HOW TO
LIVE UNITED:
JOIN HANDS.
OPEN YOUR HEART.
LEND YOUR MUSCLE.
FIND YOUR VOICE.
GIVE 10%. GIVE 100%.
GIVE 110%.
GIVE AN HOUR.
GIVE A SATURDAY.
THINK OF WE BEFORE ME.
REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL.
THANK YOU

The United Way of Carlsbad & South Eddy County (UWCSEC) would like to thank you for taking a moment to read the 2010 United Way Annual Report.

We have included individual names of our volunteer leadership who have made these achievements possible. Also included in the report are the 2009 Summary of Income & Expense, 2011 Community Allocation & Investment, and highlights for the past year.

A more detailed picture of how our community found the courage to **LIVE UNITED** this year can be viewed at [unitedwayofcarlsbad.org](http://unitedwayofcarlsbad.org)

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### Summary of Income and Expense

<table>
<thead>
<tr>
<th>2009 - 2010 Fiscal Year</th>
<th>Amount</th>
<th>Approx. % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support &amp; Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Way of Carlsbad &amp; South Eddy County</td>
<td>$618,419</td>
<td>96.473%</td>
</tr>
<tr>
<td>Special Activities</td>
<td>$18,134</td>
<td>2.831%</td>
</tr>
<tr>
<td>Other Income</td>
<td>$75</td>
<td>0.005%</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$4,409</td>
<td>0.691%</td>
</tr>
<tr>
<td><strong>Total Support &amp; Income</strong></td>
<td>$641,037</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Program Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agency Allocations</td>
<td>$367,878</td>
<td>57.388%</td>
</tr>
<tr>
<td>Non UW Donor</td>
<td>$6,064</td>
<td>0.946%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$373,942</td>
<td></td>
</tr>
<tr>
<td><strong>Supporting Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General and Administrative Expenses</td>
<td>$74,120</td>
<td>11.563%</td>
</tr>
<tr>
<td>Fundraising Expense</td>
<td>$48,500</td>
<td>7.566%</td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td>$122,620</td>
<td></td>
</tr>
<tr>
<td>Uncollectible Pledges</td>
<td>$27,645</td>
<td>4.312%</td>
</tr>
<tr>
<td>Year to date undesignated funds</td>
<td>$116,830</td>
<td>18.225%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$641,037</td>
<td>100%</td>
</tr>
</tbody>
</table>
Message from the Chair

It has been our practice at United Way for some years to mark the official end of our current campaign by hosting this noontime affair to report the status of our fund-raising efforts. The Board of Directors and I are pleased to confirm that through the generous donations of members of our community we have met and, in fact, exceeded our goal, which this year was set at $625,000, a full $200,000 more than last year’s goal. Allocations to our historical partner agencies will equal or exceed last year’s allocations while, at the same time, we will provide significant new funding to a new partner agency.

Two significant changes were initiated this year at United Way.

First, we changed the methodology by which we establish the annual fund-raising goal. In the past, that goal was generally set by taking into account the previous year’s goal in relationship to the previous year’s actual donations and arbitrarily picking a dollar figure we thought we might be able to achieve in the following campaign year. There was no correlation to actual need.

This year, we based our campaign goal on the actual needs of our partner agencies plus United Way’s operational costs. That raised the current year campaign goal from $425,000 in 2009-2010 to $525,000 in 2010-2011.

Second, the Board, recognizing the fact that there are significant unmet needs in the community, solicited proposals from qualified organizations for new programs. That resulted in the selection of the AIRR initiative, a cooperative effort between Carlsbad Mental Health and the Carlsbad Municipal Schools. AIRR added an additional $100,000 to the campaign goal, bringing the total to $625,000.

United Way will continue to base our campaign goal on the actual needs of our partner agencies. United Way will continue to solicit proposals from prospective new partner agencies for new programs to address unmet needs. More and more financial demand will be placed on our community as public and private grants, historical sources of revenue for many partner agencies, dwindle or cease to exist entirely. The need for services provided by our partner agencies will continue to increase and costs to provide the services continue to increase. In the face of these challenges, the sustainability of some programs will be difficult. But, we at United Way remain confident that this community will rise to meet the needs.

Jon Tully
Message from the Executive Director

A change --

“Seasons change and so will I.”

On February 9, 2011, I will start a new position with the Samaritan Counseling Center of Albuquerque as the Director of Resource Development. The work is exciting and I am looking forward to this new challenge and change.

