

2019-2020



IMPACT REPORT



United Way of Central Florida

A LETTER FROM YOUR UNITED WAY LEADERSHIP

Dear Friends,

United Way of Central Florida (UWCF) has a 75-year legacy of bringing together stakeholders, partners and resources from Polk, Hardee and Highlands counties.

UWCF identifies the most critical needs in our community and finds creative ways to provide solutions. By disrupting the typical nonprofit model to amplify donor dollars with local matches and convening partners to improve efficiency, we are able to broker services that produce the best possible return on investment.

This year has brought many challenges, but also opportunities to partner in new and innovative ways. Our funded partners and services continue to show extreme resilience and dedication by continuing to provide early education, academic achievement, financial stability, health services and basic needs to individuals in Polk, Highlands and Hardee counties.

Our partnership with Publix Super Markets, Inc. and Publix Super Markets Charities resulted in Publix being recognized as the most charitable supporter throughout the entire United Way Worldwide system, raising \$63.6 million in contributions across Publix's regional footprint.

In spring 2019, we opened the Crystal Lake Community Partnership School Clinic in collaboration with Central Florida Health Care, Polk County Public Schools, Heartland for Children, Southeastern University and local nonprofits. This collaboration improved the health of residents in Lakeland's Crystal Lake community who are not able to easily access medical services. Now after a full year of operation, this program has not only allowed students and parents to get the services they need, but also serves members of the surrounding community.

UWCF is forging a path to end hunger and eliminate food insecurity in Central Florida. In August 2019, we opened our first mobile food pantry in Mulberry providing 200 to 400 families access to fresh produce, frozen meats and other nutritious foods, twice a month. Clients were also introduced to financial and health services. The George W. Jenkins End Hunger Initiative, in partnership with Feeding Tampa Bay, has now expanded to 17 sites serving more than 10,000 families each month.

As local nonprofits continue to serve under streamlined funding, our team continues its relentless pursuit to identify needs and strategically partner with businesses and organizations, allowing multi-channel funding and other capabilities to broaden our outreach. For example, we are partnering with DoorDash to deliver high-risk individuals food and other essential items. We also coordinated funding and human capital to provide childcare for essential workers, technology for homeless students, PPE and other medical services for health care providers.

In May, we were entrusted with a \$15 million grant by the Polk County Board of County Commissioners to develop, manage and facilitate operations to provide financial relief for households and nonprofits impacted by COVID-19. This partnership will be completed by November 2020. Most recently, we participated in a \$1.25 million partnership with the Highlands County Board of County Commissioners to help coordinate their direct assistance program, which wrapped up in just two weeks.

We cannot say thank you enough to United Way of Central Florida board members, staff, volunteers and partners who work around the clock to make sure everyone in Central Florida has access to the resources they need. Together, we are actively working to find solutions to the issues that matter most to our families, friends and neighbors.

As we look to the future, we are committed to finding innovative opportunities to continue serving as your philanthropic broker.

TABLE OF CONTENTS

2019–2020 Board of Directors.....	4
Community Initiatives and Partners.....	5
Community Impact Cabinet	8
UWCF Programs.....	9
Ending Hunger/Harper's Story.....	10
211.....	12
Responding to COVID-19.....	13
Year in Review	14
Spirit Week and Annual Awards.....	16
Volunteer of the Year	18
Volunteering	20
Financials	21
UWCF Ambassadors.....	22
Top Supporters.....	23
Campaign Upper Cabinet & Highlands County Advisory Board.....	25
Leadership Giving Association.....	26
2020–2021 Board of Directors.....	28
UWCF Staff.....	30



Greta Dupuy (Left)
2019–2020 Board Chair

Christina Criser Jackson (Right)
President & CEO

2019-2020 BOARD OF DIRECTORS

Greta Dupuy, Chair
Publix Super Markets, Inc.

Timothy F. Campbell, Chair-Elect
Clark, Campbell, Lancaster & Munson, P.A.

Greg Littleton, Vice Chair
Citizens Bank & Trust

Lyle Bowlin, Treasurer
Southeastern University

Joe Wolf, Secretary
The Mosaic Company

Ashley Bell Barnett, Community Impact Chair
Community Volunteer

Michael Tamney, Community Investment Chair
The Johnson Tamney Group at Morgan Stanley

Tip Fowler, Resource Development Chair
Community Volunteer

Brian Haas, Governance Chair
State Attorney's Office 10th Judicial Circuit

Dusty Johnson, Highlands County Liaison
Johnson Stivender Wealth Advisors, Inc.

Don Selvage, Immediate Past Chair
SHR Human Resources, LLC

Sheryl Brown
Lighthouse for the Blind & Low Vision Polk Division

Ann Claussen
Central Florida Health Care

Mark Codd
Publix Super Markets, Inc.

Kimberly Elmhurst
Community Volunteer

Angela M. Garcia Falconetti
Polk State College

Gow Fields
Fields Insurance & Financial Group

Ian Floyd
Polk County Sheriff's Office

Robert Frederic Jr.
The Mosaic Company

Merissa Green
Polk County Public Schools

Ronnie Hedrick II
BUL-HED Corporation

Dana Hurley
Allen & Company

Tyson King
The Coca-Cola Company

Mark Miller
Holland & Knight LLP

Bill Mutz
City of Lakeland

Robert Pericht
Saddle Creek Logistics Services

Emily Rogers
Emily Rogers Consulting & Coaching

Brittany Sale
Sale Insurance Agency, Inc.

Troy C. Smith
GEICO

In collaboration with local experts, UWCF has identified seven initiatives to address our community's most pressing needs. Through our initiatives, UWCF and our partners are disrupting the cycle of poverty in Central Florida.



EARLY CHILDHOOD EDUCATION

We prepare children from birth to age 5 to enter school ready to read.



ACADEMIC ACHIEVEMENT

We provide tutoring, homework assistance and mentors to improve promotion rates, attendance and grades in core subjects for high-risk students.



FINANCIAL STABILITY

We help families save money, increase family income, manage debt and improve their credit.



HEALTH

We fund services that improve the physical and behavioral health of adults and children while also reducing unnecessary ER visits and days in the hospital.



END HUNGER

By increasing access to healthy foods, we help eliminate hunger and food insecurities for children and families.



COMMUNITY PARTNERSHIP SCHOOL

Through our partnership, we have created a community hub with a full-service health clinic, financial classes and academic support for the Crystal Lake Community.



