

2018-19

# ANNUAL REPORT



## LOOKING BACK

This year has been one of celebrations and changes. | p. 1

## FINANCIALS

Financials from the fiscal year, July 1, 2018 to June 30, 2019. | p. 3

## COMMUNITY IMPACT

A glance at the impact made by internal programs and agency partners. | p. 4-5

**LIVE UNITED**

[wwwf.org](http://wwwf.org)



# LOOKING BACK

*This past year, my last as Board Chair, has been one of both celebration and change.*



## **Yvette McLellan - Past Board Chair**

We recognized our 95th year of service to our community – a truly remarkable indicator of longevity, effectiveness, and dedication. As well, we welcomed the residents of Santa Rosa County into our service area and took our first steps forward as United Way of West Florida.

I am honored to have helped guide this great organization through another period of transition within its longstanding history. There have been many, dating

back to the Community Chest or United Fund days, but with each turn, this organization grows stronger. I am confident the incoming Board Chair, Jack Lowrey, along with the dedicated members of the Board of Directors, will continue to strengthen the organization as well as the bonds within the community. I would also like to thank our President & CEO, Laura Gilliam, for her dedication to this organization and community. She has been a tremendous asset to the organization as well as the entire West Florida community.

As we look forward, I have nothing but confidence that United Way of West Florida will remain steadfast in its mission. We hope to build new relationships, to share our resources and our network, and to work collaboratively to solve complex issues facing our region, because change doesn't happen alone.

# STAFF



## **LEADERSHIP**

**Laura P. Gilliam**  
President & CEO  
**Tom Hilton**  
Chief Financial Officer

## **DIRECTORS**

**Jon Potrzeba**  
Director of Marketing  
**Kelly Jasen**  
Director of Development  
**Melissa Lewis**  
Director of Operations  
**Michael Martin**  
Director of 211

## **STAFF**

**Ashley Elliott**  
Administrative Assistant  
**Avalon Mallory**  
211 Resource Manager  
and I&R Specialist  
**Barbara Bailey**  
211 Supervisor  
**Blaise Moehl**  
Development Manager  
**Chandler McLane**  
Development Manager

## **Duane Kint**

MyFLVet Care Coordinator  
**Emily Edgar**  
Development Specialist  
**Greg Ammon**  
MyFLVet Resource Specialist

## **Jackie Dale**

211 I&R Specialist

## **Jamarkus Guest**

211 I&R Specialist

## **James Sutton**

Accounting/IT

## **Jennifer McReynolds**

MyFLVet Care Coordinator

## **Katrina Madden**

Financial Stability Outreach Manager

## **Kristy Craig**

Education Outreach  
and Volunteer Manager

## **Mary White**

RSVP Specialist

## **Naomi Kjer**

Marketing Manager

## **Rebecca Cleary**

Partnership Specialist

## **Sarah Vonburg**

211 I&R Specialist

## **Will Wirth**

National Service Manager



## 2018-19 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

- Yvette McLellan, Chair**  
City of Pensacola
- Jack Lowrey, Chair-Elect**  
Community Volunteer
- Tammy Davies, Treasurer**  
Wells Fargo
- Patrice Whitten, Secretary**  
Pensacola State College
- Amy Miller, Campaign Chair**  
Port of Pensacola
- Wes Hudgens, Community Investment Chair**  
Gulf Power Company
- Tim Stronko, Advocacy/211 Chair**  
Gulf Power Company
- KC Gartman, Community Impact**  
Baptist Health Care Foundation
- Meri Asmar, Human Resources**  
Lewis Bear Company
- Oliver Sumlin, Nominating Committee**  
Underwood Anderson & Associates

### 2019-20 INCOMING MEMBERS

- Barbara MacNeil**  
Central Credit Union of Florida
- Chris McFarland**  
Escambia County School District
- Denise Seabert**  
University of West Florida
- Joe Harris**  
Ascend Performance Materials
- Marla Purvis**  
Lighthouse Health Plan
- Peter Dyson**  
Beach Community Bank
- Susan Peaden**  
Pensacola State College Foundation

### BOARD MEMBERS

- Brian Wyer**  
Gulf Coast Minority  
Chamber of Commerce
- Carlton Ulmer**  
West Florida Healthcare
- Cathy England**  
ServisFirst Bank
- Cedric Durre**  
Saltmarsh, Cleaveland & Gund
- Chris Scales**  
Publix Super Markets
- Clare Haenszel**  
Warren Averett
- Daniel Joyner**  
Synovus Bank
- Donna Edwards**  
Community Volunteer
- Jo McArthur**  
Pensacola State College Foundation
- John Floyd**  
Gulf Power Company
- Johnathon Taylor**  
LandrumHR
- Michael Collette**  
Publix Super Markets
- Todd Phillips**  
Navy Federal Financial Group
- Trip Maygarden**  
Shell Fleming Davis & Menge

### RETIRING BOARD MEMBER



**David Peaden, II**  
9 Years of Service

# 2018-19 FINANCIALS

Year end June 30, 2019 (unaudited)



