

TOGETHER UNITED WE CAN
INSPIRE HOPE
AND CREATE OPPORTUNITIES
FOR A BETTER TOMORROW.
THAT'S WHY UNITED WAY'S
WORK IS FOCUSED ON THE
BUILDING BLOCKS OF A
BETTER LIFE.
THAT'S WHAT IT MEANS TO
LIVE UNITED.



of Callaway County

Callaway County United Way
P.O. Box 793
Fulton, MO 65251
Phone: 573-642-0536
Fax: 573-642-0080

Email: Director@CallawayUnitedWay.com

Web: www.callawayunitedway.com

**United
Way**



of Callaway County

2010 Annual Report



Dear Friends of the CCUW:

The Callaway County United Way has worked hard this past year to support our thirteen member agencies and those in need of their services. As we continue our progress towards becoming a true Community Impact United Way, we are still busy addressing the fact that over 11.3% or **nearly 5,000** people in our county are living at or below the federal poverty level. This is an unacceptable statistic.

I'd like to take this opportunity to point out the following highlights of the past year:

- We were fortunate to have some unique, first-time partnerships this year. A successful real estate office and a chiropractor both made donations to us on a “per unit” basis. These types of relationships not only help us to meet our goal, but they encourage others in the business community to give. These partnerships wouldn't be possible without the close knit community and personal relationships built by our Executive Director and board members.
- We have been focusing much more on building a strategic plan, and trying to build tools that will allow us to measure outcomes more effectively. Board education and training has been another area that we are expanding.
- This year has seen us explore some new types of fundraising events, a wide expansion of our social networking presence, as well as a change in practice with some of our agencies by offering a level of support to them for organization, leadership, volunteer strategies, etc.
- Our FamilyWize prescription drug discount program will be three years old in April, and we are happy to report county residents without prescription drug coverage have saved over \$32,000 thus far. Participants can use the program at no charge, and all of our local pharmacies are participating.
- Our 2-1-1 program became fully operational just over two years ago. This service allows people to call the number 2-1-1 to find services and volunteer opportunities. It is a 24-hour, seven-day-a-week, 365-day-a-year service. 2-1-1 MO received over 107,500 calls during 2010.
- Despite the issues facing everyone in this economy, we are very close to reaching our campaign goal of \$260,000 and continue to raise funds with various events scheduled throughout the spring. From people that support us with each paycheck, to local business employee campaigns, to those that support our annual fundraisers, we are pleased to report once more that our community has come out strongly in favor of our mission. We are proud of

2010 Gifts Made in Memory of:

John F. Armstrong, Jr
Ray Barnes
Joseph Bell
Mary Lee Boyd
Alice Bruckerhoff
Earl E. Cornwell
Mary Lou Cowlshaw
Bette Sue Cox
Charles Dosmann
James Duke
Barbara Garrett
Vera Faye
Carl French
Audrey 'Jean' Gohring
Carl Graessle
Garnell Hook
Alberta Hudson
Alberta Hudson
Stephen Humphrey
Lucille James
Jo Ann Johnson

David Herbert Jones
Lucile Keller
Claire Kempker
Hilda Anna Kottwitz
Jeff Langdon.
Jack Lippincott
Robert W. Macker
Rolla Lee “Buck” Mann
Owen J. McCrady
Frank Miller
Betty Nixon.
Diane Phillips
Leroy “Cotton” Renn
George Daniel Severs
Naomi Shoemaker
Wilson Smart
J.D Stewart
Martha Toland
Michael Ray Turley
Mary Isabel Waller
Albert Weber

2010 Gifts Made in Honor of:

Audrey Bosch
Linda Clemens
Birth of Easton Matthews Dodge
Peg Dzicek
Cathi Miller Harris

Trevor McMullen Hughes
Birth of Ella Rhyan Neal
Wayne Oden
Kathy Richey Liddle
Donald Wood

***2010 Large Gift-in-kind Gifts:**

Central Bank
Fulton Graphics
Jefferson City Bottling Company

Premiere Parties and Events
Walmart
Zimmer Radio Group

*Thank you to all the businesses and individuals that made a GIK donation during 2010.

2010 Partnerships:

Koelling Chiropractic
RE/MAX Select
Sears Fulton Hometown Store



WHY THE UNITED WAY?

The Callaway County United Way is small in size but provides services that most smaller United Way's do NOT. The Callaway County United Way is unique in this way by supporting five community impact initiatives, having a web presence and by supporting the community by establishing a community-wide listserve. These are just a few examples.