BASIC NEEDS

When individuals are devastated by natural disasters, acts of violence, homelessness or grief, we provide critical services.

COMMUNITY INITIATIVES



COMMUNITY PARTNERS

Early Childhood Education

Achievement Academy, Inc.
Central Florida Speech & Hearing Center
Early Learning Coalition
Explorations V Children's Museum
Family Literacy Academy at Lake Wales
Learning Resource Center of Polk County, Inc.
Lighthouse for the Blind & Low Vision Polk Division
The Salvation Army of West Polk County

Academic Achievement

Big Brothers Big Sisters of Tampa Bay
Big Brothers Big Sisters of the Suncoast
Boy Scouts, Greater Tampa Bay Council
Boys and Girls Club of Polk County
Camp Fire USA Sunshine Council
Girl Scouts of West Central Florida
Girls, Inc. of Lakeland
Girls, Inc. of Winter Haven
Highlands County Family YMCA
Lake Wales Family YMCA
Learning Resource Center of Polk County, Inc.
The Salvation Army of West Polk County
YMCA of West Central Florida



Basic Needs

Bartow Church Service Center
Explorations V Children's Museum
Frostproof Care Center
Heart of Florida Legal Aid Society, Inc.
Mulberry Community Service Center
Ridge Area Arc
Talbot House Ministries of Lakeland
The Salvation Army of West Polk County
Women's Resource Center

Financial Stability

Bartow Church Service Center
Explorations V Children's Museum
Frostproof Care Center
Heart of Florida Legal Aid Society, Inc.
Mulberry Community Service Center
Ridge Area Arc
Talbot House Ministries of Lakeland
The Salvation Army of West Polk County
Women's Resource Center

End Hunger

Bartow Church Service Center
Blessings & Hope Food Pantry
Central Florida Health Care
Feeding Tampa Bay
Frostproof Care Center
Help of Fort Meade
House of Hope of Polk, Inc.
Lakeland Volunteers in Medicine
Mulberry Community Service Center



Community Partnership School

Central Florida Health Care
Polk County Public Schools
Heartland for Children
Southeastern University

Health

Alliance for Independence, Inc.
Catholic Charities of Central Florida
Central Florida Speech & Hearing Center
Champion for Children Foundation of Highlands County, Inc.
Florida Epilepsy Services
Good Shepherd Hospice
Heartland Horses Equine Activities and Learning, Inc.
InnerAct Alliance
Lakeland Volunteers in Medicine
Lighthouse for the Blind & Low Vision Polk Division
Neighborhood Service Center
NU-HOPE Elder Care Services, Inc.
Peace River Center for Personal Development, Inc.
Ridge Area Arc
Sunrise Community of Polk County
Talbot House Ministries of Polk, Inc.
Tri-County Human Services
Volunteers In Service to the Elderly



2019-2020 COMMUNITY IMPACT CABINET



The Community Impact Cabinet meets quarterly and is responsible for understanding local needs and driving lasting change for education, income and health. Over 100 members of a separate volunteer group called, Community Investment Teams, meet each spring to monitor individual program contributions based on goals and allocate funds to proven services.

Ashley Bell Barnett, Community Impact Chair
Community Volunteer

Naomi Boyer
Nome, LLC

Colleen Burton
Florida House of Representatives

Veronica Chesbrough
Lighthouse for the Blind & Low Vision Polk Division

Marcia Ford
Community Volunteer

Matti Friedt
Polk County Public Schools

Sandy Hightower
Polk State College

Joy Johnson
Polk County BoCC

Erin Martinez
Talbot House Ministries of Lakeland, Inc.

Angie Pattison
Big Brothers Big Sisters

Dell Quary
Polk County Public Schools

Cherie Simmers
Women's Resource Center

Pauline Simmonds-Brown
Lakeland Regional Health

Michael Tamney
The Johnson Tamney Group at Morgan Stanley

Joe Tedder
Polk County Tax Collector

Jennifer Tyler
Quality Dining, Inc.

Kerry Wilson,
Six/Ten, LLC



Look beyond the doors of Family Fundamentals, a United Way of Central Florida Success By 6 program, to experience the whimsy of our watermelon room and model classroom. Here we host free, daily classes for caregivers and their children from birth to five years old that aren't just fun, they build on essential parenting skills and promote children's physical, mental and social-emotional development.

A block tower isn't just a tower, but the exploration of geometry, balance and gravity, an opportunity to contribute to growing vocabularies and a reminder that we can all learn something from a child's wide-eyed wonder. Find safety in our supervised visitation program where divided families come together to safely rebuild their bonds.

Meet some of our 36 community partners down the hall in our resource rooms during Family Fundamentals events. They host:

- Monthly autism support groups
- A financial stability program
- Free tax preparation services
- An internet safety class
- Group and family counseling
- Child developmental screenings
- Feeding therapy
- Physical therapy
- Parent education and co-parenting classes
- Parent mediation
- Youth training for independent living
- CPR training for medical foster care families
- And much more

UWCF PROGRAMS

Family Fundamentals strives to make early childhood development and literacy a top priority by providing a convenient, one-stop location for families of all walks of life to receive the services and resources they need to flourish. We give families a warm environment to learn in together, send them home with the tools they need to make learning last (and a book or two!) and welcome them back day after day. Because we at Family Fundamentals know that a better tomorrow can begin simply by reading a book today.

UWCF's Success By 6 has also placed 130 Parent Lending Libraries around Polk County for parents to borrow free books to read to their children. And Dolly Parton's Imagination Library sends books directly to a child's home. The average sponsorship cost in Polk County is \$2.50 per month for one child to receive an age-appropriate book mailed to their home to build their own private library.

Our Master Teacher program provides intense on-the-job training for childcare paraprofessionals. They work side-by-side for 160 hours to model and practice skills consistent with accreditation standards established by the National Association for the Education of Young Children. Daily workshops and activities help to form appropriate practices in the areas of discipline, learning environments, interaction, lesson planning, age-appropriate activities, parent communication and more.

And UWCF is still there to support children after they age out of our Success By 6 programs with ReadingPals. Thanks to a partnership with Polk County Public Schools, the ReadingPals program provides volunteer mentors for students in kindergarten who may need extra help. Just an hour a week can make big difference for struggling children. ReadingPals focuses on engaging, training and deploying volunteers to increase the number of students reading at grade level by the end of third grade.



