



your impact

North Central Florida Community

Newsletter

United Way
of North Central Florida

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

Formerly the United Way of Alachua County

what matters.™

Loaned Executives Lead Successful Campaign

North Central Florida Businesses and Organizations Lend Personal Touch to Community Civic Engagement

For many companies and organizations in North Central Florida, civic engagement requires a personal touch. The United Way Loaned Executive program gives companies the opportunity to contribute more than just funds.

Each year, businesses and organizations from North Central Florida select valued employees to participate in this special community-wide leadership initiative.

The selected individuals are “loaned” to United Way and become a part of the United Way campaign team. They participate in a rigorous training program that includes public speaking, team building, leadership and sales techniques — all of which are taken back to the company after the campaign is finished.

Loaned Executives *Continued on page 3*



From left: Eric Godet, Patsy Frenchman, David Hanegan, Bill Treloar, Rommel Garcia, Mitra Eframian, Jennifer Roane, Robert Woods (not shown: Charlene Daniel)

United Way Convenes Disaster Recovery Forum

United Way of North Central Florida hosted a Disaster Recovery Forum aimed at discovering lessons learned and identifying critical issues to be resolved from the 2004 hurricanes.

The event was well attended with participants from the Alachua County Coalition for Homeless & Hungry, Alachua County Health Department, Alachua County Sheriff’s Office, Alachua County Social Services, American Red Cross, AvMed, Bread of the Mighty Food Bank, Child Advocacy Center, Child Care Resources, Community Action Agency, ElderCare, FEMA, Hospice of North Central Florida, North Florida Regional Medical Center, Shands HealthCare, St. Francis House, Three Rivers Legal Services, United Way of North Central Florida and the YMCA.

“We are very pleased with today’s session,” stated Karen Bricklemeyer, president and CEO of United Way of North Central Florida. “This is the first step toward making an impact on our community’s preparedness for future disasters.”

Fred Eichler facilitated the brainstorming sessions as the group identified

six issues for further study and resolution. Participants then listed their names next to the issues they would be willing to follow up on as part of a task force.

“United Way hopes this will be a community response, and we will contact other key individuals and organizations to join the task forces,” said Bricklemeyer.

Issues identified included communication, basic needs, transportation, pre- and post-storm financial challenges, and motivating citizens to take actions necessary to protect their families and businesses.

“Essentially, United Way wishes to discover the ‘best practices’ and ‘learnings’ from these storms to allow us to refine our disaster plans should a storm with more force and destruction find a home in Gainesville,” commented Bricklemeyer.

Disaster Recovery *Continued on page 3*

Trust Your Investment

Powered by community volunteers, United Way’s Community Care Fund is your best way to make an impact on your community

United Way of North Central Florida helps you to invest in what matters.™ To ensure that your donation is being used wisely, more than 90 experienced community volunteers review United Way partner agency budgets and programs. Accountability, responsibility and outcomes are key factors used to determine allocations. Through on-site visits, agency presentations and financial disclosures, these local volunteers make sure that your investment focuses on what matters in our community.

Publix Super Markets Tees Off for \$53,000



Golf team for the Publix tournament (from left): Michael Morse (United Way), Sean Brown (Publix), Ryan Graham (Publix), Tom Mallini (M&S Bank) and Roland Daniels (Saturn of Gainesville).



Publix Super Markets, Inc. teed off their annual campaign with an inaugural United Way Publix Central Region Invitational Golf Tournament.

Twenty-eight teams gathered on a hot, sunny morning at the Golden Ocala Golf and Equestrian Club in Ocala for the tournament.

"The event was a tremendous success and a wonderfully fun way for Publix to start their annual campaign," stated Michael Morse, vice president of resource development for United Way, who joined one of the teams.

The golf tournament raised over \$53,000 for United Way.

"United Way and Publix work 365 days a year to make our community stronger," said Morse. "And that's what matters."

Thank You to this Year's Sponsors

Special Events

- North Florida Regional Medical Center
- Shands HealthCare

Diamond

- Publix Super Markets, Inc.
- SunState Federal Credit Union

Gold

- American Express Financial Services

Silver

- AmSouth Bank

Bronze

- Fabco Air, Inc.

In-kind Sponsorship

- Florida Food Service
- Starbucks

Girls Club of Alachua County Annual Meeting & Awards



The Girls Club of Alachua County held their annual meeting and installation of officers on Thursday, November 2.

Outgoing president Linda Ireland welcomed incoming president Carol Oyenarte in the presence of more than 100 Girls Club members, parents,

board members and friends of the Girls Club.

Among the awards presented were the 2004 Girl of the Year, given to Natalie Hill; Teen of the Year, given to Catherine Loudon; and Parent of the Year, given to Bill Richards.

Look Good & Feel Great for United Way Community Care Fund

Investing in your community reached new heights of style and relaxation on November 8, 2004 as Alluring Profiles Beauty Salon (3366 NW 13th Street) sponsored a United Way Charity Cut.

Throughout the day, patrons enjoyed hair styling, manicures, pedicures, chair massage or any combination thereof.

The event was a success, raising over \$500. All proceeds go to the United Way of North Central Florida Community Care Fund.