**\$1,500,000**

AWARDED TO  
LOCAL AGENCIES



**\$96,148**

ALLOCATED TO HELP  
THOSE AFFECTED BY  
HURRICANE MICHAEL



**4 STARS**

RECEIVED A 4 STAR  
RATING FROM  
CHARITY NAVIGATOR

## PUBLIC SUPPORT & REVENUES

Gross Campaign Revenue	\$2,302,212
Less Donor Designations	(\$383,358)
Less Provision for Uncollectibles	(\$176,940)
Net Campaign Revenue	\$1,741,914
In-Kind Contributions	\$252,033
Contributions from Outside Service Area	\$11,590
Grants, Contracts, Program Revenues	\$1,005,902
Investment Income	\$58,790
Other Income	\$40,784
Total Public Support and Revenues	<b>\$3,111,013</b>

## EXPENSES

### PROGRAM SERVICES

Gross Funds Awarded	\$1,690,481
Less Donor Designations	(\$383,358)
Net Funds Awarded	\$1,307,123
Allocation Expenses	\$55,220
Information and Referral Services	\$317,568
Volunteer Services	\$200,122
Impact Initiatives	\$481,145
Total Program Services	<b>\$2,361,178</b>

### SUPPORTING SERVICES

Fundraising	\$257,616
Organizational Administration	\$522,528
Total Supporting Services	<b>\$780,144</b>

<b>Total Expenses</b>	<b>\$3,141,322</b>
<b>Decreases in Net Assests</b>	<b>(\$30,309)</b>
<b>Net Assets at Beginning of Year</b>	<b>\$1,826,877</b>
<b>Net Assets at End of Year</b>	<b>\$1,796,568</b>



# COMMUNITY IMPACT

## 2018-2019 SNAPSHOT

**2·1·1**

Northwest Florida

### 211 NORTHWEST FLORIDA

46,083 individuals were connected with 106,281 referrals to community services.



### FREE TAX PROGRAM

8,163 individuals were assisted, contributing to a \$5,778,779 total program impact.



### VOLUNTEER CENTER

50,550 hours of volunteer service leveraged a \$1,248,079 community impact.

# RSVP

### RETIRED SENIOR VOLUNTEER PROGRAM

207 volunteers aged 55+ served at 15 local sites.



### VISTA CAP

18 VISTAs completed a year of service at 12 local nonprofit agency host sites.



### READINGPALS

233 ReadingPal mentors spent 4,336 hours mentoring pre-k students.

# HEALTH

**\$377,225**

**INVESTED**

**7,436**

**INDIVIDUALS  
SERVED**



**2,024** individuals participated in physical activity and/or healthy food access and nutrition programs.



**28.4%** of those measured in nutrition and physical activity programs ate healthier, increased their physical activity, and/or moved towards a healthy weight.

### 2018-19 FUNDED PARTNER AGENCIES

Autism Pensacola, Boys and Girls Clubs of the Emerald Coast, Capstone Adaptive Learning and Therapy Centers, Council on Aging of West Florida, Epilepsy Florida, Gulf Coast Kid's House, Health and Hope Clinic, Independence for the Blind, Lakeview Center, Lutheran Services of Florida, Manna, OASIS Florida, The Arc Gateway, The Salvation Army, and YMCA of Northwest Florida.

# EDUCATION

**\$326,593**  
INVESTED

**1,159**  
STUDENTS  
SERVED



**229** students participated in school and/or community-based out-of-school programs and/or received individualized support.



**68.9%** of students served maintained satisfactory, or improved, school attendance.

## 2018-19 FUNDED PARTNER AGENCIES

AMKids Pensacola, Big Brothers Big Sisters of Northwest Florida, Boys and Girls Clubs of the Emerald Coast, Capstone Adaptive Learning and Therapy Centers, Chain Reaction, Children's Home Society of Florida, Early Learning Coalition of Escambia County, Every Child a Reader in Escambia, Independence for the Blind, Milk & Honey Outreach Ministry, PACE Center for Girls, The Arc Gateway



**\$680,576** saved in tax preparation fees for local families and individuals.



**9,646** individuals accessed affordable housing, financial assistance and services.

## 2018-19 FUNDED PARTNER AGENCIES

Be Ready Alliance Coordinating for Emergencies, Catholic Charities of Northwest Florida, FavorHouse of Northwest Florida, Feeding the Gulf Coast, Legal Services of North Florida, Manna, Pathways for Change, The Salvation Army, Waterfront Rescue Mission, Inc., YMCA of Northwest Florida

# FINANCIAL STABILITY

**\$146,182**  
INVESTED

**9,754**  
INDIVIDUALS  
SERVED

# 2018-19 SPONSORS

The fight to improve the health, education, and financial stability of every person in Escambia and Santa Rosa counties would not be possible without the help and support of these generous companies. Thank you for your continued contributions.

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## DIAMOND LEVEL



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## MEDIA DIAMOND LEVEL



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## GOLD LEVEL



**CHANGE DOESN'T HAPPEN ALONE!**

GREAT THINGS HAPPEN WHEN WE...



# LIVE UNITED



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