ENDING HUNGER IN CENTRAL FLORIDA



In 2019, United Way of Central Florida kicked off our newest initiative to end hunger. Through a partnership with Feeding Tampa Bay, UWCF opened our first mobile food pantry at the Mulberry Community Service Center in August. Each distribution provides over 200 households with a week's worth of fresh produce, meat and dry goods.

Thanks to a \$253,000 donation from the George Jenkins Foundation and associated entities, what started as a twice-a-month mobile food pantry in Mulberry has become Polk County's largest coordinated effort to reduce food insecurity. Other cities within Polk County have taken up the challenge to end hunger as well, including Auburndale, Bartow, Fort Meade, Frostproof, Haines City, Lake Wales, Lakeland, Poinciana, Polk City and Winter Haven.

United Way of Central Florida never anticipated how quickly this program would grow. In response to COVID-19, many of our food distributions experienced triple demand and saw hundreds of cars line up in April and now serve an average of 30,000 individuals per month.



HARPER'S STORY

Harper was just over 1 years old when she was referred to the Lighthouse for the Blind & Low Vision. She had light perception in both eyes, but could not identify objects.

With support from United Way, our teacher of the visually impaired began working with her to help her safely explore her environment and learn braille. As she learned to walk, she was taught to use a little white cane that helped her move around her home and yard safely. With the assistance of her teacher, she was exposed to new objects and environments to discover and identify.

Harper, 7, entered public school and had a good concept of her environment, was able to read with braille and travel independently and safely. These skills enable her to be on a level playing field with her peers and help ensure a successful start to her education. She is on her way to a promising future thanks to the support of United Way of Central Florida.

Story submitted by Sheryl Brown, United Way of Central Florida Board of Directors



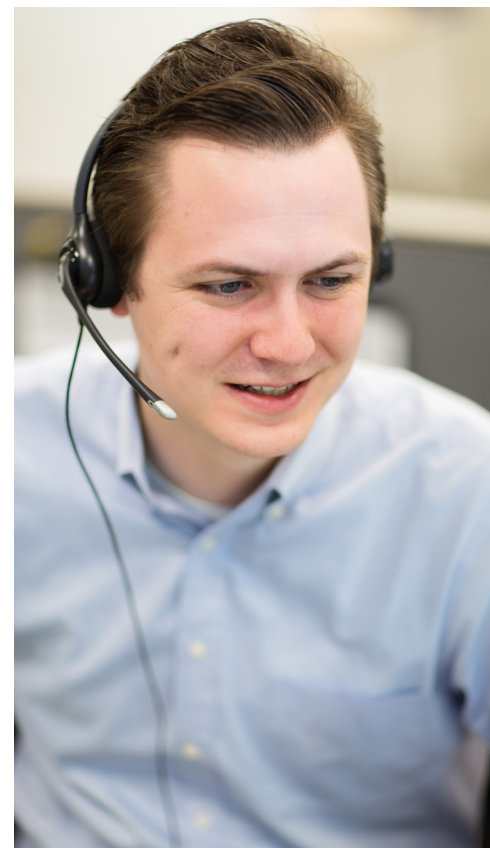
211

211 helps the community by connecting individuals and families with the appropriate social services to address basic needs and essentials in times of disaster.

The total number of calls this year was **33,992 with an average of 2,833 calls per month**. Chats, texts and email inquires totaled **16,696 with an average of 1,391 per month**.

From February 2020 to March 2020, when Florida Governor Ron DeSantis ordered the closure of the State of Florida, call volume increased from **1,846 calls in February to 3,651 calls in March – nearly a 98% increase**. Our partner, Heart of Florida United Way, hired additional 211 Call Specialists to handle the increase in calls.

The top requests remain housing & shelter, which rose from 643 requests in March



RESPONDING TO COVID-19

United Way of Central Florida was quick to respond to COVID-19, making relief efforts a top priority. With the support of local partners and local government funding, UWCF was able to help those in need.

POLK COUNTY CARES ACT | \$2,196,826*

Thanks to a partnership with the Polk County Board of County Commissioners, Polk County Cares provided Polk County residents who have lost wages due to COVID-19 with **\$2,196,826** in financial assistance toward rent, mortgage, utilities, food, child care, adult care and other emergency needs in the amount of \$2,000 per person.

Agricultural and Labor Program, Inc.	Girls Inc. of Lakeland	RCMA – Polk
Camp Fire Sunshine Central Florida	Heart for Winter Haven	Salvation Army of Winter Haven & East Polk County
CareerSource Polk	HELP of Fort Meade	Salvation Army of Lakeland & West Polk County
Catholic Charities	Lake Wales Care Center	St Vincent de Paul - St. Ann Catholic Parrish Haines City
Central Florida Health Care	Lake Wales Ministerial Alliance	St Vincent de Paul Lakeland
Bartow Church Service Center	Mulberry Community Service Center	The Way Center (Women and Youth Center)
Frostproof Care Center	One More Child	Theatre Winter Haven
		Women's Resource Center

*The remaining \$12,803,174 will be distributed in 20/21.

GEORGE JENKINS FOUNDATION | \$384,866*

The George Jenkins Foundation provided **\$384,866** to support additional food resources, child care for frontline and essential workers and provide support for homeless Polk County Public Schools students.

*An additional \$10,134 will be distributed in 20/21.

UNITED COMMUNITY RELIEF FUND | \$310,056*

The United Community Relief Fund has provided over **\$310,056** to Polk, Highlands, and Hardee counties nonprofit's toward food, child care, adult care, personal protective equipment, shelter, utilities and other emergency needs.

*Work continues after fiscal year end with an additional \$300,740 disbursed.

TAMPA BAY FISHERIES | \$234,049

Tampa Bay Fisheries donated 77,964 pounds of frozen seafood resources that are similar to the value of **\$234,049**. This in-kind food donation helped supplement 58 mobile food pantries.

