

2021-2022 IMPACT REPORT

MOVING FORWARD, TOGETHER





MISSION

To inspire our community to give, advocate and volunteer by identifying needs and mobilizing vetted resources to create positive, local change.

VISION

To unite our community and empower everyone to achieve their full potential.



Dear Friends,

We are thrilled to present the 2021-2022 United Way of Central Florida Impact Report. After a few years of facing difficult circumstances, it's been invigorating to see the reprise of volunteer involvement and community programs.

Two years ago we developed a strategic plan to help establish our goals. A year later, we're encouraged by the progress we've made. We've ignited community impact by meeting the needs of individuals and listening to the individuals that are utilizing our services. We've deepened donor relationships and are growing revenue by investing in our workplace and top supporter engagement. We've increased brand awareness and market penetration by increasing our social media presence and improving our search engine optimization practices. We've advanced virtual business by continuing to utilize technology to improve efficiencies. And we've enhanced operational excellence by leveraging community partnerships to increase our impact.

This past spring our Marketing Committee and several staff members reassessed and refreshed our mission and vision statements. We were thrilled to receive the National Philanthropy Day award from the Association of Fundraising Professionals and the Exemplary COVID-19 Response Award from United Way Worldwide for our resilient and innovative response to the various impacts of COVID-19. In addition, United Way Worldwide named our local top supporter, Publix Super Markets, Inc., the #1 Global Corporate Leader for the third year in a row.

It is a great honor to serve this community and we look forward to the future of United Way of Central Florida with anticipation.

Greg Littleton,
Chair

Christina Criser Jackson,
President & CEO

2021-2022 BOARD OF DIRECTORS

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Gow Fields
Fields Insurance & Financial Group

Tip Fowler
Community Volunteer

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Gulf Coast Avionics

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Polk County Public Schools

Alice Koehler
Lakeland Volunteers in Medicine

Kim Long
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Troy C. Smith
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Emily Spath
Spath Jewelers

Joe Wolf
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Emily Spath
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Tip Fowler
Merissa Green
Craig Hosking
Erica Lupercio
Steve Madden
Siling Su
Julie Whitney
Katherine Fitzwater



COMMUNITY INITIATIVES

UWCF CONTINUES TO PARTNER WITH OUR COMMUNITY TO BRING HOPE AND INSPIRE CHANGE FOR GOOD.

Community Impact has gained momentum as in-person volunteering has returned, allowing companies and organizations to partner with us in creative and meaningful ways. From food drops to our Community Investment Teams and everything in between, individuals and work places have stepped up to serve our local residents.

We know there are no quick fixes to break the cycle of poverty, but through these initiatives we truly believe that we have the ability to help everyone reach their full potential.

Through our seven community impact initiatives, internal programs and 211 referral service, United Way donors are creating lasting change in Polk, Hardee and Highlands counties.



United Way Community Initiatives

Early Childhood Education

Research shows that children who enter school ready to learn are more likely to graduate high school on time. Students who graduate high school are more likely to find a job that pays a livable wage, live healthier lives, stay out of the judicial system and have children who also graduate high school on time.

Through our early childhood education partners and our Success By 6 programs: The Carol Jenkins Barnett United Way Children's Resource Center, Master Teacher, Parent Lending Libraries and more, we are creating a world where every child has the opportunity to succeed.

COMMUNITY PARTNERS:

- Achievement Academy, Inc.
- Central Florida Speech & Hearing Center
- Early Learning Coalition of Florida's Heartland
- Early Learning Coalition of Polk County
- 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
- United Way of Central Florida Success By 6
- YMCA of West Central Florida

Academic Achievement

School is full of obstacles. For some, the challenges of these formative years are too great to overcome alone. These challenges lead them to make the unfortunate choice to drop out. That is why UWCF and our partners are working every day to change that outcome through tutoring, mentoring and more.

COMMUNITY PARTNERS:

- 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 Highlands County
- 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
- Learning Resource Center of Polk County, Inc.
- The Salvation Army of West Polk County
- YMCA of West Central Florida





Community Partnership School

The community partnership school model is based on a strategy of forming a long-term partnership among four core partners - a school district, a university or college, a community-based nonprofit and a healthcare provider. This comprehensive model of a community school leverages the social and institutional capital of partners, making it possible for the school to offer resources and services that address the needs of the community.

Our goals include school readiness; student academic success; physical; social and emotional health; and parent and community engagement.

Through our partnerships, we are providing services from all UWCF initiatives at Crystal Lake Elementary, A Community Partnership School in Lakeland.

CORE PARTNERS:

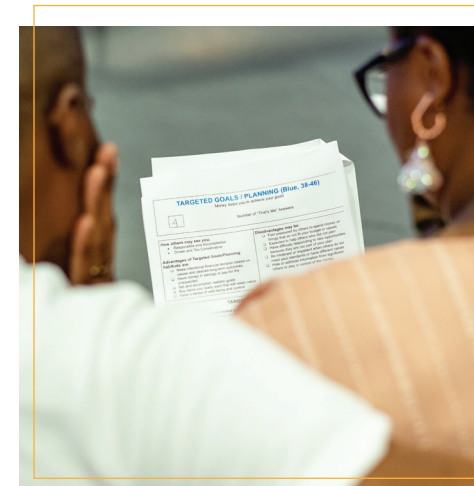
- Central Florida Health Care
- Heartland for Children
- Polk County Public Schools
- Southeastern University
- United Way of Central Florida

Financial Stability

UWCF addresses the root cause of problems to build a better future for individuals and our community. Our partnership for free tax preparation helped 10% of tax prep clients begin permanent savings accounts with the goal to supplement retirement. We provide budgeting experience and saving disciplines to help families build a better future, and we provide individuals with job-skills training for increased income. With our partners, we help families manage debt and improve their credit, placing individuals on a path to financial independence.