New Mexico has become home. I love the climate, and the renewed strength that I receive from enjoying the fresh air and simple pleasures in being outdoors. But what has made New Mexico home to me is the gift of good friends and a solid network of business colleagues who have made my time in Carlsbad a joy. Thank you for your friendship and guidance. Although my place of employment and address will change, the personal and professional growth and memories will not.

It has been my privilege to serve as Executive Director of the United Way in South Eddy County for almost nine years. We have accomplished so much because of our excellent board, dedicated staff, valuable volunteers, and especially the generosity of individuals and organizations who believe in United Way and this community. These caring friends have helped us raise almost four million dollars to meet some of the ever-increasing needs of South Eddy County during those years. Wow! Thank you for your investment of time and resources that contributed to United Way of Carlsbad and South Eddy County’s success. The people with whom I have worked have been wonderful. The opportunity to bring resources to people in need has been gratifying.

There is still much to accomplish in South Eddy County! I leave confident that United Way will remain a vital and effective force in making South Eddy County a better and healthier place to live.

I will be forever deeply touched by the caring people of this community. I wish you continued success.
Laurie Roche

“The measure of a person is not by the mistakes that they make, it is by the action that they take.”
Advancing the Common Good

The United Way works toward advancing the common good. This means creating opportunities for a better life for all. This is accomplished through our funding of programs and initiatives provided by partner agencies, participation in collaborative efforts, and involving our community in solutions that benefit all of us. When we reach out a hand to one, we influence the condition of all. Our leadership understands that we all win when a child succeeds in school, when families are financially stable, and when people have good health. These results and changes have benefits that ripple out to the community as a whole.

What We Stand For

Mission
Be the steward of a voluntary process that identifies health and human service needs and responsibly applies financial and human resources to impact those needs.

Vision
Build a better community through the delivery of human services.

To do this we will:
- Energize and inspire people to make a difference.
- Measure, communicate, and learn from the impact of our efforts.
- Reflect the diversity of the communities we serve.

Strategic Goal
To achieve measurable results in three areas:
- Education -- Help Youth and Children Succeed
- Income -- Increase Self Sufficiency
- Health -- Strengthen and Support Families

In South Eddy County, we stand up for our community!
We work together to lend a hand and ignite hope.
We bring out the best in ourselves and celebrate the best in others.
We thrive on good ideas, hard work, and inspired visions.
This is your United Way.
2010 Volunteer Leadership

Governance
Governance is provided by a seventeen-member Board of Directors, including a five-member Executive Committee, and is comprised of local volunteers. These volunteers are responsible for setting policies, budget, and overseeing the direction of the UWCSEC. The 2010 Board Chairperson is Jon Tully, retired City of Carlsbad Administrator.

UWCSEC governance structure is focused on leadership, accountability, and transparency. Board members must possess the following key attributes: a passion for United Way’s mission and vision, a commitment to invest time as an active member, an ability and desire to take a system-wide perspective, and a demonstrated commitment to his/her community. Our Board is comprised of diverse volunteers who are representative of donors (large and small), corporations and sponsors, civic leaders, and other stakeholders.

Executive Committee
- **Board Chairperson:** Jon Tully, retired City of Carlsbad
- **Immediate Past Board Chairperson:** Michael Cleary, New Mexico State University-Carlsbad
- **Secretary:** Laurie Roche, United Way of Carlsbad & South Eddy County
- **Treasurer:** Ruthi Corazzi, Carlsbad National Bank
- **Member at Large:** Lori Elyasevich, Home Care Connection

Board of Directors
- Aaron Jones, Western Data Solutions
- Alan Duncan, Carlsbad Medical Center
- Bob Cullum, Washington TRU Solutions
- Chet Beaumont, Intrepid Potash, Carlsbad
- Erica Ellis, Ellis Law
- Felica Hill, Carlsbad National Bank
- Jon Tully, Retired City of Carlsbad
- Kathi Smith, Carlsbad National Bank
- Kyle Marksteiner, Ad Venture Marketing
- Lee White, Carlsbad Municipal Schools
- Lori Elyasevich, Home Care Connection
- Michael Cleary, New Mexico State University-Carlsbad
- Michael Stanley, Mosaic Potash, Carlsbad
- Pearlene Estrada, Denton-Wood Funeral Home
- Ruthi Corazzi, Carlsbad National Bank
- Shelia Walterscheid, La Bella Boutique

“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it’s the only thing that ever has.”
- Margaret Mead-
THANK YOU
FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.