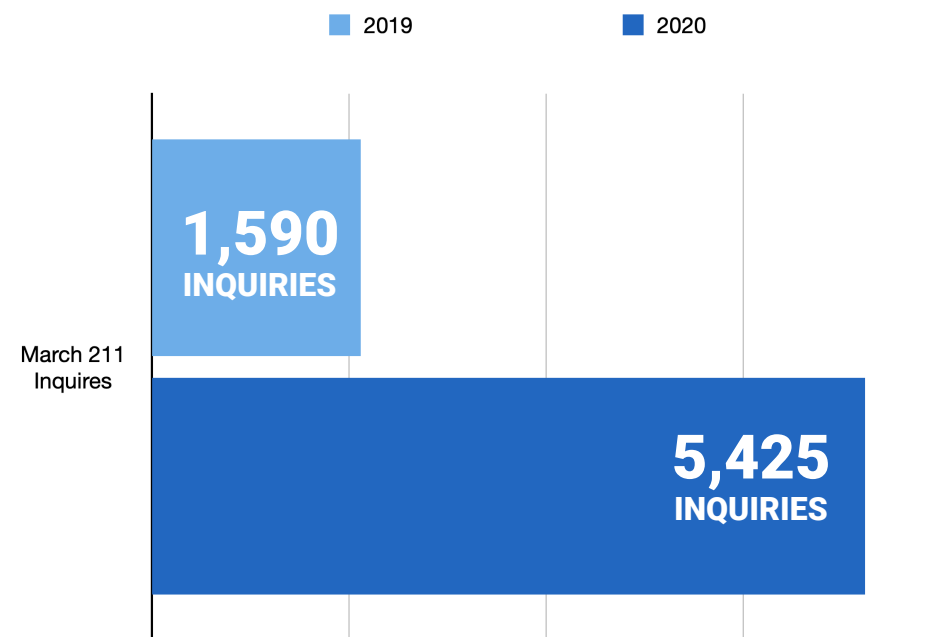
PUBLIX EMERGENCY FUND (COVID-19) | \$19,538

The Publix Emergency Fund has provided **\$19,538** to help those families and individuals who have experienced hardship due to be COVID-19.

MOSAIC COVID-19 RELIEF | \$15,000

The Mosaic COVID-19 Relief provided **\$15,000** to help individuals who were laid off or lost hours due to COVID-19.

MARCH 2019 vs 2020



The breakdown above reveals how the pandemic has impacted 211.

YEAR IN REVIEW



SPIRIT WEEK AND ANNUAL AWARDS



Each year we honor the work of our volunteers, partners and supporters during our Annual Meeting. This year, due to COVID-19 we pivoted to hold our first-ever virtual Spirit Week. Each day for one week we celebrated our accomplishments from the past year and honored those who made an impact in our work through daily videos. Thank you to everyone who joined our celebration and made the first United Way Spirit Week a success.

Philanthropist of the Year

The George Jenkins Foundation does so much to support our Central Florida community every day, but this year they stepped up when we needed them most. In March, UWCF kicked off the George W. Jenkins End Hunger Initiative mobile food pantries in Polk County. Thanks to the George Jenkins Foundation and associated entities, what started as a twice-a-month mobile food pantry in Mulberry has become Polk County's largest coordinated effort to reduce food insecurity.

In response to COVID-19, the George Jenkins Foundation invested \$390,000 in local programs to provide childcare, supplies and additional healthy food to Central Florida residents.

\$20,000 was also given to assist homeless Polk County Public Schools students. These funds purchased tablets, portable chargers, Beall's, Inc. gift cards and Publix restricted gift cards for homeless students and their families.

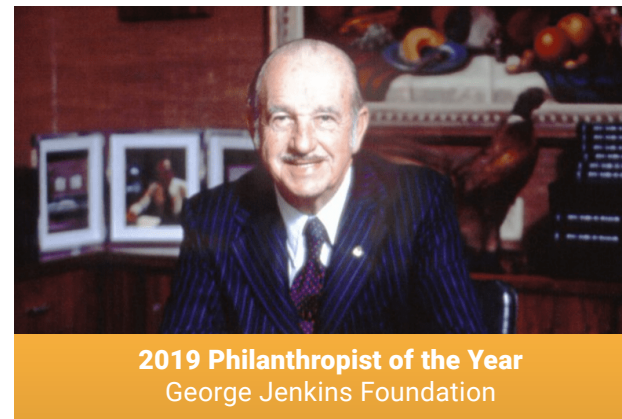
Annually, the Foundation supports Success By 6, Family Fundamentals, 211 and the Leadership Giving Association.

Citizen of the Year

The Citizen of the Year Award goes to an individual in the community who has gone above and beyond. This year's Citizen of the Year has been a long-time donor, volunteer and advocate for United Way of Central Florida.

Angel Davis has given her time as a dedicated member and chair of UWCF's Young Leaders Society Committee, Campaign Cabinet and Community Investment Team. Angel can often be found at one of UWCF's hands-on volunteer opportunities throughout the year. She spreads the message of United Way throughout the community and is willing to share her testimonial whenever asked.

An employee of the City of Lakeland, Angel is involved in many other civic organizations such as Junior League of Greater Lakeland, the Bonnet Springs Park planning committee and is a member of the Volunteers in Service to the Elderly Board of Directors.



2019 Philanthropist of the Year
George Jenkins Foundation



2019 Citizen of the Year
Angel Davis

Campaign Awards

Each year United Way of Central Florida recognizes organizations that conduct outstanding campaigns. The awards presented to these organizations are based on specific criteria, including the number of employee's participation, per capita giving and participation increases from the previous year. United Way also recognizes an outstanding new campaign that went above and beyond in its first year of running a United Way campaign.

New Business – First Southern Bank had 100% participation in their first campaign and their per employee gift amount was above average for a new business.

Summit Award for Small Business - Central Florida Regional Planning Council completed their campaign with 100% employee participation and increased their per capita gift.

Summit Award for Medium Business - Highlands County Board of County Commissioners almost tripled their special event dollars, increased their total employee pledge amount and ended their campaign with a 33% campaign increase.

Summit Award for Large Business - City of Winter Haven had a 19% total increase in their campaign and increased their gift per capita.

Partner Agency of the Year - Early Learning Coalition led a successful campaign with over 50% increase over last year's campaign total.



2019 Spirit Of Central Florida
GiveWell Community Foundation

Spirit of Central Florida

GiveWell Community Foundation is not only bringing philanthropists together to generate positive change in our community, but it has also stepped up to ensure Central Florida nonprofits can make it through this pandemic by partnering with UWCF to create the United Community Relief Fund.

The United Community Relief Fund made it possible for local nonprofits to continue providing critical services to individuals in need throughout the pandemic.

Employee Coordinator Awards

Employee Coordinators serve as United Way ambassadors in their workplace. The Outstanding Employee Coordinator award recognizes an individual that leads their organization by holding an exemplary United Way campaign and going above and beyond to help their organization achieve an increase in participation and/or per capita giving.

Outstanding Employee Coordinator for Small Business – Cindy Baxter of Hudson Pump worked hard to rally her team and ensure her company increased its per capita gift in 2019.

