

## GIVE. ADVOCATE. VOLUNTEER



July 2009

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### A Bold Approach

If we continue to take the same approach as always to solving our communities' problems, many of which are age-old and reaching a crisis point, then we are the perfect example of Einstein's definition of insanity. Einstein said "insanity is doing the same thing over and over, while expecting a different result."

We want to see better results, so we are doing things differently. United Way of the River Cities (UWRC) no longer is satisfied to simply fund programs that provide band-aid fixes. Our work focuses on ensuring a safety-net of services, while also addressing the root cause of our region's most complex problems. Through partnerships with a diverse group of individuals, organizations, government, labor, civic groups and others, we work to create long-term solutions to these problems.

UWRC focuses on targeted areas and critical issues to achieve the outcomes that the community tells us it wants. (Visit [www.unitedwayrivercities.org](http://www.unitedwayrivercities.org).)

Our work locally also supports the three bold 10-year Goals for the Common Good issued by United Way of America. These goals are: 1) to cut America's dropout rate in half; 2) to cut in half the number of lower-income families who are financially unstable; and, 3) to increase by 1/3 the number of youth and adults who are healthy and avoid risky behaviors.

It's easy to support this "sane" approach to problem-solving. **Give** your financial support, **advocate** for a cause about which you are passionate, or **volunteer** your time. **LIVE UNITED™**—Laura Gilliam, Executive Director

### Share your Live United Story!

The Live United Story Search is an opportunity for people to create and record a short video illustrating how they are working to make a difference in one or more of the following issues: education, income, and health. The video should describe how the individual gives, advocates, or volunteers in their community related to education, income, or health. It should also include why their efforts are important and the lasting change it will create in the community.



Now you can be the star in the next United Way national advertising campaign in 2010. Grab the closest camera and make a short video. You can use any device that records videos, such as a cell phone, camcorder, digital camera, or computer. Videos will be judged on the quality of the story, thought, and message not on quality of the video technology or production.

- Record your story of no more than 2 minutes.
- Upload the video before September 30,<sup>th</sup> 2009 to [www.liveunited.tv](http://www.liveunited.tv)
- Get your friends to vote for your story.

For more information on the Live United Story Search visit [www.liveunited.tv](http://www.liveunited.tv)

### Give.

With your support we will continue to advance the common good in our community in the areas of education, income & health.

Make your 2009 pledge/gift today.

Mail to 820 Madison Avenue  
Huntington, WV 25704  
For more information on giving call  
Cassey Bowden at 304.523.8929 x2 or  
[cassey.bowden@unitedwayrivercities.org](mailto:cassey.bowden@unitedwayrivercities.org)

### Advocate.

**Knowledge is Power to Take Action.**

We are working to make lasting change in our community. You can make a difference too by getting involved.

Find out who represents you at the local, state, and national levels. Register to vote and learn about the process by visiting :  
[www.vote-smart.org](http://www.vote-smart.org)  
[www.cabellcounty.org/commission](http://www.cabellcounty.org/commission)  
[www.cityofhuntington.com](http://www.cityofhuntington.com)  
[www.wv.gov](http://www.wv.gov)  
[www.house.gov](http://www.house.gov)  
[www.senate.gov](http://www.senate.gov)

### Volunteer.

Give an hour. Give a Saturday. Lend your heart. Lend your muscle.

For more information on how to volunteer, call 304.523.8929 or visit [www.volunteerwv.org](http://www.volunteerwv.org)



## COMMON GOOD FORECASTER USER'S GUIDE

EXPLORING THE IMPACT OF EDUCATION  
In Your Community



**Common Good Forecaster**  
United Way of America and the American Human Development Project have developed a free online tool called the Common Good Forecaster. It projects how a change in the education profile of the national, state, or local economy is linked to wide-ranging ripple effects in critical social and economic indicators.

The Common Good Forecaster is a powerful tool that helps communicate the positive effect of moving up just one level of education. "Moving up one level" means those without high school diplomas would graduate, those with high school degrees would get some college, and those with some college would earn four-year degrees.

It puts a visual to something we usually talk about, and it makes some expected, and unexpected, correlations. For instance, moving up one level in Cabell County reduces the unemployment rate by 1.5%. An increase of one education level in Wayne County means that personal median income would increase from \$25,541 to \$33,483. A less recognized correlation is the effect on life expectancy. Increasing just one level of education adds 2.2 years to the life of residents in Lincoln County.

The Common Good Forecaster can be accessed online at [www.liveunited.org/forecaster](http://www.liveunited.org/forecaster) and is available for use by the public. It provides a unique opportunity to graphically display the results of many of our "what if" questions, and thus helps with decisions related to curriculum, investment in education, economic development decisions and more. If you have questions about the Forecaster, feel free to contact the United Way office at 304.523.8929.