COMMUNITY PARTNERS:

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



Health

When it comes to accessing health services, a person's zip code should never be a deterrent to success, nor should it be a barrier to improved health. Yet for many, that's a daily reality. By making it easier for individuals to access substance abuse programs, receive quality health care and access nutritious foods, we're working to help everyone get—and stay—healthy.

COMMUNITY PARTNERS:

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

End Hunger

We know that hunger is a pervasive problem across our community. Many families often have to choose between buying groceries or paying rent and the effects can be devastating – from poor health and malnourishment to impaired child development. By increasing access to healthy foods, our 21 mobile food pantries are helping eliminate hunger for thousands of residents across Polk, Hardee and Highlands counties.

COMMUNITY PARTNERS:

- Bartow Church Service Center
- Blessings & Hope Food Pantry
- B Street Community Service Center
- Central Assembly of God
- Central Florida Health Care
- Church Service Center
- Crystal Lake Elementary
- Cutting Edge Ministries
- Donald Bronson Community Center
- Feeding Tampa Bay
- First Missionary Baptist Church
- First United Methodist Church of Sebring
- Frostproof Care Center
- Hands for Homeless
- Help of Fort Meade
- House of Hope of Polk, Inc.
- Lakeland Volunteers in Medicine
- Mulberry Community Service Center
- Mulberry RCMA
- Multiply Christian Church
- Peace River Park
- Pilgrim Rest Free Will Baptist Church
- Personal Finance Center of Polk County
- Poinciana Community Park
- South Oak Church
- Wahneta Baseball Park

Bi-monthly mobile food pantry drops feed 200 to 400 families frozen meats, fresh produce and dry goods for a week to supplement nutritional needs between paychecks.

Basic Needs

When local residents—no matter their socio-economic status—are devastated by natural disasters, acts of violence, mental health concerns, homelessness or grief, UWCF and our partners are there to provide critical services to help stabilize short-term crises.

COMMUNITY PARTNERS:

- 211
- American Red Cross, Mid-Florida Chapter
- Catholic Charities of Central Florida
- Champion for Children Foundation of Highlands County, Inc.
- Children's Home Society
- Chapters Health, Good Shepherd Hospice
- Hardee Help Center
- HELP of Fort Meade
- Peace River Center for Personal Development, Inc.
- The Salvation Army of East Polk County
- The Salvation Army of West Polk County
- Talbot House Ministries
- Youth & Family Alternatives, Inc.

211

211 helps the community by connecting individuals and families with the appropriate social services to address basic needs and essentials. This year, the total number of calls, texts and online inquiries was over 31,000 with our top three requests in housing/shelter, utilities and healthcare.



CIT Volunteers Rod Crowley, Michael Tamney, Danielle Wood, Jeanette Crowley, Kim Kinard and Lance Ferguson

Community Impact Volunteers

The Community Impact Cabinet meets quarterly and is responsible for understanding local needs and driving lasting change for Central Florida. Additionally, volunteers serve on Community Investment Teams that meet each spring to determine UWCF allocations.

The allocation process is the cornerstone of UWCF. Annually, we entrust trained volunteers to carefully review funding requests from our partners and make funding recommendations on how best to invest UWCF campaign dollars.

This year, 84 Community Investment volunteers participated on 15 teams. Volunteers evaluated 80 purchased services at 45 nonprofit agencies. Together, these volunteers spent more than 2,000 hours touring facilities, reviewing applications, audits, 990s and other documents.

COMMUNITY IMPACT CABINET

- Ashley Bell Barnett, Community Impact Chair
- Dr. Naomi Boyer
- Representative Colleen Burton
- Jonathan Crain
- Lee Earls
- Don Elwell
- Matti Friedt
- Heather Gordon
- Sandy Hightower
- Joy Johnson
- Dell Quary
- Benjamin Ruch
- Michael Tamney
- Joe Tedder
- Kerry Wilson



SUCCESS STORY

Two-year-old Zekiel* has been attending the Family Literacy Academy at Lake Wales preschool program since he was six months old. He attends the preschool while his single mother, Shanne, attends the Academy's GED classes. Noticing delays in significant milestones related to response and communication, the Academy's team of teachers, his social worker and mother developed a plan to meet Zekiel's needs.

After about 5 months, Zekiel has made leaps and bounds in his development. Using his love of music and related movement has played a role in the classroom. Shanne has worked on his communication comprehension by reading to him often and narrating their activities. He's shown understanding of concepts and grown in awareness of others around him.

Shanne has been a huge part of Zekiel's success, faithfully attending the Academy's parenting and life skills classes. She understands the importance of language development and has created a literacy rich home for Zekiel including children's books.

Shanne shared, "With the support of UWCF funding of the Family Literacy Academy preschool, my son has blossomed into a well-developed two-year-old. He has overcome some areas that were of concern in his development because the Academy's teacher assessed him and was well trained in working with him and helping me to be his first and best teacher. I am thankful for United Way's commitment to this program. I am now confident that Zekiel is well on his way to being ready for school and a successful life."

*Likeness was changed to protect the privacy of the individual.

DAY OF CARING:

Volunteering for Impact

From landscaping and beautification projects to organizing and creating summer care packages, 428 volunteers set to work during our 29th Annual Day of Caring, to help our community. Day of Caring falling on Earth Day during National Volunteer week was no coincidence. United Way of Central Florida COO Rod Crowley stated, "We're happy to celebrate National Volunteer Week and bring people together for these projects."



