



Advancing the common good

Working to advance the common good is at the heart of our work. It's our strategic approach to delivering measurable results in education, income and health – the basic building blocks for a good life. Our goal is to create long-lasting changes that prevent problems from happening in the first place.

Why education, income and health? Education is the foundation for a good life. It leads to better jobs with better pay, the key to achieving financial stability. Good health allows children to learn better, adults to increase their income through productive work and seniors to remain independent in their homes.

Following is a snapshot of the work we are doing in each of the areas:

Education

The United Way Center for Excellence in Early Education is the cornerstone of our work in the education arena. The Center is a national teaching and learning initiative dedicated to elevating the quality of early childhood education for all children in Miami-Dade and throughout the nation. It continues to capture the attention of local and national like-minded leaders who see the Center as a tool for demonstrating best practices and training others on their implementation, as well as a platform for changing the way we deliver early education in this country. Some examples:

- The Center continues to serve as the home base for Dr. David Perkins, Harvard professor and director of Project Zero, in his efforts to bring his visible thinking project to early education centers. Working in collaboration with United Way, Florida International University and five local early learning centers, Perkins is piloting in Miami his research-based approach to learning that helps children communicate their thought process through pictures.

- The Cisneros Foundation has brought its international flagship visual arts education program, *Piensa en Arte*, to the Center. Like the visible thinking program, this is the first time the *Piensa en Arte* program is being implemented at the early education level.

- University of Miami Frost School of Music also selected the Center as one of the implementation sites of its literacy-based music curriculum, U-Move.

- With the Buffett Early Childhood Fund and the Bounce Learning Network, we continue to work together on the practice of quality early care and education and the policies required – both at the state and national level – to create a national agenda around quality early education. The Center became the Bounce Learning Network's seventh Educare Center in the country.

- On the local level, we continue to partner with The Children's Trust, the Early Childhood Initiative Foundation, the Early Learning Coalition, Miami-Dade County Public Schools and Miami-Dade County on a number of fronts, particularly around training and development for early education



United Way President Harve Mogul and Patricia Phelps de Cisneros, co-founder of the Cisneros Foundation, make the partnership official with the signing of a memorandum of understanding.



At the Women's Leadership breakfast: Dr. Donna Shalala, president, University of Miami; Sherry Lansing, former CEO, Paramount Pictures; Oscar-winning actress Rita Moreno and Sharah Herise, a graduate of a United Way-funded independent living program.

teachers and administrators and a quality rating system for early education facilities.

- Our advocacy efforts around T.E.A.C.H., the only state-funded early education teacher development program, were successful again as the Florida legislature voted to fully fund the program in 2009-2010.

- Our reach in the education arena extends beyond the early years. This past year, for example, United Way programs provided intensive tutoring and counseling to over 13,000 low-performing students, helping them to improve their test scores and academic grades.

Income

The tough economy took its toll on struggling families. Calls to the United Way-funded helpline increased by approximately 700 calls a month compared to the previous year. Helping people get out of crisis and become financially stable remained a top priority. Some examples:



U. S. Congresswoman Ileana Ros-Lehtinen visits the United Way Center for Excellence in Early Education.

- Through United Way-funded programs, more than 4,000 individuals received financial education and/or counseling. Another 1,400 received assistance with rent, mortgage, utilities and/or food. 3,200 individuals with disabilities were placed in competitive employment.

- In addition to providing funding for emergency assistance, United Way distributed another \$2.1 million to address economic emergencies for individuals and families through the Emergency Food and Shelter Program which United Way manages on behalf of the Federal Emergency Management Agency.

- Working in partnership with the Human Services Coalition, Walmart Foundation and One Economy, we created a public awareness campaign about the earned income tax credit (a refundable tax credit up to \$4,400), how to apply for it and where to receive free tax preparation. As a result, 2,190 tax filers received \$854,947 in tax refunds.

- In June, United Way selected South Florida Urban Ministries as the operator of United Way's new Center for Financial Stability, one of two such pilot centers in the country. This one-stop financial center will expand on our current work in this area by offering a full range of financial help – from financial coaching and case management to free tax prep and benefits enrollment to employment services – all in an effort to help people gain long-term financial stability. Bank of America is a key national sponsor for this initiative.

Health

Providing individuals and families with access to health care is our primary focus in this area – a focus that becomes all the more important during challenging economic times. Some examples:

- By partnering with the FamilyWise Prescription Drug Discount Card program, we helped participants in Miami-Dade save an average of 40 percent in prescription drug costs. This free program is designed to reduce the cost of medicine for children, families and individuals with no prescription drug coverage.

