

# Annual Report

## A Summary of United Way's Impact in the Inland Empire for 2009-2010

### Message from the CEO

Dear Friends,

As the relatively new President & CEO for the Inland Empire United Way (IEUW), it is my pleasure to share the very important work that has been accomplished by this organization over the past year. What has become very clear to me in a very short period of time is that lives truly are being changed by IEUW and its local Community Impact Partners.

It is not difficult to recognize the intense needs of children and families in our community at this time. 1 in 5 children in our region live in poverty, unemployment is close to 15%, and over 8,000 students dropped out of high school just in the past year in San Bernardino. To confirm these statistics is the fact that IEUW's 211 call center received over 60,000 calls from individuals and families in need in the past 12 months. That is over 5,000 calls each month!

But here is the good news...by partnering with caring individuals, businesses, the public sector and local nonprofit organizations, United Way is addressing these serious issues in our community. Lives are being improved – today and for years to come. Please read on to see the many ways that we are touching lives right here in the Inland Empire, every day.

Thank you for your commitment and support for children and families in our neighborhoods. In the toughest of times, we must come together to support those in need – and you have certainly helped us to do just that. If I have not already done so, I look forward to meeting you and working together to strengthen our community over the coming years!

Sincerely,  
Gregory Bradbard  
President & Chief Executive Officer

### Our Mission

Inland Empire United Way is committed to improving the lives and futures of children and families in need by investing in **Education, Health, and Financial Stability**. By partnering with a network of local nonprofit organizations, United Way delivers critical services to our community, connects individuals in crisis with needed resources through **2-1-1**, and increases the power of local charities by mobilizing dedicated **Volunteers**.

Our mission is to engage the caring power of communities to make positive, sustainable changes and improve lives, and assist in times of disaster. We seek to create long-lasting change by:

- helping disadvantaged kids succeed in school
- providing easy access to health and social services
- developing opportunities for volunteers to create positive change
- strengthening financial stability opportunities for low-income families and individuals

## Education & Health Initiative

### School Tools

In the 2009-10 school year, **\$1,446,508** worth of new school supplies were distributed to local schools and nonprofit programs to help kids learn and succeed.

The School Tools Teacher Resource Center (TRC) currently serves **27** schools in seven districts. In the 2009-2010 school year, **527** teachers visited the TRC, directly benefiting **18,445** low-income students in our community.

**135** teachers visited the Supply Closet, receiving pre-assembled kits of new school supplies. This directly benefitted **4,725** children.

Notable achievements for the 2009-2010 program year include:

- Launching of the first Teaching Smart event, with a focus on fun ways to implement fitness and nutrition into the curriculum. Teaching Smart is designed to provide our teachers with resources beyond school supplies. The goal of Teaching Smart is to create a forum for teachers to express concerns, ask questions, connect with other teachers, and generate solutions.
- Thanks to IEUW School Tools' affiliation with the Kids In Need Foundation, the Craft & Hobby Association (CHA) hosted Kids Craft Day in Fontana on January 21. The event was held at the Boys & Girls Club of Fontana and included free, fun crafts for 200 kids. All products were donated by generous CHA members. In addition, CHA Winter Trade Show vendors donated 25 pallets of amazing product - including paint, scrapbooking supplies, yarn and magnets - to our School Tools program.

### Kids Pack

The Kids Pack program celebrated its fifth year of programming in 2009-2010! During the school year, a total of **32,215** Kids Pack backpacks of food were delivered to hungry kids, on weekends, when school meals are not available. **1,165** children from **71** schools and **8** districts participated in the program.

### Healthy Kids

IEUW's Education & Health Initiative was an organizing partner of *Lefty's Family Fun Day & 5K* and *Healthy Communities Expo* at Auto Club Speedway, which hosted **3,000** participants. At the Health Expo, IEUW hosted the LIVE UNITED soccer clinic with Cal Poly Pomona Bronco Athletics and the LA Galaxy Street Team, where an estimated **300** kids learned new skills and scrimmaged with college players.

Throughout the year, IEUW continues to support the efforts of the Healthy Communities Program (San Bernardino Department of Public Health) and our local Healthy Cities through product donations and participation in events and activities.

### We LOVE our volunteers!

The IEUW is appreciative of the many individuals and groups who generously volunteered their time and talent to KidSmart program operations. In all, **794** people volunteered a total of **2,308** hours in the 2009-10 program year! Every KidSmart volunteer plays an important role in helping disadvantaged kids succeed.