- **The CCUW is accountable.** The Callaway County United Way meets or exceeds all IRS requirements and United Way Worldwide standards. Your United Way is also accredited by the Better Business Bureau. We work hard each year to ensure that we are fully accountable and transparent to our donors, funded agencies and partners.
- **The CCUW helps build a strong and healthy community.** The Callaway County United Way makes sure your donation is well spent. Our all volunteer board works on a year-round basis to ascertain community needs, and evaluates the programs and services offered by the thirteen agencies we fund. Only you, and thousands of good citizens like you, can help us to succeed. Think of all these human care services as insurance benefits - here when you need them!
- **Money raised in the county stays in the county.** Approximately 85% of your gift goes directly to the United Way agencies in Callaway County. The United Way Board of Directors carefully reviews the agency budgets and programs and determines the amount to be allocated. In addition, each agency is audited annually to ensure that our funds are used appropriately.
- **The CCUW has low overhead costs.** The CCUW does not have an office. No rent, mortgage payment, or utility bills to pay. The CCUW is run from our Executive Director's home with all calls made to the CCUW number transferred to the Director's cell phone. This means that she is on call 24/7 for those in need that require service from one of our 13 member agencies.

Why give to the United Way ?

Actually.....

"You don't give TO the United Way.

You give THROUGH the United Way."

Your donation helps to fund 13 local agencies. From the youngest members of our community to our most elderly and everyone in between - over 11,000 individuals benefit from more than 200 programs and services provided by the CCUW agencies.

the fact that nearly eighty-five cents of every dollar raised goes directly to support our agencies and their programs.

- Our United Way is one of only a few of our size to offer the ability for donors to make Memorial or Honor Gifts online, and to have a significant web presence. We are happy to provide these additional services to the community.
- An e-mail list-serve was created to quickly distribute information of interest to our agencies and other community partners. We have found this to be a valuable tool for our agencies and other service-providers in the community. In 2010, we increased the participation rate by 35 %.

There is much more that I could list, but let me close by sharing a final thought. I have volunteered for many different organizations in the past 36+ years. The Callaway County United Way is, without a doubt, the hardest working group with whom I've ever had the pleasure of serving. I am humbled by the opportunity to serve those who need our services, and by people like you helping us to serve.

Please don't hesitate to visit us at <http://www.callawayunitedway.com> or call 573.642.0536 if you need additional information.

Sincerely,

Cathi Miller Harris
CCUW President

Callaway County United Way Mission Statement

The mission of the Callaway County United Way is to improve, consistently and measurably, the quality of life for all the people of Callaway County by raising and distributing funds, mobilizing community resources, and encouraging innovative solutions to the community's health and human service needs, while being aware of our environmental responsibilities.



stlouis.bbb.org



The Callaway County United Way is a community impact organization, which strives to mobilize resources to meet health and human service needs efficiently and in a way that preserves the dignity of every person. Our United Way is an independent non-profit run by local volunteers from a cross-section of business, industry, government, academic and other entities. Our United Way is a trusted organization and, as the names on our list of Board of Director illustrate, we can be proud of our integrity and our reputation.

Board of Directors

Cathi Miller Harris - President
 Glenn Harris - Vice President
 Lori Twillman - Secretary
 Kathy Holshlag - Treasurer
 Gabe Craighead - Bus. Camp. Chair
 Peg Dzicek - PR Chair
 Christa Baumhoer
 Kristina Bright
 Nola Dodge
 Toni Klick
 Steve Mallinckrodt
 Jack McBride
 Marsha Millard
 Diane Neterer
 Jenna Smith

Advisory Board

Dan Diedrieck
 Bob Fisher
 Dr. Barney Forsythe
 Bruce Harris
 Bill Jessop
 Charlie Latham, Mayor
 Steve Myers, Police Chief
 Tim Steinbeck

Student Board

Derick Dailey - WC
 Matt Mina - WWU
 Kasey Moore - WC
 Gregory Rockson - WC
 Kelsi Keith- - WWU
 Dongwi Dongwi - WC