Sterling Searcy
CPS Investment Advisors



Tracy Gray and Teri Saunders
Heartland for Children

Thank you to our Day of Caring participants:

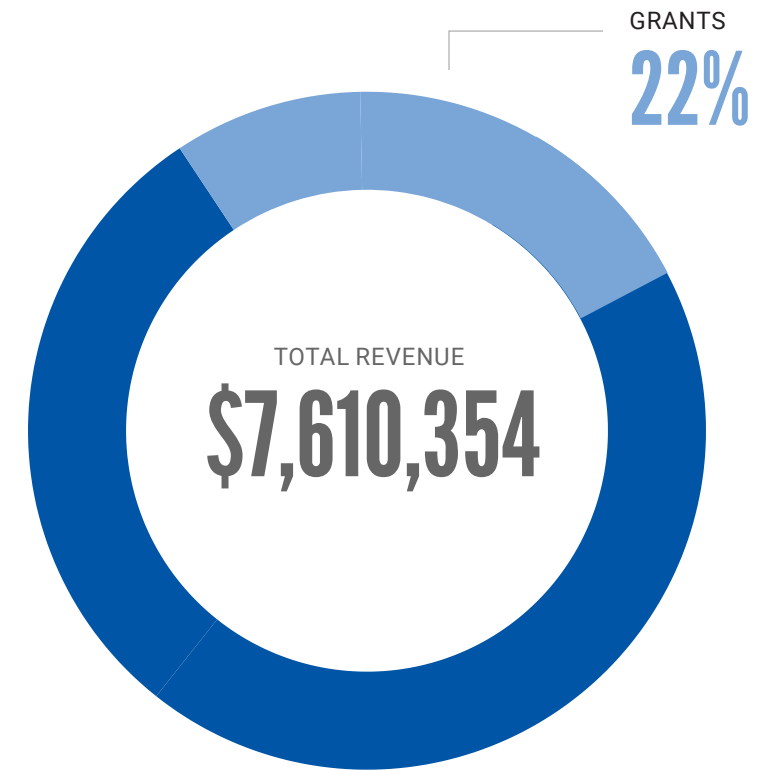
- Advent Health
- Alan Jay Automotive Network
- Balmoral Assisted Living
- Bank of Central Florida
- Brown International Corporation
- Big Brothers Big Sisters
- Buttonwood Bay
- Central Florida Health Care
- Central Florida Regional Planning Council
- Champion for Children
- Citizens Bank & Trust
- City of Lakeland
- City of Sebring
- Clifton Larson Allen
- CPS Investment Advisors
- Crystal Lake Elementary*
- Duke Energy
- Edward Jones
- Emerge Lakeland
- GEICO
- GiveWell Community Foundation
- HCA Florida Highlands Hospital
- Heartland for Children
- Heartland National Bank
- Highlands County Board of County Commissioners
- Highlands County Sheriff's Office
- Highlands County Supervisor of Elections
- Highlands County Tax Collector
- Lake Placid High School Interact Club
- Lykes Brothers
- Madden Branded Goods
- Pepperidge Farm, Inc.
- Polk Board of County Commissioners
- Publix Super Markets, Inc.
- Saddle Creek Logistics Services
- The School Board of Highlands County.
- Straughn Trout Architects
- South Florida State College
- Truist
- United Way of Central Florida Women United, Young Leaders Society, and staff

FINANCES

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 23 YEARS OF CLEAN AUDITS.



ANNUAL CAMPAIGN
86%

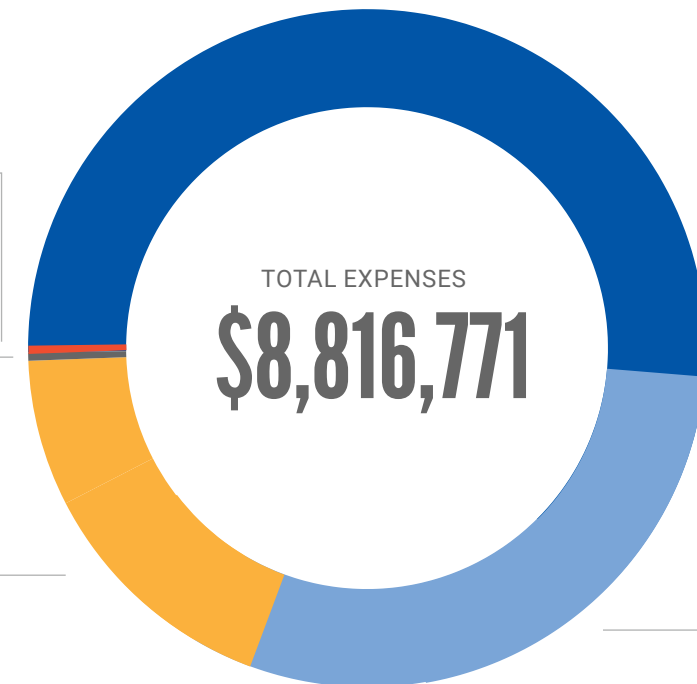


OTHER INCOME
-8%

UWCF had a loss of \$603,714 due to losses in the stock market.

