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# UNITED WAY OF MIAMI-DADE 2009-2010 REPORT TO THE COMMUNITY

United Way of Miami-Dade believes everyone deserves to have a good life and with your help, we are building the foundation for that life through education, income and health. Our goal is to create long-lasting changes by addressing the underlying causes that create these problems. It takes everyone in the community working together to create a better and brighter future.

## Helping children and youth achieve their potential through education

At the core of our work in education – locally, statewide and nationally – is the United Way Center for Excellence in Early Education. In its third full year, the Center has gained national recognition for its groundbreaking initiatives in early childhood education and garnered the attention of top educators and education experts in the field.

In September 2009, the Center became the only early education program in Florida to receive a three-year \$3.5 million grant by the U.S. Department of Education's Early Reading First (ERF) program. The funds were awarded to programs that demonstrated their work would enhance young children's language and cognitive development by providing high-quality instruction and ongoing professional development based on scientific reading research. The ERF program was created to address the growing concern that many of our nation's children begin kindergarten without the necessary foundation to fully benefit from formal school instruction.



As the Bounce Learning Network's seventh Educare Center in the country, we continue working with a national network of early care centers to improve the quality of early care and education throughout the United States. The Center was selected to host the Bounce Learning Network's 2009 meeting focusing on multi-language acquisition – a best practice currently modeled at the Center's Demonstration School, Educare Miami-Dade. Local leaders as well as the president of the Buffet Early Childhood Fund took part in the ribbon cutting ceremony in honor of the Center's newly installed Educare icon, symbolizing its official entrance into the Network.

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED**



Dear Friends:

As we look back on the past 12 months, we are reminded of the many challenges and at the same time, inspired by the extraordinary response by so many in the face of those challenges. Never was that more evident than the outpouring of help in the wake of Haiti's worst earthquake ever.

As a community, we have many reasons to be proud and even more to be hopeful. Time and again, we've proven our resiliency in the times of adversity. This past year was no exception. This 2009-2010 report highlights just a handful of the accomplishments you helped make possible.

To those of you who embraced and supported our work, we thank you for joining us and living united. By giving, advocating and volunteering, you are helping to improve lives and strengthen our community each and every day.



Sheldon T. Anderson  
Board Chair



Harve A. Mogul  
President & CEO

Congresswomen Ileana Ros-Lehtinen and Debbie Wasserman Schultz co-sponsored a House appropriation bill, which passed during session, allocating \$300,000 for the Center.



### Increasing income through greater financial stability

The tough economic climate continues to be a challenge as families struggle to get by. Helping these families become financially stable is one of our top priorities. In October 2009, we opened the United Way Center for Financial Stability - expanding our work in the income area. The Center is one of two national pilot sites selected by a United Way of America/Bank of America partnership and is housed at and operated by South Florida Urban Ministries.

By offering clients a range of financial services, including free tax preparation, budgeting assistance and financial training, and pairing them with a financial coach, the Center helps working individuals and families achieve long-term economic independence.

This tax season, we continued to help people build their income through our Earned Income Tax Credit public awareness campaign (a refundable tax credit up to \$5,657) by expanding our outreach countywide. In partnership with Bank of America, Walmart, South Florida Urban Ministries and the Human Services Coalition's Prosperity Campaign, we provided working individuals with information about EITC and other



tax benefits, qualification requirements, how to apply and where to receive free tax preparation. As a result of our countywide efforts, more than 370 volunteers helped 6,801 tax filers receive over \$3.5 million in tax refunds.

To address economic emergencies within our community, United Way distributed \$1.7 million to individuals and families through the Emergency Food and Shelter Program, which United Way manages on behalf of the Federal Emergency Management Agency.

### Improving people's health

Currently in Miami-Dade, three in 10 residents under the age of 65 are without health insurance. Through our partnership with the FamilyWise Prescription Drug Discount Card program, we are bringing relief to both uninsured and underinsured residents, providing them with an average savings of 30 percent in prescription drug costs. This past year, that amounted to nearly \$200,000 in savings.

Helping in the fight against childhood obesity, we screened over 5,000 children and adolescents for obesity through a United Way-funded program.

Another United Way-funded program provided more than one-third of the students at the Downtown Miami Public Charter School in Overtown with dental



screenings as well as preventive and restorative treatment.

To ensure older adults stay healthy and continue living independent lives, United Way-funded programs provided nutritious, hot, home-delivered meals as well as recreational activities to nearly 14,000 older adults.

generosity of students, employees and labor topping \$2 million. Other highlights of the campaign included the addition of 34 new Tocqueville Society members, including one new Million Dollar Roundtable member, and 30 new business campaigns. Our Loyal Contributor ranks (individuals giving for 10 years or more) grew to 26,000

members. Another first was a week-long MIA LIVES UNITED campaign at the airport, bringing together 31,000 employees and 900 businesses to support the community. The one-week event culminated with the 12th Annual Mayor's Ball, hosted by Miami-Dade Mayor Carlos Alvarez at the new Miami Intermodal Center.

