

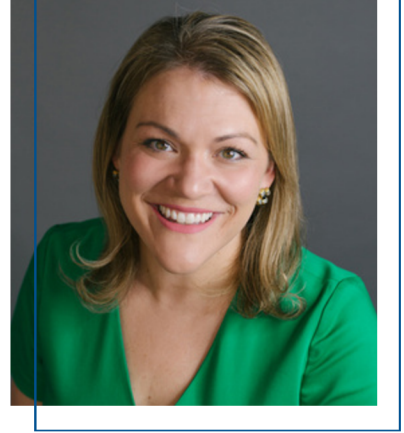


2023-2024

IMPACT REPORT

Celebrating 80 Years of Impact





Dear United Way of Central Florida Supporters,

Eighty years is an enormous milestone for any organization. But when we think of the impact United Way has made in that time throughout this community, we are so proud of how far we have come.

As we celebrate 80 years of service, we are filled with gratitude for the unwavering support of our community. Together, we've tackled challenges head-on and created lasting change. The legacy we've built is a testament to the power of collective action. As we look ahead, let's continue to champion the causes that matter most and ensure a brighter future for all.

United Way works hard to fund the most effective programs serving the tri-county area thanks to our amazing donors, partners and dedicated community investment team volunteers. Great things can happen when we all work together for the common good. Thank you to all who have contributed to the success of UWCF throughout it's 80 year history.

Yet, there is more work to be done. Join us as we continue the legacy.

Michael W. Tamney
2023 Board Chair

Christina Criser Jackson
President & CEO

MISSION & VISION

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

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

THANK YOU TO OUR MISSION PARTNERS:



2023-2024

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Callie Neslund

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Dr. Andy Oguntola

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Emily Rogers Consulting & Coaching

Brittany Sale

Sale Insurance Agency, Inc.

Scott Sjoblom

Florida Department of Health in Polk County

Troy C. Smith

Speaker, Trainer, Coach

Emily Spath

Spath Jewelers

Ana Wood Rogers

Community Volunteer

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State Attorney Brian Haas
Callie Neslund
Emily Spath
Ana Wood Rogers
Ali Wright



COMMUNITY INVESTMENT TEAMS


AT THE HEART OF UNITED WAY ARE THE COMMUNITY INVESTMENT TEAMS. THESE TEAMS VOLUNTEER YEARLY TO REVIEW APPLICATIONS AND RECOMMEND FUNDING FOR OUR PARTNER SERVICES.

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 funding allocations.

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

This year, 121 Community Investment volunteers participated on 15 teams. Volunteers evaluated 77 funded services at 47 partner agencies. Together, these volunteers spent more than 2,000 hours touring facilities and reviewing applications, audits, 990s and other documents.

80 YEARS OF IMPACT:
Our Community Investment Team process has been continually refined since 2021. Teams have been meeting annually to review programs and analyze outcomes.



Community Investment Team volunteers at a site visit.

COMMUNITY IMPACT CABINET

- Dr. Naomi Boyer, Chair
- Senator Colleen Burton
- Jonathan Crain
- Lee Earls
- Don Elwell
- Heather Gordon
- Dr. Sandy Hightower
- Joy Johnson
- Dell Quarry
- Benjamin Ruch
- Dawn Robertson



Would you like to help with this process? Scan the QR code to become a CIT volunteer.



INITIATIVES

CURRENTLY UNITED WAY OF CENTRAL FLORIDA HAS SEVEN INITIATIVES THAT FALL UNDER 4 FOCUS AREAS: EDUCATION, HEALTH, INCOME AND BASIC NEEDS.

1 Academic Achievement

Recognizing that many students face barriers to success in school, UWCF is working hand-in-hand with community partners to provide essential resources like tutoring and mentoring. Together, we're helping students overcome challenges and achieve their educational goals.

COMMUNITY PARTNERS:

- Big Brothers Big Sisters of Tampa Bay
- Big Brothers Big Sisters of the Sun Coast
- Boy Scouts, Greater Tampa Bay Council
- Boys and Girls Club of Highlands County
- Boys and Girls Clubs of Polk County
- Camp Fire Sunshine Central Florida
- 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



Student at Girls Inc., Lakeland.

7,196 students received assistance last year through UWCF funded programs.

80 YEARS OF IMPACT:

United Way originally served as an agent to collect funds for local charities and coordinate relief services. It also counseled and referred clients to cooperating agencies and made emergency assistance grants. In 2008, United Way adopted the focus areas of Education, Income, Health and Basic Needs, which remain the basis of many funded services.



2 Basic Needs

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

COMMUNITY PARTNERS:

- American Red Cross
- Catholic Charities of Central Florida
- Champion for Children Foundation of Highlands County, Inc.
- Chapters Health, Good Shepherd Hospice
- Children’s Home Society, Greater Lakeland Division
- Hardee Help Center
- Heart of Florida Legal Aid Society, Inc.
- 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 they need. This year, the total number of calls, texts and online inquiries were over 41,000 with the top three requests in housing/shelter, utilities and food.

The 988 Mental Health Lifeline received 2,935 calls.

If you or someone you know needs assistance, please call 211 or text your zip code to 898-211.

3 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 leverages the social and institutional capital of partners, making it possible for the school to offer resources and services that address community needs.

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

Through 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



Students gardening at Crystal Lake Elementary, A Community Partnership School.

4 Early Childhood Education

Research shows that children who enter school ready to learn are more likely to graduate high school on time. Statistically, 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.

United Way of Central Florida partner programs and it's own Success By 6 programs, like The Carol Jenkins Barnett United Way Children's Resource Center, Master Teachers and the Parent Lending Library, create opportunities for every child 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
- Family Literacy Academy at Lake Wales
- Florida Children's Museum
- 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*

**This partner agency received partial funding for the year and has since closed.*



Caregivers and children in a Child Development Class.

5 George W. Jenkins 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. These 20 mobile food pantries are helping eliminate hunger for tens of thousands of residents across Polk, Hardee and Highlands counties.

The healthy food pantries don't just pass out food to the hungry, but give staff and volunteers a chance to connect with the community and provide information on wrap-around services like healthcare and education. Last year 66,806 individuals received food assistance.



Our staff leading and speaking at the Hunger Action Summit.



COMMUNITY PARTNERS:

- Bartow Community Service Center
- Blessings & Hope Food Pantry
- B Street Community Service Center
- Central Assembly of God
- Central Florida Health Care
- Cutting Edge Ministries
- Crystal Lake Elementary
- Feeding Tampa Bay
- First Baptist Church of Lake Alfred
- First Missionary Baptist Church
- First Sebring Church
- Fort Meade Outdoor Recreation Area
- The Freedom Tour
- Frostproof Care Center
- Hands for Homeless
- Jerusalem Missionary Baptist Church
- Mulberry Community Service Center
- Mulberry RCMA
- Pilgrim Rest Free Will Baptist Church
- Poinciana Community Park
- St. Mary's Primitive Baptist Church
- South Oak Church
- Tabernacle of Praise
- Union Church
- Wahneta Baseball Park

Bi-monthly mobile food pantries provide 200+ families with frozen meats, fresh produce and dry goods for a week to supplement nutritional needs between paychecks.