DISASTER RELIEF/ COVID-19
1%

DEPRECIATION
1%



COMMUNITY INVESTMENT ALLOCATIONS
57%

INTERNAL UWCF SUPPORT
24%



** UWCF undergoes an annual financial statement audit by an independent CPA firm. Financials are from the unaudited Statement of Activities for the fiscal year ending June 30, 2022. For a copy of our full Financial Statement and Form 990, please visit uwcf.org.*

HIGHLANDS COUNTY




UNITED WAY DONORS IN HIGHLANDS COUNTY INVESTED MORE THAN \$310,000 TO SUPPORT EDUCATION, INCOME, HEALTH AND SAFETY NET SERVICES IN THEIR COMMUNITY THIS YEAR.

HIGHLANDS COUNTY ADVISORY BOARD

Blake W. Steedly, Chair
Allen & Company

Deanne Shanklin
Highlands County Coordinator

Drew Bishop
Keller Williams Realty

Roland Bishop
Brown & Brown Insurance

Sheriff Paul Blackman
Highlands County Sheriff's Office

Brian Cosgrave
First Southern Bank

Don E. Elwell
Alan Jay Automotive Network

Cindy Garren
South Florida State College

Alison Hancock
South State Bank

Superintendent Dr. Brenda Longshore
School Board of Highlands County

Trevor Murphy
Murphy Ag Solutions

Scott Noethlich
City of Sebring

Ranjan Patel
Dr. C.B. and Ranjan Patel Foundation

Lindsey Pierson
HCA Florida Hospital Highlands

Garrett Roberts
Highlands County Sheriff's Office

Shannon Sapp
Raymond James

Jeannie Snively
Community Volunteer

Shirley Viets
Heartland National Bank

Randy Vosburg
Highlands County Board of County Commissioners

Debbie Weigand
AdventHealth

Karla Youlden
Publix Super Markets, Inc.

family fundamentals
a SUCCESS BY 6® resource center



THE CAROL JENKINS BARNETT UNITED WAY CHILDREN'S RESOURCE CENTER

A New Name for Family Fundamentals

Family Fundamentals opened in 2001 and became one of the first tangible services of Success By 6. The program is a collaboration of organizations committed to strengthening families and our community by increasing access and awareness to resources and services.

We are excited to announce that with the opening of Bonnet Springs Park, Family Fundamentals has been renamed to The Carol Jenkins Barnett United Way Children's Resource Center and is located in the Florida Children's Museum within the park.

The Children's Resource Center will house daily school readiness classes in a model classroom, free for attendees. Partners can provide evaluations, counseling, casework, and many other services. It will also include a parent and guardian resource center with access to available information, support services, and the tools they need to be the best parents they can be. It will also house a children's library, playroom, computer access, and adult classrooms/meeting rooms.

We are hopeful that this move from downtown Lakeland will give us the space and availability to open our doors to more of the community and provide many opportunities to bring awareness to local residents about services available to them.

REMEMBERING CAROL



In December of 2021 we lost an invaluable member of our community.

The legacy Carol Jenkins Barnett left is vast and wide. For United Way of Central Florida, Carol transformed the organization into what it is today.

Carol knew that community change is built on a foundation of solid early childhood education. In 1995 she discovered Success by 6 in Minneapolis and brought the program to United Way of Central Florida. She formed a “Blue Ribbon Committee” comprised of local CEO’s that drove an initiative to help with early childhood education. Together, they created the Success By 6 structure that exists today. Her vision brought organizations together and provided resources to unite them in a common goal.

In 2001 Carol helped start Family Fundamentals, a resource center for Success By 6. Twenty years later 37 agencies offer services on-site to provide a one-stop opportunity for parents. In 2012, she helped found ReadingPals, a statewide early literacy initiative that provides volunteer mentors for students from Voluntary Prekindergarten (VPK) to 3rd grade. In conjunction with local school districts, Early Learning Coalitions, Children’s Services Councils and The Children’s Movement of Florida, ReadingPals, has expanded to 17 Florida United Ways servicing communities in 26 counties.

Penny Borgia, former COO and Success By 6 Director of UWCF shared, “Of all the work done in my 17 years at UWCF, I am most proud of the documented accomplishments in early childhood education made possible by Carol Barnett. Carol had ideas of her own and she duplicated ideas that worked well in other states but Carol also listened to local professionals about specific local needs. She improved life in Central Florida and beyond by building a strong foundation for children of all races, ethnicities and backgrounds. It would be impossible to calculate how many students graduated from high school, attended college, and are living successful lives because of Carol Barnett. I am proud to have known Carol and more proud to have served her vision.”

Yet another program that Carol funded under Success By 6 was the Master Teachers program. It provides intense on-the-job training for childcare paraprofessionals. The childcare teachers improve their skills in the reality of their own classroom, with the assistance of a trusted mentor.

“ Giving fulfilled Carol and the energy she created moved me and many others. ”

Cindy Alexander

Former Executive Vice President and COO of United Way of Central Florida



Penny Borgia explained, “Carol also understood the need for holistic services. The services she funded were required to report sustainable, measurable results. She asked tough questions and required collaboration when funding services to improve quality childcare, teacher training, parent education, and early literacy. Carol put hundreds of thousands of books into the hands of children. Her generosity helped to train thousands of volunteers in kindergarten classrooms across the state. She provided mentors and internships for preschool teachers to measurably improve teaching skills, which resulted in improved kindergarten readiness scores for the children they taught.”

In addition to shaping our programming and community impact, Carol believed in bringing like-minded individuals together to accomplish our goals. She was active in the Leadership Giving Association as a member of the Alexis de Tocqueville Society and was instrumental in the formation of Women United. Carol and Barney were honored with the National Alexis de Tocqueville award from United Way of America in 2002.

