

United Way of Carlsbad & South  
Eddy County  
2010 Annual Report

United  
Way



**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*.  
REACH OUT A HAND TO ONE AND  
INFLUENCE THE CONDITION OF ALL.**

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.™**



# THANK YOU

The United Way of Carlsbad & South Eddy County (UWCSEC) would like to thank you for taking a moment to read the 2010 United Way Annual Report.

We have included individual names of our volunteer leadership who have made these achievements possible. Also included in the report are the 2009 Summary of Income & Expense, 2011 Community Allocation & Investment, and highlights for the past year.

A more detailed picture of how our community found the courage to **LIVE UNITED** this year can be viewed at [unitedwayofcarlsbad.org](http://unitedwayofcarlsbad.org)

## Table of Contents

Introduction.....	2
Table of Contents .....	2
Summary of Income & Expense .....	3
Message from the United Way Chairperson .....	4
Message from the United Way Executive Director .....	5
Mission & Vision .....	6
Leadership & Volunteers .....	7
2011 Community Investments .....	9
Recognition .....	10
2010 Organizational Highlights .....	14

## Summary of Income and Expense

2009 - 2010 Fiscal Year	Amount	Approx. % of Total
<b>Support &amp; Income</b>		
United Way of Carlsbad & South Eddy County	\$ 618,419	96.473%
Special Activities	\$ 18,134	2.831%
Other Income	\$ 75	0.005%
Investment Income	\$ 4,409	0.691%
<b>Total Support &amp; Income</b>	<b>\$ 641,037</b>	<b>100%</b>
Program Services		
Agency Allocations	\$ 367,878	57.388%
Non UW Donor	\$ 6,064	0.946%
Designations		
Total Expenses	\$ 373,942	
Supporting Services		
General and Administrative Expenses	\$ 74,120	11.563%
Fundraising Expense	\$ 48,500	7.566%
Total Supporting Services	\$ 122,620	
Uncollectible Pledges	\$ 27,645	4.312%
Year to date undesignated funds	\$ 116,830	18.225%
<b>Total Expenses</b>	<b>\$ 641,037</b>	<b>100%</b>

## Message from the Chair

It has been our practice at United Way for some years to mark the official end of our current campaign by hosting this noontime affair to report the status of our fund-raising efforts. The Board of Directors and I are pleased to confirm that through the generous donations of members of our community we have met and, in fact, exceeded our goal, which this year was set at \$625,000, a full \$200,000 more than last year's goal. Allocations to our historical partner agencies will equal or exceed last year's allocations while, at the same time, we will provide significant new funding to a new partner agency.

Two significant changes were initiated this year at United Way.

First, we changed the methodology by which we establish the annual fund-raising goal. In the past, that goal was generally set by taking into account the previous year's goal in relationship to the previous year's actual donations and arbitrarily picking a dollar figure we thought we might be able to achieve in the following campaign year. There was no correlation to actual need.

This year, we based our campaign goal on the actual needs of our partner agencies plus United Way's operational costs. That raised the current year campaign goal from \$425,000 in 2009-2010 to \$525,000 in 2010-2011.

Second, the Board, recognizing the fact that there are significant unmet needs in the community, solicited proposals from qualified organizations for new programs. That resulted in the selection of the AIRR initiative, a cooperative effort between Carlsbad Mental Health and the Carlsbad Municipal Schools. AIRR added an additional \$100,000 to the campaign goal, bringing the total to \$625,000.

United Way will continue to base our campaign goal on the actual needs of our partner agencies. United Way will continue to solicit proposals from prospective new partner agencies for new programs to address unmet needs. More and more financial demand will be placed on our community as public and private grants, historical sources of revenue for many partner agencies, dwindle or cease to exist entirely. The need for services provided by our partner agencies will continue to increase and costs to provide the services continue to increase. In the face of these challenges, the sustainability of some programs will be difficult. But, we at United Way remain confident that this community will rise to meet the needs.

Jon Tully

## Message from the Executive Director

*A change --*

*"Seasons change and so will I."*

On February 9, 2011, I will start a new position with the Samaritan Counseling Center of Albuquerque as the Director of Resource Development. The work is exciting and I am looking forward to this new challenge and change.

