

# 2010-2011



## Annual Report

**THANK YOU FOR CREATING  
OPPORTUNITIES AND INSPIRING  
HOPE FOR A BETTER TOMORROW**



The bright faces of happy children will bring a smile to any heart. Our thanks to Ms. Roehl's class for showing us how to "Live United" and having fun while doing so. They were recipients of books through First Book-Matagorda for participating with "Change for the Community" collecting change for the United Way Campaign. Thanks to all the Schools that participated with "CHANGE FOR THE COMMUNITY"

# THANK YOU

Matagorda County United Way thanks you for taking a moment to read our January 1, 2010 through June 30, 2011 annual report. (MCUW changed their fiscal year to July 1<sup>st</sup> – June 30<sup>th</sup>)

We have included individual names of our volunteer leadership who made these achievements possible. Also included in the report are 2010 campaign results, 2011 Community Investment Grants and highlights for the past year and a half.

A fuller picture of how our community found the courage to **LIVE UNITED** this year can be viewed at [www.mcuwtx.org](http://www.mcuwtx.org).



# 2010 -2011 Volunteer Leadership

## Governance

Governance is provided by local volunteers serving as a Board of Directors. These volunteers are responsible for setting policies, organizational operating budget and for overseeing the direction of Matagorda County United Way. The 2010-2011 Board President is R. Scott Cheek of Barrett's Minerals.

Matagorda County United Way governance structure is focused on leadership, accountability and transparency. Board members must possess the following key attributes; a passion for United Way's mission and vision, a commitment to invest time as an active member, an ability and desire to take a system-wide perspective and demonstrate commitment to his/her community. Our Board is comprised of diverse volunteers who are representative of donors (large and small), corporations and sponsors, civic leaders and other stakeholders.

## Executive Committee Members:

**Board Chairman:** R. Scott Cheek, Barrett's Minerals

**Secretary:** Kimberly Danielski, STPNOC

**Treasurer:** Tammy Stevens, STPNOC

**1<sup>st</sup> Vice Chairman:** Vatsa Kumar, Jitney Taxi

**2<sup>nd</sup> Vice Chairman:** Barbara Carnley, STPNOC

## Board of Directors

Melanie Boening, Matagorda Regional Medical Center

Joshua R. Cunnar, Von Wil Ford

Sharon Patterson, OXEA

Debra Chapa Huse, TDECU

Mark Thornton, Zachry Construction

Jeanette Lockhart, Experience Works

Michael Arnold, Celanese Chemicals

Michael Glenn, K-C Lease Service

John O'Brien, Van Vleck ISD

Michael Zavala, Zachry Construction

LaWanda Mikulenka, El Campo ISD

## Outgoing Board Members

Amy Perez, Matagorda Co.

Chris Peikert, Matagorda Co.

Janice Hawthorne, Matagorda Co.

Jessica Douglas, WCJC

Cheryl Riojas

Michael W. Reddell, Bay City Tribune

\*Anup Khosla, STPNOC (deceased)

**THANK YOU**  
**FOR GIVING. FOR ADVOCATING.**  
**FOR VOLUNTEERING.**

**2010 -2011 Campaign Cabinet**

Elgin Janssen, AEP  
Frank Gracely, AT&T  
Scott Cheek, Barretts Minerals, Inc.  
Karen VanHorne, Bay Area Council on Drugs and Alcohol  
Leo Garza, Bay City Gas Co.  
Rick Johnson, Bay City ISD  
Trisha Farned and Tejas Shingote, Celanese  
Lisa Foronda, CenterPoint Energy  
Wayne McDowell, Chevron Phillips  
Mayor Mark Bricker, City of Bay City  
Paige Eggemeyer, City State Bank-Palacios  
Becky Mitchel, Conoco Phillips  
Jaime Rocha, Fraternal Order of Eagles # 3232  
Monica Hernandez, HEButt-Bay City  
Joann Villareal, HEButt-El Campo  
Scott Lovejoy, HEButt-Wharton  
Tressa Leadford, IBC  
Pam Bales, Inteplast  
Al Smith, Lacks-Bay City (deceased)  
Christian Sexton, Craig Williams and Mike Wobser, LyondellBasell  
Harriett Townsend, Matagorda County  
Melanie Boening, Matagorda Co. Regional Medical Center  
Laura Shay, Matagorda ISD  
Sharon Patterson, OXEA  
Vicki Adams, Palacios ISD  
Elsa Valadez and Tammy Stevens, STPNOC  
Michael Reddell, The Bay City Tribune  
Gail Purvis, The Trull Foundation  
Kathy Hunter, Trull Services  
Dr. Andrew Seigrist, Tidehaven ISD  
Stephanie Price Campbell, Valero  
John O'Brien, Van Vleck ISD  
Joan Weathers, Wells Fargo Bank-Bay City  
Meredith Huggins, Williams Co.  
Sandra Ryon and Ashley Dansford, Zachry @ Wadsworth  
Mark Thornton, Zachry @ Old Ocean