Community Allocation & Investment Committee
Chairperson: Ruthi Corazzi, Trust Officer, Carlsbad National Bank
Co-Chairperson: Michael Cleary, Vice President Student Services/New Mexico State University-Carlsbad
Members: Jon Tully, Shelia Walterscheid, Lee White, Kathi Smith, Pearlene Estrada

2010 Campaign Cabinet

Campaign Events Chairperson
• Lori Elyasevich

Leadership Chairperson
• Charles Cable

Direct Mail Campaign Chairperson
• Aaron Jones

City Division Chairperson
• Jennifer Moyers

Education Division Chairperson
• Lee White

WIPP Chairperson
• Shane Hendrickson

Loving Chairperson
• Jesse Fuentes

Finance Chairperson
• Ruthi Corazzi

Potash Co-Chairpersons
• Jon Williams
• Chet Beaumont

These are the times when we tap our can-do spirit and reach out to help our neighbors. In our community, we stand up for kids, we help families thrive, and we believe in a lifetime of independence.
2011 Community Investment Grants

Please join us in thanking the Allocations Committee who spent many hours visiting agency programs, reviewing funding packages and deliberating grant recommendations. “We appreciate the time the committee has given to review proposals and manage a funding process that agencies and donors depend on to be fair, transparent and accountable. Many citizens of Carlsbad will benefit from their time and efforts”.

Ruthi Corazzi, Chairperson -- Community Allocations & Investment Committee

Helping Youth & Children Succeed

- Boy Scouts -- Conquistador Council $27,000
- Boys & Girls Club of Carlsbad $105,000
- Carlsbad AWARE Program $51,400
- Girl Scouts of the Desert Southwest $22,500
- Carlsbad Mental Health -- AIRR Program $100,000

Increasing Self-Sufficiency

- Carlsbad Literacy Program $20,000
- Rainbow Recycling -- CARC $20,000
- Supported Employment -- CARC $9,000
- Transitional Housing & Homeless Shelter $15,035

Strengthening & Supporting Families

- Carlsbad Battered Families Shelter $27,000
- Child Development Center -- CARC $20,000
- Eddy County CASA $25,000
- Kids’ Safehouse of Eddy County $12,000
- Roadrunner Mobile Food Pantry -- Calvary $5,000
- Assembly of God Church

Total $458,935

In Carlsbad and South Eddy County, United Way is the single most powerful source of help. We are a can-do city that gives people the tools necessary to build a better life.
## 2010 Top Businesses & Corporations

### Platinum
- Carlsbad National Bank
- Intrepid Potash
- Mosaic Potash
- Murrill Electric
- Washington TRU Solutions
- Western Commerce Bank

#### $2,000 and above

### Gold
- CARS Club
- Constructors Inc.
- Navarro Corporation
- NM Gas Company
- Pardue Limited Company
- RSC Equipment

#### $1,000 - $1,999

### Silver
- Mine Supply
- U1st Community FCU

#### $750 - $999

### Bronze
- BES Rental & Sales
- Forrest Tire
- Pioneer Bank
- Stevens Inn

#### $500 to $749

### Pewter
- Bamboo Garden
- Bond Ice Company
- Carlsbad Downtown Lions
- Carlsbad Motor Company
- Guaranty Title
- Jenkins Home Center
- Jones & Kluesner
- Plains Welding
- Rio Pecos Tennis Shop

#### $250 to $499

---

**THANK YOU**

FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.
# Donor Recognition

## Platinum

| 2 Mosaic Employees | Jon R. Tully | Mr. & Mrs. Robert Forrest | Timothy Rotert |

$2,000 and above

## Gold

| 3 Intrepid Employees | James D. Renfrow | Mr. & Mrs. Charles Cable | Robert Barnes |
| 32 Mosaic Employees  | John Bowen      | Mr. & Mrs. Dick Forrest | Ronnie Crockett |
| Bertha Cassingham    | John Overstreet | Mr. & Mrs. Morris Worley | Sunset Elementary Students |
| Don Kidd             | Jon E. Hoff     | Ralph Walker            | Tom & Barbara Duffin |
| ECEC Students        | Mr. & Mrs. Bruce Pardue | Riverside Elementary Students | Vaille Cannon |

