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 2011 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 2011 Summary of Income & Expense 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

## 2010 - 2011 Fiscal Year

### Support & Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$685,089.00</td>
</tr>
<tr>
<td>Other Income</td>
<td>$213.00</td>
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<tr>
<td>Investment Income</td>
<td>$3,647.00</td>
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<tr>
<td><strong>Total Support</strong></td>
<td><strong>$688,949.00</strong></td>
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</table>

### Expenses

#### Program services

<table>
<thead>
<tr>
<th>Description</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Allocations &amp; distributions</td>
<td>$457,044.00</td>
</tr>
<tr>
<td>Community Impact activities</td>
<td>$2,378.00</td>
</tr>
<tr>
<td>Stuff the Bus</td>
<td>$7,249.00</td>
</tr>
<tr>
<td>Other programs</td>
<td>$17,694.00</td>
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</table>

#### Supporting Services

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management &amp; General</td>
<td>$51,139.00</td>
</tr>
<tr>
<td>Occupancy</td>
<td>$13,669.00</td>
</tr>
<tr>
<td>Payments to affiliates</td>
<td>$6,064.00</td>
</tr>
<tr>
<td>Uncollectible Pledges</td>
<td>$55,132.00</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$27,607.00</td>
</tr>
</tbody>
</table>

| **Total Expenses**           | **$637,976.00** |

### Change in Net Assets

- $50,286.00

### Net Assets at Beginning of Year

- $513,461.00

### Net Assets at End of Year

- $563,747.00
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.
Message from the Chair

Today, the Board of Directors and the staff of the United Way of Carlsbad and South Eddy County mark the official, but not actual, end of our annual campaign by sharing in an hour or so of good fellowship and good food with the people of this community who have so graciously given their time and their money in the belief that "Live United" is more than a slogan.

Reflecting back, 2011 was a year of change and opportunity for our United Way. We bade farewell to long-time director Laurie Roche and welcomed Kirstin Carlson as our new Executive Director. Kirstin and Shanna deserve a great round of applause from us all for not only putting together a great campaign, but doing so in the midst of moving to United Way’s new office building on Canyon Street. Here, in the very heart of the city, the increased visibility and presence on a daily basis, will lead, we hope, to an even greater public awareness of United Way and a greater awareness and understanding and appreciation of the essential needs our partner agencies fulfill.

For the second year in a row, UW solicited proposals for its Community Impact Initiative to identify unmet needs in the community. Last year, through the same process, UW identified and funded a joint program between the municipal schools and Carlsbad Mental Health to address the problems of at-risk students with the ultimate goal of reducing the drop-out rate and increasing the graduation rate.

This year, one of our partner agencies, Transitional Housing Inc., responded to our Community Impact solicitation with a proposal to implement and operate a homeless shelter for those whose circumstances have rendered them temporarily, or in some cases, chronically homeless. As one of United Way's long-time partner agencies, Transitional Housing has successfully operated several homes in the community, assisting families whose lives have been disrupted to establish stability. The UW Board of Directors enthusiastically embraced the shelter proposal submitted by the organization, committing funding for architecture, construction, and operations. Transitional Housing had acquired a defunct church building, planning to remodel it as a shelter. Unfortunately, the neighborhood objected and Transitional Housing abandoned its plans for that particular site but it has not abandoned its mission to find a suitable location and ultimately make a Carlsbad homeless shelter a reality. With the able leadership of Geri Cunningham and the members of the Transitional Housing board, the shelter will, indeed, become a reality in the near future. The United Way is committed to helping Transitional Housing meet this very significant unmet need in the community.

It has truly been an honor to have served as Chairman of the United Way of Carlsbad and South Eddy County for the past two years. I welcome Erica Ellis as Chairman for the coming year and I want to express by deep gratitude to the Board and the staff for all their hard work. Thanks to you all.

Jon Tully
2011 Volunteer Leadership

Governance
Governance is provided by a twenty-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 2011 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
- **Incoming Chairperson:** Erica Ellis, Ellis Law Firm
- **Secretary:** Kirstin Carlson, United Way of Carlsbad & South Eddy County
- **Treasurer:** Mike Cleary, New Mexico State University-Carlsbad
- **Member at Large:** Lori Elyasevich, Home Care Connection

Board of Directors
- Aaron Jones, Print by Design
- Alan Duncan, Carlsbad Medical Center
- Bob Cullum, Washington TRU Solutions
- Rudy Dominguez, Intrepid Potash, Carlsbad
- Erica Ellis, Ellis Law Firm
- Felica Hill, Carlsbad National Bank
- Jerri McTaggart, Los Alamos National Labs
- 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
- Scott Goodale, Mosaic Potash, Carlsbad
- Shane Hendrickson, Washington TRU Solutions
- Shelia Walterscheid, La Bella Boutique
- Tonk Chester, Mosaic Potash, Carlsbad
- Wendy Stanley, Carlsbad Medical Center
THANK YOU
FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.

