



# your impact

North Central Florida Community Newsletter

Leading the Community to Focus on Issues and Build Solutions that Improve Lives

Formerly the United Way of Alachua County

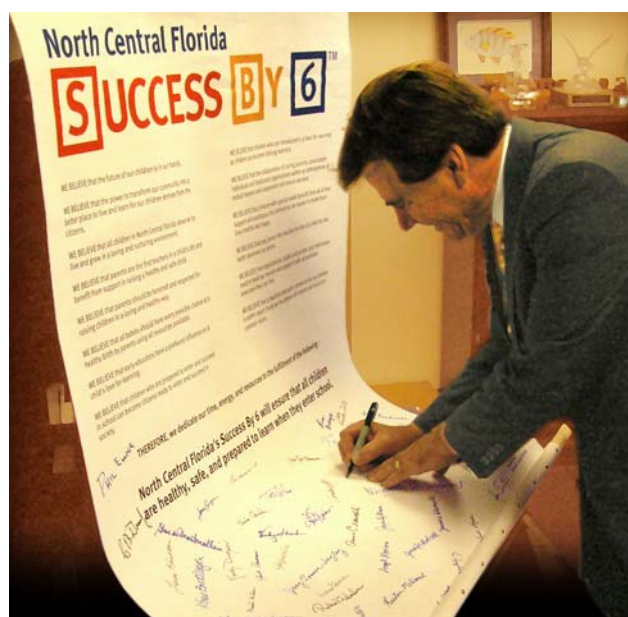
Volume III - Issue I

what matters.™

## United Way announces record \$3.5 million campaign

United Way of North Central Florida announced another record-breaking year for fundraising at its annual campaign finale, *Celebration: Success!* "I am pleased to announce our campaign total of \$3,511,295," declared Roland Daniels, President of Saturn of Gainesville and the 2005 United Way of North Central Florida Campaign Chair.

"The 2005 campaign has been a tremendous success and we are very thankful for the generosity of our community," stated Daniels. "But you cannot limit the definition of success just to the number of dollars raised — the true meaning of success comes from what these financial



Senator Rod Smith signs the Success By 6 mission banner to pledge his support for preparing children for their future.

resources will do to empower our community as we work together to identify our most critical needs, build solutions, and improve lives."

Senator Rod Smith delivered the keynote address, urging the 200-plus gathered to join with United Way in its collaborative efforts to improve lives in North Central Florida.

### Shands HealthCare wins 2005 Inspiring Success award

United Way presented the prestigious *Inspiring Success* award to Shands HealthCare at the 2005 finale event. The annual award is given to the

*CAMPAIGN Continued on page 3*

### North Central Florida dials for help



"Getting or giving help is now just three digits away," states United Way 2-1-1 for North Central Florida director, Jan Zak.

United Way 2-1-1 is an easy-to-remember, three-digit number for accessing non-emergency information about health and human services in the six counties of North Central Florida: Alachua, Bradford, Dixie, Gilchrist, Levy and Union.

Based on the continued partnership of United Way Information & Referral and the award-winning Alachua County Crisis Center, United Way 2-1-1 offers citizens a confidential and non-judgmental portal to over 400 health and human service organizations within the North Central Florida area.

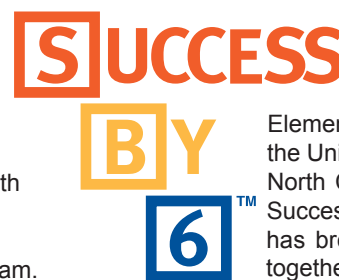
*United Way 211 Continued on page 4*

## Tutoring programs and Snuggle Up Center improve learning in the City of Alachua

The City of Alachua is making strides in improving the education and learning process of its area children. An initiative called "Alachua's Program for Childhood Success" was started by local residents and area businesses, with help from the United Way of North Central Florida, to support Alachua Elementary School's tutoring program.

Specifically designed to match the curriculum at the school, Alachua Elementary 3rd graders are getting help with interactive, computer-based programs in both reading and math.

"The use of an existing curriculum also helps the volunteers", said Alachua Elementary principal, Jim Brandenburg. "Tutors don't have to plan instruction or organize materials," he said. "They're actually helpers."



In addition to the tutoring program at Alachua

Elementary School, the United Way of North Central Florida Success By 6 initiative has brought partners together to create the

second "Snuggle Up Center" at the Alachua Branch Library. Partners include Capital City Bank, the First United Methodist Church of Alachua, the City of Alachua, the Alachua County Library District and the Early Learning Coalition of Alachua County.

"Success By 6 is a magnet for attracting partners and promoting collaborations," stated Mark Johnson,

*SUCCESS Continued on page 2*

## Oak Hammock wine & cheese

On November 29th, 2005, the residents of Oak Hammock were treated to a wine and cheese tasting while they listened to area leaders speak about the importance of investing in our community through United Way of North Central Florida.