Staff Member: Kathy Richey Liddle - Executive Director



Callaway County United Way
 Income and Expense Report
 January - December 2010

Ordinary Income/Expense

Income

Campaign Income	<u>\$ 251,415.47</u>
Total Income	<u>\$ 251,415.46</u>

Expense

Agency	\$ 202,999.84
Campaign Expense	\$ 2,951.68
Celebrity Waiter Banquet	\$ 1,172.35
Computer Software	\$ 117.00
Designations to Other UW's	\$ 1,399.90
Director Payroll	\$ 20,319.48
Dues	\$ 2,696.21
Grant Expense	\$ 800.00
Internet Expense	\$ 600.00
Office Supplies	\$ 993.32
P.O. Box Rental	\$ 56.00
Postage and Delivery	\$ 843.23
Printing and Reproduction	\$ 805.32
Professional Fees	\$ 2,250.00
Roundtable Expense	\$ 33.00
Secretary of State Fee	\$ 10.00
Credit Card Service Charge	\$ 570.29
Payroll Tax	\$ 5,221.63
Telephone	\$ 760.95
Web Hosting Charges	<u>\$ 180.00</u>

Total Expenses **\$ 244,780.20**

Net Ordinary Income **\$ 6,635.26**

Other Income/Expenses

Interest Income	<u>\$ 184.50</u>
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Total Other Income **\$ 184.50**

Net Income **\$ 6,819.76**

Leadership Giving Circle:

GOLD LEVEL (\$2,500-\$4,999)

United Parcel Service Employees

Leadership Giving Circle:

PLATINUM LEVEL (\$5,000-\$9,999)

AmerenMO Corporate Gift

AZZ/Central Electric Employees

Central Bank Corporate Gift

Central Bank Employees

Dollar General Employees

Ovid Bell Press Corporate Gift

Penny Drive Results

The Callaway Bank Corporate Gift

Westminster College Employees

Alexis de Tocqueville Society:

(\$10,000 or more annually)

AmerenMO (Callaway Plant) Emp.

Missouri State Charitable Campaign

Ovid Bell Press Employees

The Callaway Bank Employees

****If your contribution to the Callaway County United Way was given through an employee campaign, your donation is counted with those of your fellow colleagues in your company total. We do appreciate all gifts including those given through payroll deduction however it would be impossible to list each contributor giving through an employee campaign.**

2010 Ending Account Balances:

Checking - \$58,168.32

Money Market Acct.- \$48,823.91

Community Impact

Initiatives:



bornlearning™



FamilyWise
prescription
discount cards

Recycling
Program



Dental
Initiative

More information about these
initiatives can be found on our
website:
www.callawayunitedway.com

United Way Funded Agencies....

The Callaway County United Way offers donors the opportunity to unite under one umbrella to affect change and improve lives.

The United Way agencies provide over 200 programs and services that touch nearly 11,000 Callaway County residents each year—from the youngest child to the most senior adult—we all know someone that has benefited in some way.

The Callaway County United Way makes sense and you can make a huge difference in the lives of many when you make a contribution!

Agencies to be supported by the Callaway County United Way during 2011

American Red Cross - Callaway Chapter

Boy Scouts of America - Great Rivers Council

Callaway County 4-H

Callaway County Senior Center

Coalition Against Rape and Domestic Violence - CARDV

Family Counseling Center of Missouri

Girl Scouts of the Missouri Heartland

Homemaker Health Care, Inc.

Kingdom Projects

Mid-Missouri Legal Services

Our House: Caring for Callaway's Homeless

SERVE, Inc.

Callaway County YMCA

Fall 2010 Donors—Thank you to everyone that contributed!

Friends of Leadership Giving (\$1-\$499 annually)