New Mexico has become home. I love the climate, and the renewed strength that I receive from enjoying the fresh air and simple pleasures in being outdoors. But what has made New Mexico home to me is the gift of good friends and a solid network of business colleagues who have made my time in Carlsbad a joy. Thank you for your friendship and guidance. Although my place of employment and address will change, the personal and professional growth and memories will not.

It has been my privilege to serve as Executive Director of the United Way in South Eddy County for almost nine years. We have accomplished so much because of our excellent board, dedicated staff, valuable volunteers, and especially the generosity of individuals and organizations who believe in United Way and this community. These caring friends have helped us raise almost four million dollars to meet some of the ever-increasing needs of South Eddy County during those years. Wow! Thank you for your investment of time and resources that contributed to United Way of Carlsbad and South Eddy County's success. The people with whom I have worked have been wonderful. The opportunity to bring resources to people in need has been gratifying.

There is still much to accomplish in South Eddy County! I leave confident that United Way will remain a vital and effective force in making South Eddy County a better and healthier place to live.

I will be forever deeply touched by the caring people of this community. I wish you continued success.

Laurie Roche

**"The measure of a person is not by the mistakes that they make,  
it is by the action that they take."**



## Advancing the Common Good

The United Way works toward advancing the common good. This means creating opportunities for a better life for all. This is accomplished through our funding of programs and initiatives provided by partner agencies, participation in collaborative efforts, and involving our community in solutions that benefit all of us. When we reach out a hand to one, we influence the condition of all. Our leadership understands that we all win when a child succeeds in school, when families are financially stable, and when people have good health. These results and changes have benefits that ripple out to the community as a whole.

## What We Stand For

### Mission

Be the steward of a voluntary process that identifies health and human service needs and responsibly applies financial and human resources to impact those needs.

### Vision

Build a better community through the delivery of human services.

To do this we will:

- Energize and inspire people to make a difference.
- Measure, communicate, and learn from the impact of our efforts.
- Reflect the diversity of the communities we serve.

### Strategic Goal

To achieve measurable results in three areas:

- Education -- Help Youth and Children Succeed
- Income -- Increase Self Sufficiency
- Health --Strengthen and Support Families

**In South Eddy County, we stand up for our community!  
We work together to lend a hand and ignite hope.  
We bring out the best in ourselves and celebrate the best in others.  
We thrive on good ideas, hard work, and inspired visions.  
This is your United Way.**

# 2010 Volunteer Leadership

## Governance

Governance is provided by a seventeen-member Board of Directors, including a five-member Executive Committee, and is comprised of local volunteers. These volunteers are responsible for setting policies, budget, and overseeing the direction of the UWCSEC. The 2010 Board Chairperson is Jon Tully, retired City of Carlsbad Administrator.

UWCSEC governance structure is focused on leadership, accountability, and transparency. Board members must possess the following key attributes: a passion for United Way's mission and vision, a commitment to invest time as an active member, an ability and desire to take a system-wide perspective, and a demonstrated commitment to his/her community. Our Board is comprised of diverse volunteers who are representative of donors (large and small), corporations and sponsors, civic leaders, and other stakeholders.

## Executive Committee

- **Board Chairperson:** Jon Tully, retired City of Carlsbad
- **Immediate Past Board Chairperson:** Michael Cleary, New Mexico State University-Carlsbad
- **Secretary:** Laurie Roche, United Way of Carlsbad & South Eddy County
- **Treasurer:** Ruthi Corazzi, Carlsbad National Bank
- **Member at Large:** Lori Elyasevich, Home Care Connection

## Board of Directors

- Aaron Jones, Western Data Solutions
- Alan Duncan, Carlsbad Medical Center
- Bob Cullum, Washington TRU Solutions
- Chet Beaumont, Intrepid Potash, Carlsbad
- Erica Ellis, Ellis Law
- Felica Hill, Carlsbad National Bank
- Jon Tully, Retired City of Carlsbad
- Kathi Smith, Carlsbad National Bank
- Kyle Marksteiner, Ad Venture Marketing
- Lee White, Carlsbad Municipal Schools
- Lori Elyasevich, Home Care Connection
- Michael Cleary, New Mexico State University-Carlsbad
- Michael Stanley, Mosaic Potash, Carlsbad
- Pearlene Estrada, Denton-Wood Funeral Home
- Ruthi Corazzi, Carlsbad National Bank
- Shelia Walterscheid, La Bella Boutique

**“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it’s the only thing that ever has.”**

**- Margaret Mead-**

# THANK YOU

FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.

