



Matagorda County United Way

REACHING OUT

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Redefining Agency Relationships For Community Impact

An essential attribute of a community impact United Way is its ability to partner well with others. As the United Way mobilizes the community for impact, new and non-traditional partners will emerge and relationships with existing partners will change. But what about United Way 's traditional partners—the "member" agencies?

Addressing community conditions requires United Way to look beyond the traditional relationships with "member agencies" to create new and different relationships with a variety of partners. The notion of change in the historical relationships and ways of doing business can be enormously threatening to member agency staff and volunteer leaders. For agency leaders, the immediate worry is "What does this change mean to my budget and ability to operate programs in the future?" "Angst," "uncertainty," "heartache" and "tension" are words frequently used by agency leaders in describing their experience with the transition to community impact.

This work examines how seven United Ways navigated the transition to community impact with member agencies. Although the sample size is small, the "lessons learned" summarize consistent themes that emerged from interviews with eight United Way staff and ten agency executive directors.

The good news for agencies is that there can be long-term benefits from United Way 's transformation to community impact. Several agencies noted that they are stronger today as a result of their changed relationship with United Way . Agencies can improve their fundraising capacity and strengthen their boards. The work on program outcomes helps agencies improve their programs and make a more compelling case for support based on real results. Finally, agencies that participate on "vision" or "impact" councils share critical expertise and have the opportunity to draw attention to the issues faced by the clients they serve. Increased funding can flow to these newly established priorities and the organizations gain visibility as community leaders.

"What Matters"

"One out of every 6 (16.67%) children lives in poverty in the United States, One out of every 4 (25%) children lives in poverty in Matagorda County"
-Children's Defense Fund

United Way Presents An Internationally Flavored Kick-off

It will be a Kick-off to remember. United Way will feature area restaurants at this year's Campaign Kick-off scheduled for Thursday, September 16th, from 6:00 pm-9:00 pm. at the Bay City Civic Center. Area restaurants have supported us in the past, now it's our turn to help

them out by getting the community out to taste their cuisine. Come join us and taste what the restaurants have to offer. Judging will be based on 1. Favorite Flavor, 2. Best Food

Presentation, 3. Best Decorated, & of course The People's Choice. Booths are available for area restaurants for \$50.00 each for a 10 x 10 foot space. VIP tickets are available for \$30.00 each. (Entry at 6:00 pm and an additional drink ticket) General admittance tickets are \$15.00 each. Entry includes Restaurant sampling, 2 drink tickets, special international dancers and entertainment, and preview of the latest



United Way video. Tickets can be purchased at participating restaurants, the United Way office, and Bay City **Chamber of Commerce**?

Campaign Materials Ready For Delivery or Pick-up

We are gearing up for the 2004 - 2005 Fundraising Campaign. Campaign brochures, catalogs, etc. are in the office ready for pick-up or delivery. The video will be complete mid August sometime. To schedule campaign presentations, agency fairs, meetings, Agency Tours, etc. please contact Kim at (979) 245-7211 or mcuw@skycasters.net.

WISH LIST

A committed volunteer to implement a Women's Initiative for Matagorda County.

A literacy volunteer to go out in the community at least once monthly to read to children and distribute books to them.

Bookshelves to house literacy program books for community children.

Community Impact – Coalitions & Collaboratives

Matagorda county United Way participates in the following community coalitions.

1. **Health Care Coalition (MCHC)**-Collaboration with Matagorda County Hospital District, Matagorda County United Way, MEHOP, Palacios Medical Center, Texana MHMR, & The Trull Foundation;
2. **Healthy Family Initiative** – 10 county coalition to strengthen area families.
3. **Literacy Advisory Board-First Book-Matagorda (LAB)** - collaboration between Bay City Day Care, Bay City Library, Blessing Library, Boys & Girls Club-Palacios, First Book, Head Start-Bay City, Head Start-Palacios, Literacy Volunteers of America, Matagorda County United Way, MEHOP, Palacios Library, & Sargent VFW;
4. **Youth Advisory Board** - collaborative involving: area youth, Bay City Housing Authority, Bay City ISD, First Prosperity Bank, Matagorda County United Way, The WorkSource, & Van Vleck ISD ;
5. **Interagency Community Resource Coordination Group for Families (CRCGF)** has a membership of more than 100 local social service non-profits, federal, & state agencies,
6. **Matagorda Interfaith Goodwill Humanitarian Team (MIGHT)** - includes local churches, faith-based organizations, & local non-profit social service organizations;
7. **Texas Community Futures Forum-2004** - includes local community leaders;
8. **HeadStart Child Development Council**- includes local social service organizations & medical teams;

"Real Lives.
Real
Impact."