6 Financial Stability

UWCF addresses the root cause of problems to build a better future for individuals and our community. Thanks to our Volunteer Income Tax Assistance (VITA) program, filers were refunded a total of \$1,399,676. These filers are encouraged to deposit their tax returns into savings accounts with the intention of securing future financial stability. We provide budgeting expertise and saving disciplines to help families build a better future, and we provide individuals with job-skills training for increased income. UWCF partners help families manage debt and improve their credit, placing individuals on a path to financial independence.

COMMUNITY PARTNERS:

- Bartow Community Service Center
- Florida Children’s Museum
- Frostproof Care Center
- Hands of Hope America
- Heart for Winter Haven
- Heart of Florida Legal Aid Society
- Mulberry Community Service Center
- Ridge Area Arc
- The Salvation Army of West Polk County
- Talbot House Ministries
- Women’s Care Center of Bartow, Inc.
- Women’s Resource Center



Free Tax Preparation at the Children’s Resource Center.



Scan the QR code with your phone to read a financial stability success story.

7 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 (VISTE)

Over 17,000 individuals received at least one UWCF funded health service last year.

Community Wellness

Through a grant with Polk County Board of County Commissioners*, United Way of Central Florida provides support to the Polk HealthCare Plan and funding for Community Wellness services.

Community Wellness Navigators provide information to individuals and families, spread awareness of the Polk HealthCare Plan and assist individuals with the application. These Navigators are unique in that they also advise individuals on other community programs they may be eligible for, providing wrap-around services.

Additionally, this grant allowed partnerships with agencies and organizations to provide services for **behavioral health and prevention/early intervention**, in an effort to reduce health care disparities to individuals and families in Polk County. Seventeen Community Wellness partner agencies received over \$6M in funding for 27 programs.

**United Way of Central Florida's Community Wellness Navigators are a recipient of and partially funded by Polk County's voter-approved 1/2 cent sales tax for community health care.*

COMMUNITY PARTNERS:

- Boys & Girls Clubs of Polk County
- Career Source Polk
- Central Florida Health Care
- Central Florida Speech & Hearing Center
- Early Learning Coalition of Polk County
- Florida Children's Museum
- Heart for Winter Haven
- Lake Wales Care Center
- One More Child
- Peace River Center Victim Services
- Polk for Recovery
- The Children's Home Society of Florida
- The Wilson House
- Tri-County Human Services
- WonderHere



Community Wellness Navigator, Eileen Scheffel on site.

80 YEARS OF IMPACT:

Community Wellness is our newest addition to our Health initiative, beginning in 2022. Made possible with a grant from Polk County Board of County Commissioners, the funding allows for behavioral health and prevention services as well as the addition of Community Wellness Navigators to promote the Polk HealthCare Plan at community events.



DAY OF CARING:

Volunteering for Impact

OVER 350 VOLUNTEERS ACROSS POLK, HIGHLANDS AND HARDEE COUNTY CAME TOGETHER TO SERVE NONPROFIT ORGANIZATIONS ON FRIDAY, APRIL 19.

A long-standing tradition, Day of Caring gives United Way donors a chance to connect with the organizations that they support in a tangible way. Projects ranged from campus beautification and building to compiling books for the ReadingPals participants and everything in between.



Westlake Epoxy at YMCA Fontaine Gills



HCA Florida Healthcare



GEICO at Lakeland Volunteers in Medicine

Thank you to our Day of Caring participants:

- Advent Health
- After School Spot
- Alan Jay Automotive Network
- American Red Cross
- APHS Interact Club
- Avon Park Correctional Institute
- Bagwell Lumber
- Bank of Central Florida
- Bartow Community Service Center
- Big Brothers Big Sisters of Tampa Bay
- Big Brothers Big Sisters of the Sun Coast
- Boys & Girls Club of Highlands County
- Boys & Girls Clubs of Polk County
- Buttonwood Bay
- Camp Sparta
- Central Assembly of God
- Champion for Children Foundation
- Children's Home Society
- Children's Museum of the Highlands
- Citizens Bank & Trust
- City of Lakeland
- City of Sebring
- EMERGE Lakeland
- First Baptist Wee Center, LP
- First Missionary Baptist
- Frostproof Care Center
- GEICO
- GiveWell Community Foundation
- Habitat for Humanity
- Hands for the Homeless
- Hardee Help Center
- HCA Florida Healthcare
- Heartland for Children
- Heartland National Bank
- Heartland Horses Equine Activities & Learning
- Highlands County Board of County Commissioners
- Highlands County Supervisor of Elections
- Highlands Hammock State Park
- Humane Society
- Lakeland Volunteers in Medicine
- Lake Placid High School Interact Club
- Mary Martin Group at Edward Jones
- MidFlorida Credit Union
- Mulberry RCMA
- Multiply
- Nucor Steel
- NuHope Elder Care
- Oldcastle APG
- Publix Super Markets, Inc.
- ReadingPals
- Ridge Area Arc
- School Board of Highlands County
- South Florida State College
- United Way of Central Florida Student United Way, Women United, Young Leaders Society & Staff
- Wauchula City Manager's Office
- Westlake Epoxy
- YMCA Fontaine Gills

80 YEARS OF IMPACT:

Day of Caring began in the 1990's and has been an annual event for over twenty years. It connects workplaces to the organizations that they are supporting through their United Way of Central Florida campaign.

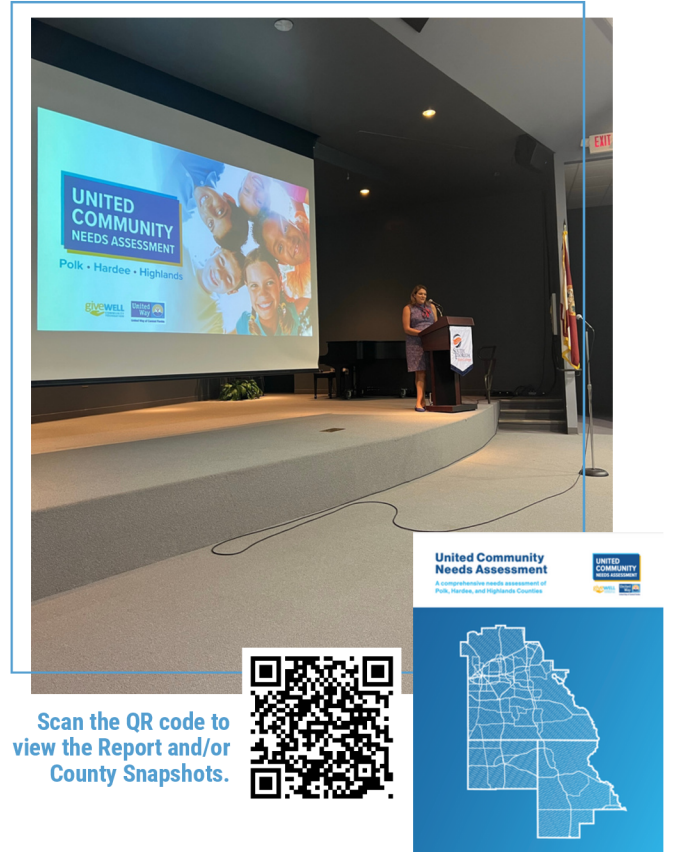


United Community Needs Assessment

ASSESSING OUR COMMUNITY NEEDS IN PARTNERSHIP WITH GIVEWELL COMMUNITY FOUNDATION.