Her legacy will live on through the programs she created and the opportunities she gave to thousands of individuals. Her service to our community knew no limits. Our organization will forever be grateful for the vision and support of Carol Jenkins Barnett.

“As we mourn the loss of Carol Jenkins Barnett, we remember a woman with an incredible legacy in our community and beyond. I am personally grateful for the many opportunities she continues to provide our United Way team to serve our mission of improving lives and strengthening the community. Carol taught so many of us how to be problem solvers and to not take no for an answer.”

Christina Criser Jackson
President and CEO of United Way of Central Florida



2022 ANNUAL MEETING

UWCF HELD ITS ANNUAL MEETING AT THE POLK STATE COLLEGE CENTER FOR PUBLIC SAFETY ON THURSDAY, MAY 19, 2022. NEARLY 300 COMMUNITY MEMBERS WERE IN ATTENDANCE FOR THE EVENT CELEBRATING PHILANTHROPY AND RECOGNIZING OUR ANNUAL AWARD WINNERS. BOARD CHAIR GREG LITTLETON PRESIDED OVER THE MEETING WITH HELP FROM MEMBERS OF THE BOARD OF DIRECTORS.



Board Chair Greg Littleton

United Way of Central Florida honored community members at its Annual Meeting, awarding Philanthropist of the Year, George W. Jenkins Outstanding United Way Volunteer, Citizen of the Year and more.

Greg Littleton, President & CEO of Citizens Bank & Trust and UWCF 2021 Board Chair, announced new Mission and Vision statements for the organization and acknowledged awards UWCF received over the last year, like the Exemplary COVID-19 Response Award from United Way Worldwide.

Entertainment was provided by the Elbert Elementary school choir and a keynote message was given by Coach and Consultant, Emily Rogers.



Nolen Bailey, Brenda Ramirez and Tom Lloyd



Emily Rogers and Theresa Garcia

THANK YOU TO OUR EVENT SPONSORS

- Citizens Bank & Trust
- CPS Investment Advisors
- Emily Rogers Coaching & Consulting
- GiveWell Community Foundation
- Bank of Central Florida
- Central Florida Health Care
- Heartland for Children
- Polk State College

PHILANTHROPIST OF THE YEAR

Candidates for this award are considered by their long-term and continuous service to United Way, their involvement in other civic and nonprofit organizations and how they inspire others to LIVE UNITED.

Ronnie and Laura Hedrick have been Alexis de Tocqueville (ADT) and Young Leaders Society members for six years. Collectively, they have served on the Board of Directors, Campaign Cabinet and the ADT committee. Their involvement and commitment to United Way of Central Florida has been steadfast and strong. They have held matches for leadership gifts, hosted many events at their home including virtual events during the pandemic, and this past year extended a match request in honor of Carol Jenkins Barnett, raising record funds for early education. Their family represents three generations of giving to United Way of Central Florida.

“ WE ARE HONORED TO BE AWARDED PHILANTHROPIST OF THE YEAR. OUR FAMILY BELIEVES IN DOING ALL YOU CAN TO HELP THOSE IN NEED. WE HOPE TO INSTILL THE SAME VIRTUE INTO OUR CHILDREN, AND FUTURE GENERATIONS TO COME. ”



GEORGE W. JENKINS OUTSTANDING UNITED WAY VOLUNTEER

Candidates for this award are nominated by the past recipients and the board of directors and the winner is selected by the past five recipients. Nominees are considered for their United Way involvement, volunteer experience and overall leadership roles.

Bruce Abels has served United Way of Central Florida for twenty-three years. He has been an Alexis de Tocqueville member for twenty-one years and has served on the Impact Cabinet, Health Steering Team, Community Impact Team, Board of Directors, Executive Committee and Governance Committee. Additionally, he has served on the boards of VISTE, The Salvation Army, Lakeland Volunteers in Medicine, Central Florida Speech & Hearing Center and Catholic Charities of Central Florida. In his spare time, he was the President for Saddle Creek Logistics Services and currently is the President and CEO of Fairfield Logistics Advisors.



DIFFERENCE MAKER

The name Difference Maker comes from an Elie Wiesel Quote. “One person of integrity can make a difference.”

Kyle Jensen goes above and beyond to lend a hand to those in need. He is a past chair of our Young Leaders Society as well as a member of the Lighthouse Ministries Board of Directors, Lakeland Chamber of Commerce Board of Directors, and a supporter of the George Harris Youth Shelter. At the start of the COVID-19 pandemic, he provided United Way with legal guidance that allowed the organization to distribute federal CARES Act Funding to our Central Florida residents.



CITIZEN OF THE YEAR

This award recognizes a volunteer for their involvement, experience, and leadership.

Tripp Barnett has demonstrated consistent commitment to our organization and staff. Always ready to lend a helping hand, he also lights up the office with his smiles and willing attitude. His involvement with UWCF spans fifteen years. Beyond our doors he has been a volunteer for over 30 years with Habitat for Humanity and Angel Flights, putting his pilot license to use by providing free medical flights for patients in the southeast. His involvement in our community continues and we are so grateful for his dedication to United Way of Central Florida.



SPIRIT OF CENTRAL FLORIDA

The Spirit of Central Florida Award acknowledges an organization that has surpassed all expectations and exemplifies the giving spirit in Central Florida.

The Polk County Sheriff's Office has truly arrested us by their generosity. The number of supporters they have rounded up and rallied to our cause is staggering. Holding special events like the Judd Jog and Haunted Jail Tour, they continue to help fundraise for and bring awareness to UWCF. With money still rolling in from their last special event, they are currently looking at a more than \$30,000 campaign increase from last year.