## Community Allocation & Investment Committee

**Chairperson:** Ruthi Corazzi, Trust Officer, Carlsbad National Bank

**Co-Chairperson:** Michael Cleary, Vice President Student Services/New Mexico State University-Carlsbad

**Members:** Jon Tully, Shelia Walterscheid, Lee White, Kathi Smith, Pearlene Estrada

## 2010 Campaign Cabinet

### Campaign Events Chairperson

- Lori Elyasevich

### Leadership Chairperson

- Charles Cable

### Direct Mail Campaign Chairperson

- Aaron Jones

### City Division Chairperson

- Jennifer Moyers

### Education Division Chairperson

- Lee White

### WIPP Chairperson

- Shane Hendrickson

### Loving Chairperson

- Jesse Fuentes

### Finance Chairperson

- Ruthi Corazzi

### Potash Co-Chairpersons

- Jon Williams
- Chet Beaumont

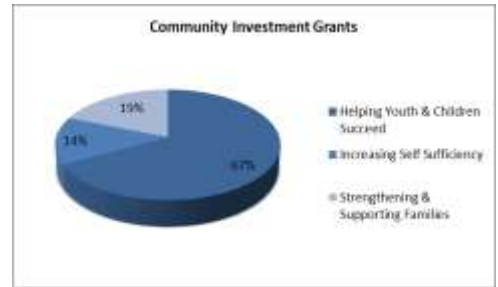
**These are the times when we tap our can-do spirit and reach out to help our neighbors. In our community, we stand up for kids, we help families thrive, and we believe in a lifetime of independence.**



# 2011 Community Investment Grants

Please join us in thanking the Allocations Committee who spent many hours visiting agency programs, reviewing funding packages and deliberating grant recommendations. “We appreciate the time the committee has given to review proposals and manage a funding process that agencies and donors depend on to be fair, transparent and accountable. Many citizens of Carlsbad will benefit from their time and efforts”.

***Ruthi Corazzi, Chairperson -- Community Allocations & Investment Committee***



## Helping Youth & Children Succeed

Boy Scouts -- Conquistador Council	\$27,000
Boys & Girls Club of Carlsbad	\$105,000
Carlsbad AWARE Program	\$51,400
Girl Scouts of the Desert Southwest	\$22,500
Carlsbad Mental Health -- AIRR Program	\$100,000

## Increasing Self-Sufficiency

Carlsbad Literacy Program	\$20,000
Rainbow Recycling – CARC	\$20,000
Supported Employment -- CARC	\$9,000
Transitional Housing & Homeless Shelter	\$15,035

## Strengthening & Supporting Families

Carlsbad Battered Families Shelter	\$27,000
Child Development Center -- CARC	\$20,000
Eddy County CASA	\$25,000
Kids’ Safehouse of Eddy County	\$12,000
Roadrunner Mobile Food Pantry -- Calvary Assembly of God Church	\$5,000

**Total                    \$458,935**

**In Carlsbad and South Eddy County, United Way is the single most powerful source of help. We are a can-do city that gives people the tools necessary to build a better life.**

# 2010 Top Businesses & Corporations

Platinum.....\$2,000 and above  
 Carlsbad National Bank    Intrepid Potash    Mosaic Potash    Murrill Electric  
 Washington TRU Solutions    Western Commerce Bank

Gold .....\$1,000 - \$1,999  
 CARS Club    Constructors Inc.    Navarro Corporation    NM Gas Company  
 Pardue Limited Company    RSC Equipment

Silver .....\$750 - \$999  
 Mine Supply    U1st Community FCU

Bronze.....\$500 to \$749  
 BES Rental & Sales    Forrest Tire    Pioneer Bank    Stevens Inn

Pewter .....\$250 to \$499  
 Bamboo Garden    Bond Ice Company    Carlsbad Downtown Lions    Carlsbad Motor Company  
 Guaranty Title    Jenkins Home Center    Jones & Kluesner    Plains Welding  
 Rio Pecos Tennis Shop

**THANK YOU**

FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.