GiveWell Community Foundation and United Way of Central Florida have partnered to assess the needs of residents of Polk, Highlands, and Hardee counties. Over a span of two years, these two organizations worked together along with an independent consultant to gather, review, and analyze feedback and information. Along with the feedback from nearly 4,000 residents, recent studies from third-party sources were also incorporated. The United Community Needs Assessment (UCNA) report results focused on 6 domains: Economic & Employment Opportunities, Housing, Education, Transportation / Infrastructure, Food Security and Quality of Life.

After creating the 187 page report, United Way of Central Florida and GiveWell Community Foundation, traveled across the three counties, giving presentations on their findings to community stakeholders. After presentations were made, the committee committed to building a web dashboard, in an effort to share ongoing findings and provide the public with this valuable information. The dashboard is expected to be available to the public by early 2025.



Scan the QR code to view the Report and/or County Snapshots.



Advocating for United Way at Capitol Days

UNITED WAY STAFF AND VOLUNTEERS ADVOCATE FOR OUR COMMUNITY IN TALLAHASSEE.

In November, five staff members traveled to Tallahassee for United Way of Florida Capitol Days. They met with state legislators and heard from experts in the fields of education, financial stability and health.

Staff valued the opportunity to meet with Representatives Jennifer Canady, Melony Bell and Sam Killebrew. They shared about United Way of Central Florida and discussed the needs in the community. Volunteer Suzette Jones traveled with the team and serves on the United Way of Florida board.



Rod Crowley, Gretchen Ceranic, Jordan Weiland, Suzette Jones, Christina Criser Jackson and Marcus Wright at Capitol Days.



SUCCESS BY 6



SUCCESS BY 6 IS OUR UNITED WAY LED EARLY CHILDHOOD EDUCATION PROGRAM. IT ENCOMPASSES THE CAROL JENKINS BARNETT UNITED WAY CHILDREN'S RESOURCE CENTER, READINGPALS, BORN LEARNING, PARENT LENDING LIBRARIES, SUPERVISED VISITATION SERVICES, MASTER TEACHERS AND THE DOLLY PARTON IMAGINATION LIBRARY.

Today, Success By 6 includes a variety of programs and services for children, their parents, and caregivers. In just a year, The Carol Jenkins Barnett United Way Children's Resource Center has seen nearly 1,000 more children attending development classes at Bonnet Springs Park than at our previous location. Last year at this time, we were celebrating six months in the new space. Now, the center has added even more free classes, an autism support group, a down syndrome play group, Youth Mental Health First Aid Trainings, and more. Success By 6 is expanding services to reach more of our youngest community members throughout the tri-county area.

We know that children who start behind often stay behind, and Success By 6 ensures that children enter kindergarten ready to learn.



Last year alone Success By 6 served over 13,000 young individuals.



New Autism Support Group, Meets Monthly



ReadingPals partners with Polk County Public Schools to match reading mentors with four kindergarten students for an hour, once a week. Training is provided and school location is based on volunteer preference.

Scan the QR code to fill out the ReadingPal volunteer application.





SUCCESS STORY

It was just past Tahjz’s third year check-up when his parents noticed that he was regressing. Things were busy at home with a newborn, and they hadn’t picked up on it right away until his mom, T’Anna, noticed that he wasn’t saying certain words that he had been saying before. His vocabulary shrunk and he was limiting his speaking to certain sounds and syllables.

T’Anna found a child development test online and realized that her son was behind. She found out The Carol Jenkins Barnett United Way Children’s Resource Center offered free child development screenings and called to set up an appointment. The screening confirmed that Tahjz was behind. The screening allowed her to be referred to specialized classes that will help Tahjz with his development. In the meantime, resources were given to T’Anna with activities that she can do with Tahjz to help guide him along. They also started attending child development classes at the Children’s Resource Center. These caregiver/child classes allow for Tahjz to be around other children his age and encourage developmentally-appropriate activities.

In just two months they’ve already noticed a difference in his speech. “He’s speaking more. He’s starting to say dog. He’s starting to say names and he’s talking more and I’m understanding him 90% of the time,” T’Anna shared. The classes and resources have allowed them to be able to understand where they’re at and what to focus on for the future. **“Everything is so much more brighter. I’m excited to see where we end up.”**



Scan the QR code to hear Tahjz’s story first-hand.

Additional New Services



Down Syndrome Play/Support Group
Every Tuesday



Building Blocks Class
Led by Snapology
Once a month



Kindness Class
Led by Interact Alliance
As scheduled



Back-to-School Health & Safety Event
Each August



80 YEARS OF IMPACT:

Success By 6 was made possible by Carol Jenkins Barnett, who believed the most impactful way to influence change in a community was through the education and development of children. Success By 6 focuses on children from birth to six years old, helping kids in the community achieve success in developmental milestones before their first day of kindergarten. Carol leveraged the business community, gathering investments from key community members and ensuring its success.





LEADERSHIP GIVING ASSOCIATION

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

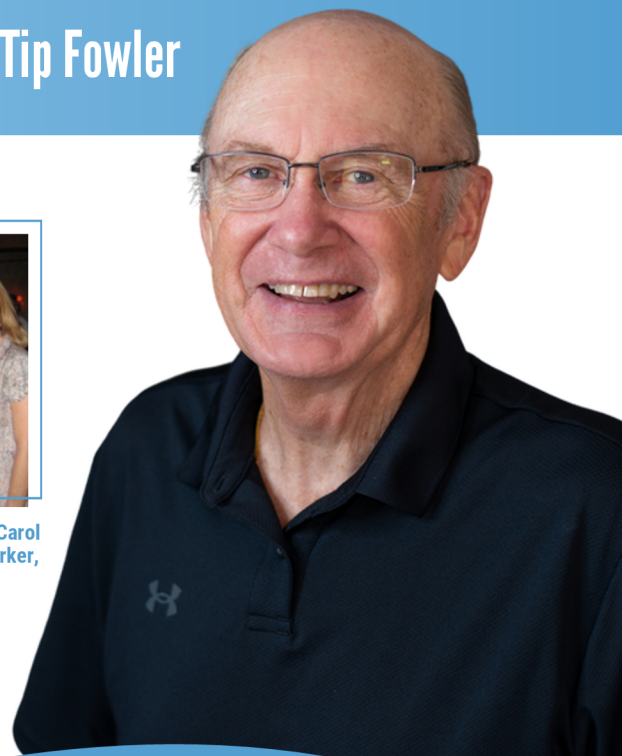
In 2023-2024, more than 1,000 leadership donors invested over \$4.2M to support UWCF initiatives and community partners. Leadership givers are UWCF’s most generous donors, giving hope to so many in the community through services that they are able to fund through the Community Investment process. Beyond donations, they often invest their time and advocacy, helping neighbors that need it the most. Throughout the year, Leadership Givers hosted 9 fundraising and service projects, bringing funding and awareness to a variety of initiatives.

