



*Mission: To improve lives by mobilizing the caring power of our community to address local health and human service needs effectively.
 Vision: To be a model of excellence in achieving community health and human service solutions.
 Core Values: Caring Collaboration Excellence Integrity Service*

April 3, 2009

Spring Issue

Board Retreat Kicks Off Year of Diamond Jubilee



Harold Corn and Facilitator Jeanette Blazier discuss United Way history over dinner.



Board President Rick Witt and Secretary Etta Clark talk about the future of United Way.

On March 24, 2009, the United Way of Greater Kingsport's Board of Directors and other committee members gathered for their annual retreat. The focus of the evening was to celebrate the past, experience the present, and look to the future.

The Leadership Development Committee planned and coordinated the Board retreat. Committee Vice-Chair Jeanette Blazier was the facilitator of the event. Blazier said, "One of purposes of the retreat was to celebrate 75 years of meeting community needs."

Nearly 75 years ago on June 8, 1934, the Kingsport Area Community Chest (the forerunner of United Way of Greater Kingsport) was chartered in the State of Tennessee. The organization's roots can actually be traced all the way back to 1922 when the Kingsport Businessmen's Club decided to do a fundraiser to support local community needs.

"We hope you will join us in celebrating the year of our Diamond Jubilee in the coming months," invited Executive Director Doris Bush. "One way we plan to celebrate is by hosting the Regional Campaign Kick-off this year with Pat Summitt, head coach of University of Tennessee Women's Basketball, as our guest speaker." Four United Ways, Bristol, Johnson City, Abingdon – VA, and Kingsport, will come together on **August 27, 2009, at MeadowView Conference Resort and Convention Center at 11:30 a.m.** to kick-off the annual fund drive.

At the retreat, Quality Committee members assisted each committee in beginning the process of developing a purpose statement and an outcome for their committee. "The outcome is a way for United Way to demonstrate its continued effectiveness and accountability in the community," affirmed Board President Rick Witt. United Way funded programs have been working on outcomes and measuring them for nearly three years now.



1934 - 2009



United Way of Greater Kingsport

**Celebrating
 our
 Diamond Jubilee
 Anniversary
 on
 June 8, 2009**

Letter from the Executive Director

The Journey Toward Community Impact Continues



“Numbers without stories. Stories without numbers. You must have both.”

Dr. Bruce Behringer, East Tennessee State University, recently made these remarks while facilitating a community workshop. He echoed what we at United Way have been addressing for the last several years. We’ve always had great anecdotal evidence, wonderful stories about United Way’s impact in the community – stories of people being helped when they’ve lost their homes to fire, needed food, clothing and/or shelter, needed a safe haven or counseling, and more. We’ve accumulated statistics on people served, services provided or classes offered. However, we had no objective way to show that we were making a measurable difference in the lives of people being served, in addressing underlying causes of their needs or in achieving positive sustainable change in community conditions. We needed numbers, evidence, to show whether or not we were impacting our community.

In 2004 we began implementing a strategic plan designed to move us toward a United Way model that would result in identified and measurable community impact. A major element of the plan was to assist our member agencies and collaborative partners in developing desired outcomes, or results, of their work and ways to measure the success in achieving those results. Because of the commitment, expertise, and hard work of many volunteers and staff members, not only of United Way of Greater Kingsport, but also of our member agencies, we are well on our way to having those outcomes and measures developed. Please notice that I included “hard work” in describing what was necessary to achieve this goal. We may develop goals, visions and/or dreams of what might be, but in the words of Robert Greenleaf in *The Servant as Leader*, “...much more is required to bring it to reality”. That “much more” is the time and effort that must be expended to achieve the desired results.

We recognized that another essential step was to evaluate United Way’s mission/vision statement to determine if it aligned with the community impact model. In 2007 our Strategic Planning Committee began working in this area and, as so often happens, discovered a missing element in our plan – identifying our core values. Once developed, these core values became the foundation on which we developed our mission and vision statements. With the core values, the mission and vision as shown below, we developed the 2009 – 2013 Strategic Plan.

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Vision: To be a model of excellence in achieving community health and human service solutions.

Core Values

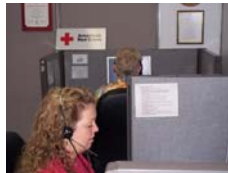
Caring



Collaboration



Excellence



Integrity



Service



Our journey continues as we begin implementing the 2009 - 2013 Strategic Plan. Through this newsletter and other communication efforts, we hope to keep you aware of our progress as we share **Stories with Numbers** that prove we are making a difference in people’s lives and making this a better community for all.