Outstanding Employee Coordinator for Medium Business – Sarah Betzer of Bank of Central Florida was committed to ensuring her team members all understood the UWCF message and celebrated having more employee participation with an increase of per capita giving.

Outstanding Employee Coordinator for Large Business – Clement Bottino of The City of Lakeland was eager to think outside the box and brought creativity to their campaign. His leadership increased employee participation and created new fundraising events.



2019 Employee Coordinators of the Year
Doug McPherson, & Megan Donley
Citizens Bank & Trust

Employee Coordinators of the Year

Doug McPherson & Megan Donley made sure all the branches of Citizens Bank & Trust were able to see United Way presentations, met with Leadership level donors and created volunteer projects. Their effort helped increase participation and per capita giving.

KIMBERLY ELMHORST: VOLUNTEER OF THE YEAR

When a young Kimberly Yang Elmhurst was deciding what she wanted to do when she grew up and what she wanted to go to college for, the answer was easy: she wanted to be on television. She wanted to be like Connie Chung.

"I didn't get very far," Elmhurst said.

While Elmhurst admittedly doesn't foresee an Emmy or Peabody in her future, she is making waves her own way and using her voice, just like Chung, to make a difference.

This past June, United Way of Central Florida celebrated its inaugural Spirit Week, a celebration of the past year's accomplishments. The week long event served as a replacement for the UWCF's Annual Meeting, which was canceled because of the COVID-19 pandemic.

Thursday, June 18, 2020, Lakeland Mayor Bill Mutz, a recipient of the 2018 George W. Jenkins Volunteer of the Year Award, announced Elmhurst as this year's winner. "I'm very humbled by it," she said.

Elmhurst is a UWCF board member, 2015 UWCF campaign chair, former Loaned Executive, a member of Women United,



Junior League of Greater Lakeland and is on the boards for Bonnet Springs Park, GiveWell Community Foundation and Lakeland Vision.

"Her strong sense of justice and desire to meet the needs of the disadvantaged propel her daily choices," Mutz said. "She epitomizes the George W. Jenkins Award winner."

Elmhurst said the legacy of the award motivates her to continue the work she does to improve her community.

"It's shocking and surprising. When I look at the names of the people who previously won and of course, who the award is named after — it inspires me more," she said.

Brittany Sale, a member of the UWCF Board of Directors and Marketing Committee, has known Elmhurst for 20 years and said she is the right choice for Volunteer of the Year.

"You will always be able to rely on her," Sale said. "If she says she's going to do something, you can consider it done. And I love how she is a bold leader."

Sale said Elmhurst's knowledge of issues and resources, combined with her experience working with so many nonprofit organizations, makes her uniquely suited to foster new partnerships that benefit the entire community.

"I think she has a real understanding of, not just what the needs are, but also what the assets in the community happen to be," Sale said. "She's so good at connecting different groups and, because people want to work with her, she's able to pull those groups together. That's important in Polk County."

Elmhurst's involvement with United Way began about 20 years ago when she worked as a Loaned Executive, assisting the UWCF team with that year's campaign. She said that experience exposed her and her husband, Kurt, to United Way's mission for the first time. It led her to get more involved.

Lakeland City Commissioner, Stephanie Madden, said people like Elmhurst are community heroes and essential for a thriving city.

"The magic behind those kinds of contributions is so different than what is obligatorily signed over to the government," Madden said. "I know we have to pay our taxes and it does great things, but money given from your heart to organizations like United Way causes our cities to blossom."

"I think she has a real understanding of, not just what the needs are, but also what the assets in the community happen to be." — Brittany Sale

While Madden and Elmhurst first met while attending Lakeland High School, the two became friends after joining the Junior League of Greater Lakeland. That experience was one of the first times Elmhurst realized the amount of good she could do for her community.

"When I was at Florida Southern, it really enabled me to see that I could take on leadership positions. But what really showed me what was out there and what I could do as a person was Junior League," Elmhurst said.

And Elmhurst's leadership skills in 2015 when she was asked to be the UWCF campaign chair to help organize and lead the organization's fundraising efforts.

"When Penny Borgia calls you out of the blue to have lunch, the last thing you think is she's going to ask you is to be Campaign Chair," Elmhurst said. "I was shocked that she asked but excited for the challenge."

That year, the campaign received more than \$9.1 million, the highest total for UWCF at the time. But Elmhurst is still hesitant to take the credit.

"It takes a village," she said. "It wasn't me, it was the amazing staff, volunteers and campaign cabinet."

Recently, Elmhurst has been hard at work as the president of Friends of Bonnet Springs Park, as well as serving on the park's board of directors.

Elmhurst was first asked to be a part an advisory committee and said she had no idea her role would expand to being on the board and creating the Friends of Bonnet Springs Park group, which has grown to over 600 member households.

UWCF President and CEO Christina Criser Jackson said she was thrilled to learn the past five Volunteer of the Year award winners chose Elmhurst as the next recipient because of her passion and dedication to improving our Central Florida community.

But despite the years of experience, the number of services she has helped provide her community and the public recognition she receives, Elmhurst said she still sees herself as a stay-at-home mom.

"I left Florida Southern when my daughter was born — she'll be 21 in February — to be a stay-at-home mom," she said.

"The fact that people have allowed me, even without the professional credentials, to be involved on different boards is surprising to me," Elmhurst said. "I enjoy everything that I've learned and I feel like I have learned a lot, it just hasn't been in a professional office setting."

"The stay-at-home mom can make a difference."



VOLUNTEERING



United Way of Central Florida could not build a stronger Central Florida without volunteer support.

This year, over **300 ReadingPal volunteers** helped students in kindergarten improve reading skills.

Nearly **50 tax volunteers** helped save families the cost of tax preparation and provided access for **1,500 families** to participate in free financial planning to produce savings.

More than **120 volunteers** gave a total of **2,300 hours** of their time to participate in Community Investment Teams. These teams work to ensure that all funded programs demonstrate measurable impact and align with United Way's goals.

There were nearly **150 Day of Caring volunteers** who helped local agencies throughout the community.

Overall, more than **2,000 volunteers** supported our community through food distributions, educational initiatives, partner agency projects and more.



Through our Board of Directors and volunteer committees, we draw upon the financial and management expertise in our community to maintain our fiscal record of 22 years of clean audits.

