



REACHING OUT

Volume 7 Issue 4

Matagorda County United Way

December 2003

Interesting Statistics

- ◆ If you can read this newsletter, you are more blessed than over two billion people in the world, and the 7,000 (18%) of Matagorda County Citizens that are considered functionally illiterate.
- ◆ If you have food in your refrigerator, clothes on your back, a roof over your head and a place to sleep, you are richer than 75% of this world.
- ◆ If you have money in the bank, in your wallet, and spare change in a dish someplace, you are among the top 8% of the world's wealthy.

United Way Makes Good Sense:

- ◆ It's local
- ◆ It's focused on solutions
 - ◆ It's efficient...
- ◆ It's what matters!

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United Way of America Organizational Changes

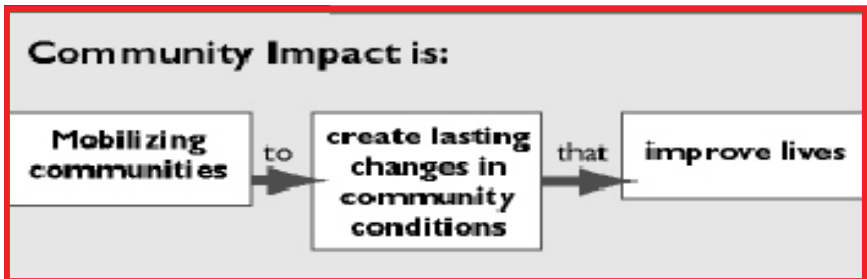
The growth of non-profits, changes in the workforce, the global economy, and many other factors have led United Ways from defining fundraising as their primary business to considering it one of several tools necessary to pursue their new business - achieving sustained community changes.

Other strategies, such as research, advocacy, corporate partnerships, strategic alliances, leveraging and leadership also are required to improve community conditions. In the face of this new model, alignment of resources and activities is imperative - not only within United Ways, but within communities.

“United Way’s new mission calls for a significant change in our business model. It requires a change in our products and our processes and will require a change in our thinking and our structures. Cross-functional work, aligned around improving people’s lives is critical to achieving community impact.” says Brian Gallagher, President & CEO of United Way of America.

Rather than enter into direct service delivery, United Way’s will instead focus on financially supporting the groups that address the key priorities of United Way of America’s national agenda: *early childhood development, 2-1-1 health and human services initiative, community preparedness, housing, and health care access.* As well as Matagorda County United Way’s local initiatives of: *Helping children succeed, Responding to Crisis, Fostering independence for seniors, Increasing self-sufficiency, Strengthening families, and Promoting health and wellness.*

Certainly, this is a definite improvement in accountability and provides more compelling information than counting up activities.



Thank You to all our Donors, Volunteers, and Agencies!!!

Memorials Gifts

-United Way-

Making the world
a better place
one donor at a time.

One contribution.
Countless results.™

MCUW
Vision Statement

“Created to Serve,
Committed to Care”

**Hadley McKay
Memorial Gift**

A Memorial gift was received in the name of Hadley McKay from Mr. & Mrs. William L. Gormley
Thank you.

All memorial gifts are placed in a permanent endowment to assist in the continuation of Matagorda County United Way's efforts to help the citizens of Matagorda County. See the pledge form on page 4 to make other memorial, commemorative, or honorary gifts.



Upcoming Events

—Matagorda County United Way—
5k Run/Walk sponsored by the BCHS Key Club & BC Kiwanis at 8:00 am **Dec. 6th** at the Bay City Nature Center

—First Book-Matagorda—
Literacy Advisory Board monthly meeting **Dec. 9** at 4:00 pm at Literacy Volunteers of America in Bay City.

—EAC—
Christmas luncheon for Seniors. 11:00 at the Bay City Service Center. **Dec. 10th.**

—Crisis Center —
Lighted Boat Parade **Dec. 13th.** Activities begin at 5:00 pm with parade starting around 7:00 pm.

—First Book-Matagorda—
First Book will distribute books at the LVA Holiday party on **Dec. 15** at 6:30 pm at Robbins Hall in Bay City.

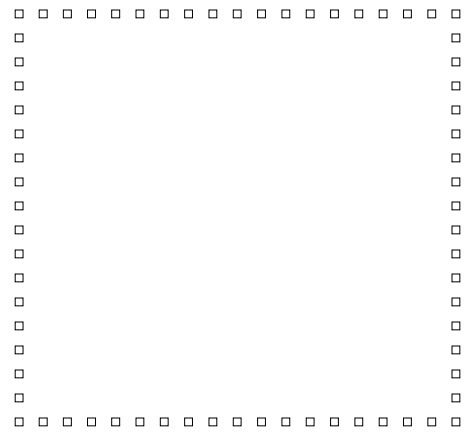
— Interagency CRCGF Meeting —
Dec. 17, Jan. 7, & Feb. 14 at 9:00 am at the Railroad Depot on Avenue G. Call 245-5852 for more information.