$1,000 - $1,999

## Silver

| 3 Intrepid Employees | Becky Sensibaugh | Dale Hood |

$750 - $999

## Bronze

| 27 Intrepid Employees | David Haar | Joe Stanley Smith Students | Phillip C. Gregory |
| 48 Mosaic Employees  | David Kump | John Giblin                | Rachelle Thompson |
| Ada Penn             | David Ploetz | John Merchant             | Rawnie McKibben |
| Alan Duncan          | Donny Baker | LaDawn Campbell           | Rep. & Mrs. John Heaton |
| Arianne Adriano      | Dr. Sheri Williams | Larry Krueger          | Reymundo Carrasco |
| Barbara Mounce       | Elizabeth Fitch | Mario Vasquez            | Richard Forrest |
| Bruce Faulk          | Estella Osborne | Michelle Kesterson      | Steven Offner |
| Cassandra Arnold     | Guy Eichstead | Mr. & Mrs. Gene Harbaugh | Teresa Bourne |
| Chris Luoma          | Harold Bellows | Mr. & Mrs. Lane Martin  | Tracy Frances |
| Claude Powell        | Hillcrest Students | Mr. & Mrs. Reid McCloskey | Wesley Bryan |

$500 to $749

## Pewter

| 72 Intrepid Employees | Andrew Bickerstaff | Brian Marshall | Christina Post |
| 97 Mosaic Employees   | Annette Hardin    | Carl Guillermo | Cindee Toothman |
| Ada Penn              | Barb Koubia       | Cassie True   | Cindi Johnson |
| Allen Sanchez         | Beth McCormick   | Catherine Bass | Cynthia Anderson |
| Alvin Doporto         | Bonnie Barnes     | Chauncey Ortega | Dale Vickrey Jr. |
| Alvyn Williams        | Brad Bradford     | Cheri Erdek   | Daniel Jowers |
| David Gonzales        | Gene Valetter     | Jarrod A. Griffin | Jennifer & Shane Hendrickson |
| Dennis Cook           | Gerry Frye        | Javier Godinez | Jerome Golden |
| Diana Murray          | Jack Dickson      | Jeff Knox     | Joe Harville |
| Eric Moreno           | Jacob Cass        | Jennifer Moyer | Joe Stockton |
| Fred Scheel           | Jamie Duncan      | Jennifer Nicholas | John Hendrickson |
| John Miller           | Kathryn Hernandez | LaVern Shan   | Luis R. Camero |
| John Munoz            | Keith Stone       | Leticia Kuykendall | Lynn Tusha |
| Jonathan Meyers       | Kelli Barta       | Linda Dalton  | Mark Cahnzni |
| Joseph & Barbara Epstein | Kenneth Kemp   | Linda Palma   | Martha Gonzales |
| Joseph Bealler        | Laura Garcia      | Lindsay Garza | Matthew Carnathan |
| Matthew Hentrick      | Nicole Brown      | Puckett Elementary Students | Ronnie Crockett |
| Melinda Crenshaw      | Noel Clark        | Rita Howerton | Russell Elyasevich |
| Melinda Guttmann      | Patricia Kantrowitz | Robert Forrest | Sandra White |
| Michael Suggs         | Patricia L. Dubnar | Robert Lopez  | Shannon Wade |
| Mr. & Mrs. Edgar Hess | Paul Paneral      | Roberto Chavez | Shawn Martin |
| Sheryl Dugger         | Sylvia De Los Santos | Tammy Barnett | Tammy Jablonski |
| Tawnya Cartwright     | Ted Cordova       | Thomas Gatliffe | Tom Whitten |
| Toribio Murillo Jr.   | Troy Peterson     | Unthika Chamras | Veronica Waldram |
| Wayne Stensrud        | Wendy Whitlock    | Willie Pierce  | |

$250 to $499

THANK YOU
FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.
Loyal Contributors

Contributors to the United Way of Carlsbad & South Eddy County for ten years or more...