“United Way’s not just a fundraiser - Collaboratives & Coalitions are key”

9. **Emergency Food & Shelter Board (EFSP)** - includes representation from American Red Cross, Catholic Charities, the County Judge, 2 Government agency representatives, Homeless representative, Matagorda County United Way, Ministerial Alliance, & Salvation Army; among other Community wide efforts.
10. **Matagorda Area Network (MAN)** – includes area technology gurus in an effort to assist Matagorda County Businesses & non-profits with technology endeavors.

For information on any of the above organizations please contact Kim at the United Way office at 979-245-7211.

Leave A Legacy Endowment

All memorial, commemorative, or honorary 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. When the Endowment reaches a certain level, the interest alone will support the perpetuity of the organization.

Upcoming United Way Participating Community Events:

- 8/4/04 – Equistar United Way Committee-photo-op.
- 8/6/04 – MEHOP – Free Health Screenings – Bay City service Center 9:00 am – 2:00 pm.
- 8/6/04 – Matagorda Area Network – advisory committee meeting - Photo graphics 12:00 noon.
- 8/9/04 – First Book-Literacy Advisory Board Meeting-MCUW office 9:00 am.
- 8/13/04 – U.S. Coast Guard Car Wash for First Book Matagorda – Jiffy Lube at the Brazos Mall 10:00 – 4:00.
- 8/14/04 – Back to school safety, health fair at WalMart-Bay City.
- 8/17/04 – Bay City United Small Business Task Force. City Hall 11:00 am.
- 8/17/04 – United Way Board Meeting – IBC Bank 6:00 pm.
- 8/18/04 - Matagorda County Interagency Community Resource Coordination Group for Families August Meeting – Bay City Railroad Depot 9:00 am.
- 8/18/04 – First Book Matagorda Annual Meeting 11:30 am- 1:00 pm.
- 8/18/04 – STPNOC United Way Ambassadors Meeting 12:00 noon.
- 8/19/04 – Healthy Families Initiative – Catholic Charities Houston-9:00– 4:00.
- 8/21/04 – Caregiver Training 10:00 am-2:00 pm George Memorial Library, Richmond, TX.
- 8/31/04 – Matagorda Interfaith Goodwill Humanitarian Team Board meeting –Our Redeemer Lutheran Church Palacios – 10:00 am.
- 9/13/04 - First Book-Literacy Advisory Board Meeting-MCUW office 9:00 am.
- 9/15/04 - Matagorda County Interagency Community Resource Coordination Group for Families August Meeting – Bay City Railroad Depot 9:00 am.
- 9/16/04 – United Way presents International Flavor – Restaurant Taste testing competition and Campaign Kick-off 6:00 pm – 9:00 pm Bay City Civic Center.
- 9/26-30/04 - Certified Grant Specialist Training – Austin.

“Your gift to United Way begins and ends right here at home!”

The President's Volunteer Service Awards



Matagorda County United Way is the Counties certifying organization for the Presidential service awards program. MCUW certified eleven volunteers for an award for 2003. You can track volunteer hours and find out more about the awards at the following site. Remember to count up hours spent on organizing campaign x each campaign volunteer, plus food drives, home repairs, school supply drives, etc. I would love to have all the hours in and certificates ordered in order to give these awards out at the Volunteer luncheon early next year.

<https://www.presidentialserviceawards.gov>

It's been said before but it bears repeating.

"Volunteers are not paid - not because they are worthless, but because they are priceless." -unknown

Office Happenings



Literacy Book-Give-a-way - In collaboration with First Book-Matagorda, we recently received an additional 500 books for our Kids Korner Literacy Program. **Any child** can come into the United Way office at 2417 Avenue G and receive a free book of their very own. They are eligible for one book a month as long as supplies last. We are looking for a volunteer to go at least one day a month to area day cares, housing authority, schools, and read to the kids and distribute books. If you are interested please give Kim a call at 979-245-5852.

Third Quarter Allocation payments will be distributed at the end of August to the 20 non-profit Community Care agencies approved for funding in 2004. In addition to these 20 non-profits, designations have been accepted and sent for 27 other non-profit organizations through the MCUW annual campaign.

HELPLINE - Our in-house Information & Referral service averages 9,000 calls annually that is 23.8% of the total population of Matagorda County. Are your parents having difficulty paying for prescription drugs? Would you like to volunteer your time for a worthy cause? For the most up to date local social service information give us a call at 979-245-7211 or email at mcuw@skycasters.net



Thank you all for your support and encouragement. Without your help needed services for area citizens would not be possible.

You can also help United Way by forwarding the above newsletter to your acquaintances.

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We're on the Web!
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