CURRENT YEAR SUPPORT

Publix Super Markets, Inc., the #1 Global Corporate Leader for the third year in a row!

This year's community fundraising campaign kicked off in August 2021 with our annual Pacesetter campaign.

United Way hosted a virtual kickoff on September 2, 2021 with Board Chair Greg Littleton starting the day with an encouraging video on social media and call to share your #UWCFSpirit. Throughout the day, videos recognizing pacesetters, Top 50 contributors and our incredible donors aired on social channels and YouTube.

We were so excited to have you join in with your swag boxes, filling the internet with United Way of Central Florida fans, pom-poms and even some cutouts of our favorite Sheriff's likeness.

Pacesetters

At the start of each race, pacesetters emerge to set the tone and pace. UWCF's campaign is no different with several companies and individuals leading by example, showing how committed they are to help UWCF improve lives and strengthen Polk, Hardee and Highlands counties. We are thankful for all of the partners that helped create a strong start to our 2021-2022 campaign!

THANK YOU TO THESE 2021 CAMPAIGN PACESETTERS:

- Achievement Academy, Inc.
- Bank of Central Florida
- Big Brothers Big Sisters of Tampa Bay
- Boys & Girls Clubs of Polk County
- Camp Fire USA Sunshine Council
- Central Florida Regional Planning Council
- Central Florida Speech & Hearing Center
- Children's Home Society of Florida
- City of Auburndale
- EMERGE
- Fairfield Logistics Advisors
- First Southern Bank
- Fulmer Law, P.A.
- Heart of Florida Legal Aid Society, Inc.
- Heartland National Bank
- HELP of Fort Meade, Inc.
- Iron Horse Family Foundation
- Kindelan McDanal & Associates
- Lakeland Volunteers in Medicine
- Learning Resource Center
- Lighthouse for the Blind & Low Vision
- Peace River Center for Personal Development, Inc.
- Polk Vision Inc.
- Ridge Area Arc
- Studio C Solutions
- The Heacock Group
- True North Farms
- United Way of Central Florida
- Women's Resource Center
- YMCA of West Central Florida
- John and Libba Attaway
- Nolen and Ashley Bailey
- Jack and Ann Barnhart
- Bill and Amanda Drost
- The Elmhorst Family Fund within the GiveWell Community Foundation
- The Fitzwater Family Fund within the GiveWell Community Foundation
- Frank and Patti Foster
- Clifton Garcia
- The James L. and Verna L. Gassett Family Trust
- George and Joy Kirkland
- Peter Golotko
- Benjamin and Susan LeFrancois
- Jim and Vicky Luffman
- Mark Miller
- Robert and Brittany Sale

EMPLOYEE COORDINATOR OF THE YEAR

**JEANETTE CROWLEY,
POLK COUNTY PUBLIC SCHOOLS**



Workplace Campaign Awards

United Way recognizes organizations annually that run outstanding workplace campaigns through our Summit Awards. Organizations are grouped into categories based on number of employees and evaluated based on participation, per capita giving and percent increases in giving from the previous year. This year's recipients are:



SMALL BUSINESS

BLACK & BREW COFFEE HOUSE



MEDIUM BUSINESS

CPS INVESTMENT ADVISORS



LARGE BUSINESS

PUBLIX SUPER MARKETS, INC.



Employee Coordinator Awards

Employee Coordinators serve as ambassadors for United Way in their workplace. The Employee Coordinator awards recognize individuals who lead their organization in holding an exemplary campaign with increases in participation and per capita giving.



SMALL BUSINESS

**BRANDY MANN,
THE LUNZ GROUP**



MEDIUM BUSINESS

**GABI AGUIRE,
POLK COUNTY
PROPERTY APPRAISER**



LARGE BUSINESS

**CARLI MALERI,
GEICO**



PARTNER AGENCY

**KRISTIN AIKEN,
ACHIEVEMENT
ACADEMY**



LEADERSHIP GIVING ASSOCIATION

UWCF LEADERSHIP GIVERS INVEST OVER \$1,000 ANNUALLY TO PROVIDE HOPE AND CREATE POSITIVE LASTING CHANGE IN POLK, HARDEE AND HIGHLANDS COUNTIES.



Ronnie Hedrick
Gents & Bourbon Event

LEADERSHIP DONORS INVESTED

\$4M+

TO SUPPORT UWCF INITIATIVES AND
COMMUNITY PARTNERS



In 2021-2022, 1,282 leadership donors invested over \$4M to support UWCF initiatives and community partners.

Because of our Leadership Givers more children are prepared for kindergarten, families are becoming more financially stable, parents are able to put food on their table, and individuals are receiving much needed health services. Thank you for making a measurable difference in our community!



Apron's Holiday Dinner



Emmala Barden, Lynn Noris, Paul Noris and Barney Barnett
Sheriff's Roundup



UpLift & Be Well Event



Bruce Templeton
Tocqueville Clay Shoot



ADT Holiday Dinner

ALEXIS DE TOCQUEVILLE & DEMOCRATIE SOCIETIES

The Alexis de Tocqueville Society is a group of extraordinary community leaders and philanthropists who demonstrate their commitment to making Central Florida a better place to live, work, and raise a family. Tocqueville Society members are results-oriented individuals who generously share their financial resources, time and expertise to make a measurable difference for individuals and families throughout our community.

Members donate over \$5,000 each year.

