

United Way of Carlsbad & South
Eddy County
2011 Annual Report



**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.**

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™



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

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Summary of Income and Expense

2010 - 2011 Fiscal Year

Support & Income

Contributions	\$ 685,089.00
Other Income	\$ 213.00
Investment Income	\$ 3,647.00
Total Support	\$ 688,949.00

Expenses

Program services	
Allocations & distributions	\$ 457,044.00
Community Impact activities	\$ 2,378.00
Stuff the Bus	\$ 7,249.00
Other programs	\$ 17,694.00
Supporting Services	
Management & General	\$ 51,139.00
Occupancy	\$ 13,669.00
Payments to affiliates	\$ 6,064.00
Uncollectible Pledges	\$ 55,132.00
Fundraising	\$ 27,607.00
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.....\$2,000 and above

Burba Cole & Overstreet	City of Carlsbad	Landsun Homes	Sunset Elementary
Carlsbad High School	CMS Administration	Monterrey Elementary	Washington TRU Solutions
Carlsbad Medical Center	ECEC	NM Gas Company	Western Commerce Bank
Carlsbad Mental Health	Forrest Tire	NMSU-Carlsbad	Mosaic Potash
Carlsbad National Bank	Intrepid Potash	NMSU-Carlsbad	Xcel Energy
Constructors	Joe Stanley Smith	P.R. Leyva Middle School	
CARS Club	Elementary	Sandia National Labs	

Gold\$1,000 - \$1,999

Alta Vista Middle School	Craft Elementary	Pardue Limited Company	SM Stoller
Battered Families Shelter	Downtown Lions Club	Pioneer Bank	Stevens Inn
Boys & Girls Club	Hillcrest Elementary	Puckett Elementary	UPS
CARC, Inc.	Loving School District	Riverside Elementary	Wal-Mart

Silver\$750 - \$999

CMS SPED Department	Emmit Smith Pre-School	Dunagan Associates
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Bronze.....\$500 to \$749

Carlsbad AWARE Program	CMS Maintenance Dept	Gossett's Jewelry
Carlsbad Elks Lodge #1558	Connell's Office Supply	Pate Elementary

Pewter\$250 to \$499

Albertson's	Fairfield Inn	Jefferson Montessori Academy	Joseph Hanttula, CPA
Bamboo Garden	Guaranty Title	Jones & Kluesner	Navarro Research & Engineering
Carlsbad Motor Co.			

THANK YOU

FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.

Donor Recognition

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

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

Gold\$1,000 - \$1,999

Aaron Baiza	Jefri D Detrick	Mr. & Mrs. Bruce Pardue	Rene Beaumont
Chet Beaumont	Jennifer L Macias	Mr. & Mrs. Charles Cable	Ricardo A. Serrano
Chris M Clifton	Joe L Carrasco	Mr. & Mrs. Dick Forrest	Robert Aguilar
Don Kidd	John D Anderson	Mr. & Mrs. Gene Harbaugh	Robert Baldrige
Donald T Morrow	John Overstreet	Mr. & Mrs. Morris Worley	Robert Coggins
ECEC Students	John W. Williams	Neal Musselman	Ronald R Hatley
Ezra J Buttrey	Ken & Joan Peeper	Nicole Tiszai	Roque R Ruiz
Harrell D Mathews	Marian Bissey	Odin L Nelson	Russell A Yates
James D. Renfrow	Mark Lammers	Patrick Carrillo	Tonk Chester
James J. Kocsmar	Michael E McLean	Peter N Livingstone	Wendy D Hammett
James L Johnson	Michael G Stanley	Phillip P Brown	William L Rentner
Jasmine Dawn Harlow	Michael J Ackman	Ralph Ramstetter	
McCauley	Monterrey Elementary	Randy Logsdon	
Jeff D Lawler	Students	Raul G. Ortega	

Silver\$750 - \$999

Brandon Rhodes	Don Titus	Marvin C Walker	Roberto Lopez
Craft Elementary Students	Jerry Pierce	Riverside Elementary	Tracy Francis
Dale A. Arnold	Joe Stanley Smith Students	Students	