## FamilyWize

The FamilyWize prescription drug discount cards are being distributed free of charge by United Way of the River Cities, and at various local pharmacy counters. People with Internet access can print a card by visiting the website at [www.FamilyWize.com](http://www.FamilyWize.com) as well as look up drug prices. To date, 10,222 claims for savings (or discount cards redeemed) were made in Cabell county which yielded savings of \$115,332.87. United Way of the River Cities (UWRC) serves 4 counties in WV (Cabell, Wayne, Lincoln, Mason) and Lawrence county in Ohio.

A total of 16,039 claims were made in the UWRC 5 county service area from January 2007 to May 2009, which means neighbors in these communities have saved over \$175,000 in prescription drug savings. To date over 17,500 discount cards have been distributed by United Way in those 5 counties.

Discount cards also can be obtained by calling United Way of the River Cities at 304-523-8929 or be picked up at the United Way office located at 820 Madison Avenue, Huntington, WV.

↓  
Cut/redeem coupon

familywize® PRESCRIPTION DRUG DISCOUNT CARD  
WWW.FAMILYWIZE.ORG

Distributed free of charge nationwide by the FamilyWize Partnership with participating United Way agencies, America's Promise Alliance Partners, counties, community organizations, doctors, businesses and some pharmacies.

Discounts are provided by and available only at participating pharmacies.  
**THIS IS NOT INSURANCE - DISCOUNTS ONLY**

Member ID: 030108  
Group ID: 39400  
Bin: 610194  
PCN: FW  
Pharmacies: 877-HELP-977  
Members: 866-810-3784  
Expires: 12/31/2012  
Online Permittee

## CCSAPP Using Prevention Messages to Influence Cabell County

In its effort to decrease substance abuse within Cabell County, the Cabell County Substance Abuse Prevention Partnership strives to reach as many parents and youth as possible with its prevention messages. Current messages are found on several billboards throughout Huntington, the newest addressing prescription drug misuse and abuse.

CCSAPP has also partnered with other substance abuse prevention coalitions in Region 2, to form the WV12. Since March, the WV12 has created and aired the *Prevention is that Simple* public service announcements on the CW television station. These PSA's are aimed at encouraging parents to make talking with their children a regular part of their daily lives.



Additionally, the Youth United- a youth coalition formed by CCSAPP, the City of Huntington's Weed and Seed program, and the Huntington Housing Authority- with the help of Trifecta Productions, wrote and filmed *Bigger Than That*. This public service announcement is geared toward encouraging youth to realize that they are "bigger than that" and do not need to succumb to peer pressure to use drugs or alcohol. *Bigger Than That* will be shown prior to all films at Marquee Cinemas in Pullman Square during the months of August and September.

## Financial Stability Partnership (FSP)

The Financial Stability Partnership of the River Cities was recently created to address the obstacles that prevent hard-working families from achieving financial stability and to help them get off the financial tightrope and onto solid ground. This project was formerly known as the EITC Project and primarily conducted outreach on the Earned Income Tax Credit, as well as, facilitated free tax preparation sites in our five county service area (Cabell, Wayne, Lincoln, Mason and Lawrence). However, as our understanding of what it will take for our communities to achieve financial stability has grown we know it is necessary to broaden the scope of our mission.

Working with other community partners, the Financial Stability Partnership provides access to tools and strategies that help families maximize their income as well as gain and benefit from savings and assets, such as homeownership, continued education, small business development and retirement planning.

To find out more about the Financial Stability Partnership of the River Cities and how you or your organization can become involved please contact Coordinator Monica Donohoe, LPC at 304.523.8929 x6 or [monica.donohoe@unitedwayrivercities.org](mailto:monica.donohoe@unitedwayrivercities.org).



## Success By Six®

The **Brain Under Construction Zone**™ project an initiative of the United Way of the River Cities **Success By Six**®, has been touching the lives of parents and children since 2005. The project is a systematic approach to educating the community about the 12 messages on how to raise a healthy child, and the importance of brain development. More than 3500 families have been reached through the Brain Zone™ in Cabell Huntington Hospital. St. Mary's Medical Center will implement the program by October of this year.



**Success By Six**® conducted its **Super Kids, Super Families, Super Saturday** and **Celebrate Children's Sunday** in February and May. Over 550 children, with their parents and caregivers participated in games, art, exercise and fun activities, all of which were geared towards raising a healthy child. Families were able to enjoy healthy snacks and food provided by Cabell Co. Schools Title I and Playmates Child Care Centers. **SB6**®, in partnership with Borders, collected hundreds of new books that were given to every child who attended each event.

**BORDERS**® Also, Noriko Senshu, author of "*Sonny's Dream*" donated 250 books and autographed her book at the Super Kids, Super Families, and Super Saturday event.

Families can find tips and resources on child development in the **SB6**® monthly column published by the Tri-State Parent Magazine.

For more information on **Success By Six**® and the **Brain Under Construction Zone**™ please visit [www.unitedwayrivercities.org](http://www.unitedwayrivercities.org)

## The 17th Annual Letter Carriers Food Drive

The 17<sup>th</sup> annual national Letter Carriers Food Drive took place on May 9, 2009. The Food Drive benefits The Huntington Area Food Bank (HAFB) and local food pantries. This is the largest hunger relief event in the country. The HAFB provides food supplies to more than 290 agencies that serve hungry people in West Virginia, eastern Kentucky and southeastern Ohio.