Leadership Giving Association levels based on annual giving:

- Friends - \$1,000+
- Benefactors - \$2,500+
- Démocratie Society - \$5,000+
- Alexis de Tocqueville Society - \$10,000+
- Tocqueville, Ordre de Classique - \$17,500+

“With my philanthropic dollars, I choose to invest in things that I believe in and that I know work. It’s for that reason that I give to the United Way and support the Leadership Giving Association and have for five decades.”

-Tip Fowler



80 YEARS OF IMPACT:

The Leadership Giving Association was established at United Way of Central Florida in 1987 by Guy Bostick, R.L. Buddy Fletcher, George W. Jenkins and P. Scott Linder. Women United began in the 2010’s with Carol Jenkins Barnett being a founding member.



Women United founders and early members Carol Jenkins Barnett, Cindy Alexander, Bonnie Parker, Patti Bostick and Brittany Sale.



Scan the QR code to learn more about the Leadership Giving Association.

ALEXIS DE TOCQUEVILLE & DÉMOCRATIE SOCIETIES

THE ALEXIS DE TOCQUEVILLE AND DÉMOCRATIE SOCIETIES ARE GROUPS OF LEADERS AND PHILANTHROPISTS WHO DEMONSTRATE THEIR COMMITMENT TO MAKING CENTRAL FLORIDA A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

TOCQUEVILLE & DÉMOCRATIE
DONORS INVESTED

\$3M+

TO SUPPORT UWCF INITIATIVES AND
COMMUNITY PARTNERS

In 2023-2024 Alexis de Tocqueville and Démocratie events included the Tocqueville Clay Shoot at Golotko Ranch, where members were encouraged to bring prospective members to enjoy the day and learn about United Way. They also gathered in January at Saunders Ralston Dantzler Real Estate to toast the new year.



ALEXIS DE TOCQUEVILLE COMMITTEE

Wesley Barnett, Chair
Jacqueline Byrd
Ronnie Hedrick II
Don Selvage

Nathan Adams
Christina Criser Jackson
Ileana Kniss

Dr. Glen Barden
Greta Dupuy
Jim Luffman

Barney Barnett
Tip Fowler
Eric Jackson

WOMEN UNITED

THE PURPOSE OF WOMEN UNITED IS TO INSPIRE, EDUCATE AND ENCOURAGE WOMEN TO EFFECT CHANGE IN OUR COMMUNITY WITH A FOCUS ON WOMEN AND CHILDREN THROUGH PHILANTHROPY, VOLUNTEERING, LEADERSHIP AND MEMBERSHIP.

In 2023-2024 Women United focused on member stewardship and recruitment. Several service projects concentrated on ReadingPals, packaging books for thousands of children and writing encouraging notes to volunteers. Their signature Brunch in a Box event raised a record \$20k for Success By 6 services and the spring Garden Party at Callie Miller's home introduced prospective members to United Way. Women United continues to grow and create meaningful events in our community, raising awareness and funding for United Way of Central Florida and the Success By 6 initiative.

WOMEN UNITED'S SIGNATURE EVENT,
BRUNCH IN A BOX, BROUGHT IN OVER

\$20K

IN SALES TO SUPPORT THE SUCCESS
BY 6 INITIATIVE.



- COMMITTEE**
- Erica Lupercio, Chair
 - Ashley Bailey
 - Taylor Baldick
 - Ashley G. Barnett
 - Tori Bateman
 - Jeanette Crowley
 - Christine Ehlenbeck
 - Lauren Feaster
 - Katherine Fitzwater
 - Teresa Olinger
 - Emily Plank
 - Kimberly Rice
 - Brittany Sale

YOUNG LEADERS SOCIETY

THE GOAL OF YOUNG LEADERS SOCIETY IS TO INSPIRE YOUNG ADULTS TO BUILD COMMUNITY AND FIND THEIR PURPOSE THROUGH PHILANTHROPY, VOLUNTEERING, LEADERSHIP AND MENTORSHIP.



“Almost a decade ago, someone invited me to check out a YLS event. Little did I realize the depth of personal growth ahead through serving and leading the Young Leaders Society group.”

Rachel Cashdollar

In 2023-2024 Young Leaders Society (YLS) participated in service projects and hosted several events. YLS helped sort food at Volunteers in Service to the Elderly (VISTE) and partnered with EMERGE and Endeavor, connecting with other young leaders to support service projects in the community. Their signature events, the YLS Holiday Dinner and Mixology Class Fundraiser, were both a success, raising awareness and funds for United Way of Central Florida.



COMMITTEE

- Rachel Cashdollar, Chair
- Taylor Baldick
- Kelsey Elmhurst Wesche
- Lauren Lloyd
- Erica Lupercio
- Lily Mild
- Peyton Sale
- Marcus Wright Jr.



2023-2024 SUPPORT

THIS YEAR'S COMMUNITY FUNDRAISING CAMPAIGN BEGAN IN AUGUST 2023 WITH OUR ANNUAL PACESETTER CAMPAIGN AND OFFICIAL CAMPAIGN KICKOFF ON AUGUST 24.

United Way hosted the annual Campaign Kickoff event at LEGOLAND Florida Resort, with Campaign Chair Desmond Clark and Resource Development Chair Erica Lupercio blowing the whistle to start the campaign. Board Chair Michael Tamney and President/CEO Christina Criser Jackson led the morning's program, recognizing pacesetters and Top 50 contributors. They shared how we are all #UnitedinPurpose!



RESOURCE DEVELOPMENT STEERING COMMITTEE

- Desmond Clark, Campaign Chair
- Erica Lupercio, Resource Development Chair
- Wesley Barnett
- Rachel Cashdollar
- Sari Crews
- Tip Fowler
- Sean Malott
- Nick Plott
- Emily Spath

(Above) Chief Ian Floyd poses with his Pacesetter Award for the Polk County Sheriff's Office.

(Left) Desmond Clark addresses the crowd.

A native of Lakeland, FL, Desmond Clark played tight end for the Chicago Bears and was the 2023 Campaign Chair.



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 our partners that helped create a strong start to the 2023-2024 campaign!