- The United Way system scored a public policy victory when President Obama signed into law the Children's Health Insurance Reauthorization Act of 2009. In addition to reauthorizing SCHIP, Congress increased funding by \$32.8 million which will provide coverage for an additional 4.1 million uninsured children in our country. For more than three years, United Way of America, working with local United Ways across the country including Miami-Dade, has been urging Congress to significantly expand the SCHIP program. In October 2007, our United Way organized a delegation of women who met with members of the U. S. House and Senate to advocate for the bill's passage.

- In addition, this past year, United Way-funded programs provided 3,870 women with life-saving

breast and cervical cancer screenings, more than 10,000 older adults with daily, nutritious hot meals, and more than 2,000 people with HIV/AIDS tests among other health-related services.

Other milestones in 2008-2009:

We honored five outstanding individuals for their service to the community. Cesar Alvarez, chief executive officer, Greenberg Traurig, received our Tocqueville award for Outstanding Philanthropy; David Lawrence, president and CEO, Early Childhood Initiative Foundation received our Dorothy Shula Award for Outstanding Volunteerism; Daniella Levine, president and CEO, Human Services Coalition, received our Essie Silva Community Builder Award; Gepsie Metellus received our Monsignor Walsh Outstanding Human Services Professional Award; and David Akinin received our Outstanding Youth Volunteer Award for his efforts to send shoes to people in Africa.

In spite of a difficult economy, total revenues for United Way reached \$52.4 million. Miami-Dade County became the second campaign to exceed the \$2 million mark, joining Miami-Dade County Public Schools at that level. Adrienne Arshat became the newest contributor at the \$5 million level.

When hurricanes devastated the Caribbean last fall, we activated our disaster response partnership with *The Miami Herald/el Nuevo Herald*, called Operation Helping Hands, to help storm victims in Haiti, the Turks and Caicos and other hard-hit areas.

We expanded our online presence with a first-time online fundraising effort and a campaign on Facebook causes.

Former Paramount Pictures CEO Sherry Lansing and Oscar-winning actress Rita Moreno shared the stage at the 2008 Women's Leadership breakfast. Film director Michael Bay opened his Miami Beach home for a holiday fundraiser.

Our United Way hosted United Way of America's Women's Leadership Summit in Miami, a national gathering of leading women active in philanthropy and community service.

We welcomed several national and state elected leaders at the United Way Center for Excellence in Early Education including U. S. Representatives Ileana Ros-Lehtinen, State Senator Nan Rich, State Representative Luis Garcia, former State Representative Rene Garcia and Lieutenant Governor Jeff Kottcamp. In June, the United Way Center for Excellence in Early Education played host to the Governor's Children and Youth Cabinet meeting.

Volunteers devoted nearly 70,000 hours, at a value of \$1.4 million, to help United Way and Hands On Miami, our partner in volunteerism, improve lives.

In total, the combined value of our community's giving, advocacy and volunteerism through United Way totaled more than \$86.3 million. We turned every \$1 invested directly in the community plan into \$2.41 worth of help.

\$86,334,205: value of our impact on the community	
United Way at work in Miami-Dade County	
Sources of revenue and services:	
Net campaign and other revenues	\$52,371,154
Special grants	2,113,519
Matching gifts	28,424,170
Volunteer time	1,400,774
Gifts in kind	1,971,896
Family Wise	52,693
Total estimated services	\$33,963,052
Total audited revenues and estimated services.....	\$86,334,205
How estimated resources were used in 2008-2009:	
Human care services	\$76,062,689
United Way overhead	7,754,695
Investments for the future	2,516,821

Total resources generated

\$86,334,205

Total Overhead 8.98%

Total revenues raised

\$52,371,154

Total Overhead 14.81%

Audited financial statements are available on our website at www.unitedwaymiami.org.



Film director Michael Bay (center) with Jaime Orozco and Caro Argiz.



Culinary students from Johnson & Wales volunteer at the Miami Wine & Food Festival.



Dr. David Perkins, Harvard professor and director of Project Zero, trains adult early childhood learning professionals on visible thinking.



Sue Miller, Tocqueville award recipient Cesar Alvarez, Jayne Abess and Ed Ansín.

Dear Friends:

As we all know, this has been a tough year on so many fronts. Yet, amidst the struggles, we've been reminded time and again of the goodness of people and the willingness of a community to come together to help neighbors in need.

We have much to be proud of and much to celebrate. This 2008-2009 report highlights just a handful of what we've accomplished by working together to advance the common good.

To those of you who joined us in living united by giving, advocating and volunteering, we thank you. We hope others will be inspired to follow your example and choose to support this important work. You are a testament to the power we have as a community to transform fear of the uncertain into hope for a better tomorrow.

Sincerely,

Tony Argiz **Harve A. Mogul**
Board Chair President & CEO

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