—M.I.G.H.T.—
Board Meeting **Jan. 13** at 12:00 pm at the United Way Building at 2417 Ave G. Bay City

—Matagorda County United Way—
Campaign Committee Meeting **Jan. 22** at 8:30 am. at the Bay City Tribune.

—WHAMCO Pallet Co.—
An open house will take place to show off their new location and products at 700 Ave F in Bay City on **Jan. 23rd** from 1-4 pm.

—Matagorda County United Way—
Volunteer Appreciation Luncheon and Annual Meeting **January 28th** at 11:45 am at the Bay City Service Center.



Things don't matter,
people do.

Betty Setzer

MATAGORDA COUNTY UNITED WAY

Increasing Self-Sufficiency

United Way Funds provide services for this initiative through the following Organizations:

- American Red Cross
- Bay City Day Care
- Boy Scouts of America
- Boys & Girls Club—Palacios
- Council on Substance Abuse (CoSA)
- D.A.R.E.—Tidehaven ISD
- Economic Action Committee (EAC)
- Friends of Elder Citizens (FOEC)
- Girl Scouts of South Texas
- Kids in Distress (KIDS)
- Literacy Volunteers of America (LVA)
- MC Association for Retarded Citizens
- MC Court Appointed Special Advocates
- MEHOP
- Matagorda County Teen Court
- MCUW Empowerment Lab
- MCUW Kids Korner
- MCUW HELPLINE
- MC Women’s Crisis Center
- Rainbow Land Day Care

FOSTERING INDEPENDENCE FOR SENIORS

United Way Funds provide services for this initiative through the following Organizations:

- American Red Cross
- Economic Actions Committee
- Friends of Elder Citizens
- Literacy Volunteers of America, Inc.
- MC Association for Retarded Citizens
- MEHOP
- MCUW Empowerment Lab
- MCUW HELPLINE

HELPING CHILDREN SUCCEED

United Way Funds provide services for this initiative through the following Organizations:

- Boy Scouts of America
- Girl Scouts of South Texas
- Bay City Day Care
- Boys & Girls Club—Palacios Unit
- Court Appointed Special Advocates (CASA)
- D.A.R.E.—Tidehaven ISD
- Kids in Distress
- MCUW Kids Corner—Literacy Program
- MCUW Empowerment Lab
- MCUW HELPLINE
- Matagorda County Teen Court
- Rainbow Land Day Care

PROMOTING HEALTH & WELLNESS

United Way Funds provide services for this initiative through the following Organizations:

- American Red Cross
- Council on Substance Abuse (CoSA)
- D.A.R.E.—Tidehaven ISD
- Economic Action Committee (EAC)
- Friends of Elder Citizens (FOEC)
- Kids in Distress (KIDS)
- MC Association for Retarded Citizens
- MEHOP
- MCUW Empowerment Lab
- MCUW HELPLINE

BUILDING SAFE NEIGHBORHOODS

United Way Funds provide services for this initiative through the following Organizations:

- D.A.R.E. —Tidehaven ISD
- Matagorda County Teen Court
- Council on Substance Abuse
- MCUW HELPLINE
- MC Women’s Crisis Center