THANK YOU TO THESE 2023 CAMPAIGN PACESETTERS:

- Achievement Academy, Inc
- Bank of Central Florida
- Bell Apiaries LLC
- Beloved HomeCare Services
- Boys and Girls Clubs of Polk County
- Camp Fire Sunshine Central Florida
- Central Florida Development Council
- Central Florida Regional Planning Council
- Central Florida Speech & Hearing Center
- Champion for Children Foundation
- Children's Home Society of Florida
- CPS Investment Advisors
- Crowe LLP
- City of Auburndale
- City of Lake Alfred
- DOU Bakehouse
- EMERGE Lakeland
- Fields Insurance & Financial Group
- Firehouse Subs Shoppes of Auburndale
- First Southern Bank
- Florida Children's Museum
- Florida Blue Center - Winter Haven
- Frostproof Care Center
- GEICO
- Girls Inc. of Winter Haven
- Githens Insurance & Financial Services
- GrayRobinson, P.A.
- Hadley's Early Education Preschool, LLC
- Hardee County Sheriff's Office
- Heartland National Bank
- Help of Fort Meade
- Highlands County Board of County Commissioners
- H. R. Todd Fund
- John & Lu Fitzwater
- Johnson Stivender Wealth Advisors
- Kindelan McDanal & Associates
- Learning Resource Center of Polk County, Inc.
- Leo Longworth State Farm Insurance
- Lighthouse for the Blind and Low Vision
- Mark Lanier State Farm Insurance
- Mary K. Langford
- Michael J. Del Bovo
- The Mosaic Company
- Nancy Tanner
- Nineteen61
- Peace River Center for Personal Development
- Polk County Board of County Commissioners
- Regal Lakeland
- Ricardo Horticultural Enterprises, Inc.
- Ridge Area Arc
- Saddle Creek Logistics Services
- Senator Colleen Burton
- State Attorney's Office
- Stuart's Plumbing
- Studio C Solutions
- Sun 'n Fun
- SW Caribbean Delights
- Talbot House Ministries
- United Way of Central Florida
- Valley Bank
- VISTE
- Watson Clinic Retirees
- Wells Fargo - Highlands County
- Wells Fargo - Polk County
- YMCA of West Central Florida
- Youth and Family Alternatives

Publix.

WHERE SHOPPING IS A PLEASURE®

Congratulations to Publix Super Markets, Inc. and Publix Super Markets Charities, the **#1 Global Corporate Leader** for the fifth year in a row! That means that Publix Super Markets, Inc. and its associates are the largest donor to United Way Worldwide. It's no secret that Publix associates give back to their community. We are honored to support their corporate office and lead the charge on distributing campaign resources across eight states.



ANNUAL CELEBRATION

UWCF HELD IT'S ANNUAL CELEBRATION AT THE HISTORIC POLK THEATRE ON THURSDAY, MAY 23, 2024. OVER 300 WERE IN ATTENDANCE FOR THE EVENT, CELEBRATING 80 YEARS OF SERVICE IN THE COMMUNITY.



THANK YOU TO OUR EVENT SPONSORS:

- 97.5 WPCV & Max 98.3
- Bank of Central Florida
- Central Florida Health Care
- CPS Investment Advisors
- Citizens Bank & Trust
- Early Learning Coalition of Polk County
- EMERGE Lakeland
- George Jenkins Foundation
- Girl Scouts of West Central Florida
- GiveWell Community Foundation
- Good Intent's Marketing
- Heartland for Children
- LKLDNow
- Morgan Stanley
- Orlando Health
- Polk County
- Publix Super Markets Charities
- Tampa Electric
- Women's Resource Center



Taking the audience on a journey through the last 80 years, individuals were honored that were instrumental in shaping United Way of Central Florida into what it is now. Past leaders were brought in to share details from the past and present, giving depth and history to the services provided today. The evening included a dance number by Harrison School of the Arts students and ended with an incredible performance by Harrison alumni and Broadway star, Quentin Earl Darrington singing *An Impossible Dream*.

Scan the QR code to view our full event recap.



GEORGE W. JENKINS OUTSTANDING UNITED WAY VOLUNTEER

Nominees are considered for their United Way involvement, volunteer experience and overall leadership roles.



Paul Noris (center) with presenter Lyle Bowlin and Christina Criser Jackson

Paul Noris has volunteered with United Way of Central Florida since 2010. He has served on multiple committees and currently serves on the Board of Directors. Additionally, he has been a member of our Leadership Giving Association for over twenty years. In 2017, he and his wife, Lynn, were Campaign Co-Chairs for United Way. In the community, he has served on the Board of Directors for the Lakeland Area Chamber of Commerce and today he is CEO and Chairman of the Board at Bank of Central Florida where their vision is guided by growth, the client journey and their people.

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.



Kelly Williams-Puccio (left) with Greta Dupuy, presenter Brian Haas, and Rod Crowley

Kelly Williams-Puccio has been a member of the Leadership Giving Association for over 20 years. She has been a volunteer in the ReadingPals program and most recently served on the United Community Needs Assessment Polk County Committee. Where she really shined was through her workplace, serving as Executive Director of Publix Super Markets Charities, where she recently retired from after 44 years. Through her leadership, the organization sought to alleviate hunger, reduce homelessness, and support education initiatives, working to make lives better "in the communities where we live and work".



Kimberly Elmhurst (center) with presenter Barney Barnett and Christina Criser Jackson

CITIZEN OF THE YEAR

Nominees for this award were nominated by the United Way of Central Florida staff, recognizing a volunteer for their involvement, experience, and leadership.

Kimberly Elmhurst became involved with Young Leaders Society in 2011 and Women United in 2012. She joined the Board of Directors in 2015 and has been a member of multiple committees and volunteer teams as well as serving as Campaign Chair. Over the last few years, while serving on the Boards for United Way and GiveWell Community Foundation, she played an instrumental role connecting both organizations for the United Community Needs Assessment.



Stuart Baldick (left) with Harris family and presenter, Ashley Tinker

DIFFERENCE MAKER

The Difference Maker Award is given in memory of Kayla Harris.

Stuart Baldick is an active member of the Young Leaders Society, Alexis de Tocqueville Society and is a member of the Lakeland Chamber of Commerce. He also serves on the board of a local missions organization. Whether it's through volunteering with his local congregation as a Royal Rangers Commander or supporting local start-ups and multiple nonprofits, the love for his community reaches far and wide.



Cindi Parker-Pearson (left) with presenter Penny Borgia

CAROL JENKINS BARNETT SUCCESS BY 6 CHILD ADVOCACY AWARD

This award recognizes a well-deserved individual doing incredible work in our community for child advocacy.

Cindi Parker-Pearson's life's work has been a beacon of hope and support for our community's most vulnerable and impressionable members: children with special needs. Her impact extends beyond the classroom walls, as she played a pivotal role in pioneering the Charter School movement in Polk County.

UNITED WAY OF CENTRAL FLORIDA TIMELINE OF EVENTS



United Way leaders outside of the Lakeland Chamber of Commerce, 1950



First Community Chest fundraiser runs in Lakeland. The Community Chest was a forerunner of modern United Ways, originally founded in Cleveland, Ohio. It was modeled after Cleveland's Jewish Federation's "federated giving" approach to fundraising, distributing contributed funds to several nonprofit partners.