Finance Committee
Chairperson: Michael Cleary, Vice President Student Services/New Mexico State University-Carlsbad
Members: Jon Tully, Erica Ellis, Lee White, Kathi Smith, Felicia Hill, Alan Duncan

2011 Campaign Cabinet

Leadership Chairperson
• Charles Cable

Education Division Chairperson
• LaVern Shan

WIPP Chairperson
• Shane Hendrickson

Loving Chairperson
• Jesse Fuentes

Potash Co-Chairpersons
• Tonk Chester
• 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.
2012 Community Partners

We cannot make a community impact on our own. It takes many advocates and volunteers in the community to make a difference. That is why United Way partners with many local programs in an effort to advance the common good. Each one of the programs that United Way funds is thoroughly reviewed by the members of the Finance Committee. The Finance Committee determines: Does this program address a real need in our community? Is this agency fiscally sound? What are the needs of this agency? Will this program produce real, measurable outcomes for our community? Once the committee completes this exhaustive process they then make recommendations to full Board of Directors who makes the final determinations regarding community partner funding for 2012. The programs which have been approved for funding in 2012 are:

**Helping Youth & Children Succeed**
- Boy Scouts -- Conquistador Council
- Boys & Girls Club of Carlsbad
- Carlsbad AWARE Program
- Girl Scouts of the Desert Southwest
- Carlsbad Mental Health -- AIRR Program

**Increasing Self-Sufficiency**
- Carlsbad Literacy Program
- Rainbow Recycling -- CARC
- Supported Employment -- CARC
- Transitional Housing & Homeless Shelter

**Strengthening & Supporting Families**
- Carlsbad Battered Families Shelter
- Child Development Center -- CARC
- Eddy County CASA
- Kids’ Safehouse of Eddy County
- Roadrunner Mobile Food Pantry -- Calvary
- Assembly of God Church

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.
# 2011 Top Businesses & Corporations

## Platinum
- Burba Cole & Overstreet
- Carlsbad High School
- Carlsbad Medical Center
- Carlsbad Mental Health
- Carlsbad National Bank
- Constructors
- CARS Club

## Gold
- Alta Vista Middle School
- Battered Families Shelter
- Boys & Girls Club
- CARC, Inc.

## Silver
- CMS SPED Department
- Emmit Smith Pre-School
- Dunagan Associates

## Bronze
- Carlsbad AWARE Program
- Carlsbad Elks Lodge #1558

## Pewter
- Albertson’s
- Bamboo Garden
- Carlsbad Motor Co.

## Thank You

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

**Platinum** ................................................................. $2,000 and above

<table>
<thead>
<tr>
<th>Donor</th>
<th>Amount</th>
<th>Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jon R. Tully</td>
<td>2,000</td>
<td>Platinum</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Robert Forrest</td>
<td>2,000</td>
<td>Platinum</td>
</tr>
<tr>
<td>William H Boyer</td>
<td>2,000</td>
<td>Platinum</td>
</tr>
<tr>
<td>James Kocsmar</td>
<td>2,000</td>
<td>Platinum</td>
</tr>
<tr>
<td>Donald J. Purvis</td>
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<td>David Honeyfield</td>
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**Gold** ........................................................................... $1,000 - $1,999

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<tr>
<td>Chet Beaumont</td>
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<tr>
<td>Chris M Clifton</td>
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<td>Gold</td>
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<tr>
<td>Don Kidd</td>
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<td>Gold</td>
</tr>
<tr>
<td>Donald T Morrow</td>
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<td>Gold</td>
</tr>
<tr>
<td>ECEC Students</td>
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<td>Gold</td>
</tr>
<tr>
<td>Ezra J Buttrey</td>
<td>1,000</td>
<td>Gold</td>
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<tr>
<td>Harrell D Mathews</td>
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<tr>
<td>James D. Renfrow</td>
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<td>Jasmine Dawn Harlow</td>
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<td>McCauley</td>
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<tr>
<td>Jeff D Lawler</td>
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<td>Gold</td>
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<tr>
<td>Jon R. Tully</td>
<td>1,000</td>
<td>Gold</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Robert Forrest</td>
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<td>Gold</td>
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<tr>
<td>William H Boyer</td>
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<tr>
<td>James Kocsmar</td>
<td>1,000</td>
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<tr>
<td>Donald J. Purvis</td>
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**Silver** ...................................................................... $750 - $999