Doris H. Bush
Executive Director

Company Campaign Feature

HealthFitness Wants to Give Back

Give, Advocate, Volunteer . . . just a tagline joining a theme or much more? To many United Way supporters, those three verbs are a call to action, a way of interacting with others, a lifestyle . . . and past Campaign Chair Ron Bennett is no exception. As last year's Campaign Chair, Ron became one of United Way's strongest advocates. When he was out and about in the community last year, he would inevitably ask, "How is your United Way campaign going?" In fact, that very question was posed to Tim Peters of HealthFitness at Eastman. Tim's company is a relatively new contractor to Eastman, and Tim was excited to get a campaign started in their small group. It was a natural thing for Tim, because he and so many of his employees have a personal testimony about how United Way services have touched their lives or someone near and dear to them.

Tim told his co-workers about how his own son Luke had benefitted from the services of Mountain Region Speech and Hearing. When Luke was three years old, he needed speech therapy for more than a year. Tim encouraged his employees to share their stories, too. Several employees told stories about how United Way services changed lives for the better.

Another employee, Janet Blessing shared her volunteer experience with a United Way program. "I have volunteered with the American Red Cross since I first did my ETSU internship there in 1996. There are many facets of opportunities with the Red Cross, and I have been lucky enough to participate in several. Red Cross assists families who have experienced house fires and lost everything. I've seen people cry with appreciation



Trained volunteers operate a national call center, which is activated in times of a major national disaster.

as we provided resources to help them meet their immediate needs as well as re-establish a home. I have also been with Red Cross when they provided support for the local Fire Department by providing food and drinks while they were working to put out a large fire. I rode in their Emergency Response Vehicle during the flood around Roan Mountain years ago and gave out food, drinks, and supplies to flood victims and their families. Something we at HealthFitness already support is CPR classes. These classes are taught on all different levels from Pet CPR (yes, they have those now) to Community and Professional classes. They also offer Babysitting Safety Classes. I am very honored to be a volunteer with them and would encourage everyone to support them through United Way."

Community Impact Feature

United Way Makes Progress on Food Insecurity

The United Way of Greater Kingsport Board of Directors approved the creation of the Food Insecurity Initiative team as a result of the two forums that were held last year. Representatives from agencies all across the community who are in the food provision business attended the forums. The first forum addressed the scope of the problem - are the residents of the Kingsport community getting enough nutritious food to eat? From the first forum, five major concerns emerged: food supply, client issues, provider issues, data and information, and transportation. Attendees participated in a brainstorming session around the five issues and long term outcomes were developed. The Food Insecurity Initiative Task Force is charged with evaluating and prioritizing the outcomes.

Ellen Stroud, Vice-President and Equine Specialist at Pinnacle Ranch, is chairing the task force. Ellen has extensive experience in the area of food supply and related issues. She worked with San Francisco Food Bank to establish a Food Council and was employed with the local Second Harvest Food Bank. The task force held their first meeting on March 31, 2009, to review the catalog of current resources, review the long and short term objectives, decide on priorities, and organize sub-teams around solutions.

Stay tuned for the exciting work of this team. Anyone who is interested in the outcomes or serving as a volunteer on this initiative should contact Jill Salyers, Director of Community Assessment and Planning at 378-3409, ext. 16 or jsalyers@uwaykpt.org.

United Way Celebrates National Volunteer Month in April



Piccadilly Cafeteria and United Way of Greater Kingsport will host a **Community Volunteer Appreciation Breakfast** on **May 4, 2009, at 8:30 a.m.** Every non-profit in the community may invite two volunteers to be their guests at the breakfast. Piccadilly Cafeteria has generously provided the food and the facility for the event for many years. Area businesses donate goods for door prizes. Contact Jill Salyers at 378-3409, ext. 16 or jsalyers@uwaykpt.org for more information.

The breakfast is one way to honor volunteers. Here are a few other inexpensive ideas that organizations can use to thank volunteers – a few simple token gifts along with a message to include.

Be sure to recognize coworkers who helped with the United Way campaign and those who volunteered for a Week of Caring project or directly with an agency program.

- ✚ Thanks for sharing a brilliant idea – Christmas light bulb.
- ✚ We're lucky to have your help – shamrock or Lucky Charms cereal.
- ✚ Thanks for saving a life – Lifesavers candy.
- ✚ Thanks for sticking it out or sticking with us - pack of gum or a sticky note pad.
- ✚ You're Motivated and Marvelous – bag of M&M's.
- ✚ Thanks for raisin' the funds – box of raisins or chocolate covered raisins.
- ✚ Thanks a "hole" lot – donut holes.
- ✚ It's easy to measure the difference you make – a small tape measure or ruler.
- ✚ We could never pay you enough; your work is priceless – Pay Day candy bar.

In honor of National Volunteer Week, United Way of Greater Kingsport would like to say a great big thank you to all its volunteers for their time and talent. Working together continues to create a brighter future for the community.