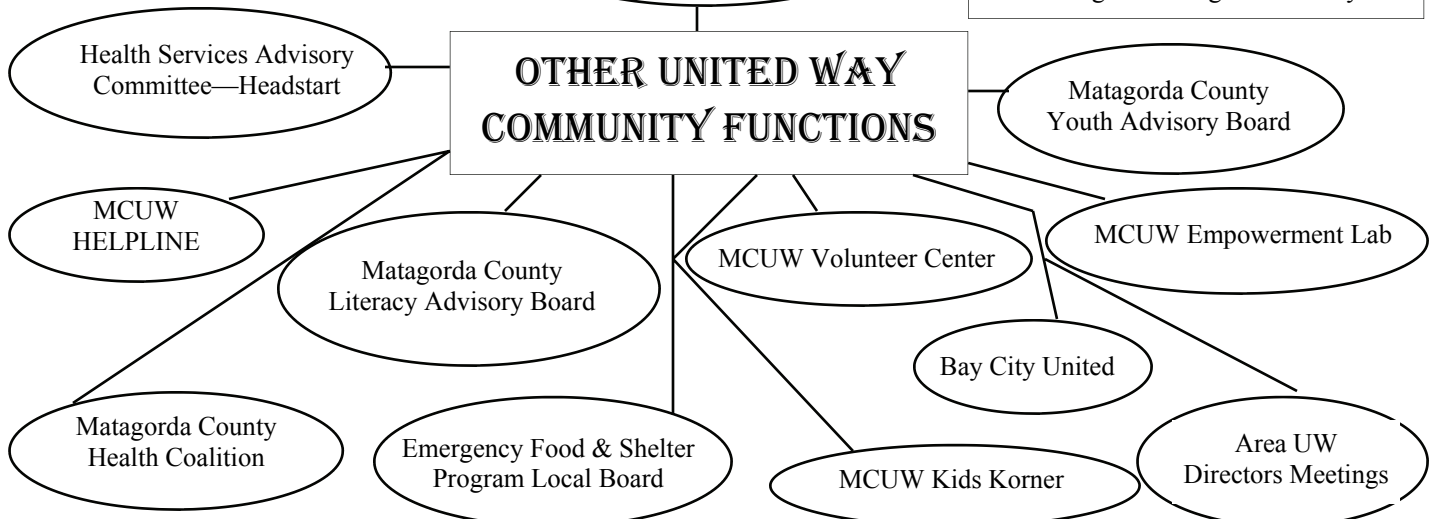
STRENGTHENING FAMILIES

United Way Funds provide services for this initiative through the following Organizations:

- American Red Cross
- Bay City Day Care
- Economic Action Committee
- Literacy Volunteers of America Court Appointed Special Advocates
- MEHOP
- MCUW Empowerment Lab
- MCUW Kids Korner
- MCUW HELPLINE
- MC Women’s Crisis Center
- Salvation Army & Food Pantry
- Rainbow Land Day Care
- Caring & Sharing Food Pantry

Interagency Community Resource Coordination Group for Families (CRCGF)

OTHER UNITED WAY COMMUNITY FUNCTIONS



HAPPENINGS at the Matagorda County United Way Office

MCUW continues to work on several collaborative events, committees, advisory boards, and projects.

- **MHCC**— Matagorda Health Care Coalition continues to meet monthly to brainstorm and prepare for upcoming health access grants. Steering committee consists of Matagorda County United Way, Matagorda County Hospital District, Matagorda Episcopal Health Outreach Program & Palacios Medical Center.
- **Boost America** — Campaign has ended with all 150 seats being distributed to individuals throughout Matagorda County.
- **Campaign** — The 2003-2004 Campaign activities are still underway.
- **Empowerment Lab** — The MCUW features an empowerment lab which includes community access to computers, video library, and other literature.
- **First Book Organization**— is a Literacy Advisory Council for the County to help get books into the hands of low-income children.
- **Grant Collaborations**—We continue to collaborate with Community organizations in grant searches, writing proposals, support letters, etc. If these succeed it will bring outside dollars into the County for needed services.

- **Interagency CRCGF Council**— Meets the 3rd Wednesday of every month at 9:00 am at the Railroad Depot. Time is set aside monthly actually helping citizens of the County by active Case Management to find services needed for individuals. Please call 245-5852 to be added to the email list.
- **Kids Korner**— The MCUW office has a Kids Korner for area students to come for computer access, games, puzzles, self esteem videos, etc. Children can also come by the office and get a free book per month through our youth literacy program.
- **Options Program**—Registration forms are available at the MCUW office for the Options for Independent Living program. This program can sometimes help with small home repairs, shower chairs, medication, etc. These services are provided for seniors living on a limited budget.
- **Web Presence**—Our site is now available at www.man-net.org select social services then united way. Links to UW agencies are posted there as well as County statistics and statistics for each funded organization.

• **M.I.G.H.T.'s Long-Term Recovery Committee** — are still working with the families affected by Claudette. This committee will case manage individual family cases after FEMA and other financial sources are tapped out. Needs assessment estimates say \$500,000-\$1,000,000 dollars are needed to get families back to pre Claudette status.

—HELPLINE—

MCUW Information & Referral service is not only an information source. We are doing a lot more case management. Which means helping seniors and disabled fill out government forms, CHIP enrollment forms, and prescription enrollment forms, as well as researching other services and alternatives. The United Way HELPLINE gets on average 250-300 calls or walk-ins monthly.

Recent HELPLINE success stories:

Office personnel are working with several area organizations to help more than 100 children have a happy Christmas by providing clothing, food, or toys.

Several seniors have been helped in finding patient assistance programs for free prescriptions.

The MCUW literacy program has handed out more than 100 books to area children in the county within the past few weeks.

Your Gift helps citizens of Matagorda County!

Name _____
 Address _____ State _____ Zip Code _____
 Employed by _____ Daytime Phone _____
 Alternate phone _____ E-mail Address _____

Yes! I want to Help with the 2003-2004 Campaign!