## Advancing The Common Good

The Matagorda County United Way works to advance the common good. This means creating opportunities for a better life for all. This is accomplished through our funding of programs and initiatives provided by partner agencies, participation in collaborative efforts and involving our community in solutions that benefit all of us.

When we reach out a hand to one, we influence the condition of all. Our leadership understands that we all win when a child succeeds in school, when families are financially stable and when people have good health. These results and changes have benefits that ripple out to the community as a whole.

## What We Stand For

### Mission

“Meeting the Health and Human Service Needs of the Community”

### Vision

“Created to Serve, Committed to Care”

### To do this we will:

- Create the opportunity for a good life for all by focusing on the three community initiatives; EDUCATION, HEALTH and INCOME
- Energize and inspire people to make a difference
- Collaborate and create coalitions and partnerships
- Measure, communicate and learn from the impact of our efforts

### To achieve measurable results in three areas:

- **Education** – School Readiness, Help Individuals Achieve Their Potential
- **Health** – Preventive with Everyday Healthcare, Improve People’s Health
- **Income** – Help Families Become Stable and Independent

### Strategic Goal

- Engage the Community and Volunteers
- Public Policy
- Partnerships
- Community Investment
- Donor Relationships
- Resource Generation
- Inclusion

**In our community, we stand up for ourselves!**  
**We work together to lend a hand, ignite hope, we bring out the best in ourselves**  
**and celebrate the best of others.**  
**We thrive on good ideas, hard work and inspired visions.**  
**This is Matagorda County United Way, serving Wharton, Colorado and Matagorda Counties.**  
**This is your community and your United Way**

**(OTHER HAPPENINGS AT UNITED WAY)**

**Tri-County Community Investment Committee: Tri-County Coalition for Literacy and  
Community Services**

**Coalition Coordinator:** Lyle Anderson

**Coalition Coordinator Assistant:** Marco Hernandez

**Members:** over 70 volunteer members throughout the Tri- County area of Wharton, Matagorda and Colorado counties. These members include city and county officials, school districts, non-profits, local business, faith based and others. Please contact Lyle Anderson if you would like more information or if you want to find out how to become a Tri-County Coalition for Literacy and Community Services member. The Tri-County Coalition for Literacy and Community Services is under the auspices of Matagorda Co. United Way.

**The Tri-County Coalition for Literacy and Community Services**

**APPLIED and was GRANTED:** \$40,000 for the Renewing Our Communities (ROC) Grant through OneStar Foundation  
\$7,500 through The Trull Foundation –ROC Grant match  
\$7,500 through the Gulf Coast Medical Foundation - ROC Grant match

**APPLIED and was GRANTED:** \$52,000 for the Rural Community Development Initiative Grant through USDA

**\*\$107,000 raised through the Tri-County Coalition - not included in the MCUW Campaign.**



**IBM KidSmart Computers** - Partnered with United Ways of Texas – Matagorda County United Way APPLIED and was GRANTED 15 KidSmart Computers for Kindergarten age children. The following schools qualified and were recipients of KidSmart computers Thanks to IBM; Palacios Central Elementary (Palacios ISD), Markham Elementary (Tidehaven ISD), Van Vleck Elementary (Van Vleck ISD), Linnie Roberts (Bay City ISD), Cherry Elementary (Bay City ISD), Tennie Holmes (Bay City ISD), Matagorda Elementary (Matagorda ISD), East Bernard Elementary (East Bernard ISD), Louise Elementary (Louise ISD), C.G. Sivells (Wharton ISD), Myatt Elementary (El Campo ISD), Sheridan Elementary (Sheridan ISD), Eagle Lake Elementary (Eagle Lake ISD), Columbus Elementary (Columbus ISD) and Matagorda County United Way of their Kids Corner.