Lakeland's Community Chest is converted to United Fund of Greater Lakeland, seven years after the first United Community Fund formation in Cleveland.



George W. Jenkins

United Way of Greater Lakeland, Greater Bartow and Lake Region merge to form a singular county-wide United Way. The move was seen as controversial and a possible threat to funding for smaller nonprofit partners. But those fears were put to rest when Publix Super Markets, Inc. founder George W. Jenkins signaled his support. A staunch supporter of United Way, the community took notice when Jenkins wrote a check for \$240,000 to help launch the fledgling United Way of Central Florida.

After United Community Funds and Councils of America changes its name to United Way of America, Lakeland's organization transitions to United Way of Greater Lakeland.



The red feather is chosen as the national symbol for Community Chests. Red feather pins were awarded to donors and worn proudly as a sign of a commitment to their community.

The Charity Organization Society is founded in Denver, Colorado by Frances Wisebart Jacobs, Rev. Myron W. Reed, Msgr. William J. O'Ryan, Dean H. Martyn Hart and Rabbi William S. Friedman.

1887

1944

1945

1956

1971

1980



Carol Jenkins Barnett

The Jenkins Family Challenge offered a \$4,000,000 match that aided in the creation of programs like Master Teachers and helped move United Way of Central Florida towards outcome-based funding.

A trio of hurricanes, Charley, Frances and Jeanne, transit across Polk County within the span of five weeks. For the first time, United Way of Central Florida shifts focus to include disaster relief as an impact area.

United Way shifts its funding model to target the areas of education, income, health and safety net. This shift led to our current focus on early childhood education, academic achievement, community partnership schools, health, financial stability, end hunger and basic needs.

The COVID-19 pandemic kickstarts a partnership between UWCF and GiveWell Community Foundation that leads to the United Community Relief Fund which is now in place for any future disaster.



Barnett Family outside the Carol Jenkins Barnett United Way Children's Resource Center, 2022

The Carol Jenkins Barnett United Way Children's Resource Center, formerly known as Family Fundamentals (founded in 2001), opens at Bonnet Springs Park. Success By 6 was founded in 1995 thanks to Carol Jenkins Barnett.

Through a partnership with Polk County, UWCF's Community Wellness increases access to behavioral, medical and preventive health services.



United Way of Central Florida expands its service area to include Hardee County.

United Way of Central Florida expands its service area to include Highlands County.

1986 1987

1996 2004 2008

2020

2022 2023



HIGHLANDS COUNTY

UNITED WAY OF CENTRAL FLORIDA HAS SERVED THE HIGHLANDS COUNTY COMMUNITY SINCE 1987 BY UNDERSTANDING LOCAL NEEDS AND CONTRACTING WITH QUALIFIED PARTNERS.

What's unique about Highlands County is that all the money raised in Highlands County, stays in Highlands County. Donations made in the county stay local to help the Highlands County residents that need it most.

HIGHLANDS COUNTY ADVISORY BOARD

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

Shawn Beumel
Big Brothers Big Sisters

Sheriff Paul Blackman
Highlands County Sheriff's Office

Jessica Carlson
Carlson Co.

Melisa Crews
Heartland National Bank

Sari Crews
South Florida State College

Commissioner Don Elwell
Alan Jay Automotive Network

Ingra Gardner
Highlands County Board of County Commissioners

Joseph Gleason
HCA Florida Highlands Hospital

Alison Hancock
SouthState Bank

Dusty Johnson
Johnson Stivender Wealth Advisors, Inc.

Jennifer Koukos
Glades Electric Cooperative

Dr. Brenda Longshore
School Board of Highlands County

Trevor Murphy
Murphy Ag Solutions, Inc.

Brian Norris
Taylor Oil Co.

Garrett Roberts
Highlands County Sheriff's Office

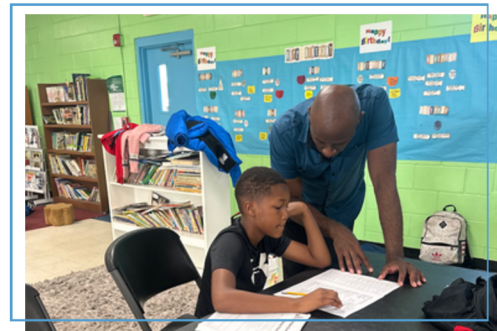
Gabe Smoak
Smoak Groves

Ashley Tinker
Heal By Touch

Paul Von Merveldt Jr.
South Oak Church

Chad Warrick
Syngenta

Karla Youlden
Publix Super Markets, Inc.



Boys and Girls Clubs of Highlands County volunteer tutors a student.

United Way of Central Florida
funds **17 services**
in Highlands County

80 YEARS OF IMPACT:

Highlands County was added to the service area of United Way of Central Florida in 1987, completing the geographic area we serve today.



HIGHLANDS HIGHLIGHTS

Cynthia White served as our Highlands County Ambassador for the 2023-2024 Campaign. United Way Ambassadors act as consultants, relationship builders and resource development professionals who inform and share the United Way message with our community.



Highlands County Ambassador

CYNTHIA WHITE



Shawn Beumel, Karla Youlden, Commissioner Don Elwell, Sari Crews, Liz Lind and Joseph Gleason at Highlands County Day of Caring.



Big Brothers Big Sisters mentor and student.



Hands for the Homeless serving at the Union Church Food Distribution.



Students at Project Learn with Boys & Girls Club.



Carol and Rob with NU-HOPE Elder Care Services.



Advisory Board Retreat led by Dr. Craig Collins.



Heartland Horses Equine Therapy.



Chad Warrick, Brian Norris, Morgan Norris and Morgan Davis at the Highlands County Bayou Bash.

MEET ALICE

ALICE stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed and represents a section of the population that is earning above poverty level but less than the basic cost of living. This is the population that United Way strives to serve. These individuals often don't qualify for government assistance but struggle to support their family. United Way provides a hand-up, striving to break the cycle of poverty and giving everyone the opportunity to reach their full potential.

More information about ALICE and the community that we serve can be found at uwcf.org/alice.



“

I need to get our car fixed but
I DON'T HAVE THE MONEY.

I have to choose between paying a bill or having reliable transportation.

”



ALICE STILL IN THE CROSSCURRENTS

In Polk, Highlands and Hardee counties, 48% of households live paycheck to paycheck. This includes nearly 53,000 in poverty and another 140,000 who are **ALICE**.

While wages are growing, three other factors – inflation, loss of pandemic supports and a decade of falling behind – combined keep ALICE trapped.

	STABLE	ALICE	POVERTY
POLK	52%	33%	15%
HIGHLANDS	50%	33%	17%
HARDEE	42%	30%	28%



Scan the QR code to learn more about ALICE.

This data is based on the 2022 ALICE in the Crosscurrents report.