### KidSmart Holiday Program

For the fifth year, the IEUW KidSmart staff, local donors and case management organizations teamed up to make the holidays a little brighter for local children and families. Thanks to our generous donors, we were able to provide holiday gifts to **14** individual children and **24** different families. Gifts included clothing, shoes, toys, games, sports equipment, Christmas trees and gift cards to purchase food and other necessities.

## Volunteer Initiative

HandsOn Inland Empire maximizes volunteer impact through programs, partnerships and services. These programs and resources empower people to make volunteering a regular part of their lives, and the website provides a link for individuals, teams, families and corporate groups to join together and engage in meaningful volunteer opportunities.

### Volunteer Statistics:

- Over 6,600 registered volunteers are in IEUW's HandsOn database
- Over 9,000 volunteer hours were performed this year
- 105 new partner organizations were added
- 70 new volunteer project leaders were trained
- 19 volunteer-led recurring projects are currently managed

### Special Events:

- **Give a Day, Get a Disney Day** - In Partnership with HandsOn Network and Disney, this program celebrated the good work of volunteers by giving each of them one-day admission to a theme park at Disneyland® Resort or Walt Disney World® Resort, free. The national goal was to inspire one million people to volunteer a day of service to a participating organization in their communities – and that target was reached within 3 months of launching!
  - o 46 organizations were listed as “child organizations” through HandsOn Inland Empire (HOIE)
  - o 4,101 people signed-up to participate with HOIE through this promotion
- **Inland Behavioral Health Clinic with Kaiser Permanente** - In collaboration with Arrowhead United Way, IEUW received a grant from Kaiser to give Inland Behavioral Health Clinic a paint makeover.
  - o 90 volunteers and guests participated to make this a success.
- **Volunteer Recognition Event** - In its first annual volunteer recognition event, IEUW recognized volunteers who lead projects and volunteered significantly throughout the year using the HandsOn Inland Empire volunteer management portal.
  - o 51 volunteers and guests attended the celebration
- **Holiday Partnership with Salon Success Academy** - As a part of Salon Success Academies "All About Family" holiday drive, homeless families received complimentary salon services, including haircuts, manicures, and makeup application. In addition, each family also received the opportunity to take a professional family portrait to hang in their new homes. For the children, this holiday party gave them a chance to visit with Santa Claus and receive some special gifts.
  - o Approximately 120 homeless families received the gift of beauty and pampering.
- **Cesar Chavez Day** - A variety of projects were conducted to that highlighted different principles central to Cesar Chavez's vision.
  - o 8 projects were held at: Boys and Girls Club of Victorville, Boys and Girls Club of Fontana, Boys and Girls Club of Redlands, Desert Manna, Inland Valley Hope Partners, Reach out West End, Pacific Lifeline, and United Way of Inland Valleys
- **Day of Action** -
  - o 4 companies participated with a total of over 80 volunteers: Adam's Rite, Enterprise, OHL, and University of Redlands
  - o 2 non-profit agencies benefited: Feed the Children and Family Services of Redlands
- **Teens Make a Difference** - A collaborative event with Arrowhead United Way and Inland Center Mall in San Bernardino, Teens Make a Difference celebrates high school teens for their service to the community.
  - o 778 teens performed some variety of community service
  - o 3 teens each completed more than 1,000 hours of community service

## Volunteer Initiative (continued)

### Miscellaneous:

- **AmeriCorps Volunteer Infrastructure Program**—For the 2009-2010 fiscal year, Inland Empire United was able to place 7 fulltime AmeriCorps members in 7 different nonprofit organizations. These members built the capacity of each organization to work with volunteers from the community to advance their work. As a result, each member successfully recruited more than 700 volunteers for the year to increase service to more than 1,000 families and children.
- **Groups of Volunteers**—Inland Empire United Way has continued to work with corporate groups to provide unique volunteer opportunities that meet a variety of community needs. Below are some of our new partners:
  - o AmeriCorps National Civilian Citizen Corps Teams from Pomona YMCA
  - o WLC Architects
  - o ProLogis

## Financial Stability Initiative

In response to community needs, the IEUW Pathways initiative was created to strengthen opportunities in the community that encourage greater financial stability for low-income families and individuals. Community members benefit by heightened awareness and opportunities for income supplements, work supports, job readiness activities and workforce development.

**Volunteer Income Tax Assistance (VITA)**—A collaboration with Cal Poly Pomona and Cal State San Bernardino, IEUW's VITA program offers FREE income tax preparation services for qualifying low-income taxpayers.

- Over 1800 tax payers were assisted through VITA sites
- More than \$1.3 million was returned to Inland Empire Tax Payers
- Over \$400K was returned in form of the Earned Income Tax Credit

**Community Voice Mail**, a program that provides low-income families and individuals with access to telephone voicemail service to encourage job attainment and stable housing.