**Robert Tinstman Fellowship Award** - Matagorda County United Way was selected to serve as a host for the United Ways of Texas Robert M. Tinstman Fellowship 2011 fall semester. The Tinstman Fellowship (internship) award offers an undergraduate student the opportunity to gain a deeper understanding of nonprofit organizations. Ms. LaQuetta Wright will start her internship at United Way in August working in several areas including marketing, campaign support, fundraising and local initiatives. United Ways of Texas will allocate \$750 towards the award. \$750 will be matched.

**Emergency Food and Shelter Program (EFSP) PHASE 28 for 2010** – EFSP was created by congress to help meet the needs of hungry and homeless throughout the United States by allocating federal funds for the provision of food and shelter. Matagorda County received **\$33,046**. MCUW staff oversees meetings and makes sure that proper procedures are taken.

**Emergency Food and Shelter Program (EFSP) PHASE 29 for 2011-** Funding has not been released. The National Board will notify all the qualifying jurisdictions by email once FEMA has notified Congress of the National Board's allocations and awarded the funds to the National Board. This is anticipated for the mid-July timeframe.

**Child Fatality Review Team (CFRT)** – Matagorda County United Way along with other local entities partnered with Texas Department of State Health Services in creating a team for Matagorda County. Texas counties review the circumstances and cause of deaths of children in their area, submit the collected data on each death to a national database on child death, and determine what can be done to reduce risk to children and eliminate preventable deaths. One goal is to have 100% review of all deaths of Texas children.

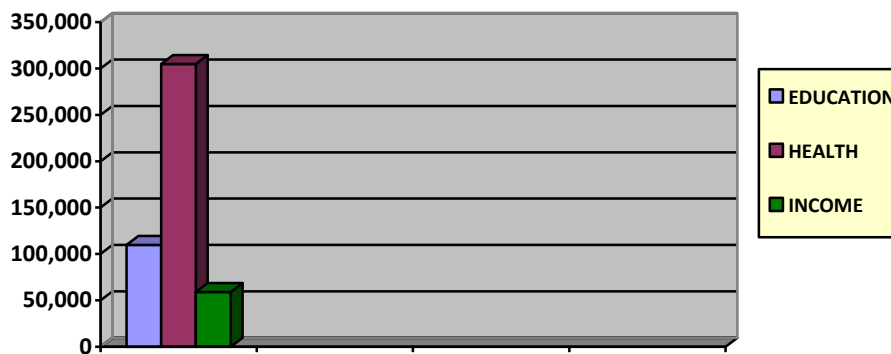
**Day of Caring 2010** – Hosted the 2<sup>nd</sup> Annual “Day of Caring”...bringing together volunteers for 14 community service projects helping non-profit United Way Partner agencies.

**Day of Caring 2011** – Hosted the 3<sup>rd</sup> Annual “Day of Caring”...bringing together volunteers for 15 community service projects helping our Elderly and Disabled throughout Matagorda County. Together we built wheelchair ramps, cleaned yards and planted flowers, painted and replaced old doors. This years' Day of Caring was in memory of Mr. Fred Walker. Mr. Walker was an avid volunteer helping others.