Week of Caring Planned for June 15 – 19, 2009



Sullivan County Health Department employees completed a landscaping project for United Way of Greater Kingsport.

Agencies will be submitting their projects up until April 15th. Individuals or company teams who are interested in participating or who would like additional information should contact Gail Anderson at 378-3409, ext. 12 or ganderson@uwaykpt.org.

This year will mark the 17th anniversary of the Regional Week of Caring, an opportunity for volunteers to complete projects for non-profit agencies. "The week is beneficial to all who are involved," said Gail Anderson, Director of Community Investment and Communications. "Agencies get something done that they ordinarily would not be able to accomplish due to limited resources, and the volunteers get to see first hand the work of the agencies."

Regions Bank has been the corporate sponsor since the inception of the program. There are usually about 100 projects around the region with over 1,200 volunteers participating. The projects incorporate a wide range of talents - data input, painting, landscaping, interacting with children and much more.



Loyal Contributors Celebrate Forty Years of Giving



Debbie and Isaac Larkey in front of Extra Mile prints they framed as a gift to United Way.

Isaac and Debbie Larkey are no strangers to United Way. In fact, Isaac completed his 40th consecutive year as a contributor this past December. “For me, participation started in the fall of 1968 when it was still the Community Chest. It’s wonderful seeing others continue to support the campaigns and achieve higher goals. Before joining Eastman, Debbie worked for a United Way supported agency. Now, as an Eastman employee she continues to support the campaign,” Isaac commented.

A man of humble spirit, Isaac said this about his story: “My call to charitable giving and the blessings that enable me to give came from the Lord. There is absolutely no credit in my story due to me.”

He went on to say, “I began contributing when I started working for Eastman. There were times when I was tempted to stop giving. However, if I failed to give, I would have only been denying those in need. The amount I pledged was a tiny fraction compared to my total blessings. Besides, I now see that my problems have been nothing compared to others.”

“United Way reveals that poverty, neglect, and abuse exist in our community. We might wish it weren’t so, but reality proves differently. It is uncomfortable to hear about it and harder yet when

we face it, but many are living in desperation. If we believe recent news stories, that number is both alarming and increasing. We don’t need to look far; they are our neighbors. If there were no United Way and other organized charitable efforts, little if any help would be available.”

When Isaac asked his wife Debbie why she has supported United Way over the years, she replied immediately. “There are thousands of people in this community who over the years wouldn’t have had any help without the United Way.” Debbie knows first hand. She went to work at the Boys Club when she was fourteen. She says the organization probably would not have existed without United Way funds. As a Boys Club employee, she was asked to give at the “yard stick” level. Today, Debbie meets people and remembers when they were young boys growing up at the Club.

Over the last forty years, Isaac’s faith has supported his belief that “we are expected to help one another in the ways we are able. The United Way offers many opportunities for personal involvement and many different ways to lend support.”

The Larkeys concluded by claiming, “There are many others who have given more in time and resources than we have. We believe the worthwhile endeavors in this life, like United Way, may be one generation from extinction if we don’t grow others to follow us. We wonder how today’s economic distress will impact, now and later, many valuable charitable organizations. A line in Jerry Reed’s song *Westbound and Down* illustrates everyone’s challenge... ‘We’ve got a long way to go and a short time to get there’.”

Turn Yourself In

Do you have a personal story to share about how a United Way service has changed your life or the life of a loved one?

Are you a loyal supporter of United Way – someone who has given to any United Way for 10 years or more?

We would love to tell your story in our newsletter.

Please submit it along with a photograph, if you have one, to arhem@uwaykpt.org or call 378-3409, ext. 13 for more information.



Catch the Spirit of
LIVE UNITED™

in the Kingsport Community
 by ordering a LIVE UNITED t-shirt.

Short Sleeve – Gildan 6.1 oz. 100% White Cotton
 with LIVE UNITED on the front and UWGK logo on the sleeve.
 S – XL \$5.00 2XL – 5XL \$7.00

Long Sleeve – Gildan 6.1 oz. 100% White Cotton
 with LIVE UNITED on the front and UWGK logo on the sleeve.
 S – XL \$9.00 2XL – 5XL \$12.00

Please return your order to arhem@uwaykpt.org, fax to 578-4059,
 or mail to 727 North Eastman Road, Kingsport, TN 37664 by May 29, 2009.
 Payment due upon receipt.

Order Form

Name _____ Phone _____

E-mail _____

Quantity	Style SS – Short Sleeve LS – Long Sleeve	Size	Unit Price	Total Cost



United Way of Greater Kingsport
 P. O. Box 7268
 Kingsport, TN 37664

www.uwaykpt.org

Leave a lasting legacy to your community by remembering United Way of Greater Kingsport in your will or estate plan.