People from the community joined forces to sort and pack food that was collected by the Letter Carriers. Food collected will serve more than 85,000 hungry people per month in the Tri-State Area.

A big thank you to such a generous community.

For more information visit: [www.hafb.org](http://www.hafb.org) or  
The National Association of the Letter Carriers website [www.nalc.org](http://www.nalc.org).



## WV 5K Championship

On Saturday, June 6, 2009, The Herald-Dispatch and sponsors presented the WV 5K Championship Run/Walk on Veteran's Memorial Boulevard in Huntington. This was the first state 5K championship to be held in West Virginia in over 10 years.

Pat Riley and the race committee partnered with United Way to organize this race to encourage individuals in the community to get out and take the next step towards being healthy; to attract others to the community; and to show the nation Huntington is working towards active living! Over 500 runners/walkers participated.

The United Way staff and board members participated in the 5K as team "**LIVE UNITED**". United Way was the recipient of proceeds of this first annual event.



## Celebration of Excellence

Despite not having met the \$1.5 million goal in 2008, United Way of the River Cities Board of Directors and executive director Laura Gilliam are thankful. "While we did not quite meet our monetary goal of \$1.5 million, we did achieve our community goals. United Way seeks to advance the common good. Thanks to many generous donors, volunteers, and partners we were able to do just that, despite the current economy," said Gilliam.

On March 26, 2009 United Way volunteers, donors and friends gathered for an evening of dining and celebration. Thanks to the financial gifts of individuals and organizations in the region, United Way of the River Cities total raised to date for 2008 was \$1,338,548 or 89.24% of goal.

In 2008 over 1,000 educational visits were made to new parents and caregivers via the United Way **Success by Six**® program. SB6 promotes the importance of early brain development and shares tips on how to raise a healthy child. More than 25 United Way volunteers filed over \$351,272 in tax returns and \$116,411 in Earned Income Tax Credits (EITC) for hard working individuals in the River Cities. The FamilyWize prescription drug discount cards are being distributed free of charge by United Way of the River Cities. In addition to the many pharmacies distributing discount cards via displays on their retail counters, cards are also being distributed in most offices of the Marshall University Medical Center.

The Cabell County Substance Abuse Prevention Partnership strengthened its collaborative efforts with government, public and private agencies, organizations and individuals and mobilized two task groups to address this community's most pressing substance abuse issues: underage drinking and prescription pill misuse/abuse. United Way is the fiscal agent for, and a member of, the CCSAPP coalition.



**United Way  
of the River Cities**

820 Madison Avenue  
Huntington, WV 25704

Non-Profit Organization  
U. S. Postage  
Paid  
Huntington, WV  
Permit No. 140

**United Way Staff**

Laura P. Gilliam—	Executive Director
Alex Anderson—	Resource Development & Marketing Intern
Cassey Bowden—	Director of Resource Development & Marketing
David Carter—	Director of Finance
Alisha Collins—	IT/ MIS Coordinator
Elaine Darling—	Assistant CCSAPP Coordinator
Monica Donohoe—	MA, LPC Coordinator Financial Stability Partnership
Anne McGee—	CCSAPP Project Director
Deborah Somuano—	Community Initiatives Coordinator
Amy Stowasser—	Administrative Assistant

**Make a difference today for 2009...**

by sending this completed form back in the enclosed envelope.

**New Payment Methods Offered**

United Way of the River Cities is now set up to accept credit card and Automated Clearing House (ACH) payments for donors. Credit cards accepted are American Express, Discover, MasterCard, and VISA.

These methods can be used for campaign pledge payments, sponsorship payments, special event purchases, apparel purchases and much more. This is another example of how the United Way is changing to **LIVE UNITED™**.

**Social Networking**



**Join our fan page**



**Follow us on twitter**



**Our flickr photos**

Your Name: \_\_\_\_\_

I choose to make a difference by pledging my support of  
\$ \_\_\_\_\_ to United Way of the River Cities, Inc.

OR

\$ \_\_\_\_\_ to United Way of the River Cities Foundation

**Check enclosed**  
 **Please bill me**     One-time     Quarterly     Monthly

**Charge my credit/debit card.** (Minimum pledge for credit/debit card \$5)

\$ \_\_\_\_\_ —VISA —Discover —Master Card —Am Express

Card # \_\_\_\_\_ Exp Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**Automatic deduction from bank account.** (Attach a voided check. Deductions occur the 28th of each month January - December.)

\$ \_\_\_\_\_ Check Routing # \_\_\_\_\_

Account # \_\_\_\_\_

Name: \_\_\_\_\_  
(Print your name the way you would like it to appear in recognition publications.)

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

My gift is in memory of: \_\_\_\_\_

My gift is in honor of: \_\_\_\_\_

\_\_\_\_\_ **DO NOT** publish my name.