**January 1, 2010 through June 30, 2011 (18 months - Agency Allocations)**

MCUW Community Investment Grant Allocations	Allocations 01/01/10 thru 06/30/11		Program	Numbers served
	(18 months)			
Aids Coalition	\$1,000	H	Outreach	
Bay Area Council on Drugs & Alcohol	\$7,375	E	BACODA Works	950
Boys In Scouting-Palacios Area Fund	Remaining in acct. from previous years	E	Scouting needs for boys	
Boys In Scouting-Matagorda County Community Foundation	Remaining in acct. from previous years \$107.83	E	Scouting needs for boys	
Boy Scouts of America Brahman Dist.	\$1,500	E		733
Broken Chain Ministries	\$2,500	H	Wharton Co. & Matagorda Co. Jail Recovery	20
Court Appointed Special Advocates	\$19,175	H	Volunteers Advocating for Children in Court	1156
D.A.R.E. – Tidehaven ISD	\$2,250	E	Drug Education Prevention	2120
Economic Action Committee	\$51,625	H	Energy Assistance	477
		H	Home Delivered and Congregate Meals	331
First Book – Matagorda	\$3,000	E	Literacy	800
Friends of Elder Citizens	\$75,126	H	Congregate Meals	167
		H	Home Delivered Meals	506
Friends of Elder Citizens – R-Transit	\$12,781	H	Transportation (No Program Summary was submitted)	
Robert Duran Caring & Sharing Food	\$12,538	H	Food Assistance	1504
Girls in Scouting-Palacios Area Fund	Remaining in acct. from previous years	E	Scouting needs for girls	
Girls in Scouting-Matagorda County Community Foundation	Remaining in acct. from previous years \$2,397.80	E	Scouting needs for girls	
Girl Scouts of San Jacinto Council	\$1,000	E	Girls Scout Leadership Experience	554
Kids in Distress	\$23,750	H	Counseling Sexually Abused Children	12
Literacy Volunteers of America	\$8,112	E	English as a Second Language (ESL)	63
			Basic Literacy Program	5
		E	Workplace Literacy	3
		I	Citizenship Literacy	6
		I	Computer Aided Instruction	18

Matagorda County-Arc	\$42,775	I	Training and Advocacy	55
Matagorda County Teen Court	\$14,750	E	Bay City Teen Court & Community Service	1,160
			Palacios Area Teen Court & Community Service	505
MEHOP	\$44,250	HE	Health and Wellness	2405
Rainbow Land Day Care	\$20,650		Day Care	36
Rio Colorado American Red Cross	\$72,275	HEH	Disaster Services	76
			Health and Safety Services	16,885
			Services to Military Armed Forces	459
Salvation Army-Bay City Food Pantry	\$7,375	H	Food Pantry	775
Salvation Army-Palacios	\$3,000	H	Utilities, Medicine, Rent	108
The Crisis Center	\$44,250	HEI	Domestic Violence	988
<b>TOTAL ALLOCATIONS</b>	<b>\$471,057</b>		<b>TOTAL SERVICES</b>	<b>32,877</b>
Remaining funds in accounts from previous years	\$3,505.63			
<b>GRAND TOTAL</b>	<b>\$473,562.63</b>			
<b>(H) = HEALTH = \$304,831      (E) = EDUCATION = \$109,736.63      (I) = INCOME = \$58,995.00</b>				



# 2011-2012 Organizational Highlights

## Strategies:

1. Marketing: Build Community Excitement, Involvement and Interest Around the Campaign
  - Developed New Campaign Material...coincided with national UWW brand efforts.
    - Brochures
    - Posters
    - Banners
    - Pledge Cards
    - T-Shirts
2. Deepen Relationships with Top 10 Accounts
  - The largest accounts make up 84% of the 2010-2011 Campaign. These accounts will receive improved support processes, increased staff support, additional marketing opportunities (electronic and video media, targeted messages), and volunteer opportunities.
  - Will Host the 4<sup>th</sup> Annual “Day of Caring”...bringing together volunteers for community service projects helping the Elderly and Disabled throughout Matagorda County.
  - Will Host the 1<sup>st</sup> Annual “Day of Caring”...bringing together volunteers for community service projects helping the Elderly and Disabled throughout Wharton and Colorado Counties.
  - MCUW Staff and Campaign Committee Members will make personal visits to the CEO or his/her designee of the Top 10 accounts
    - Gain support for Overall Community Goal and their Company Goal
    - Appoint Employee Campaign Coordinator
    - Gain Commitment to run a “Model Campaign”
    - Increase Participation Levels and Levels of Giving in key accounts and in overall campaign
3. MCUW will expand its Base via a New Business Development Initiative
  - New Business Development Initiative: will expand its Campaign Data Base, reaching out to other companies in Matagorda County. (MCUW now has 35 companies, 35 in database) via Direct Mail campaign, personal visits and cultivation. This effort should generate new campaign dollars.
4. MCUW will recruit an Outstanding 10 Member Campaign Cabinet from Wharton County and 10 Member Campaign Cabinet from Colorado County.
  - Securing Loaned Executives
  - Generating a Pacesetter campaign
  - Raising a percentage of the campaign to go towards their specified county