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<td>Craft Elementary Students</td>
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<td>Dale A. Arnold</td>
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**Bronze** ...................................................................... $500 to $749

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<td>Alan C Fernandez</td>
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<tr>
<td>Andrei Timenco</td>
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<tr>
<td>Antonio E Gonzales</td>
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<tr>
<td>Armando G. Vera</td>
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<td>Bronze</td>
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<tr>
<td>Aron Ortiz</td>
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<tr>
<td>Barbara Duffin</td>
<td>500</td>
<td>Bronze</td>
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<tr>
<td>Mike &amp; Becky Sensibaugh</td>
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<tr>
<td>Ben N Vasquez</td>
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<td>Benedict Vargas</td>
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<tr>
<td>Boe Hedrick</td>
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<tr>
<td>Bonnie Sharay Sartin</td>
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<tr>
<td>Brandon J. Rhodes</td>
<td>500</td>
<td>Bronze</td>
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<tr>
<td>Brant Cottingham</td>
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<tr>
<td>Brian Marshall</td>
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<tr>
<td>Chad Campbell</td>
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<tr>
<td>Claude Powell</td>
<td>500</td>
<td>Bronze</td>
</tr>
<tr>
<td>Charles Burkham</td>
<td>500</td>
<td>Bronze</td>
</tr>
<tr>
<td>Chris Anaya</td>
<td>500</td>
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</tr>
<tr>
<td>Christa G. Estrada</td>
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<td>Bronze</td>
</tr>
<tr>
<td>Christina Post</td>
<td>500</td>
<td>Bronze</td>
</tr>
<tr>
<td>Christopher A. Allen</td>
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<td>Bronze</td>
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<tr>
<td>Christopher Fugate</td>
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<tr>
<td>Christopher Vasquez</td>
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<tr>
<td>Cody L. Williams</td>
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<tr>
<td>Coley L Burgess</td>
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<td>Dana J. Chavez</td>
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<tr>
<td>Daniel J. Morehouse</td>
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<tr>
<td>Danny York</td>
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<tr>
<td>David C Davidson</td>
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<tr>
<td>David G Penick</td>
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<td>David L Miller</td>
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<tr>
<td>David M Rhodes</td>
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<tr>
<td>Dennis Henton</td>
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</tr>
<tr>
<td>Dennis W Grube</td>
<td>500</td>
<td>Bronze</td>
</tr>
</tbody>
</table>

---

## Acknowledgments

- **Platinum**
  - Jon R. Tully
  - Mr. & Mrs. Robert Forrest
  - William H Boyer
  - James Kocsmar
  - Donald J. Purvis
  - David Honeyfield

- **Gold**
  - Aaron Baiza
  - Chet Beaumont
  - Chris M Clifton
  - Don Kidd
  - Donald T Morrow
  - ECEC Students
  - Ezra J Buttrey
  - Harrell D Mathews
  - James D. Renfrow
  - James J. Kocsmar
  - Jasmine Dawn Harlow
  - McCauley
  - Jeff D Lawler

- **Silver**
  - Brandon Rhodes
  - Craft Elementary Students
  - Dale A. Arnold

- **Bronze**
  - Alan Duncan
  - Alan C Fernandez
  - Andrei Timenco
  - Antonio E Gonzales
  - Armando G. Vera
  - Aron Ortiz
  - Barbara Duffin
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  - Brian Marshall
  - Chad Campbell
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  - Christina Post
  - Christopher A. Allen
  - Christopher Fugate
  - Christopher Vasquez
  - Cody L. Williams
  - Coley L Burgess
  - Dana J. Chavez
  - Daniel J. Morehouse
  - Daniel James Curnutt
  - Danny York
  - David C Davidson
  - David G Penick
  - David L Miller
  - David M Rhodes
  - Dennis Henton
  - Dennis W Grube

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For more information, please contact:

[Contact Information]

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*Note: Amounts are approximate and subject to change.*
Pewter .............................................................................................................................. $250 to $499