# Donor Recognition

## Platinum.....\$2,000 and above

2 Mosaic Employees	Jon R. Tully	Mr. & Mrs. Robert Forrest	Timothy Rotert
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## Gold.....\$1,000 - \$1,999

3 Intrepid Employees	James D. Renfrow	Mr. & Mrs. Charles Cable	Robert Barnes
32 Mosaic Employees	John Bowen	Mr. & Mrs. Dick Forrest	Ronnie Crockett
Bertha Cassingham	John Overstreet	Mr. & Mrs. Morris Worley	Sunset Elementary Students
Don Kidd	Jon E. Hoff	Ralph Walker	Tom & Barbara Duffin
ECEC Students	Mr. & Mrs. Bruce Pardue	Riverside Elementary Students	Vallie Cannon

## Silver.....\$750 - \$999

3 Intrepid Employees	4 Mosaic Employees	Becky Sensibaugh	Dale Hood
Vivian L. Allen			

## Bronze.....\$500 to \$749

27 Intrepid Employees	Danny York	Jill Holt	Phillip C. Gregory
48 Mosaic Employees	David Haar	Joe Stanley Smith Students	Rachelle Thompson
Adan Pena	David Kump	John Giblin	Rawnie McKibben
Alan Duncan	David Ploetz	John Merchant	Rep. & Mrs. John Heaton
Arienne Adriano	Donny Baker	LaDawn Campbell	Reymundo Carrasco
Barbara Mounce	Dr. Sheri Williams	Larry Krueger	Richard Forrest
Bruce Faulk	Elizabeth Fitch	Mario Vasquez	Steven Offner
Cassandra Arnold	Estella Osborne	Michelle Kesterson	Teresa Bourne
Chris Luoma	Guy Eichsteadt	Mr. & Mrs. Gene Harbaugh	Tracy Frances
Claude Powell	Harold Bellows	Mr. & Mrs. Lane Martin	Wesley Bryan
Craft Elementary Students	Hillcrest Students	Mr. & Mrs. Reid McCloskey	

## Pewter.....\$250 to \$499

72 Intrepid Employees	Andrew Bickerstaff	Brian Marshall	Christina Post
97 Mosaic Employees	Annette Hardin	Carl Guillermo	Cindee Toothman
Adan Montes	Barb Kouba	Cassie True	Cindi Johnson
Allen Sanchez	Beth McCormick	Catherine Bass	Cynthia Anderson
Alvin Doporto	Bonnie Barnes	Chauncey Ortega	Dale Vickrey Jr.
Alvy Williams	Brad Bradford	Cheri Erdek	Daniel Jowers
David Gonsalez	Gene Valett	Jarrold A. Griffin	Jennifer & Shane Hendrickson
Dennis Cook	Gerry Frye	Javier Godinez	Jerome Golden
Diana Murray	Jack Dickson	Jeff Knox	Joe Harvill
Eric Moreno	Jacob Cass	Jennifer Moyers	Joe Stockton
Fred Scheel	Jamie Duncan	Jennifer Nicholas	John Hendrickson
John Miller	Kathryn Hernandez	LaVern Shan	Luis R. Camero
John Munoz	Keith Stone	Leticia Kuykendall	Lynn Tusha
Jonathan Moyers	Kelli Barta	Linda Dalton	Mark Cahenzli
Joseph & Barbara Epstein	Kenneth Kemp	Linda Palma	Martha Gonzales
Joseph Bealler	Laura Garcia	Lindsay Garza	Matthew Carnathan
Matthew Hentrick	Nicole Brown	Puckett Elementary Students	Ronnie Crockett
Melinda Crenshaw	Noel Clark	Rita Howerton	Russell Elyasevich
Melinda Guttman	Patricia Kantrowitz	Robert Forrest	Sandra White
Michael Suggs	Patricia L. Dunbar	Robert Lopez	Shannon Wade
Mr. & Mrs. Edgar Hess	Paul Paneral	Roberto Chavez	Shawn Martin
Sheryl Dugger	Sylvia De Los Santos	Tammy Barnett	Tammy Jablonski
Tawnya Cartwright	Ted Cordova	Thomas Gatcliffe	Tom Whitten
Toribio Murillo Jr.	Troy Peterson	Unthika Chamras	Veronica Waldram
Wayne Stensrud	Wendy Whitlock	Willie Pierce	

# THANK YOU

FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.

