Shaye’s Corner

United Way Executive Director

It is hard to believe that the time is coming to wrap up my first official campaign with the United Way of Carlsbad & South Eddy County (UWCSEC). What a ride it has been…I have met so many amazing people these past few months. It was a privilege to hear such heartwarming stories along the way! Stories of how United Way and our community partners have touched lives.

We live in an amazing, unique community. We are blessed to have a strong industry presence here which has increased growth within our community on many levels. The residents of South Eddy County also possess a strong sense of community! I never cease to be amazed at the generosity and compassion of people, whether it is someone donating money, time or skills.

As I reflect on my first year with United Way, I want to say thank you! Thank you for helping us “Change the Story”!

As United Way shifts its focus to Community IMPACT the UWCSEC is too. Through our Community IMPACT Education Grant:

• 143 Sunset Elementary scholars received additional academic support addressing their reading and math deficits using an extended school day approach.

• Overall the students have made a 23% gain in reading and an 11% gain in math

• 67% of the middle level students at Eddy School have shown improvement of one grade level in math, reading and science.

• We are working on creating an onsite library at Eddy School to

UW Passes Campaign Goal

Destination Achieved - the United Way of Carlsbad & South Eddy County has successfully crossed its campaign goal of $750,000, one of the most ambitious goals in the agency’s history.

As of January 30, the United Way had raised $859,000 thanks to the generous contributions of local residents and businesses. Additional funds were still coming in, and several campaigns were ongoing.

“We received, as always, amazing support from Mosaic Potash, along with Intrepid and the Waste Isolation Pilot Plant,” said Shaye Coats, executive director of the United Way of Carlsbad & South Eddy County. “But just as significant was the large number of participants who donated for the first time or who restarted a campaign after many years.”

Tate Branch Autoplex became a contributor this year, Coats said, and the City of Carlsbad and Eddy County both resumed campaigns. “Our overall response has been very positive,” she said. “So much credit goes to the volunteers and our Community Partners, who always serve as our best ambassadors.”

This year’s United Way Victory Lunch will be held at noon on Feb. Please see CAMPAIGN on the next page

Education Always

Top: Carlsbad Municipal Schools receives a grant for the Early College High School from The BRIDGE.

Right: A community impact education grant through the United Way helps support the STEM program at Sunset Elementary. The program includes an after school extended day program, to help students who are facing academic challenges.

Need Tax Help? Call Us Today!

The United Way will offer tax help from February 3 through April 15 by appointment only. To make an appointment, call 2-1-1. The office is located at 116. S. Canyon.
increase the number of students successfully reading at or above grade level.

• We established a reading center at the Boys & Girls Club to increase the number of students reading at grade level

Through community impact education grants, the UWCSEC will continue working toward creating lasting changes in community conditions, which improve people’s lives and fill gaps in services provided.

Thank you again for your continued support, as we all work together to “Change the Story”!

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27 at the Pecos River Village Conference Center.

Please join us in celebrating another successful campaign and thank the many men and women in our community who do so much to make South Eddy County a wonderful place to live. Lunch will be provided.

RSVP by calling 575-887-3504 or e-mailing shaye@unitedwaycarlsbad.org.

Cathy Goad (Intrepid) will be the board’s new chair, while Kathi Smith (Carlsbad National) will serve as vice-chair.

Alan Duncan is the new treasurer and Fran McCarthy is the new finance chair. Missy Burns and Kyle Marksteiner will be the board’s member at large and campaign chair, respectively. Lori Elyasevich will now serve as past chair.

“We appreciate everything Lori has done for the United Way during her year as chair,” Coats said.

The United Way would also like to thank Aaron Jones, whose term as a board member ended in January.

“Aaron exemplified dedication to the United Way during his six year tenure,” said executive director Shaye Coats. “He was a constant source of entertainment during special events, and he was always ready to lend a helping hand. Whether it was collecting school supplies during Stuff the Bus, handing out Halloween candy during downtown Trick or Treating or handing out campaign packets, Aaron was willing to help. Aaron’s passion, dedication and humor will be greatly missed.”

Emergency Help to Transitional Housing

The United Way of Carlsbad & South Eddy County recently provided an Emerging Community Needs grant to Carlsbad Transitional Housing. The funding was used to help Carlsbad Transitional Housing provide temporary emergency shelter to community residents in need, after other local resources for such programming were depleted.

“Carlsbad Transitional Housing works very hard to help provide shelter for people in need, and that need grows significantly during the winter months,” said Executive Director Shaye Coats. “More assistance is needed, and I hope Transitional Housing, the United Way, local faith-based groups, and the city and county can all work together in addressing the issue of homelessness in our area.”

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United Way Grant Helping to Promote Science

Last fall, the United Way of Carlsbad and South Eddy County awarded an Emerging Community Needs Grant to Inspired by Science, which was formed in hopes of igniting a love of science in our community’s elementary school-aged children. On February 4, the organization launched InspiredbyScience.org to expand its reach to more young scientists in our area. The site includes information about Inspired by Science’s continuing educational outreach activities, science fun facts, experiments you can do at home, and information about a summer science camp planned for July 7-10 on the campus of New Mexico State University-Carlsbad.

The United Way logo is on the site’s main page, in recognition of the contribution. The United Way is also listed as one of Inspired by Science’s “Community Lab Partners” and as a sponsor of the camp.