Bronze.....\$500 to \$749

Alan Duncan	Don Sexton	Jimmy C Foster	Nicholas Flores
Alan C Fernandez	Don Winters	Joan M Carter	Nicholas Muloshi
Andrei Timcenca	Donna N Lawson	Joe Cordova	Noel Clark
Antonio E Gonzales	Donny Baker	Joe F Najera	Nolan J Rhodes
Armando G. Vera	Doyle D Magby	Joe L Hernandez	Oscar B Colorado
Aron Ortiz	Edward B Harper	Joe S Carrasco	Paul Onsurez
Barbara Duffin	Elliott W Vaught	Joel Hedrick	Peter Pavlik
Mike & Becky Sensibaugh	Eric Madrid & Family	Joel S Onsurez	Philip J Maxey
Ben N Vasquez	Ernesto Martinez	John Compton	Puckett Elementary
Benedict Vargas	Ernie Carlson	John Pope	Students
Boe Hedrick	Fernando M Martinez	Juan M Gutierrez	Rachelle Thompson
Bonnie Sharay Sartin	Fred A Ramirez	Julian Martinez	Rep. & Mrs. John Heaton
Brandon J. Rhodes	Fred G Ramirez	Justin Kirkes	Richard A Smead
Brant Cottingham	Freddy J Garcia	Kelly W Allen	Richard Forrest
Brian Marshall	Gary Robert Strong	Kevin Brown	Richie Mathews
Chad Campbell	Gary Yerby	Kevin L Cummins	Robert Barnes
Claude Powell	George C Hughes	Kristi K Northcutt	Robert Burdine
Charles Burkham	Gina Anaya Smith	Larry Krueger	Robert L Trujillo
Chris Anaya	Gregory Davis	Larry W Martin	Rocky A Hargrove
Christa G. Estrada	Guadalupe A Chavez	Linda Pruet	Roger A Thomas
Christina Post	Henry S McIntire	Linda S Baltzell	Roy Torres
Christopher A. Allen	Hillcrest Elementary	Lloyd Higgins	Ruben R Chavez
Christopher Fugate	Students	Luell D Meadows	Ruben Vasquez
Christopher Vasquez	Jackie W Hays	Mario Dominguez	Rudy R Dominguez
Cody L. Williams	Jackie Webb	Martin G Hernandez	Russell W. King
Coley L Burgess	Jake Wayne Tipton	Martin M. Castillo	Samuel H French
Dana J. Chavez	James Sparks	Marty Victor Dorado	Santiago Carrasco
Daniel J Morehouse	Jason & Connie Tate	Marvin Walker	Sarah Gonzales
Daniel James Curnutt	Jason Neal Rhodes	Mary L Sanderlin	Scott Goodale
Danny York	Jeffery Ostler	Meghan McLaughlin	Scott Selby
David C Davidson	Jenise L. Catt	Michael P Goad	Shawn A. McCarty
David G Penick	Jennifer Nicholas	Michele Klink	Shawn F Downing
David L Miller	Mr. & Mrs. Jerry Jones	Michele Stephenson	Shawn Thomas
David M Rhoades	Jerry F Montanez	Mr. & Mrs. Joseph Epstein	Steve A Gamble
Dennis Hellon	Jesus De La Cruz	Mr. & Mrs. Lane Martin	Steven S Smead
Dennis W Grube	Jimmie R Johnson	Neil Dixon	Tammi McDonald

Tammy J Harris
Terry Chester
Terry J Seal
Tiffany Marie Ramirez

Tommy Duarte
Tommy Q Vasquez
Trine R Carrasco
William Brown

William Clifton
William Hutchison
William P Sumner
William Sumner

William T Briggs
Zachary R Palen

Pewter

\$250 to \$499

Aaron Marrs
Aimee Conforti
Allen & Sandra Holbert
Andy Franco
Angela M. Guerin
Anthony D Meadows
Anthony Wilson
Antony Ananins
Arthur Cisneros
Barb Kouba
Benito Ortega
Beth McCormick
Betty Egbom
Brandon Mendes
Brett A Cavender
Brian Dobson
Brian Haeck
Brian Nicholas
Buford Warren
Carlos Ochoa
Caryn Pond
Cassandra Arnold
The Danny Bass Family
Catherine Goad
Cindy Dunn
Clorissa Osborn
Cynthia Toothman
Dana White Cade
Daniel E Leisle
David D Lopez
David Nicholas
David Phillips
David Rogers
David Shores
David & Michelle Whitzel
Donnie Gossett
Douglas Eastin
Eddie Hernandez
Edwin Dunagan
Elizabeth Easley
Ernesto Torres
Estella Osborne
Floyd E Haston
Frank Nelson