**Other milestones in 2009-2010:**

In spite of the tough economy, people continued to open their hearts with total revenues for United Way reaching \$59 million. The Miami-Dade County Public School system continued to be our top fundraiser, with the combined

*Photos: 1) A "Baby and Me" training at the United Way Center for Excellence in Early Education 2) 2009 Campaign Co-Chairs Mary Young and Juan del Busto 3) Gene Schaefer, Harve Mogul, Willie Ho, Maria Alonso, Lars Gilbert with a student from nearby Lakeview Elementary at the grand opening of the United Way Center for Financial Stability 4) Conchi Argiz serving meals to the elderly at a United Way-funded program 5) Buffett Early Childhood Fund's Dan Pedersen and Dr. Jacqueline Jones, senior advisor on early education to the U.S. Secretary of Education, touring the United Way Center for Excellence in Early Education with Laurie Jennings 6) Jayne Abess, United Way Tocqueville Award recipients Colleen and Richard Fain, host Michael Bay and Ed Ansin 7) United Way Women Leaders in Washington DC*



**\$91,209,608**  
**United Way's total impact**

**Sources of revenue and services:**

United Way revenues raised	<b>\$59,157,321</b>
Special grants .....	1,772,911
Matching gifts .....	26,788,027
Volunteer time .....	1,463,991
Gifts in kind .....	387,945
Family Wise .....	197,327
Operation Helping Hands .....	1,226,111
Center for Financial Stability .....	215,975
<b>United Way services generated</b>	<b>\$32,052,286</b>
<b>Total</b>	<b>\$91,209,608</b>

**How estimated resources were used:**

Human care services .....	<b>\$81,654,793</b>
United Way .....	8,629,815
Investments for the future .....	925,000

<b>Total resources generated</b>	<b>\$91,209,608</b>
Total Overhead	9.46%
<b>Total revenues raised</b>	<b>\$59,157,321</b>
Total Overhead	14.59%

Audited financial statements are available on our website at [www.unitedwaymiami.org](http://www.unitedwaymiami.org).



The tough economy also presented great challenges to our 69 partner agencies and the 132 programs we fund. With resources down and demand at an all-time high, we are so proud of the incredible work they

do everyday in this community to bring help and hope to so many.

Royal Caribbean International's Oasis of the Seas, the world's largest and most innovative ship, hosted our largest

single fundraiser, a one-night charity cruise that raised more than \$1.1 million.

We continued to expand our online presence and outreach to the community through online giving, social media-driven and engagement campaigns.

This past March, 17 of our prominent women leaders traveled to our nation's capital, to spend three days advocating on behalf of quality early education. The group met with Miami-Dade congressional leaders, including U.S. House Representatives Mario Diaz-Balart, Kendrick Meek, Ileana Ros-Lehtinen, Debbie Wasserman Schultz; and U.S. Senator Bill Nelson.

Last fall, more than 1,000 women came together for our annual Women's Leadership Breakfast with keynote speaker Ann Compton, ABC News National Correspondent.

Film director Michael Bay opened his Miami Beach home to host our annual Tocqueville Society Reception during which Colleen and Richard Fain received the Tocqueville Award for Outstanding Philanthropy.

Others honored this past year included Ron Book, recipient of the Dorothy Shula Award for Volunteerism; Patrick Farrell and Jacqueline Charles, recipients of the Essie Silva Community Builder Award; Michael Messer, recipient of the Monsignor Walsh Human Service Professional Award; and Rokeshia Ashley, recipient of the Outstanding Youth Award.

Our efforts to achieve greater efficiencies by working more collaboratively with other United Ways continue to grow. Building on an existing relationship with United Way of Monroe County, we made great progress on the information technology front through new partnerships with the United Way of Southeastern Pennsylvania and United Way of Broward County as well as a first-time joint fundraiser with United Way in Broward.

In total, the combined value of our community's giving, advocacy and volunteerism through United Way totaled more than \$91.2 million. We turned every \$1 invested directly in the community plan into \$1.98 worth of help.



## Help for Haiti

*Children in Haiti after the earthquake*

When a devastating 7.0 earthquake struck Haiti on January 12, once again, we reached out to help our neighbors in need. Within hours of activating Operation Helping Hands, our disaster response program in partnership with The Miami Herald/el Nuevo Herald, donations began flowing in. Three days later, we released \$500,000 in grants to four nonprofits working on the ground in Haiti – World Vision, University of Miami Global Institute/Project Medishare, Pan American Development Foundation and Food for the Poor. In total, we made 20 grants totaling more than \$1.1 million for food, water, shelter, medical supplies, tents, schools and other emergency relief needs in Haiti.

On the ground in Miami, we helped to coordinate individuals and corporate partners interested in lending a hand, which included everything from recruiting volunteers to sort and package supplies for Haiti, helping to secure ground and air transportation to get relief items to where they were most needed, to matching up those who wanted to help with those who needed help.

Recognizing that the healing and rebuilding of the Haitian people in South Florida and Haiti is intertwined, we worked with the Greater Miami Chamber of Commerce and the Beacon Council to create An n Avanse – Let's Move Forward, a community response that is focusing on the increased needs and service gaps in our own community as a result of the Haiti earthquake.

Our United Way was one of five local organizations to receive support from the James L. and John S. Knight Foundation for programs to assist Haitian-Americans and Haitians who have relocated to Miami since the earthquake. In the coming months, the Knight Foundation grant, which United Way Worldwide matched, will be used to provide some financial assistance to those impacted by the earthquake.

When Chile was also hit by a massive earthquake this spring, we expanded the scope of Operation Helping Hands to include relief for victims in that country as well. We made a grant to the United Way of Chile (Sociedad Activa Chile), to help replace a kindergarten building that collapsed in the Bio-Bio region.