United Way of Central Florida, Inc. undergoes an annual financial statement audit by an independent CPA firm.*

FINANCES

Finance Committee

Lyle Bowlin, Treasurer
Southeastern University

Chris Chaffin
Chaffin Capital Advisors

Dana Hurley
Allen & Company

Fran McAskill
Polk County BoCC

Joe Tedder
Polk County Tax Collector

George Tinsley
PenGeo Inc.

Bylaws Committee

Brian Haas, Governance Chair
State Attorney's Office 10th
Judicial Circuit

Timothy Campbell
Clark, Campbell, Lancaster &
Munson, P.A.

Mark Codd
Publix Super Markets, Inc.

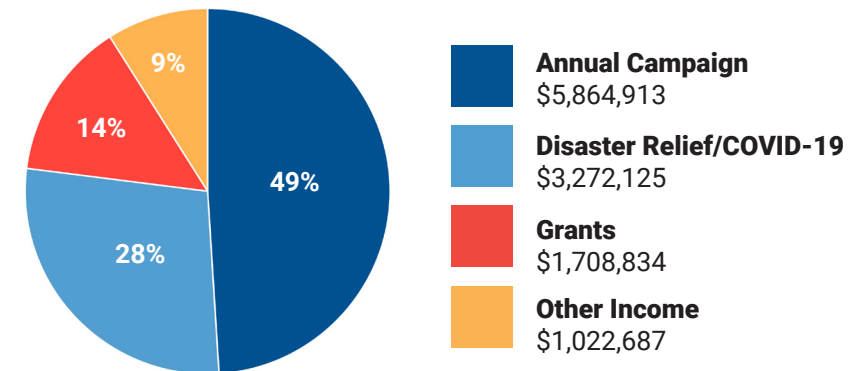
Greta Dupuy
Publix Super Markets, Inc.

Cindy Garren
South Florida State College

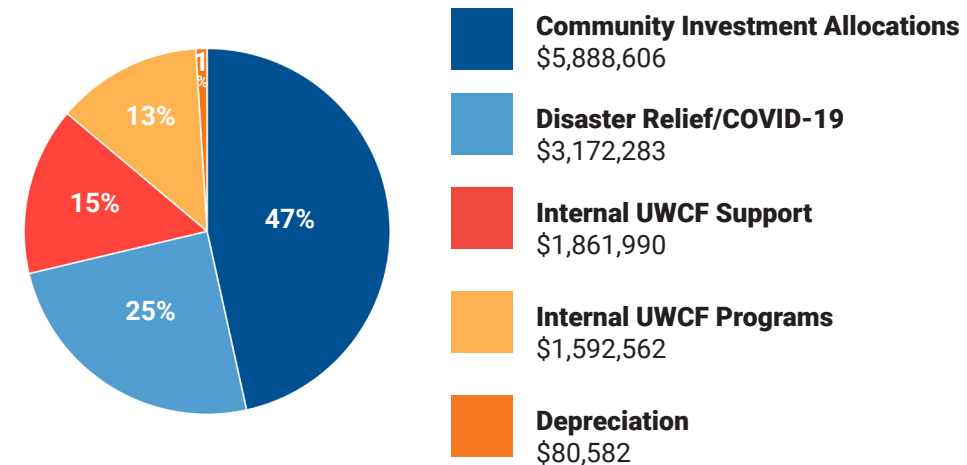
Christina Johnson-Boyce
Publix Super Markets, Inc.

Joe Tedder
Polk County Tax Collector

TOTAL REVENUE



TOTAL EXPENSES



*Data is from the Unaudited Statement of Activities for the fiscal year ended June 30, 2020.

UWCF AMBASSADORS



Each year, community-minded employers identify key personnel to participate as Ambassadors in the annual United Way campaign. These individuals expand United Way's ability to support the organizations that conduct annual workplace campaigns. Thank you Shirley Balogh, Robert Pericht, Lyle Bowlin and Emily Rogers for your leadership in taking this program to new heights.

Ambassadors act as consultants, relationship builders and resource development professionals, as well as inform and share with companies the United Way message through verbal and written communications. They interact with a variety of business and community leaders including CEOs and other senior-level managers, elected officials and community leaders.

The United Way staff, Tax Collector Joe Tedder, City of Lakeland Mayor Bill Mutz, Polk State College President Dr. Angela Garcia Falconetti and executive development expert Emily Rogers trained this year's Ambassadors, equipping them with the tools needed to succeed in their presentations.



Brooke Chamberlain
Saddle Creek Logistic Services



Justin Haney
Publix Super Markets, Inc.



Makenna Hansel
sponsored by Watson Clinic



Andy Oguntola
Polk State College



Tirani Rye
Publix Super Markets, Inc.



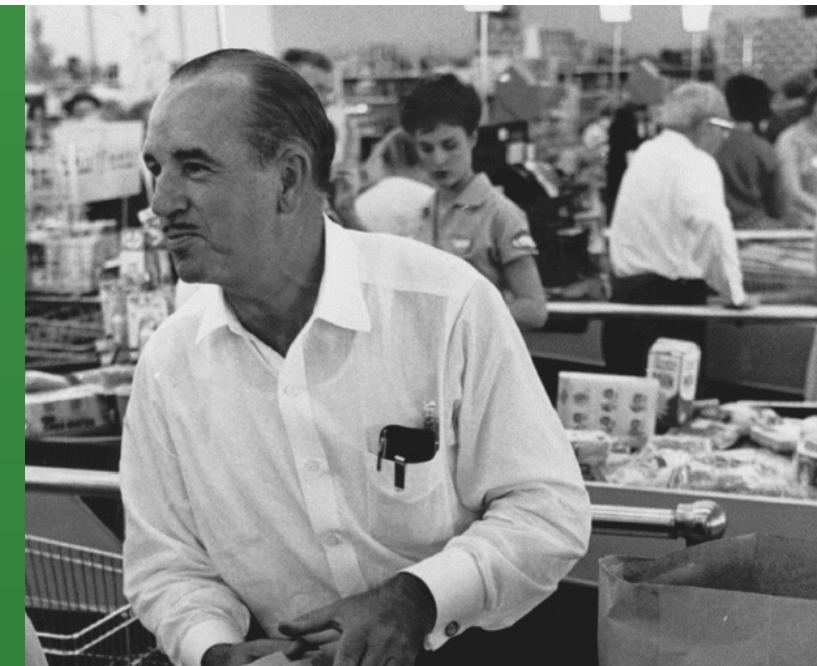
Gabe Smoak
sponsored by UWCF,
Highlands County Division

PUBLIX SUPER MARKETS, INC.