Able Bustamante
Ada Dunn
Addie Alice O'Neal
Al Orozco
Albert Lopez
Alvy Williams
Andrew Bickerstaff
Angie Soto-Parraz
Anita Hitchens
Annette Hardin
Anthony Maldonado
Barbara Carey
Barbara Duffin
Barbara Waygood
Becky Granger
Becky Sensibaugh
Becky W. Kelley
Belinda Jones
Bernita Smith-Payne
Bertha Cassingham
Bessie Quintela
Beth Beene
Betty Egbom
Bill McCrory
Billie Melton
Billye Belden
Bonnie Barnes
Brandon Sanchez
Brenda Wittman
Brian Smith
Bruce Jeffress
Candace Land
Candace Purvis
Candice Jierree
Carl Guillermo
Carmen R. Smith
Carol Hitchcock
Caroline Bradshaw
Carolyn Miner
Carrie Miller
Cassandra Arnold
Catalina Dominguez
Catarino Ramirez
Cathy Roberson
Cecilia H. Fierro
Cheri Young
Chon Armendarez
Chris Bird
Christina Ramirez
Cindi Johnson
Cindy Sowers
Clair Ransom
Clara Hargrove
Claude Powell
Claudia Williams
Craig Heine
Cynthia Anderson
Cynthia Valdez
Dale Vickrey Jr.
Danny York
Dave Tice
David B. Lopez
David Kump
David Ploetz
Dawn Higgins
Debbie Shelton
Deborah Beard
Deborah Haggerton
Deborah Murrietta
Debra Kimbley
Delia Briones
Delores Mills
Denise Fajardo
Denise Menuey
Dennis Hofer
Diana Riley
Diane Hardin
Diane Saul
Dina Marshall
Don Kidd
Donna Crelia
Donna Layne Roberts
Doris Thompson
Dorthy Verranault
Dottie Orona
Dr. & Mrs. Lon Babbit
Dr. Sheri Williams
Dwayne Mounce
Edward D. Soto
Edward T. Rodriguez
Eleuterio Rocha
Elizabeth Fitch
Elvira Chavez
Elvira Chavez
Emily Flores-Hepler
Erma Turner
Esther Najar
Facundo & Mary Rubio
Fay Campos
Felicia Hill
Flora Esquibel
Frank & Marilyn Noland
Frankie White
Gabriel Carrasco
Garry Bannister
Gary Chism
Gary Strong
Gaytha Stark
George Cullum
Georgia Luna
Geraldine L. Franco
Gerry Frye
Gregory Pate
Heather Burton
Helen Q. Salmon
Helen Rodriguez
Ignacio Olivo
Jack Coleman
Jack Hill
James Bryson
James D. Renfrow
Jan Groom
Jan Menovd
Jan Spearman
Jane Acosta
Jane Alpers
Janet Dodson
Janet Hodgson
Janet Mayes
Janey Lynn
Janice May
Jannett Cleveland
Jaretta Faust
Javier Godinez
Jayne Maxey
Jeannie Dickson
Jeannie Economides
Jeff Knox
Jerome Hernandez
Jerry Young
Jessica Barela-Castro
Jesus Melero
Jimmy Eastham
Jo Calvani
JoAnn Madron
Joe Soliz
Joe Stockton
Joel Kirkes
John Bowen
John Giblin
Jon Hoff
Joseph Bealler
Josie Armendariz
JR Mansfield
Juan Garza
Juanita Olguin
Judith Royal
Judy Carrasco
Judy Lanier
Juhree Cope
Karen Cole
Karen Orgain
Karen Tackitt
Kathleen Slate
Kathryn Hernandez
Kathy Macha
Kathy Navarrette
Keith Nelson
Keith Stone
Kenneth Hagel
Kenneth Kemp
Kim Martinez
Kristi Naylor
LaVern Shan
Leslie Lewis
Libby Johnston
Linda Dalton
Linda Downey
Linda K. Pruitt
Linda Mitchell
Linda P. Payanes
Linda Palma
Linger N. Stearns
Lisa Dingler
Lisa McKinney
Liz Madison
Lois George
Loyce Gentry
Lucille Chavez
Luis R. Camero
Luz Franco
Lydia Williams
Lyla Smith
Lynn Kehrman
Lynn Strickland
Marcie Ortiz
Margie B. Chavez
Margie Martinez
Maria J. Munoz
Maria Sewell
Marianne Williamson
Marilyn Looney
Marilyn Moore
Mark A. Barela
Marsha Drapala
Marsha Munro
Martha Gonzales
Mary Florek
Mary Lou Flores
Mary Onsurez
Maxine Norman
Melinda Vasquez
Merci Montoya
Michael Lowe
"When an American asks for the cooperation of his fellow citizens, it is seldom refused; and I have often seen it afforded spontaneously, and with great good will."