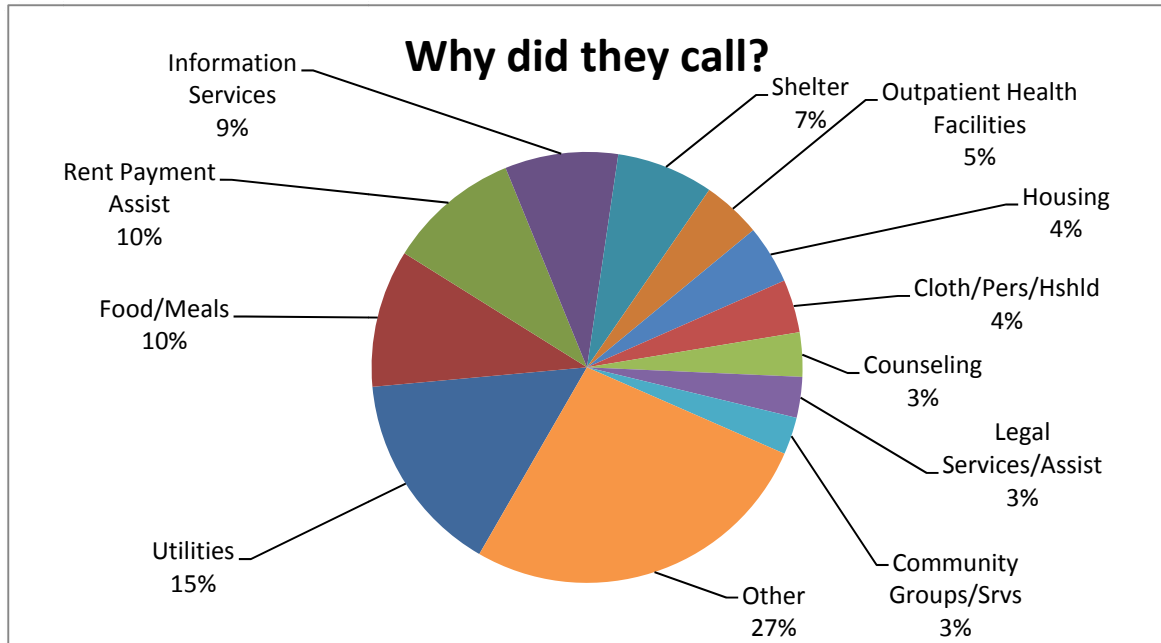
- 15 community nonprofit partners
- Over 200 Voice Mail numbers distributed to partner organizations
- 43 individuals have been given a phone number and are actively connecting to services

### Financial Stability Grants Allocation

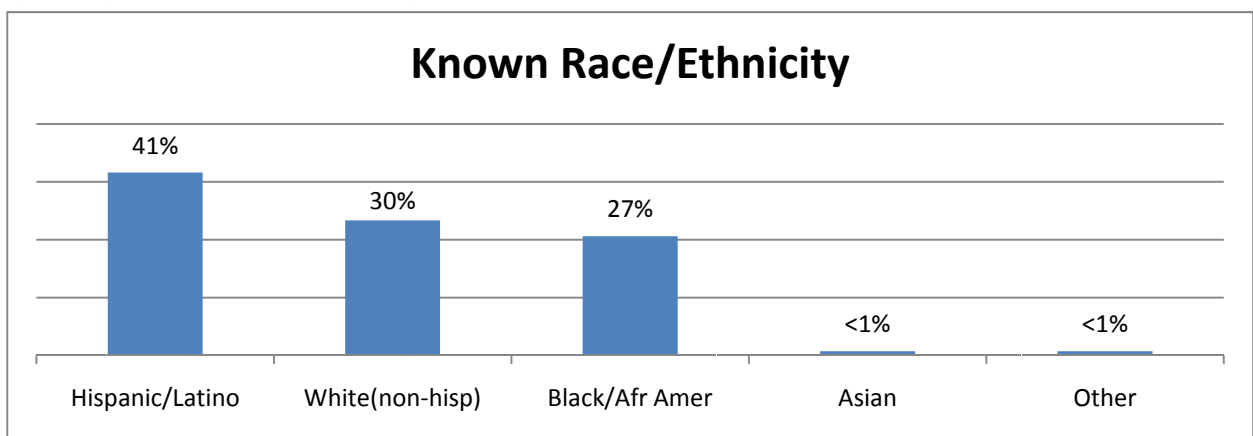
- Over \$210,000 was granted out to 20 local nonprofit organizations specifically to meet a variety of basic needs in the Inland Empire Community. Primarily, this funding provided food, shelter, & legal assistance to individuals in need of such help.
- Over 17,000 people have been helped as a result of this funding