Aaron Marrs .................................................................................................................. Frank Ornelas
Aimee Conforti .............................................................................................................. Juan G Torres
Allen & Sandra Holbert ............................................................................................... Judy Boles
Andy Franco ................................................................................................................. Julie Parrez
Angela M. Guerin ......................................................................................................... Kelli Barta
Anthony D Meadows .................................................................................................... Kenneth Kemp
Anthony Wilson ............................................................................................................. LaDawn Campbell
Antony Ananins ............................................................................................................ LaQuita Wheeler
Arthur Cisneros ............................................................................................................ Larry Johnson
Betty Egborn .................................................................................................................. Larry Tupper
Brandon Mendes .......................................................................................................... Laura Allen
Brett A Cavender ............................................................................................................ Laura Garcia
Brian Dobson ................................................................................................................ Lee & Michelle White
Brian Haack .................................................................................................................. Lee D Meek
Brian Nicholas ................................................................................................................ Lee Hedrick
Buford Warren ................................................................................................................ Lemuell Magby
Carlos Ochoa ................................................................................................................ Lewis D Willis
Caryn Pond ...................................................................................................................... Lillie Moss
Cassandra Arnold ........................................................................................................... Linda Palma
The Danny Bass Family ................................................................................................. Loren Dunn
Catherine Goad ................................................................................................................ Lorie Owens
Cindy Dunn ..................................................................................................................... Lydia Williams
Clorissa Osborn ............................................................................................................. Madeleine Ferguson
Dana White Cade .............................................................................................................. Manuel B Lopez
David Nicholas ................................................................................................................ Manuel Lara
David Phillips ................................................................................................................... Mark Carrasco
David Rogers ................................................................................................................... Mark E England
David Shores .................................................................................................................. Martha G. Bakos
David & Michelle Whitzel ............................................................................................... Marvin Schrock
Donnie Gossett ................................................................................................................. Marybelle Deleon
Douglas Eastin ................................................................................................................ Matthew Hentrick
Eddie Hernandez ............................................................................................................. Max Davis
Edwin Dunagan ............................................................................................................... Melissa Owens
Elizabeth Esley ................................................................................................................ Michael G Johnston
Ernesto Torres ................................................................................................................ Michael Phillips
Estella Osborne ................................................................................................................ Michael Runner
Floyd E Haston ................................................................................................................ Michael Shott
Frank Nelson ...................................................................................................................... Michael W Cawley

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

Able Bustamante .............................................................................................................. Barbara Rempel
Albert Lopez .................................................................................................................... Bessie Quintela
Allen Sanchez ................................................................................................................ Brenda Suggs
Angela Hurley .................................................................................................................. Beth Beene
Angie Soto -Parraz .......................................................................................................... Betty Egborn
Anita Hitchens ................................................................................................................ Beverly Newsom
Annette Hardin ................................................................................................................ Billie Melton
Barbara Duffin ................................................................................................................ Bonnie Economides
Barbara Rash .................................................................................................................... Boz Green

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Annette Hardin ................................................................................................................ Billie Melton
Barbara Duffin ................................................................................................................ Bonnie Economides
Barbara Rash .................................................................................................................... Boz Green
2011 Organizational Highlights

- In March, the Board of Directors voted to provide the Carlsbad Downtown Lion’s Club with $9,600 with which to purchase a camera for providing eye-sight screening to area children as part of Operation Kids Sight, an organizational philanthropy project. Club members use the PediaVision camera to take a picture of the child’s eyes. They will receive instant information about the possible existence of conditions threatening life-long damage to eyesight.

- Because kids cannot learn if they do not have the proper tools, 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 $6,530 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.

Thanks to everyone for making the 2011 “Stuff the Bus” program the best one yet!

- This summer, United Way solicited proposals for special projects within the community as part of its Community Impact initiative. Projects that received funding are:
  - “Best Friends Approach to Alzheimer’s” through Landsun Homes. This innovative program will provide training and resources to family, friends and caregivers of persons living with Alzheimer’s. United Way provided $5,000 to assist with training and the development of a resource library.
  - Boy Scouts Venturing program for at-risk youth in South Eddy County. Boy Scouts in collaboration with the District Attorney’s office and the Carlsbad Anti-Gang & Drug Coalition will serve as a "positive gang" and offer troubled youth an opportunity to turn a negative experience into a positive and constructive opportunity for growth. United Way provided $2,540 to cover the cost of assistance to individuals for registrations, training, basic uniforming, and program support materials.
  - Carlsbad Municipal Schools delivered a presentation to the United Way Board highlighting the need for a summer reading program at the Elementary schools. In response to this need, United Way sponsored summer reading programs at Sunset, Joe Stanley Smith and Hillcrest Elementary schools for a total of $7,500.
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Kirstin Carlson, Executive Director
Shanna York, Executive Assistant

Please know we have endeavored to create the most accurate list of individuals possible. However, we extend our apologies to any who might have been inadvertently omitted.