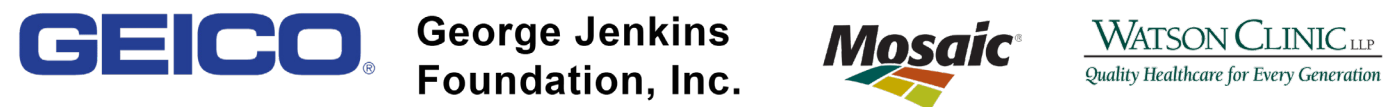
UNITED WAY'S NO. 1 GLOBAL CORPORATE LEADER

Publix Super Markets, Inc. and Publix Super Markets Charities have worked with United Way for more than **40 years** to improve early childhood education, build thriving families and support communities in the seven states where Publix operates. Associates in Florida, Georgia, South Carolina, Alabama, Tennessee, North Carolina and Virginia, along with gifts from Publix Charities, have given a total of more than \$850 million to United Way.

Publix has consistently been one of the top corporate donors to United Way **but now has become United Way's No. 1 Global Corporate Leader.** Publix is one of 52,000 companies, including more than half of the Fortune 500, that partner with United Way to solve the most challenging local issues.



TOP SUPPORTERS



- School Board of Highlands County
- Duke Energy
- Polk County BoCC
- Allen & Company
- Heartland for Children, Inc.
- Polk County Sheriff's Office
- Clark, Campbell, Lancaster & Munson, P.A.
- Wells Fargo
- ITW – Professional Automotive Products
- United Parcel Service
- Central Florida Health Care
- SunTrust Banks
- Budget Insurance Agency
- Mid-State Industrial Maintenance
- United Way of Central Florida
- Early Learning Coalition
- Lakeland Regional Health
- BUL-HED Corporation
- Florida's Natural Growers
- CenterState Bank
- Bank of America
- Pfizer, Inc.
- CPS Investment Advisors
- Target
- Hudson Pump & Equipment
- Six/Ten, LLC
- Wauline Brooks Fund within the GiveWell Community Foundation
- Polk County Tax Collector
- Highlands County BoCC
- Alan Jay Automotive Network
- Walmart
- Flowers Baking Company of Lakeland
- Keller Williams Realty
- Auto Owners Insurance

CAMPAIGN UPPER CABINET & HIGHLANDS COUNTY ADVISORY BOARD

Campaign Upper Cabinet

- | | | |
|--|--|---|
| Tip Fowler , Resource Development Chair
<i>Community Volunteer</i> | Monica Dandridge
<i>CCC Group, Inc.</i> | Lyle Philipson
<i>Community Volunteer</i> |
| Wesley Barnett
<i>Lakeland Hospitality Group</i> | Angel Davis
<i>City of Lakeland</i> | Thomas Reuschling
<i>Florida Southern College</i> |
| Stacy Butterfield
<i>Polk County Clerk of Courts</i> | Greta Dupuy
<i>Publix Super Markets, Inc.</i> | Troy C. Smith
<i>GEICO</i> |
| Ann Claussen
<i>Central Florida Health Care</i> | Kyle Jensen
<i>Clark, Campbell, Lancaster & Munson, P.A.</i> | Jeannie Snively
<i>Community Volunteer</i> |
| Stephanie Colon
<i>Prime Meridian Bank</i> | Alice Koehler
<i>Iron Horse Family Foundation</i> | Dara Trujillo
<i>Community Volunteer</i> |
| Jeanette Crowley
<i>Polk County Public Schools</i> | Robert McCollum Jr.
<i>SunTrust Banks</i> | |

Highlands County Advisory Board

- | | | |
|--|--|--|
| Garrett Roberts , Chair
<i>Highlands County Sheriff's Office</i> | Cindy Garren
<i>South Florida State College</i> | Scott Noethlich
<i>City of Sebring</i> |
| Drew Bishop
<i>Keller Williams Realty</i> | Allison F. Hancock
<i>CenterState Bank</i> | Ranjan Patel
<i>Dr. C.B. and Ranjan Patel Foundation</i> |
| Roland G. Bishop
<i>Heacock Insurance Group</i> | Laketra Hills
<i>Highlands County Tax Collector</i> | Shannon Sapp
<i>Legal Financial Partners</i> |
| Paul Blackman
<i>Highlands County Sheriff's Office</i> | Dusty Johnson
<i>Johnson Stivender Wealth Advisors, Inc.</i> | Jeannie Snively
<i>Community Volunteer</i> |
| Brian P. Cosgrave
<i>First Southern Bank</i> | Brenda Longshore
<i>School Board of Highlands County</i> | Blake Steedley
<i>Allen & Company</i> |
| Don E. Elwell
<i>Alan Jay Automotive Network</i> | Trevor A. Murphy
<i>Murphy Ag Solutions</i> | Shirley Viets
<i>Heartland National Bank</i> |



Randall Vosburg
Highlands County BoCC

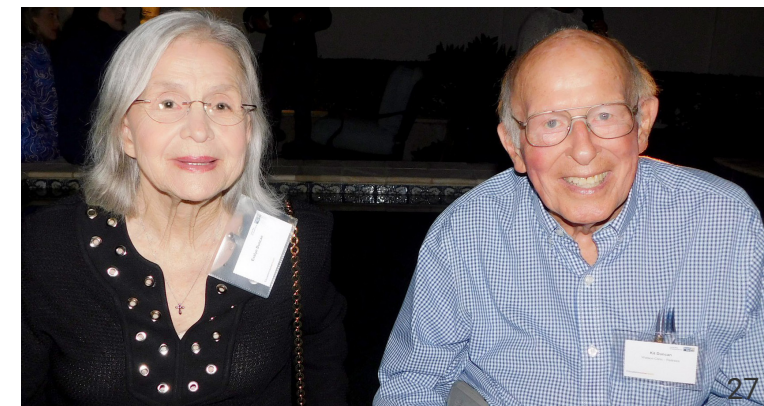
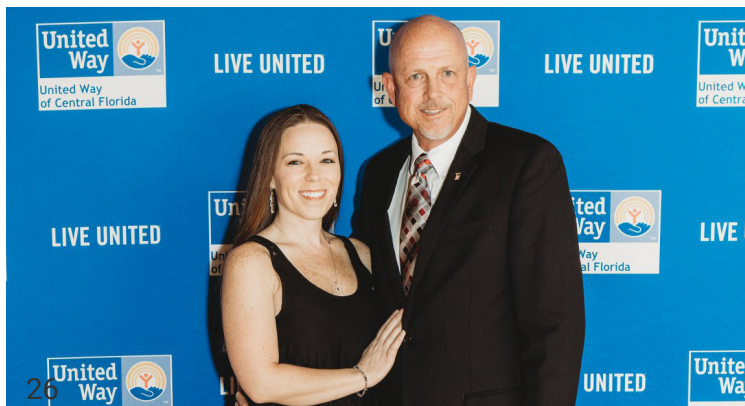
LEADERSHIP GIVING ASSOCIATION



United Way believes everyone deserves the opportunity to reach their potential in school, work and life. Our Leadership Giving Association donors are fighting for the health, education and financial stability of our community members, providing them the means to reach those potentials.