**2009-2010 Fiscal Year Totals (June is projected):**

- More than 66,800 calls answered
- More than 85,500 referrals given
- More than 36,000 families and individuals successfully connected to vital resources



For 61 nighttime hours every week, 1 out of 3 Californians are covered by United Way’s San Bernardino County 2-1-1, including the counties of San Diego, Orange, Riverside, Fresno, Sonoma, Mendocino, Stanislaus, and San Bernardino, a total of about 12 million people - almost 4% of the United States. The revenue generated from after-hours contracting projects at about \$250,000 per year, a quarter of the overall 2-1-1 budget.



🌀 Thank you for your support of 2-1-1 over the past 5 years 🌀

## Resource Development

We are pleased to report that 2009-2010 contributions from our three service areas total a projected \$3.1 million. Combined, almost 300 employee groups participated in the campaign. Truly, United Way's broad impact in the community is only possible as a result of our very committed supporters.

We are grateful for every one of the thousands of individuals, companies, public agencies and foundations that make the financial investments that make IEUW's work in our community possible! Following is a sampling of a few of our largest partners:

UPS  
Johnson & Johnson – Biosense Webster  
Wells Fargo  
Kaiser Permanente  
State of California  
Enterprise Rent A Car  
Target Stores  
Costco  
Nordstrom  
JC Penney  
Ameron  
Bank of America  
Edison International  
County of San Bernardino  
Wal-Mart - Sam's Club  
Citizen's Business Bank  
HSBC  
Henkels & McCoy  
FedEx

## Financial Activities

To view IEUW's most recent Audited Financial Statement, please visit:

<http://www.ieuw.org/fiscalaccountability.html>

## Board of Directors

### Chairman of the Board

Daniel Byrnes, *UPS*

Carolyn Villerreal, *Target LA Distribution Center*

### Vice Chair

Kevin Malson, *Bank of America*

Steve Johnson, *Lanterman Development Center*

### Secretary

Bonnie Mooney, Ph.D., *Ontario-Montclair School District*

### Treasurer

Frank Zabaleta, *Eadie and Payne, LLP*

### Directors

John Abrantes, *The Home Depot*

Kevin Baker, *San Bernardino County Schools*

Steve Franklin, *Applebee's*

Otis Greer, *Auto Club Speedway*

Ralph Hernandez, *Community Volunteer*

Noel L. Massie, *United Parcel Service (UPS)*

Gary Melton, *Inland Empire Health Plan (IEHP)*

Glenn C. Miller, *PM Realty Group*

Ryan Orr, *First American Title Company*

Michael Reiter, *City of Redlands*

Sousan Saberi, *Target*

Elena Venegas, *HSBC, Consumer Lending*

Harry Washington, *JoAnn Fabric & Crafts*

Jeff Werner, *Bowen, McBeth, Inc.*

Trisha Wright, *The Hartford*

## Professional Staff

### Management

Gregory Bradbard, *President & Chief Executive Officer*

### Resource Development

Stuart Haniff, *Director of Resource Development*

Samantha Doolittle, *Account Executive*

Lisa McCoy, *Account Executive*

### Finance

Crystal Todd, *Chief Financial Officer*

Suzanne Attaway, *Accounting Clerk IV*

Katrina Yarbrough, *Accounting Clerk IV*

### 2-1-1 San Bernardino County Initiative

Gary Madden, *2-1-1 Director*

Susan Arevalo, *2-1-1 Operations Manager*

Diana Flores, *2-1-1 Resource Database Supervisor*

Monique Cain, *2-1-1 Resource Database Maintenance Specialist I*

### IEUW KidSmart Initiative

Lorraine Ousley, *KidSmart Director*

Shana Chavarria, *KidSmart Operations Manager*

Meghan Ohira, *KidSmart Program Coordinator*

Osbaldo "Ozzy" Rosas, *KidSmart Program Associate*

### Pathways & HandsOn Inland Empire Initiative

Allan Collins, *Director of Financial Stability & Volunteerism*

Francine Gobert, *HandsOn Inland Empire Event Specialist*

### Information Technology

Cheryl Genung, *Director of Information Technology*



## **Inland Empire United Way**

9644 Hermosa Avenue  
Rancho Cucamonga, CA 91730  
Telephone (909) 980-2857  
Fax (909) 980-2957

Learn more about Inland Empire United Way at:  
[www.ieuw.org](http://www.ieuw.org)