Public Schools has the second largest United Way campaign among school districts in the state.

APRIL CONT.

2017 BRIDGE BUILDER BILL POTTER

The Bridge Builder Award recognizes volunteers who use their special talents to build bridges of caring within our community through their service to our United Way. The 2017 Bridge Builder is an amazing individual that has contributed so much not only locally, but internationally. Bill Potter has served as our United Way's pro-bono attorney since 1976.



TENTH ANNUAL MILLION DOLLAR CIRCLE AWARD PRESENTED TO HARRIS CORPORATION

Harris Corporation and its employees were the largest contributors, raising \$1,384,437. This year marks Harris's 10th Million Dollar campaign.



MAY

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 completed their term on the board and we thank them for serving: Mark Dowhan, Mike Ruggiero, Stockton Whitten, Henry Andersson, David Brock, Steve Griffin, Sue Hann and Adrian Laffitte. Carol Craig was also recognized for her leadership over the past year as the United Way Board Chair. Donna Barber was also recognized for 20 years of service.



MYON READING SUCCESS TROPHY

Congrats to Riviera Elementary School for being the top performing school using myON! Students there read 36,241 books and earned a reading success trophy. United Way is proud to partner with Brevard Public Schools to improve early grade reading! Over 1 million books have been read on myON, an interactive digital library, by local elementary school children.



JUNE



DENTAL EDUCATION

Mr. Tooth made visits this summer as part of United Way's Feed and Read Program. New this year for our Feed and Read sites is dental education. Special thanks to Linda White our dental expert for volunteering her time! United Way's Feed and Read program provided more than 4,800 children over 15,000 take-home meals and 20,000 books over the Summer.

JULY



RIISING STAR AWARD

River Oak Dental ran their first campaign this year and received the Rising Star award! Other new organizations running first-time campaigns include UBS Financial Services, Inc., Millennium Engineering and Integration Company and Whittaker Cooper Financial Group.

AUGUST



SMARTER LUNCHROOMS

We partnered with Brevard Public Schools in an effort to promote "Smarter Lunchrooms" in the county's elementary schools. The Smarter Lunchrooms Movement is dedicated to providing schools with the knowledge, motivation, and resources needed to build a lunchroom environment that makes healthy food choices the easy choice.

AUGUST CONT.



HEALTHY FAMILIES

United Way's Healthy Families client Stephanie is on her way to fulfilling her dream of homeownership. Her family support worker Latonya Hubbard has been by her side encouraging this goal and was there for her at her Habitat for Humanity wall raising in Melbourne. Healthy Families Brevard received \$1,071,000 in funding from the Ounce of Prevention Fund of Florida.

SEPTEMBER

HURRICANE IRMA RESPONSE

United Way supported the Emergency Support Function 15 (volunteers and donations) at Brevard's Emergency Operations Center during Hurricane Irma. United Way assisted with crucial needs including bolstering staffing at 2-1-1 Brevard, serving as a centralized clearinghouse for volunteers, coordinating those disaster-trained volunteers to provide assistance with securing tarps, removing trees or other debris, as well as addressing long-term recovery needs.



CAMPAIGN KICKOFF

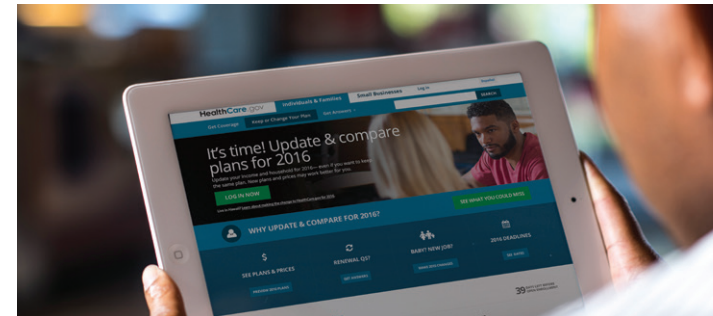
United Way's 2017 fundraising drive officially kicked off with an old fashion pep rally. The 2017 Campaign is chaired by Dr. Blackburn, Superintendent Brevard Public Schools. The event featured some spirited competition between Dr. Blackburn and United Way Board Chair Sheriff Ivey as well as a balloon hockey competition between Publix and Harris.

OCTOBER

COMMUNITY CONVERSATION IN SUPPORT OF PUERTO RICAN EVACUEES

The devastation in Puerto Rico left many homeless, unemployed and without even the most basic needs to survive. For many the only option is to leave. United Way of Brevard and Space Coast Health Foundation hosted a Community Conversation that featured 24 speakers to help prepare for and embrace our community's family members who may be evacuating from Puerto Rico.

NOVEMBER



HEALTH INSURANCE ASSISTANCE

With a grant from University of South Florida (\$111,077) United Way navigators were available to assist consumers, small businesses, and their employees as they looked for health coverage online at the Health Insurance Marketplace.

DECEMBER



HONORING OUR PAST LEADERSHIP

As part of our celebration of 60 years serving Brevard, we honored those who have served as United Way Board Chairs. We thank them for their service and continued support of United Way. In attendance were Nick Heldreth, Richard DiPatri, Chas Hoyman, Bill Brennan, Bill Potter (United Way's pro bono attorney), David Brock, Tony Catanese, Bunny Finney, Mark Mikolajczyk, and Ray Nau.