The event was hosted by Marshall & Paula Criser, Dick & Anna Gutekunst, and United Way Tocqueville Society members, E.T. & Vam York, Chuck & Dottie Duryea, and Davis & Judi Rembert.

E.T. York and Tom Mallini, two of the speakers, reminded the residents and community leaders of the caring power of our community, and of United Way's commitment to create new partnerships and bring new resources to the table in order to 'move the needle' on critical issues in our community. The Success By 6 and 2-1-1 initiatives are the first steps in accomplishing lasting change for North Central Florida.

## SUCCESS *Continued from page 1*

vice president of community initiatives for United Way. "Shortly after hearing about the tremendous return on investment early childhood development initiatives bring to a community, we were contacted by both Nancy Price of First United Methodist, who is also chief architect of Alachua's Program for Childhood Success, and Don James of Capital City Bank about the benefits that the United Way Success By 6 program could have for the City of Alachua".

Snuggle Up Centers are child-friendly locations in neighborhood public libraries where parents can find important information on early childhood development and literacy, and where child care providers can find materials related to best practices.

For more information about Success By 6, visit United Way online at [unitedwayNCFL.org](http://unitedwayNCFL.org).

## CEO of Shands HealthCare to lead 2006 Community Campaign

With the 2006 United Way Campaign around the corner, we are looking forward to working with the many community members who graciously donate their time and energy. Leading this year's campaign will be Timothy M. Goldfarb, Chief Executive Officer of Shands HealthCare.



Mr. Goldfarb came to Shands HealthCare in July of 2001, having previously served as Director of University Hospitals & Health Care Systems, as well as Associate Hospital Director of Oregon Health Sciences University Hospital (OHSU) in Portland, Oregon. Earlier in his career, he also served as Senior Associate Director of the Arizona Medical Center at the University of Arizona and as the Associate Administrator of Tucson General Hospital in Tucson, Arizona.

Aside from his responsibilities as CEO of Shands HealthCare, Mr. Goldfarb is Chairman of the Governing Board of the

University Health System Consortium and a member of the Operations Committee. He is also the Chairman of Shands Jacksonville, Inc. Board of Directors and a member of the Shands HealthCare Board of Directors.

Additionally, Mr. Goldfarb serves as a member of the Florida Hospital Association, the Association of Voluntary Hospitals and the Society of Health Service Administrators. He is also a Board Member of the United Way of North Central Florida.

Mr. Goldfarb received a BS degree in Political Science and a Masters in Health Service Administration at Arizona State University. He and his wife, Laura, have three daughters and two grandchildren.

With his many accomplishments both professional and personal, United Way is very excited about having Mr. Goldfarb lead the 2006 campaign.

## MassMutual offers free \$50,000 term life insurance for working parents

MassMutual Life Insurance Company, M&S Bank, and the United Way of North Central Florida have teamed up to help families provide for the education of their children in the event of the loss of a parent. The LifeBridge Free Life Insurance Program offers working parents, with an annual income of \$10,000-\$40,000, a free term life insurance policy worth \$50,000 to secure their child's continued education.

MassMutual has budgeted \$1 billion to benefit 20,000 qualifying individuals. Roger Dominey, general agent of Financial Design Associates, a MassMutual Agency, explains, "Experience tells us that some of the people who believe most fervently in the protection that life insurance offers are often those

who can least afford it. We want to create a level playing field for children who might otherwise be deprived of an education if their parent dies during the term of the policy."

For more information, visit [unitedwayNCFL.org](http://unitedwayNCFL.org) or call United Way 2-1-1 from any landline phone or (352) 332-4636 from a cell phone.



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Shands HealthCare representatives accept the 2005 Inspiring Success award. From left to right are: Roland Daniels, Tim Goldfarb, Lyndon Edwards, Marilyn Tubb, Bob Hudson (CEO of AvMed, the 2004 Inspiring Success recipient) and Karen Bricklemeyer.

## United Way recognized as a leading charitable organization

Annually, *The Chronicle of Philanthropy*, a newspaper that tracks philanthropy and charitable organizations, publishes a list of the top 400 charities according to private donations. The 2004 list showed an overall rise in charitable donations of 11.6% from 2003, with the United Way leading off as the top fund-raising group with a 0.4% rise in donations.

### CAMPAIGN Continued from page 1

organization with a campaign team that expresses their commitment to United Way's mission of making a positive change in the community by rallying their peers with the most innovative and successful employee campaign. Tim Goldfarb, CEO of Shands HealthCare, accepted the award, along with campaign co-chairs, Marilyn Tubb and Lyndon Edwards.

"Shands HealthCare's 38-member campaign steering committee started planning their campaign way back in July of 2005," stated Karen Bricklemeyer, CEO of United Way of North Central Florida. "They had 58 of their

employees at our Day of Caring campaign kickoff and loaned United Way three of their employees for 13 weeks to help us with the campaign." The Shands HealthCare campaign contributed nearly \$385,000 dollars to the United Way total.