Mr. & Mrs. Glenn Acree
Ms. Kim Alexander
Allen Adams Construction
American Family/Stegeman
Anonymous Donors
ART
AT&T Corporate Gift
Atkinson Farm
Mr. & Mrs. Gene Austin
Mrs. Albert Backer
Mr. & Mrs. Forrest Backer
Reverend & Mrs. Ron Baker
Bank Star One Employees
Michael T. Basnett, DDS
Batek Family Eye Care
Mrs. Betty Bates
Loretta & Lynn Bates
Mr. & Mrs. David Baysinger
BEAM of Fulton
Mrs. Lynn Blattner
Mr. & Mrs. Leonard Bohannon
Mr. & Mrs. Robert Books
Border Enterprises
Mr. & Mrs. Harlan Borman
Mr. & Mrs. Woodrow Boulware
Boy Scout Employee Campaign
Boyd & Boyd
Brady & Crane, P.C.
Brady's Glass & Paint
Gale Branch
Breakfast with Santa Event
Braid Electric
Briggs Gun Shop
Calena's Fashions
Callaway Dental Clinic
Callaway Electric
Callaway Community Hospital Emp.
Mr. & Mrs. Bruce Carpenter
Carter Publishing Studio
Mr. & Mrs. Andy Cave
Central MO Vault Co.
Christenson Construction
City of Fulton Employees
Harvey S. Clapp Realtor
Mrs. Margaret Clardy
Mr. & Mrs. Carroll Cleveland
Mr. & Mrs. Joel Coash
Coldwell Banker/Niedergerke & Co.
Mr. & Mrs. Robert Craghead
Mr. & Mrs. Joe Crane
Mrs. Evah Le Creed
Mr. & Mrs. Jim Cruickshank
Reverend Cecil Culverhouse
Debo Funeral Home
Mr. & Mrs. Dale Depping
Mr. & Mrs. Ned Digh
Mrs. Adeline Dixon
Douglas Travel
Mrs. Marilyn Dunham
Mr. & Mrs. Richard Elliott
Mr. & Mrs. Robert Epperson
Farmer's Mutual
Mrs. Frank Ferrugia
Mrs. Carolyn Fisher
Mr. & Mrs. Charlie Fisher
Fresh Ideas
Dr. & Mrs. Gale Fuller

Friends of Leadership Cont.

Mr. & Mrs. Curtis Yancey
Mr. & Mrs. Rick Zbinden
Mr. & Mrs. Kenneth Zbinden
Mr. & Mrs. Tom Zengel
Mr. & Mrs. Joseph Zimmerman

Leadership Giving Circle:

BRONZE LEVEL (\$500-\$999 annually)

AT&T - Communications Employees
Mr. Carl Eric Block
Callaway County Employees
Mr. & Mrs. Gary Clemens
Mrs. Jane Breideman Fike
Mrs. Evelyn Flynn
Mrs. Sue Lippincott
Ms. Cathi Miller Harris
MoCon
Dr. Dilip Parulekar
SERVE Employees
Mr. Richard Stoaks
Dr. & Mrs. Ralph Wimp

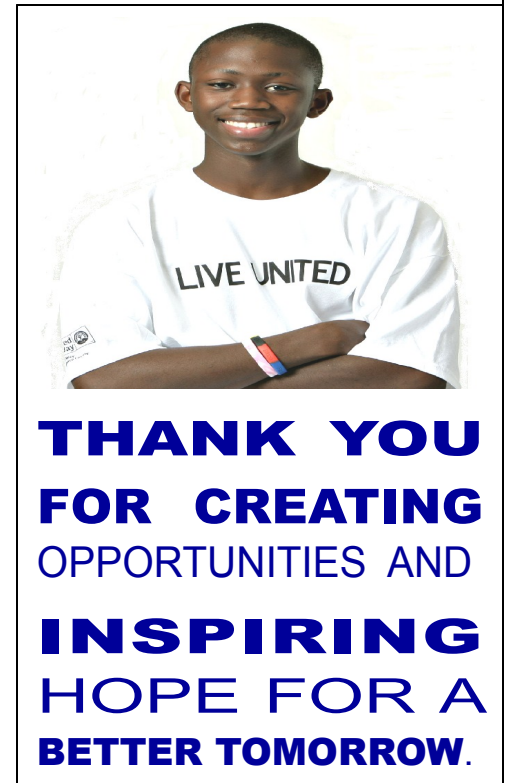
Leadership Giving Circle:

SILVER LEVEL (\$1,000-\$2,499)

Backer's Potato Chip Company
Friends of Carl Vogel
Fulton Public Schools Employees
Mr. Calvin Haines
Mr. & Mrs. Richard Lueckenotte
Dr. Robert & Dr. Lisa Pierce
David J. Shively, CPA
State Farm Insurance Company Emp.
United Way of Charles County
United Way of Metro Chicago

Leadership Giving Circle (Silver) Cont.

Wal-Mart Employees
William Woods University Employees



GIVE. ADVOCATE.

VOLUNTEER.

LIVE UNITED



of Callaway County

You have made a difference in your community!