# Loyal Contributors

## Contributors to the United Way of Carlsbad & South Eddy County for ten years or more...

Able Bustamante	Claude Powell	Gary Strong	Karen Cole
Ada Dunn	Claudia Williams	Gaytha Stark	Karen Orgain
Addie Alice O'Neal	Craig Heine	George Cullum	Karen Tackitt
AJ Orozco	Cynthia Anderson	Georgia Luna	Kathleen Slate
Albert Lopez	Cynthia Valdez	Geraldine L. Franco	Kathryn Hernandez
Alvy Williams	Dale Vickrey Jr.	Gerry Frye	Kathy Macha
Andrew Bickerstaff	Danny York	Gregory Pate	Kathy Navarrette
Angie Soto-Parraz	Dave Tice	Heather Burton	Keith Nelson
Anita Hitchens	David B. Lopez	Helen Q. Salmon	Keith Stone
Annette Hardin	David Kump	Helen Rodriguez	Kenneth Hagel
Anthony Maldonado	David Ploetz	Ignacio Olivo	Kenneth Kemp
Barbara Carey	Dawn Higgins	Jack Coleman	Kim Martinez
Barbara Duffin	Debbie Shelton	Jack Hill	Kristi Naylor
Barbara Waygood	Deborah Beard	James Bryson	LaVern Shan
Becky Granger	Deborah Haggerton	James D. Renfrow	Leslie Lewis
Becky Sensibaugh	Deborah Murrietta	Jan Groom	Libby Johnston
Becky W. Kelley	Debra Kimbley	Jan Menovd	Linda Dalton
Belinda Jones	Delia Briones	Jan Spearman	Linda Downey
Bernita Smith-Payne	Delores Mills	Jane Acosta	Linda K. Pruitt
Bertha Cassingham	Denise Fajardo	Jane Alpers	Linda Mitchell
Bessie Quintela	Denise Menuey	Janet Dodson	Linda P. Payanes
Beth Beene	Dennis Boyea	Janet Hodgson	Linda Palma
Betty Egbom	Dennis Hofer	Janet Mayes	Linger N. Stearns
Bill McCrory	Diana Riley	Janey Lynn	Lisa Dingler
Billie Melton	Diane Hardin	Janice May	Lisa McKinney
Billye Belden	Diane Saul	Jannett Cleveland	Liz Madison
Bonnie Barnes	Dina Marshall	Jaretta Faust	Lois George
Brandon Sanchez	Don Kidd	Javier Godinez	Loyce Gentry
Brenda Suggs	Donna Crelia	Jayne Maxey	Lucille Chavez
Brenda Wittman	Donna Layne Roberts	Jeannie Dickson	Luis R. Camero
Brian Smith	Dorris Thompson	Jeannie Economides	Luz Franco
Bruce Jeffress	Dorthy Verranault	Jeff Knox	Lydia Williams
Candace Land	Dottie Orona	Jerome Hernandez	Lyla Smith
Candace Purvis	Dr. & Mrs. Lon Babbit	Jerry Young	Lynn Kehrman
Candice Jierree	Dr. Sheri Williams	Jessica Barela-Castro	Lynn Strickland
Carl Guillermo	Dwayne Mounce	Jesus Melero	Marcie Ortiz
Carmen R. Smith	Edward D. Soto	Jimmy Eastham	Margie B. Chavez
Carol Hitchcock	Edward T. Rodriguez	Jo Calvani	Margie Martinez
Caroline Bradshaw	Eleuterio Rocha	JoAnn Madron	Maria J. Munoz
Carolyn Miner	Elizabeth Fitch	Joe Soliz	Maria Sewell
Carrie Miller	Elvira Chavez	Joe Stockton	Marianne Williamson
Cassandra Arnold	Elvira Chavez	Joel Kirkes	Marilyn Looney
Catalina Dominguez	Emily Florez-Hepler	John Bowen	Marilyn Moore
Catarino Ramirez	Erma Turner	John Giblin	Mark A. Barela
Cathy Roberson	Esther Najar	Jon Hoff	Marsha Drapala
Cecilia H. Fierro	Facundo & Mary Rubio	Joseph Bealler	Marsha Munro
Cheri Young	Fay Campos	Josie Armendariz	Martha Gonzales
Chon Armendarez	Felicia Hill	JR Mansfield	Mary Florek
Chris Bird	Flora Esquibel	Juan Garza	Mary Lou Florez
Christina Ramirez	Frank & Marilyn Noland	Juanita Olguin	Mary Onsurez
Cindi Johnson	Frankie White	Judith Royal	Maxine Norman
Cindy Sowers	Gabriel Carrasco	Judy Carrasco	Melinda Vasquez
Clair Ransom	Garry Bannister	Judy Lanier	Merci Montoya
Clara Hargrove	Gary Chism	Juhree Cope	Michael Lowe