For the first time ever, awards were given to the University of Florida Community Campaign, the Combined Federal Campaign, and the Florida State Employees' Charitable Campaign.

"The UF Community Campaign consistently raises more money than

any other university campaign across the country," remarked Daniels. "This year, the staff, faculty and retirees of the University of Florida have reached and surpassed the incredible milestone of one million dollars!"

Dean Teresa Dolan of the College of Dentistry accepted the award on behalf of the UF Community Campaign.

The *Celebration: Success!* finale event was held Wednesday December 14, 2005, at the banquet hall of Trinity United Methodist Church.

## United Way Community Partnership Spotlight

### Partnership is key to building healthy communities

The Children's Home Society of Florida has a long and rich history as Florida's oldest non-profit provider of social services to children and families. The mission of "Embracing Children and Inspiring Lives" is built on the foundation of six core values: service, integrity, innovation, respect, diversity and stewardship. Since 1902, the Children's Home Society of Florida has continually expanded community-based programs and the local division served nearly 8,000 clients last year. In Mid-Florida, the Children's Home Society provides the following programs:

**Adoption of Foster Children:** Specialized training and preparation for parents interested in adopting children from foster care.

**In-Home Family Support Services:** Intense in-home counseling program designed for families where children have been identified as being at risk for abuse or neglect. This program provides counseling, parent education and support services.

**Family Visitation Centers:** Home-like atmosphere for families where supervised visitation has been ordered by the state. There are playrooms, a functioning kitchen and a large backyard so that children can rebuild relationships with their parents in a comfortable and safe environment.

Last year, the United Way of North Central Florida's 2-1-1 directed 98 children and families to Children's Home Society. Referrals were also



received from the Partnership for Strong Families, Meridian Behavioral Healthcare and Family Preservation Services. Thanks to the generous support of the United Way of North Central Florida, Children's Home Society was able to provide intensive in-home counseling and supervision to hundreds of children and families in the Mid-Florida area last year.



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## Upcoming Community Events

**Puttin' on the Ritz**  
Sunday, March 26, 2006  
7:30 to 11:00 pm  
Oaks Mall (Main Entrance)  
*General Admission:*  
\$65 (in advance), \$75 (at the door)  
[www.helpfloridachildren.org/Ritz.htm](http://www.helpfloridachildren.org/Ritz.htm)

**E-Philanthropy**  
*Non-Profit Internet Strategies Seminar*  
Wednesday, April 19, 2006  
8:30 a.m.-12:30 p.m.  
AvMed Health Plans  
4300 NW 89<sup>th</sup> Blvd  
Gainesville, FL 32606  
[www.ephilanthropy.org/etour](http://www.ephilanthropy.org/etour)

## Alachua County Emergency Numbers:

**Call 9-1-1** for law enforcement, medical, or fire emergency

**Call 3-1-1** during times of disaster for official information from Alachua County Emergency Management

**Call 2-1-1** for *non-emergency* access to local health and human services

*NOTE: Call 955-1818 for non-emergency law enforcement, medical, or fire concerns in Alachua County.*

*For more information on how to get or give help in North Central Florida, visit [www.unitedwayNCFL.org](http://www.unitedwayNCFL.org); for questions about Alachua County's 9-1-1 or 3-1-1 visit [www.alachua-em.org](http://www.alachua-em.org)*



Visit your United Way online at  
**[unitedwayNCFL.org](http://unitedwayNCFL.org)**

### **UNITED WAY 211** *Continued from page 1*

United Way 2-1-1 calls are toll free. The service is available from any land-based telephone. Previously, calls made to United Way Information & Referral from outside Alachua County were long distance and subject to tolls. Furthermore, 2-1-1 providers state-wide are working to bring the service to wireless callers by the end of 2006. For now, wireless callers and those outside the service area can reach United Way 2-1-1 by dialing (352) 332-4636.

Zak, who has directed United Way Information & Referral for over 10 years, is pleased with the transformation. "We have taken a great service to our community and turbocharged it."

In Alachua County, United Way 2-1-1 joins the well known 9-1-1 and the recently introduced 3-1-1 help lines.

"We have joined forces with Alachua County Emergency Management to maximize the awareness of these three-digit help lines and minimize confusion as to their purpose," stated Hank Osborne, United Way vice president for marketing and communications. "We want citizens to understand the complete coverage that these easy-to-remember numbers give them."

### **Volunteers Needed**

United Way is looking for Community Investment volunteers for the 2006 Allocations process. For more information, or to volunteer, contact Mark Johnson: (352) 333-0846  
[MJohnson@unitedwayNCFL.org](mailto:MJohnson@unitedwayNCFL.org)