COMMITTEE

Wesley Barnett, Chair

Nathan Adams

Barney Barnett

Greta Dupuy

Tip Fowler

Jim Luffman

Don Selvage

Christina Criser Jackson

Stacy Walsh, Vice President of
Resource Development

FRIENDS & BENEFACTORS

Friends and Benefactors are leaders within United Way of Central Florida who transform communities across the world. Members donate between \$1,000 – \$4,999 each year.

“ THIS ORGANIZATION ISN'T HOPING FOR SOLUTIONS. UNITED WAY IS FUNDING RESULTS. I SUPPORT UNITED WAY BECAUSE UNITED WAY SUPPORTS ALL OF US. ”

Angel Davis

Why Join a Leadership Giving Association?

Formed in 1987 by volunteers to encourage and honor the generosity of families and individuals, these associations bring together community leaders through a range of philanthropic, volunteer and networking opportunities. Membership brings along additional benefits such as dedicated staff support, regular updates on how your gift is being used, recognition for your gift and invitations to special LGA events.



Jamie Smith, Troy C. Smith and Eric Jackson
Sheriff's Roundup



Steve Warner, Tresa Warner, Marijo Plott and Nick Plott
Apron's Holiday Dinner



CPS Employees Eric Jackson, Nicole Gonzalez & Erica Lupercio
Day of Caring



Kathy Abels, Lu Fitzwater, Clyde Sprott and Sandy Sheets
Garden Party



Sara Hallett
Brunch in a Box



Nyrka Riskin, Brenda Ramirez and Jes Garcia
UpLift & Be Well

WOMEN UNITED

Members of Women United, an affinity group within the United Way Leadership Giving Association, leverage their individual strengths and collective resources to improve the lives of women, children and families in Central Florida. More than 850 women invested more than \$3.1 million through UWCF this year. This diverse, welcoming group of local female leaders are bound together by a powerful sense of commitment to Polk, Hardee and Highlands counties, each other and the mission of United Way.

Members donate \$1,000+ each year.

STEERING COMMITTEE

- Christine Ehlenbeck, Chair
- Ashley Bailey
- Ashley G. Barnett
- Stephanie Colon
- Greta Dupuy
- Sara Hallett
- Christina Criser Jackson
- Lauren Jensen
- Erica Lupercio
- Teresa Olinger
- Nyrka Riskin
- Brittany Sale
- Katherine Fitzwater, Staff Champion

YOUNG LEADERS SOCIETY

Young Leaders Society is for individuals within the recommended age 21-45, who are passionate about community involvement and investing in their community through UWCF. Members bring more than energy and professional stature; they are leaders with a vision for their future and our community.

Full of enthusiasm and energy, they know that collectively we can drive great community change. Young Leaders Society fosters the participation, commitment and growth of philanthropic-focused individuals in furthering the mission of UWCF.

Members donate \$1,000+ each year or participate in our step up program, starting at \$250.

STEERING COMMITTEE

- Tori Bateman, Chair
- Dr. Lauren Albaum
- Zach Brown
- Rachel Cashdollar
- Angel Davis
- Katherine Fitzwater
- Erica Lupercio
- Kate Wallace
- Marcus Wright
- Jes Garcia, Staff Champion



Mixology



Marcus Wright and Yohance Love
Apron's Holiday Dinner



Community Brews



UNITED WAY STAFF



UWCF'S STAFF IS DEDICATED TO IMPROVING THE LIVES OF THEIR CENTRAL FLORIDA NEIGHBORS EVERY DAY. THEY EMBODY OUR TAGLINE LIVE UNITED THROUGH PARTICIPATION IN LOCAL, REGIONAL, STATEWIDE AND NATIONAL OPPORTUNITIES FOR LEADERSHIP DEVELOPMENT, NETWORKING, VOLUNTEERISM AND CREATING LASTING COMMUNITY CHANGE.

Christina Criser Jackson, Andrea Oliver-Clarke, Jordan Weiland completed Nyrka Riskin's Advanced Women in Leadership Certificate Program. **Jes Garcia and Christy Apisa** completed Nyrka Riskin's Women in Leadership Certificate Program.

This year **Lance Ferguson** served on the Marketing subcommittee for the United Way of Florida Conference for our local United Way colleagues across the state.

Stacy Walsh was accepted to and began the 2022 United Way Worldwide Fellowship Program

Various staff members participated in Emily Rogers Speaker Training, the Planet Philanthropy Conference, the United Way of Florida Conference and the United Way

Christy Apisa completed the Lakeland Citizen's Academy.

Gretchen Ceranic completed the Lakeland Police Department's 16-week Police Academy.

Congratulations to **Lance Ferguson** on celebrating his milestone 5th anniversary with UWCF!

Congratulations to **Jill Martin** on celebrating her milestone 25th anniversary with UWCF!

Congratulations to **Andrea Oliver Clarke** for moderating a Community Forum on Homelessness and hosting a series for a local media entity featuring movers and shakers in our community.