Michael Middleton	Paul Dorado	Roy Thomas	Tammy Ruiz
Michele Klink	Peter Allen	Ruben Esquibel	Tawnya Cartwright
Michelle Kesterson	Phillip Dodson	Russell Elyasevich	Ted Cordova
Mr. & Mrs. Bruce Pardue	Phillip Gregory	Russell Stroble	Teresa Bourne
Mr. & Mrs. Charles Cable	Phyllis Muhovich	Ruth Ann Ropp	Terri Judah
Mr. & Mrs. Dick Forrest	Priscilla Lopez	Ruthi Corazzi	Terry Capell
Mr. & Mrs. Edgar Hess	Ramon Tavaréz	Sally Aguilar	Theresa Olivo
Mr. & Mrs. Robert Forrest	Randel West	Sally Methola	Thomas Gatcliffe
Mr. Jon Tully	Randy Peacock	Sam Dominguez	Thomas Hollis
Nancy Beard	Rawnie McKibben	Sandra Flores	Tiffany Thomas
Nancy Dugger	Rep. & Mrs. John Heaton	Sandra Nunley	Tim Leyba
Nancy Hartman	Reyes Franco	Sandra Venegas	Tino Martinez
Nancy Herrera	Rhonda Graham	Sandra White	Tom Whitten
Nancy Morgan	Ricky Eggleston	Shane Moore	Tommy Dresser
Nilton Triche	Ricky Whiteley	Sharon Janes	Tommy Ferguson
Norma Pompa	Rita Howerton	Shauna Rodgers	Torbino Murillo Jr.
Olivia Echavarria	Robert & Sherry Kearns	Sheryl Dugger	Tracy Frances
Orllynn Eaton	Robert Cope	Skipper Briggs	Truth LaClair
Oscar Hernandez	Robert Corazzi	Sophie Quintana	Tyrone Smith
Pamela Hester	Robert R. Lopez	Stacy Tiller	Vallie Cannon
Pamela Whetham	Robert Rhoades	Stephanie Vasquez	Veronica Barnhart
Pat Charlet	Roberta York	Stephen Gallagher	Vickie Gates
Patricia L. Dunbar	Robin Hinesley	Sue Edwards	Vicky Cooke
Patricia Navarrette	Ron Christopherson	Susan Busby	Victor Rubio
Patricia Proctor	Ronald Steven	Susan Garcia	Vivian L. Allen
Patricia White	Rosemary Carrasco	Susan McGary	Walter & Linda Thayer
Patsy Hinojos	Roxanne Hernandez	Sylvia De Los Santos	Wayne Stensrud
Patsy Rodriguez	Roy Dearing	Tamaran Garriott	Weldon Johnson
Patti Janes		Tammy Jablonski	Yolanda Sandate

*“When an American asks for the cooperation of his fellow citizens, it is seldom refused; and I have often seen it afforded spontaneously, and with great good will.”*

*-Alexis Charles-Henri Clerel de Tocqueville-*

# 2010 Organizational Highlights

## Community Building & Outreach

- During the summer, the United Way Board of Directors voted to help support Carlsbad Mental Health Center and the Carlsbad Municipal School District through the “Adolescent Intervention for Recovery and Resiliency” program, which is designed to intervene with high risk students.

The program is a collaborative effort among the parties to provide 3rd through 8th grade students, aged 8 to 15, with an alternative educational and behavioral support program. Students in this age group who are expelled or withdrawn from CMS will be enrolled in the program, which focuses on both academic and psychological development. The goal is to keep students who are already at risk from falling further behind.