The extraordinary generosity of UWCF Leadership Givers provides our community with hope for positive, lasting change in Polk, Hardee and Highlands counties.

In 2019, 1,151 Leadership Givers donated \$3,802,290. Thanks to the generous match provided by the Barnett and Hedrick families, 622 new donors supported United Way.



2020-2021 BOARD OF DIRECTORS



Timothy F. Campbell, Chair
Clark, Campbell, Lancaster & Munson, P.A.

Greg Littleton, Chair-Elect
Citizens Bank & Trust

Ashley Bell Barnett, Vice & Community Impact Chair
Community Volunteer

Lyle Bowlin, Treasurer
Southeastern University

Brian Haas, Secretary
State Attorney's Office 10th Judicial Circuit

Michael Tamney, Community Investment Chair
The Johnson Tamney Group at Morgan Stanley

Troy C. Smith, Resource Development Chair
GEICO

Mark Codd, Governance Chair
Publix Super Markets, Inc.

Dusty Johnson, Highlands County Liaison
Johnson Stivender Wealth Advisors, Inc.

Greta Dupuy, Immediate Past Chair
Publix Super Markets, Inc.

John Attaway Jr.
GiveWell Community Foundation

Sheryl Brown
*Lighthouse for the Blind & Low Vision
Polk Division*

Jessica Carlson
Hardee County Chamber of Commerce

Ann Claussen
Central Florida Health Care

Angel Davis
City of Lakeland

Cliff Dollison
First Missionary Baptist Church

Kimberly Elmhurst
Community Volunteer

Gow Fields
Fields Insurance & Financial Group

Ian Floyd
Polk County Sheriff's Office

Tip Fowler
Community Volunteer

Robert Frederic Jr.
The Mosaic Company

Merissa Green
Polk County Public Schools

Laura Hedrick
BUL-HED Corporation

Kim Long
Polk Vision Inc.

Mark Miller
Holland & Knight LLP

Bill Mutz
City of Lakeland

Robert Pericht
Saddle Creek Logistics Services

Tracy Porter
Advent Health

Emily Rogers
Emily Rogers Consulting & Coaching

Brittany Sale
Sale Insurance Agency, Inc.

Don Selvage
SHR Human Resources, LLC

Scott Sjoblom
Florida Department of Health in Polk County

Joe Tedder
Polk County Tax Collector

George Tinsley
PenGeo, Inc.

Alyssia Totten
Watson Clinic

Joe Wolf
The Mosaic Company

UNITED WAY STAFF



United Way of Central Florida's staff is dedicated to improving the lives of their Central Florida neighbors. Not only do staff members work to ensure the needs of their community are met, but to improve themselves, as well.

Our staff work tirelessly to serve our community every day. We are humbled and grateful for their dedication to Polk, Highlands and Hardee counties.



Staff Accomplishments

Higher Education



Pam Armstrong

Bachelor's in Human Development and Family Studies



Amber Qureshi

Bachelor's Social and Behavioral Sciences and Modern Languages

United Way Worldwide/State Recognition



Danielle Baker

United Way LEAD



Christina Criser Jackson

40 Under 40 by the University of Florida

UWW Advanced Leadership Program Graduate

Chamber Leadership



Christy Apisa

Leadership Hardee Graduate

Keely Coulter



Lance Ferguson

Emerge Serves



Milestone Staff Anniversaries

5 Years

Amber Johnson
Kaitlyn Marcum
Ansley Woods

15 Years

Jodi Miller
Amber Qureshi

20 Years

Scott Lonsberry
Dale Stills

25 Years

Keely Coulter

Christy Apisa
Community Impact Manager

Pam Armstrong
Master Teacher

Danielle Baker
Director of Philanthropy

Keely Coulter
Director of IT

Christina Criser Jackson
President & CEO

Rod Crowley
Chief Operating Officer

Amber Duncan
Master Teacher

Emily Cox
Resource Development Manager

Janet Deal
Sr. Executive Assistant

Jordan Diacheysn
Visitation Coordinator

Lance Ferguson
Communications Coordinator

Nelly Figueroa
Receptionist

Katherine Fitzwater
Vice President of Marketing & Communications

Jess Garcia
Resource Development Manager

John Hardesty
Director of Finance

Amber Johnson
Master Teacher

Scott Lonsberry
Community Project Manager & Analyst

Kaitlyn Marcum
Donor Services

Jill Martin
Chief Financial Officer

June May
Director of Community Resources

Jodi Miller
Director of Success By 6

Mandi Mitchell
Human Resources Coordinator

Jackie Ouzts
Donor Services

Coleen Pizzuti
Family Fundamentals Program Manager

Justin Pugh
Marketing Coordinator

Amber Qureshi
Success By 6 Administrative Assistant

Amanda Red
Donor Services

Sarah Beth Rogers
Highlands County Coordinator

Jonda Schapeler
Family Fundamentals Administrative Assistant

Deanne Shanklin
Resource Development Administrative Assistant

Dale Stills
Senior Director of Resource Development

Becky Troutman
Director of Major Gifts

Ansley Woods
Vice President of Resource Development

Thank you to the 2019/2020 United Way of Central Florida retirees Jan Askey, Penny Borgia, Sylvia Palmer and Debbie Wilson.

* Staff listing as of June 2020



United Way of Central Florida

PO Box 1357
Highland City, FL 33812
863.648.1500

OUR MISSION IS TO
*improve
lives*
AND
STRENGTHEN
OUR COMMUNITY



JOIN US IN
GIVING BACK
TO OUR
COMMUNITY

[UWCF.ORG/GIVE](https://www.uwcf.org/give)