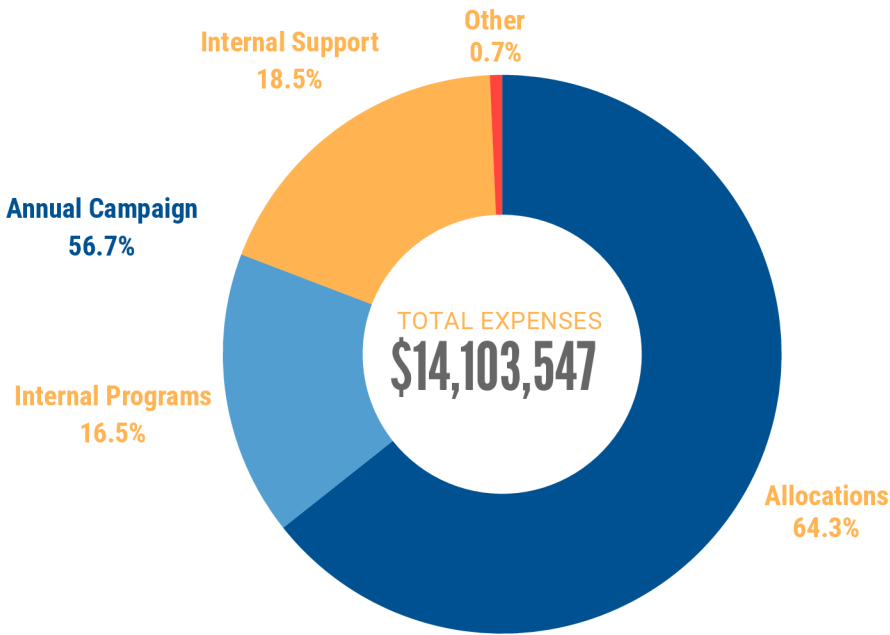
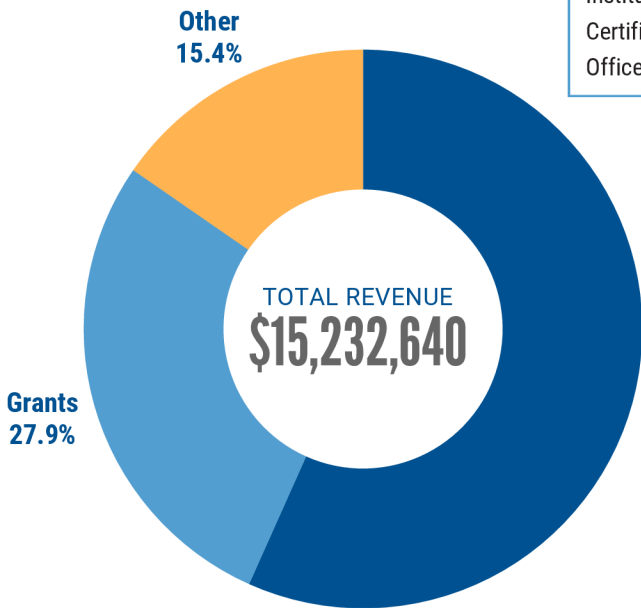


FINANCIAL UPDATE

THROUGH THE BOARD OF DIRECTORS AND VOLUNTEER COMMITTEES, WE DRAW UPON THE FINANCIAL AND MANAGEMENT EXPERTISE IN OUR COMMUNITY TO MAINTAIN A FISCAL RECORD OF CLEAN AUDITS FOR 27 YEARS.

United Way welcomed CFO John Rounds

John, a Winter Haven native, graduated from the University of Central Florida with a Bachelor of Science in Business Administration and a Master of Business Administration. He is a Certified Public Accountant, as well as a member of the American Institute of Certified Public Accountants, the Florida Institute of Certified Public Accountants, and the Florida Government Finance Officers Association.



United Way
2021 Membership
Requirements
Completed



* 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, 2024. For a copy of our full Financial Statement and Form 990, please visit uwcf.org.

2023 TOP SUPPORTERS

MISSION PARTNERS | \$500K+



The George Jenkins
— Foundation —

MISSION ADVOCATES | \$100,000 - \$499,999



MISSION LEADERS | \$60,000 - \$99,999



SHERIFF GRADY JUDD
POLK COUNTY SHERIFF'S OFFICE



COMMUNITY PARTNERS | \$30,000 - \$59,999



COMMUNITY ADVOCATES | \$15,000 - \$29,999

Early Learning Coalition of Polk County
Thrive Networks
South Florida State College
BUL-HED Corporation
Six/Ten LLC
AgAmerica Lending

Dr. C.B. and Ranjan Patel Foundation
Keller Williams Realty – Lakeland
Polk State College
Advent Health
Mid-State Industrial Maintenance
Highlands County Board of County Commissioners

Hudson Pump & Equipment
Regal Lakeland
The Ruthvens
C&S Wholesale Grocers
Westlake Epoxy
Wells Fargo

COMMUNITY LEADERS | \$12,000 - \$14,999

Enterprise Holdings
Polk County Clerk of Courts
Citigroup

Heartland National Bank
Polk County Tax Collector
Boring Business Systems



2023 Top Corporate Supporter Luncheon. Supporters were invited to join us for a luncheon with United Way of Central Florida's CEO, Christina Criser Jackson and State Attorney Brian Haas with an inspiring message from Campaign Chair and former NFL player Desmond Clark.



STAFF

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



Staff Trainings & Conferences

Amber Johnson presented at the Right From the Start Social/ Emotional Conference for the Early Learning Coalition, as well as maintained certification as Trainer and Assessor for CLASS tool.

Amanda Red received a HIPAA Business Associates Administrators course certificate.

Gretchen Ceranic, Rod Crowley, Katherine Fitzwater, Jes Garcia and **Jordan Weiland** attended the national United Way ALICE Conference in New Orleans, LA.

Jes Garcia and **Jordan LeVine** attended the United Way Southeast Regional Conference in Huntsville, AL.

Gretchen Ceranic and **Jessica Pease** participated in the 2024 VITA conference. **Jes Garcia** and **Jordan Weiland** attended the Public Policy Conference.

Christina Criser Jackson, Lance Ferguson, Kelsey Jaffer, Ileana Kniss, Sydney Lawhorn, Jordan LeVine, Liz Lind, Michelle Patten attended the AFP Planet Philanthropy Conference in Orlando, FL.

Christy Apisa, Lance Ferguson, Katherine Fitzwater, Ileana Kniss and **Jordan Weiland** participate in monthly Statewide Communications calls with United Way of Florida.

Christy Apisa, Rod Crowley, June May and **Jessica Pease** completed Polk Emergency Operations Center training.

Christy Apisa, Rod Crowley, Jessica Pease and **Beth Yale** attended the Bright Ideas Workshop.

Retired Staff

Jill Martin retired after over 26 years of service as United Way of Central Florida's CFO.

Cheryl Albritton retired after 11.5 years of service as Accounting Associate.

Carolyn Burnett-Shuler retired after 2.5 years of service as ReadingPals Program Manager.

Staff Accomplishments

Monica Holley-Workman received her Master's Degree in Project Management.