My one time donation is \$ _____
 I wish to Leave a Legacy by making a Memorial gift in the name of: _____
 I wish to Leave a Legacy by making an Honorary gift in the name of: _____ I
 wish to Leave a Legacy by making a Commemorative gift in the name of: _____
 I wish to donate stock or other property (Please contact me.) _____

Signature _____ Date _____

(Gifts to Matagorda County United Way are 100% tax-deductible. Memorial, Honorary, and Commemorative gifts will be placed in our Leave a Legacy Endowment. Contact your local office for further details.)

**Kenneth Bryant
Memorial Gift**

A Memorial gift was received in the name of Kenneth Bryant from Mr. Rick Miller. Thank you.

All memorial gifts are placed in a permanent endowment to help the continuation of Matagorda County United Way's efforts to help the citizens of Matagorda County. See the pledge form on page 4 to make other memorial, commemorative, or honorary gifts.

**MCUW
Mission Statement**

"Meeting the health and human service needs of the Community."

WISH LIST

- A committed volunteer to implement a Women's Initiative for Matagorda County.
- Educational Software for all ages for the United Way Empowerment Lab.
- Computers for the MCUW Empowerment Lab.
- Bookshelves to house literacy program books for community children.

**Have you remembered us in your will?
Charitable bequests offer lasting support to United Way and funded agencies throughout our community**

\$10



**JACKSON HEWITT®
TAX SERVICE**

Lend-a-Hand

Get more in return! To show our support for our community, Jackson Hewitt Tax Service will send

Matagorda County United Way

A check for \$10.00 when we prepare your federal income tax return.

Present this coupon at time of preparation. Valid for new customers. Good at participating locations only. Most offices independently owned and operated. Exp. 4/15/04 coupon code QZVDR

Participating Locations:

3307 Ave F, Bay City
4703 7th St., Bay City (inside Wal-Mart)
1317 4th St., Palacios, TX
For a Complete list, call our district office at 979-285-3838

Lend a hand to our community this year when you have your taxes done!

Bring this coupon in to Jackson Hewitt Tax service and We will donate \$10 to our local United Way when we prepare your taxes.

- At Jackson Hewitt you will receive professional and friendly service from an expert tax preparer.
 - We have 12 locations in the Matagorda, Wharton, and Brazoria counties for your convenience.
 - Our tax experts know the latest tax law changes so you get every possible deduction.
 - We offer other services such as bookkeeping and tax planning with year round availability.
 - You save time, eliminate headaches, and get your money faster with Jackson Hewitt.
- We are happy to support our local United Way. Stop in and redeem your coupon today!

United Way \$120K Short of Goal

As campaign 2003-2004 draws to a close MCUW remains more than a \$120,000.00 short of the \$450,000.00 goal. The agencies we fund are already feeling the effects of serious cuts from state, federal, and foundation grants.

The realignment of federal dollars into homeland security measures has decreased dollars allocated to social services such as, CHIP, Medicare, Medicaid, Day Care, Mental Health & Mental Retardation services, as well as many other services vital to such a large percentage of Matagorda County Citizens.

The Matagorda County United Way staff and Board of Directors is asking for your help in this year's efforts.

THANK YOU FOR YOUR CONTINUED SUPPORT!

2003 Matagorda County United Way Officers and Board of Directors

- Robert Garcia - Chairman**
- Willie Rollins - 1st Vice President**
- Simon DeSoto - 2nd Vice President**
- Cindy Carroll - Secretary**
- Dianne Bowers - Financial Officer**
- Kim Effenberger - Executive Director**

- Emett Alvarez** - BC Community Dev. Corp.
- Lloyd Atherton** - Equistar Chemical
- Dianne Bowers** - Bowers Farms
- Cindy Carroll** - Home Health
- Kathleen Cornett** - STPNOC
- Simon DeSoto** - Corp of Engineer
- Cheryl Dodd** - Outrigger Restaurant
- Gus Fuentes** - Equistar Chemical
- Robert Garcia** - Bay City Police Dept.
- J. Weldon Gilbert** - Enterprise Baptist Church
- Donnie Horton** - D's Gifts
- Frank Kauffman** - Equistar Chemical
- Vatsa Kumar** - STPNOC
- James Mitchell** - MC Sheriff's Department
- Mike Reddell** - The Tribune
- Bobby Rodriguez** - Bay City Police Dept.
- Willie Rollins** - Tu-Son Service Co.
- Mark Thornton** - Zachry Construction
- Chris Johnson**—Internal Operations Advisor

REACHING OUT

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REACHING OUT is compiled and published quarterly
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of Matagorda County United Way

When you have finished with this
issue please pass it on to a friend!