Special thanks to Sandy Garret and the professional staff at Alluring Profiles for providing their time and skills to help our investors look good and feel great for what matters.™

what matters™

Loaned Executives

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"I think that it is wonderful that my company allows me to work for United Way," said Eric Godet, Loaned Executive from Regeneration Technologies, Inc. "It is a great opportunity to learn more about our community's needs and make an impact on what matters most."

"I really enjoy the contact with the different companies and agencies," said Bill Treloar, Loaned Executive from Shands HealthCare. "Everyone is working hard to support the United Way," Treloar continued.

"The United Way works 365 days a year to improve lives in this community," commented Rommel Garcia, Loaned Executive from Bank of America. "For the last 3 months, my favorite part of the day has been going home and feeling good knowing I made a difference in the community."

This year, area businesses that supported the loaned executive program include:

City of Gainesville
Robert Woods

Bank of America
Rommel Garcia

Publix Super Markets, Inc.
David Hanegan

Regeneration Technologies, Inc.
Eric Godet

Shands HealthCare
Bill Treloar & Jennifer Roane

Santa Fe Community College
Patsy Frenchman

Malcom Randall VA Medical Center
Mitra Eframian & Charlene Daniel

For more information about the Loaned Executive program, please contact Amanda Birrenkott at United Way of North Central Florida at: (352) 333-0847; or by e-mail at: ABirrenkott@unitedwayNCFL.org.

Disaster Recovery

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"We will then share the outcome of these task forces with the community and assist in the follow up on their recommendations," she continued. "United Way is all about getting results and we are proud to help our community recover and prepare."

Task force recommendations will be posted on the United Way website at www.unitedwayNCFL.org

United Way serves as Emergency Support Function 15 (ESF15) within the Emergency Management plan for Alachua County, and handles the coordination of donations and volunteer services from within the County's Emergency Operations Center.

A Few Loaned Executive Highlights

Getting Started

August 26, 2004 — With 40 hours of team-building training complete, Loaned Executives, board members and United Way staff gathered at the Town of Tioga Clubhouse for a reception. The event, sponsored by Jackson Sasser, president of Santa Fe Community College and 2004 United Way Campaign Chair, officially welcomed Loaned Executives to the United Way of North Central Florida team.

Frances & Jeanne

September 2004 — Loaned Executives discover one more exciting aspect of working for United Way: food, water and ice distribution! Armed with their "what matters.™" T-shirts, the Loaned Executives worked side-by-side with United Way staff, military personnel and other volunteers to distribute tons of supplies to needy families.

Final Stretch

November 2, 2004 — Following a Loaned Executive Appreciation Breakfast sponsored by **Jon Gardner of Bank of America**, Loaned Executives conducted a telephone blitz with a goal of securing \$10,000 in corporate pledges. By the end of their telephone marathon, they had obtained over \$21,000 in investments for our community.

2004 Campaign Finale Luncheon

This year's Campaign Finale will feature the inaugural presentation of the *Spirit of Community* and *Inspiring Success* awards.

The *Spirit of the Community* award goes to the company or organization that has gone above and beyond to improve the lives of people in our community by encouraging volunteerism in its employees, supporting special initiatives and projects, and by hosting a successful employee campaign.

The *Inspiring Success* award goes to the campaign team who has expressed its commitment to United Way's mission by rallying employees with the most innovative and creative United Way campaign.

— Nominees —

Spirit of the Community

AvMed Health Plans
Bank of America
James Moore & Company
North Florida Regional Medical Center
Publix Super Markets, Inc.
Regeneration Technologies, Inc.
Saturn of Gainesville
V.E. Whitehurst & Sons

Inspiring Success

AvMed Health Plans
Burdines-Macy's
City of Gainesville
The Crom Corporation
Malcom Randall VA Medical Center
M & S Bank
NORDSTROM
North Florida Regional Medical Center
Regeneration Technologies, Inc.
Santa Fe Community College
Shands HealthCare
SunState Federal Credit Union

December 15, 2004
Luncheon sponsored by
Shands HealthCare



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United Way
of North Central Florida

United Way Name Change

What used to be called the United Way of Alachua County is now the United Way of North Central Florida. In fact, the counties of Bradford, Dixie, Gilchrist, Levy and Union have always been a part of our United Way family. The new name is simply a more accurate representation of this United Way's responsibility to our community.

Looking for a speaker for your organization?

Give your company or organization the latest news on how their investment is helping our community. Contact United Way and ask for information about our Speaker's Bureau.

Visit United Way Online

Here's a glimpse at what is now appearing online unitedwayNCFL.org

Get Help Fast from United Way's Information & Referral (I&R). You can access I&R's searchable Mini-directory of agencies or go directly to Alachua County's Emergency Management website.

Invest online. Make an investment in your community online through United Way. Helping your community has never been easier. Simply click on the **Invest Now** button in the menubar to contribute to what matters.

unitedwayNCFL.org

Helping Our Community

what matters.™

Weather the Storms

During Hurricanes Frances & Jeanne, your United Way focused on what matters.™

- Coordinating at the Alachua County Emergency Operations Center
- Distributing food, water and ice to those in need
- Staffing emergency shelters with nurses and volunteers
- Recruiting volunteers for debris clean up
- Helping storm victims with their FEMA applications
- Connecting citizens with critical community resources

United Way of North Central Florida • Doing what matters.™ 365 days a year