Amber Johnson was recognized as Volunteer of the Year for her service unit of Girl Scouts.

Christina Criser Jackson, Rod Crowley, Katherine Fitzwater, John Hardesty and Ileana Kniss completed the Emily Rogers Leadership Legacy Program.

Katherine Fitzwater graduated Leadership Polk.

Michelle Patten completed Leadership Winter Haven.

Liz Lind completed Leadership Highlands.

Christina Criser Jackson completed Inside PCPS.

Gretchen Ceranic was a judge for the PCPS Teacher of the Year, Paraprofessional of the Year and Volunteer of the Year. She also served as a Guardian Ad Litem Volunteer.

Community Board/Committee Service

Christy Apisa: Youth Leadership Polk, Crystal Lake Elementary: a Community Partnership School Communications Team, Hardee Emergency Food & Shelter Local Board, Polk Vision Behavioral Health Committee, Engaging High-Risk Communities Subcommittee, Recover Hardee

Shirley Balogh: Roar Florida Advisory Committee

Gretchen Ceranic: Polk Vision Literacy Council, Polk Safe Kids, Child Abuse Prevention and Permanency Local Taskforce, Jesse Keen Elementary Community Advisory Board

Christina Criser Jackson: Polk Vision Board, GiveWell Community Foundation Board, United Way of Florida Board, Citizen's Oversight Committee, University of Florida Alumni Association Board, Association of Fundraising Professionals

Rod Crowley: Community Partnership School Cabinet, Co-Chair of Polk Vision Food Security Council

Katherine Fitzwater: LkldNow Board, Lakeland Vision Board, Leadership Lakeland Alumni Association Board, Junior League (President-Elect)

Jes Garcia: United Way of Florida Public Policy Committee

Chris Hafer: Treasurer of Peace Creek Baptist Church

Kelsey Jaffer: Association of Fundraising Professionals Board, Lakeland Symphony Orchestra Board

Ileana Kniss: Leadership Polk Alumni Association, Leadership Lakeland Alumni Association, Lakeland Chamber Board of Directors, Lakeland Vision Board

Liz Lind: Beauty Fit for a Queen

Jessica Pease: Polk Vision Food Security Council Steering Team and the Disaster Preparedness subcommittee

Amber Qureshi: Child Abuse Prevention Planning Team, Polk Collaborative Partners Planning Committee, Early Education Partners of Polk, Sheriff's Advisory Council, and Polk Vision Literacy Council

Jordan Weiland: Rochelle School of the Arts School Advisory Council

Staff List

- **Cheryl Albritton**, Accounting Associate
- **Christy Apisa**, Community Impact Manager
- **Pam Armstrong**, Master Teacher
- **Shirley Balogh**, Director of Community Wellness
- **Shawn Beumel**, Director of Highlands County
- **Kathy Cameron-Kidd**, Community Wellness Navigator
- **Gretchen Ceranic**, Director of Success By 6
- **Sharon Cheek**, Community Wellness Navigator
- **Christina Criser Jackson**, President & CEO
- **Ashley Clark**, Master Teacher
- **Rod Crowley**, Chief Operating Officer
- **Lori Dawson**, Community Wellness Quality Assurance Auditor
- **Lance Ferguson**, Communications Coordinator
- **Nelly Figueroa**, Community Wellness Navigator
- **Katherine Fitzwater**, VP of Marketing & Communications
- **Jes Garcia**, Director of Executive Operations
- **Chris Hafer**, Staff Accountant
- **Makenna Hansel**, Success By 6 Coordinator
- **John Hardesty**, Sr. Director of Finance
- **Monica Holley-Workman**, Visitation Coordinator
- **Kelsey Jaffer**, Grant Resource & Content Manager
- **Amber Johnson**, Early Childhood Education Manager
- **Ileana Kniss**, Chief Development and Marketing Officer
- **Sydney Lawhorn**, Resource Development Coordinator
- **Jordan LeVine**, Sr. Director of Corporate Philanthropy
- **Liz Lind**, Highlands County Coordinator
- **June May**, Director of Community Resources
- **Chelsea McDonald**, Corporate Philanthropy Manager
- **Brandy Mister**, Accounting Associate
- **Mandi Mitchell**, Human Resources Coordinator
- **Michelle Patten**, Corporate Philanthropy Manager
- **Jessica Pease**, Community Impact Manager
- **Amber Qureshi**, Success By 6 Program Manager
- **Amanda Red**, Community Wellness Monitor & Reporter
- **Xochitl Rodarte**, Accounting Associate
- **John Rounds**, Chief Financial Officer
- **Eileen Scheffel**, Community Wellness Navigator
- **Jessica Spain**, Community Wellness Reviewer
- **Ruthie Teets**, ReadingPals Program Manager
- **Alan Veith**, Retiree Giving Specialist
- **Peyton Wallace**, Receptionist
- **Jordan Weiland**, Marketing Content Strategist
- **Beth Yale**, Community Impact Assistant



United Way of Central Florida

PO Box 1357
Highland City, FL 33846
863.648.1500

**JOIN US IN GIVING BACK TO
POLK, HARDEE AND HIGHLANDS
COUNTIES BY THE END OF THE YEAR!**
VISIT UWCF.ORG/DONATE OR SCAN THE
QR CODE TO SUPPORT OUR VISION TO
UNITE OUR COMMUNITY AND EMPOWER
EVERYONE TO ACHIEVE THEIR FULL
POTENTIAL.



Lakeland Organizes Community Chest Drive for \$22,000

LAKELAND, March 15.—(Special.)
—J. Allen Barnett, civic worker who
has been actively connected with sev-
eral successful fund drives, has been
named chairman of the Lakeland
community chest, which will soon be-
gin its first drive.

Selection of Barnett was announced
by L. W. Bloom, head of the presi-
dents' round table, which sponsored
organization of the community chest.
The goal for the eight organizations is
\$22,000.

The organizations which have joined
the chest for its first year of opera-
tion are: Boys' club, Boy Scouts,
Camp Fire Girls, Children's Home so-
ciety, which conducts the Rose Sale



Page 12 The United Way Drive

Thanks to you it's working

Your three United Ways in Polk County contin-
ue to feed and service about 27 affiliated agencies
throughout Polk County. The United Way en-
courage voluntarily contributed dollars from the
community in an organized, systematic manner
to help for the funds other careful budget
givers.

Significant campaigns deflect the advantages the
United Way offers the community:

- Your United Way saves time, money and ad-
vance.
- Your United Way provides the best manage-
ment of funds.
- Your United Way provides a balanced ap-
proach to meeting total community needs.
- Your United Way encourages individual self-
help and development.
- Your United Way obtains and reviews de-
tailed financial reports from every agency
annually.
- Your United Way offers the convenience of
budgeted giving.

Now you can help your community
through the United Way.

Some informed
for your financial support - your far-
more than the principles of United Way -
an advocate for United Way.

THANK YOU TO OUR MISSION PARTNERS:



The George Jenkins
— Foundation —