# Donor Recognition

## Top 10 Accounts:

**The following companies and foundation raised \$550,063 or 84% of our 2010-2011 campaign with-in 18 months (Platinum Donors)**

- |                        |                         |
|------------------------|-------------------------|
| 1. STPNOC              | 6. Celanese             |
| 2. Zachry Construction | 7. Lyondell/Basell      |
| 3. OXEA                | 8. Conoco Phillips      |
| 4. Williams Company    | 9. The Trull Foundation |
| 5. H.E.Butt            | 10. Chevron Phillips    |

**The following individuals and/or companies contributed between \$1,000 and \$7,000 (Gold Donors)**

- |                       |                       |
|-----------------------|-----------------------|
| 1. AEP                | 9. Margaret Furse     |
| 2. AT&T               | 10. Matagorda County  |
| 3. Barrett's Minerals | 11. PanHandle Energy  |
| 4. CenterPoint Energy | 12. Spectra Energy    |
| 5. Dow Chemical       | 13. Turner Industries |
| 6. Exxon Mobil        | 14. Valero            |
| 7. Inteplast          | 15. Wal-Mart          |
| 8. Janet Peden        | 16. Wells Fargo Bank  |



**These are the times when we tap our can-do spirit and reach out to help our neighbors. In our community, we stand up for kids, we help families thrive and we believe in a lifetime of independence.**

**The following individuals and/or companies contributed between \$500 and \$999. (Silver Donors)**

- |                          |                          |
|--------------------------|--------------------------|
| 1. Alcoa                 | 5. O'Reilly Distribution |
| 2. Bay City Gas          | 6. Texas Industrial      |
| 3. Bay City ISD          | 7. Van Vleck ISD         |
| 4. FOE # 3232 – Bay City |                          |

**The following individuals and/or companies contributed up to \$499. (Bronze Donors)**

- |                                |                                       |
|--------------------------------|---------------------------------------|
| 1. BACODA                      | 9. Loviner Nelson                     |
| 2. City State Bank of Palacios | 10. Lacy B. Lowery                    |
| 3. Craddock Gusman Trust       | 11. Matagorda Regional Medical Center |
| 4. Ernest Opella               | 12. Scott Cheek & Family              |
| 5. Haskell Simon               | 13. State Farm                        |
| 6. James Roberson              | 14. Springleaf Finance                |
| 7. John Runnells III           | 15. Tidehaven ISD                     |
| 8. Eugene Davis                |                                       |

**Good Neighbor – Service Awards**

Conoco Phillips	The Bay City Tribune
OXEA	Matagorda County Advocate
Pilot Club	Palacios Beacon
Road Riders	Happy Radio 92.5
Williams Company	KMKS 102.5

**Special Recognition – Good Citizen's Awards - Junior Volunteers**

**David V. Galvan** – provided electric heaters for the Elderly and Disabled

**Tierra Williams** – provided fans for the Elderly and Disabled

**National Honor Society, Tidehaven ISD** – collected hygiene products and toiletries for families in need.

**Volunteer Nominees**

Mechelle Nuspliger  
John E. Toellner  
Amy Marroquin

**Volunteer of the year**

(to be announced) (**\*Volunteer of the year was announced at the Luncheon as Mr. John Toellner**).

**100% Campaign Participation**

Barrett's Minerals, Inc.

If you know of other individuals and/or businesses that want to help make a positive impact in our tri-county by GIVING, ADVOCATING AND/OR VOLUNTEERING through the Matagorda County United Way campaign, please have them contact the United Way office at 979-245-5852.

**THANK YOU...**

**FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.**



Matagorda County United Way  
(serving Wharton, Matagorda and Colorado Counties)  
P.O. Box 972  
2417 Avenue G  
Bay City, Texas 77404-0972  
Tel 979-245-5852  
1-877-720-7211  
[www.mcuwtx.org](http://www.mcuwtx.org)

Julia Gonzales, Executive Director  
Rachel Stone, Executive Assistant



Matagorda County United Way creates opportunities for everyone to become involved by focusing on the building blocks of a good life: Education, helping individuals achieve their potential; Income, helping families become stable and independent; and Health, improving people's health. We invite you to be a part of change. United, we can inspire hope and create opportunities for a better tomorrow. Please contact Matagorda County United Way at 979-245-5852 or visit us online at [www.mcuwtx.org](http://www.mcuwtx.org).