- Continuing our focus on education, we celebrated the start of our annual campaign with a popular “Stuff the Bus” program and gave away hundreds of spiral notebooks, backpacks, pens and pencils to local children at the start of the school year. This year, business partners contributed a whopping \$6,580 to the event. United Way staff & board members also set up shop outside of Carlsbad’s Wal-Mart with generic supplies lists. Members of the community who were visiting the store helped by purchasing and donating items.

The school district decides what students and schools need equipped in the annual “Stuff the Bus” fundraiser. No money from the United Way’s community funds campaign is used in the program. Tags noting the United Way and listing of the assisting business and community partners are placed in each backpack. Thanks to everyone for making the 2010 “Stuff the Bus” program the best one yet!

- Most recently, our directors voted to fund grant monies in the amount of up to \$5,000 to Mobile Food Pantry for 2011. Since April 2010, the Roadrunner Food Bank has delivered over 60,000 pounds of food to the Calvary Assembly of God Church for distribution. Here in Carlsbad, Calvary Assembly of God Church is the sponsor of the Mobile Food Pantry; United Way will reimburse half of the monthly costs. During the months of November and December, more than 550 people were able to get fresh produce, meats, and other healthy food items. Roadrunner Food Bank is in partnership with the Feed America program and makes the best effort to buy locally in New Mexico. The Carlsbad Battered Families Shelter is also receiving food from Roadrunner at very little cost as a partner agency.

## Collaboration efforts

In July 2011, the United Ways of New Mexico formed as an association for the intent of a voluntary association for not-for-profit organizations. To date, seven (7) of the twelve (12) United Ways have signed by-laws, with two (2) currently still in consideration. The leadership of the association has a Coordinating Committee comprised of an elected Chairperson and at least four (4) additional active members of the association to supervise the affairs of the association. The purpose of the association is to build local United Way capacity and strengthen a state-wide network. Some of the work currently taking place includes a state-wide 2011 program for information network, a United Way/Wells Fargo feasibility study for consideration of consolidation of campaign processing, and in October United Way of Central New Mexico invited all United

Ways to attend a mixer during the Balloon Fiesta. This collaboration of the United Ways in New Mexico will be greatly beneficial to our work.

## Marketing

- Developed New Campaign Collateral...coincided with national UWW brand efforts. Special thanks to Western Data Solutions.
  - Brochure
  - Pledge Card
  - Report Envelope
- Maintained and updated our interactive website which promotes consistency in branding and messaging, as well as updated information. Special thanks to Kyle Marksteiner and Shanna York. Features include:
  - Common Good Forecaster
  - Photo Gallery
  - On-Line Donations
  - eNewsletter
  - Transparency Documents
  - Volunteer Opportunities

### Deepen Relationship with Top Accounts --

- The largest two Community/Business Partner accounts make up almost 50% of the 2010 Campaign. These accounts received continuous support processes, increased staff support, and volunteer opportunities. Thank you Mosaic & Intrepid Potash
- Mosaic Potash of Carlsbad received the National Philanthropy Day “Outstanding Business of the Year” award from the New Mexico Chapter of the Association of Philanthropic Professionals --nomination by UWCSEC.
  - Overall community enrichment has earned the company’s wonderful staff and employee’s recognition at the state level. Mosaic’s philanthropic activities include, but are not limited to, enrichment of agriculture and food, scholastic, athletic and recreational sponsorships, disaster relief, and the health and safety of their Carlsbad employees.

### Increased our Donor Designations and Community Investment Process --

- This allowed us to take initial steps towards moving to a “Community Impact” model focused on outcomes and how much impact we have in our community.

### Managed Risks

- Increased communications with Community/Business Partner agencies and their Board members, to raise awareness on the United Way investments and the sustainability of their programs.
- Implemented “on-line” giving option via our UWCSEC web site.



**United Way of Carlsbad & South Eddy County**  
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575-887-3504  
[www.unitedwayofcarlsbad.org](http://www.unitedwayofcarlsbad.org)

**Laurie Roche, Executive Director**  
**Shanna York, Executive Assistant**

Please know we have endeavored to create the most accurate list of individuals possible. However, we extend our apologies to any who might have been inadvertently omitted.