Community Board Service

- **Christy Apisa:** Hardee EFSP, Youth Leadership
- **Gretchen Ceranic:** Lakeland Police Department Citizen's Advisory Board (Vice Chair), Shepherd's Community Lead Team, Polk Vision Literacy Team, Safe Kids Polk Council, Coalition on Injury Protection
- **Emily Cox:** All Saints' Episcopal, Sheriff's Advisory Council
- **Christina Criser Jackson:** Association of Fundraising Professionals Florida Caucus Board President, GiveWell Community Foundation and Polk Vision
- **Rod Crowley:** Lakeland Landsharks Triathlon Club and Co-Chair of Polk County Food Security Council

- **Katherine Fitzwater:** Junior League of Greater Lakeland, Lakeland Vision, Leadership Lakeland Alumni Association and LkIdNow
- **Stacy Walsh:** Bonnet Springs Advisory, SPCA

Staff List

- **Christy Apisa,** Community Impact Manager
- **Pam Armstrong,** Master Teacher
- **Carolyn Burnett,** ReadingPals Program Manager
- **Gretchen Ceranic,** Family Fundamentals Program Manager
- **Emily Cox,** Resource Development Manager
- **Christina Criser Jackson,** President & CEO
- **Rod Crowley,** Chief Operating Officer
- **Lori Dawson,** Accounting Associate
- **Kiely Dowd,** Executive Assistant
- **Lance Ferguson,** Communications Coordinator
- **Katherine Fitzwater,** Vice President of Marketing & Communications
- **Jes Garcia,** Resource Development Manager
- **Chris Hafer,** Accountant
- **John Hardesty,** Director of Finance
- **Beth Hill,** Resource Development Coordinator
- **Amber Johnson,** Master Teacher
- **Scott Lonsberry,** Community Project Manager & Analyst
- **Jill Martin,** Chief Financial Officer
- **June May,** Director of Community Resources
- **Jodi Miller,** Director of Success By 6
- **Mandi Mitchell,** Human Resources Coordinator
- **Andrea Oliver Clark,** Manager of Philanthropy
- **Jessica Pease,** Community Impact Assistant
- **Amber Qureshi,** Success By 6 Assistant
- **Jonda Schapeler,** Family Fundamentals Assistant
- **Deanne Shanklin,** Highlands County Coordinator
- **Dale Stills,** Senior Director of Resource Development
- **Peyton Wallace,** Receptionist
- **Stacy Walsh,** Resource Development Manager
- **Jordan Weiland,** Marketing Content Strategist

TOP SUPPORTERS

Publix

P
PUBLIX SUPER MARKETS
CHARITIES

GEICO

WATSON CLINIC LLP
Quality Healthcare for Every Generation

IRON HORSE
FAMILY FOUNDATION

CPS Investment Advisors

db
CITIZENS
Bank & Trust

CITY OF
Lakeland
www.lakelandgov.net

WINTER HAVEN
The Chain of Lakes City

POLK COUNTY
PUBLIC SCHOOLS
STUDENTS FIRST

CLARK, CAMPBELL, LANCASTER,
WORKMAN & AIRTH, P.A.
ATTORNEYS AT LAW

dsm

Bank of
Central Florida

CENTURY RESIDENTIAL, LLC

DUKE
ENERGY

S SaddleCreek
LOGISTICS SERVICES

A&C
ALLEN & COMPANY
EST. 1932

SHERIFF GRADY JUDD
POLK COUNTY SHERIFF'S OFFICE

POLK
COUNTY

A·C·T
Environmental & Infrastructure

ALAN JAY
Automotive Network

The School Board of
Highlands County

TW Professional
Automotive
Products

Florida's
Natural

ups

Central Florida
Health Care
Health Care With a Heart

Mid-State Industrial Maintenance

BUL-HED Corporation

AgAmerica Lending

The Mosaic Company

Truist

Bank of America

Dr. C.B. and Ranjan Patel Foundation

Highlands County Board of County
Commissioners

The Lunz Group

Hudson Pump & Equipment

SouthState Bank

Dunson Harvesting, Inc.

Krya Solutions, Inc.

Six/Ten, LLC

ArrMaz

Early Learning Coalition of Polk County

State Attorney's Office 10th Judicial Circuit

Polk County Tax Collector

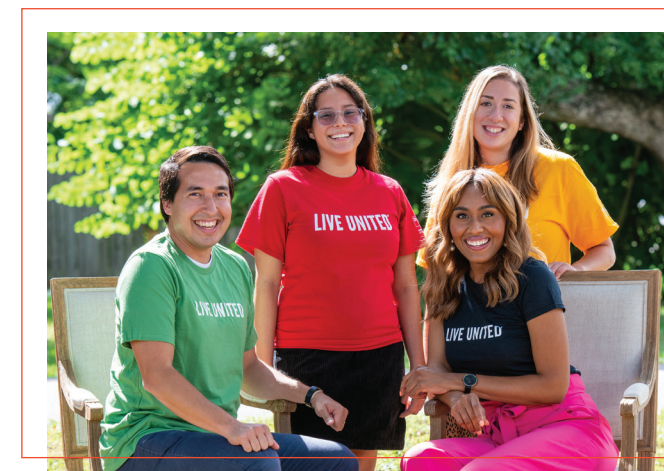
Sale Insurance Agency, Inc.

Wells Fargo

Dixie Southern Industrial

Heartland National Bank

Central Florida Regional Planning Council



United Way Ambassadors act as consultants, relationship builders and resource development professionals who inform and share the United Way message with our community. Thank you to our 2021-2022 United Way Ambassadors **David Blanco, Delonique Kemp, Carley Maleri and Camila Norona**



United Way of Central Florida

PO Box 1357
Highland City, FL 33812
863.648.1500

JOIN US IN GIVING BACK TO POLK,
HARDEE AND HIGHLANDS COUNTIES BY
THE END OF THE YEAR!
VISIT [UWCF.ORG/GIVE](https://www.uwcf.org/give) OR SCAN THE
QR CODE TO SUPPORT OUR VISION TO
UNITE OUR COMMUNITY AND EMPOWER
EVERYONE TO ACHIEVE THEIR FULL
POTENTIAL.



**THANK YOU TO OUR
MISSION PARTNERS:**



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CHARITIES

GEICO

**George Jenkins
FOUNDATION**