Pictures of the Inspired by Science grant at work!
September
Volunteers attended two trainings provided by Linde Merry of Safehouse. Additional training included a tour of the Assurance Home in Roswell, where some of the foster children reside that CASA’s serve.

October
Staff and volunteers attended a lecture by Jeanette Walls, author of “The Glass Castle.” Ms. Walls spoke about her difficult childhood and how she overcame the trauma. Volunteers Muffy Gonzales and Beverly Schrock participated in the Car Show by helping in the United Way concession stand.

November
Five new volunteers were “sworn in” as child advocates. Advocates are pictured at right.

December
Carlsbad National Bank employees, pictured at below right, display just a few of the many gifts they purchased to ensure Carlsbad’s foster children had a wonderful Christmas. Others giving gifts to the children were members of PEO, Sandia Labs, Holly Baldwin and Desirae Duran. The Zia Quilting Club provided each child with their own uniquely designed Christmas stocking.

Trainings for new CASA volunteers are scheduled to begin in the spring. If you or someone you know are interested in speaking up for the best interests of abused and neglected children in our community, please call 887-5966, visit our website at eddycountycasa.org email us at eddycountycasa@windstream.net or come by the CASA office at 118 West Mermod.

We have no homeless shelter or short-term emergency shelter in Carlsbad. When homeless families/individuals are in crisis situations, CTHHS provides funds and arranges for them to have temporary shelter in local motels. In 2013, we provided 60 nights of temporary shelter for 11 family units totaling 19 adults and 4 children, at a motel cost of $4,146.

We gave out 3 tents and 3 sleeping bags to other individuals. We assisted 5 families with back rent or rent deposits – totaling $1,650. Additionally, we provided assistance for transportation and other miscellaneous needs.

Again, the need is always greater than our resources to provide assistance. Total program costs for emergency shelter and assistance was $7,030.

We live in hope to provide better solutions to homelessness for our community. Along with Patsy Jackson-Christopher (Director of Culture, Recreation and Community Services for the City of Carlsbad) CTHHS staff visited High Cotton, a tent city for the homeless in Lubbock, Texas. Another field trip was taken by CTHHS staff to Santa Fe to talk with our legislators and tour The Interfaith Community Shelter and Resource Center. The idea for the Shelter and Resource Center was initiated after 25 people died on the streets of Santa Fe in 2005-06 and twenty four in 2006-07. Recognizing that people are homeless for a variety of reasons, city leaders and faith-group leaders came together to work on a comprehensive solution. The City of Santa Fe owns the property and building, the center is operated by non-profit groups.

The 2014 plan for CTHHS is continued work with civic leaders to explore and engage ideas for an emergency shelter and resource center in Carlsbad.
**Safehouse Bringing Important Messages**

Kids' Safehouse is pleased to announce that we have recently started reaching more children than ever before, thanks to partnering with the Carlsbad Police Department and Carlsbad Municipal Schools to reach middle-school youth with some very important messages. This semester, all of the students at Alta Vista and P.R. Leyva will be reached with this critical information.

First, the presenters remind the students about different types of abuse and how to help a friend in need, explaining how people in several roles work together as a team to help kids stay safe. The presentation also focuses on online dangers and how to minimize them, including cybercrimes like sex trafficking which can result from simple Facebook posts.

One particularly poignant video (illustrated in photo on the screen behind presenters) is shared during the presentation.

The nine-minute long YouTube video was posted by Canadian 15-year old Amanda Todd two months before her suicide. She recounted physical assault and wide-spread bullying after being talked into exposing her breasts online. Bullying and the “bystander effect” are discussed with our local youth, as well as easily implemented ideas on how all of us, kids and adults, can make a difference in our community by speaking up when we see something wrong.

**Carlsbad Battered Families Shelter**

The Carlsbad Battered Families Shelter has been providing safe shelter for numerous victims of domestic violence in Carlsbad and South Eddy County. The shelter was blessed with many generous contributions during the Christmas season, and all residential clients had a happy holiday.

Currently, we are providing our survivor group class, offender classes, parenting classes, individual counseling sessions, legal aid referrals, court accompaniment and assistance with restraining orders. Emergency shelter and crisis call lines are continuing as well.

**Carlsbad Literacy Program**

The last quarter of 2013 proved to be a busy one at the Carlsbad Literacy Program (CLP). We added a combined total of 63 new adult learners in ESL, Basic Literacy, GED Preparation and new Basic Computer Literacy tutoring. Our program also increased our tutoring volunteers to 10 with most receiving certification from the New Mexico Coalition for Literacy and Pro Literacy Worldwide in both ESL and Basic Literacy tutoring.

CLP also launched a new website that will include updated information about our program and program offerings. Please visit us at www.carlsbadliteracyprogram.com.

CLP will be launching a Family Literacy Program shortly and will be utilizing the Reading and Spelling Pure & Simple program that will enhance the reading and spelling of both children and parents in the household.

We hosted a workshop for our tutors and the community on this proven phonics based reading approach.

The author, Deede Cauley, facilitated the workshop and received great reviews by all that attended. We will also utilize this approach with our family tutoring in English as a Second Language.

With the expansion of our programs, we are searching for evening volunteer tutors to help our adult learners in speaking, writing and reading in English and with basic tutoring in math, reading, writing and spelling. To volunteer, contact us at 885-1752.
Pinewood Derby Time

Cub Scout Pack 286 recently held its annual Pinewood Derby race at Epworth Methodist Church. Pictured are the winners of each rank.