Friends of Leadership Giving Cont. (\$1-\$499 annually)

McIntire Florist
Midwest Vet Clinic
Mid-Missouri Property Management
Missouri Property Appraisal
Modern Farm
Mr. & Mrs. Kent Moore
Mr. & Mrs. Bob Morris
Naught-Naught Agency
Dr. Patrick D. Neff, DDS
North Callaway Schools
Mr. & Mrs. Kenneth Oden
Oestreich Law Firm
Mr. Walter Oestreich
Dr. Rick Omohundro/Fulton Dental
Mrs. Shirley Payne
PCR - Ink Cartridge Recycling
Mr. Almon C. Pearre
Mrs. Laverna Perrey
Mr. & Mrs. Jim Peevy
Mr. & Mrs. David Phelps
Mr. & Mrs. Don Phillips
Mrs. Joneda Phillips
Premiere Parties & Events
Mr. & Mrs. John Rankin
RE/MAX Select
Red Cross Pharmacy
Mr. & Mrs. Phil Reynolds
Rhad Baker Construction
Mrs. Sabra Rice
Riley & Dunlap, P.C.
Mr. Tom Riley
Rob-Mar Advertising
Mr. & Mrs. Harry Rodecape
Mr. & Mrs. Linus Rothermich
Russ Automotive
Mrs. June Russell
Mr. & Mrs. Jack Ryan
Mrs. Clark Sampson
Saults Drug
Mr. & Mrs. Bob Schneider
Mr. & Mrs. John Schultz
Mr. Thomas Sherer
Smart Brothers Farms
South Callaway Schools
Mr. & Mrs. Maurice Stack
Mrs. Louis Steinrauf
Steve's Pest Control
Mrs. Milt Stiller
Stingley Law Firm
Mr. James S. Summers
Sunrise Sign Company
Taylor's Jewelry
Teel Mechanical Services
Mrs. Anna Thompson
Tif's Ugly Mug
Tom's Cleaners
Mr. & Mrs. Larry Underwood
Unique Designs
United Way of Metro Atlanta
United Way of Summit County
United Way of East Central Iowa
Mrs. Robert Vegiard
Vision Arts Eyecare
Mr. & Mrs. Frank Watson
Mrs. Lola Watson
Weber Communications
Mr. Stuart Westmoreland
Russ Weyland State Farm
Dr. Richard White
Mr. Richard Wilson
Wright Brothers Store

Friends of Leadership Giving Cont. (\$1-\$499 annually)

Fulton Rotary
Fulton Sun Gazette
Fulton West Side Storage
G.A. Propane
Garriott & Associates Realty
Gasper-Atkinson Truck Plaza
Mr. & Mrs. Norman Gerhart
Gidley's Shoe Store
Mr. & Mrs. David Gilman
Glove Con
Mr. & Mrs. Kermit Gohring
GoodSearch.com
Mrs. Norma Gowin
Graham Agency
Dr. & Mrs. George Groce
Mr. & Mrs. Ted Groner
Mr. & Mrs. Bob Guerrant
Mr. Bruce Hackmann
Judge & Mrs. Gene Hamilton
Mr. & Mrs. John Harris
Mr. & Mrs. David Haus
Mrs. Pam Heimericks
Mr. & Mrs. Tom Herndon
HLW Builders
Mr. & Mrs. Albert Hoffmann
Mr. & Mrs. Joe Holt
Mr. & Mrs. Robert Hopper
Hornbuckle Heating & Cooling
Hospitality Services, Inc.
Housing Authority Employees
Mr. & Mrs. Tom Howard
Ozark Hospitality/Huddle House
Mr. & Mrs. Richard Huddleston
Huey Construction
Hughes Bros., Sales
Mr. & Mrs. Charlie James
Mrs. Mirofora Jatho
Jefferson City Coca-Cola Bottling
Mrs. Louise Jones
Mr. & Mrs. Jay Karr
Keen Ford
Kester's
Kingdom Feed
Mr. & Mrs. Norman Kloeppel
Mrs. Jean Kraus
Kroger Employees
LaCrosse Lumber
Mrs. Audrey Lammers
Larry Wolfmeier Trucking
Mr. & Mrs. Dale LaRue
Mrs. Karen Lee
Left-Handed Guru
Liberty Tax Service
Mr. & Mrs. Bryant Liddle
Loganberry Inn
Mr. & Mrs. Jerry Long
Mail & More
Dr. & Mrs. Don Manson
Mr. Jack Marshall
Mr. & Mrs. Ray Martin
Mr. & Mrs. Richard Mattingly
Mrs. Dorothy Maune
Maupin Funeral Home
Dr. Matt St. George
Dr. Jim McCall
Mrs. Raymond McCallister
Mr. Chuck McCray
McDonald's
Mr. & Mrs. Jim McEwen
Mr. & Mrs. Hunter McIntire