-Alexis Charles-Henri Clerel de Tocqueville-
2010 Organizational Highlights

Community Building & Outreach

- During the summer, the United Way Board of Directors voted to help support Carlsbad Mental Health Center and the Carlsbad Municipal School District through the “Adolescent Intervention for Recovery and Resiliency” program, which is designed to intervene with high risk students.

The program is a collaborative effort among the parties to provide 3rd through 8th grade students, aged 8 to 15, with an alternative educational and behavioral support program. Students in this age group who are expelled or withdrawn from CMS will be enrolled in the program, which focuses on both academic and psychological development. The goal is to keep students who are already at risk from falling further behind.

- Continuing our focus on education, we celebrated the start of our annual campaign with a popular “Stuff the Bus” program and gave away hundreds of spiral notebooks, backpacks, pens and pencils to local children at the start of the school year. This year, business partners contributed a whopping $6,580 to the event. United Way staff & board members also set up shop outside of Carlsbad’s Wal-Mart with generic supplies lists. Members of the community who were visiting the store helped by purchasing and donating items.

The school district decides what students and schools need equipped in the annual “Stuff the Bus” fundraiser. No money from the United Way’s community funds campaign is used in the program. Tags noting the United Way and listing of the assisting business and community partners are placed in each backpack. Thanks to everyone for making the 2010 “Stuff the Bus” program the best one yet!

- Most recently, our directors voted to fund grant monies in the amount of up to $5,000 to Mobile Food Pantry for 2011. Since April 2010, the Roadrunner Food Bank has delivered over 60,000 pounds of food to the Calvary Assembly of God Church for distribution. Here in Carlsbad, Calvary Assembly of God Church is the sponsor of the Mobile Food Pantry; United Way will reimburse half of the monthly costs. During the months of November and December, more than 550 people were able to get fresh produce, meats, and other healthy food items. Roadrunner Food Bank is in partnership with the Feed America program and makes the best effort to buy locally in New Mexico. The Carlsbad Battered Families Shelter is also receiving food from Roadrunner at very little cost as a partner agency.

Collaboration efforts

In July 2011, the United Ways of New Mexico formed as an association for the intent of a voluntary association for not-for-profit organizations. To date, seven (7) of the twelve (12) United Ways have signed by-laws, with two (2) currently still in consideration. The leadership of the association has a Coordinating Committee comprised of an elected Chairperson and at least four (4) additional active members of the association to supervise the affairs of the association. The purpose of the association is to build local United Way capacity and strengthen a state-wide network. Some of the work currently taking place includes a state-wide 2011 program for information network, a United Way/Wells Fargo feasibility study for consideration of consolidation of campaign processing, and in October United Way of Central New Mexico invited all United
Ways to attend a mixer during the Balloon Fiesta. This collaboration of the United Ways in New Mexico will be greatly beneficial to our work.

**Marketing**

- Developed New Campaign Collateral...coincided with national UWW brand efforts. Special thanks to Western Data Solutions.
  - Brochure
  - Pledge Card
  - Report Envelope
- Maintained and updated our interactive website which promotes consistency in branding and messaging, as well as updated information. Special thanks to Kyle Marksteiner and Shanna York.
  - Common Good Forecaster
  - Photo Gallery
  - On-Line Donations
  - eNewsletter
  - Transparency Documents
  - Volunteer Opportunities

**Deepen Relationship with Top Accounts --**

- The largest two Community/Business Partner accounts make up almost 50% of the 2010 Campaign. These accounts received continuous support processes, increased staff support, and volunteer opportunities. Thank you Mosaic & Intrepid Potash
- Mosaic Potash of Carlsbad received the National Philanthropy Day “Outstanding Business of the Year” award from the New Mexico Chapter of the Association of Philanthropic Professionals --nomination by UWCSEC.
  - Overall community enrichment has earned the company’s wonderful staff and employee’s recognition at the state level. Mosaic’s philanthropic activities include, but are not limited to, enrichment of agriculture and food, scholastic, athletic and recreational sponsorships, disaster relief, and the health and safety of their Carlsbad employees.

**Increased our Donor Designations and Community Investment Process --**

- This allowed us to take initial steps towards moving to a “Community Impact” model focused on outcomes and how much impact we have in our community.

**Managed Risks**

- Increased communications with Community/Business Partner agencies and their Board members, to raise awareness on the United Way investments and the sustainability of their programs.
- Implemented “on-line” giving option via our UWCSEC web site.
Please know we have endeavored to create the most accurate list of individuals possible. However, we extend out apologies to any who might have been inadvertently omitted.