United Way of Brevard

BOARD OF DIRECTORS

2016 – 2017

Executive Committee Officers

Board Chair
Carol Craig

Treasurer
Karin Jamison

Board Chair-Elect
Sheriff Wayne Ivey

Past Board Chair
Jeff Kiel

2016 Campaign Chair
Therrin Protze

Members-at-Large
David O. Brock
Johnette Gindling
Steve Griffin
Chas Hoyman
Adrian Laffitte
Alex Rudloff

*Vice Chair,
Community Impact*
Susan Hann

*Vice Chair,
Grant-Contract Oversight*
Corey Lancaster

2016 – 2017

Board Members

Henry Andersson
Jackie Barker
Dr. Desmond Blackburn
Dana Blickley
Dr. Anthony Catanese
Del Cragin
Brian Curtin
Terry DeRosa
Frank DiBello
Travis Douglass
Mark E. Dowhan
Bart Gaetjens
Beth Giannone
Debbie Goode
Michele Goodwin
Roger (Chip) Greek
Sandy Handfield
Paul Hanson
Moses Harvin, II
Eric Johns

Lorna Kenna
Christine Lance
Sandi Lee
Erica Lemp
Gary Malaer
Mark Malek
Michael McNees
Tom Molnar
Larry Ostarly
Robert Perers
Mike Ruggiero
Dixie Sansom
Winston Scott
John Titkanich
Jennifer Sugarman
Lynda Weatherman
Stockton Whitten
Mike Williams
Dicksy Chrostowski
(NASA liaison)

During 2016-2017

COMMUNITY PARTICIPATION

328

Workplaces

&

19,677

Donors



41

Local Philanthropists

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



2,026

Individuals

gave at the leadership level



\$6,117,000

was collected plus



\$618,251

Gifts In Kind

distributed much needed supplies to our community like diapers, toothbrushes, books and so much more.



10 grants add

\$1,523,646



2,400 volunteers contributed more than

21,327 HOURS OF SERVICE

UNITED WAY OF BREVARD CREATES LEVERAGE

through additional channels to augment the 2016-2017 total revenue

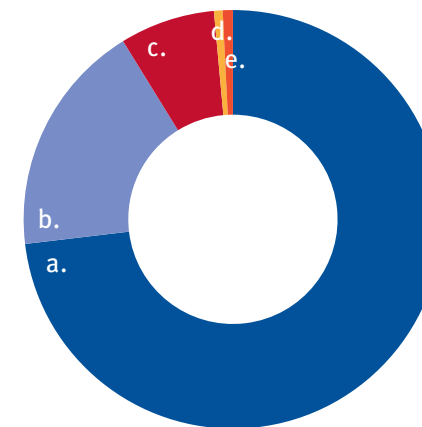


Every **ONE** dollar donated brings an average of **THREE** matching dollars into our community - that's a

\$21,000,000 IMPACT!

WE CAN FIGHT FOR SO MUCH BECAUSE OF YOUR GENEROSITY IN GIVING

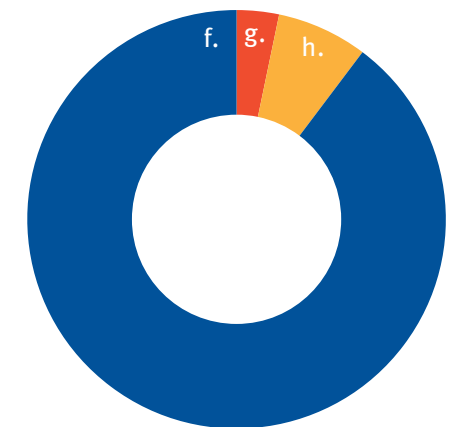
2016-2017 Financials



\$8,424,074

Total Revenue

a. Contributions	\$6,159,723
b. Grants	\$1,523,646
c. Gifts In Kind	\$618,251
d. Investment	\$56,947
e. Other	\$65,507



\$8,252,390

Total Expenditures

f. Program Expenditures	\$7,404,104
g. Management and General	\$269,524
h. Fundraising	\$578,762

Our current overhead is 10.1% based on the current 990.

Visit uwbrevard.org for the full 990 and audit.

United Way of Brevard regrets any errors or omissions. Please notify us of any corrections or updates for next year's report at (321) 631-2740. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll free 800-435-7352 within the state. Registration does not imply endorsement approval or recommendation by the state. Reg #CH14.



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

Kennedy Space Center
Visitor Complex

Health First

Florida Tech

Rockwell Collins

Brevard Board of
County Commissioners

Space Coast Credit Union

United Launch Alliance

Florida Power & Light Company
IBEW Local 1908

Parrish Medical Center

Team ESC

Intersil Corporation

Lockheed Martin

GE Melbourne

Jacobs Space Operations Group

Brevard County Sheriff's Office

Wells Fargo

FLORIDA TODAY

Ron Jon Surf Shop

Team ISC

Wuesthoff Health System

Bank of America/Merrill Lynch

United Parcel Service



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.

uwbrevard.org | 321.631.2740