Frank Ornelas
Gary Detrick
Gary Milton Roper
Gemma Ferguson
George & Janis Shoup
Gregory Bruce
Gregory D Lumpkins
Isaac Campos
Isaiah Hinojos
James Estrada
James Flores
James Klein
James Typhair
Jamie Duncan
Jamie Leivo
Jared Walterscheid
Jarod A. Florez
Jarrett Brown
Javier G Garcia
Jeffrey Gordon
Jeffrey S Cox
Jennifer Balla
Jennifer L. Campbell
Jennifer Moyers
Jeremy Childress
Jim Daley
Jim G Denny
Jim Kertis
Jimmy C. Foster
Jimmy S Carrasco
Jinny Frith
Jody Cathey
Joe L Rodriguez
Joe Perez,
Joey Sanchez
John Brazeal
John Switzer
John Wooten Owen
John Wright
Johnny Colvin
Jonathan Moyers
Jonathan Putman
Jonathan Valenzuela
Joseph Hedrick

Juan G Torres
Judy Boles
Julie Parrez
Kelli Barta
Kenneth Kemp
LaDawn Campbell
LaQuita Wheeler
Larry Johnston
Larry Tupper
Laura Allen
Laura Garcia
Lee & Michelle White
Lee D Meek
Lee Hedrick
Lemuel Magby
Lewis D Willis
Lillie Moss
Linda Palma
Loren Dunn
Lorie Owens
Lydia Williams
Madelene Ferguson
Manuel B Lopez
Manuel Lara
Mark Carrasco
Mark E England
Martha G. Bakos
Marvin Schrock
Marybelle Deleon
Matthew Hentrick
Max Davis
Melissa Owens
Michael G Johnston
Michael Phillips
Michael Runner
Michael Shott
Michael W Cawley
Michael Younger
Mike Martinez
Mr. & Mrs. Edgar Hess
Mr. & Mrs. Reid McCloskey
Nancy Rogers
Nelson Putman
Nick Johnson

Orlando V Carrasco
Oscar Acevedo
Patricia Kantrowitz
Patricia L. Dunbar
Penny Martinez
Raymond J Boughton
Reyes Franco
Ricardo S Gonzales
Richard Brugman
Richard Rondeau
Rita Howerton
Robby G Foster
Robert Forrest
Robert L Patton
Roby L. Arnold
Roland Martinez
Roman Villarreal Jr.
Ronald M Grandi
Roy Thomas
Rudy Fierro
Rudy Granger
Ryan Bowen
Ryon Duncan
Sandra White
Servando Vasquez
Sheryl Dugger
Shilah Jordan
Sue Fugate
Ted Cordova
Teresa Hendley
Terry Morrison
Tess Fant
Travis Shepard
Troy B Carr
Victor & Lonnie Castillo
Wendy Whitlock
Wesley Thomas
William Burns
William C Hutchison
William L Downey
Zachary Weaver

Loyal Contributors

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

Able Bustamante
Albert Lopez
Allen Sanchez
Angela Hurley
Angie Soto -Parraz
Anita Hitchens
Annette Hardin
Barbara Duffin

Barbara Rempel
Barbara Waygood
Becky Granger
Becky Sensibaugh
Becky W. Kelley
Belinda Jones
Bernita Smith-Payne
Bernita Smith-Payne

Bessie Quintela
Beth Beene
Betty Egbom
Beverly Newsom
Billie Melton
Bonnie Economides
Boz Green
Brandon Sanchez

Brenda Suggs
Brenda Wittman
Candace Land
Candace Purvis
Carl Guillermo
Carla Hollen
Carleen Carrasco
Carol Hitchcock

Caroline Bradashaw	James Bryson	Lucille Chavez	Ronald Steven
Carolyn Duden	James D. Renfrow	Luis R. Camero	Rose Mary Salazar
Carolyn Miner	Jamie Berdoza	Luz Franco	Rosemary Carrasco
Carrie Miller	Jan Groom	Lydia Williams	Roxanne Hernandez
Cassandra Arnold	Jan Spearman	Lyla Smith	Ruby Castro
Cathy Roberson	Jane Acosta	Lyla Smith	Ruth Ann Ropp
Cheri Young	Janet Dodson	Lynn Kehrman	Ruthi Corazzi
Cheryl Vickers	Janet Mayes	Lynn Strickland	Sally Aguilar
Chris Bird	Janey Alpers	Maggie Buendia	Sally Methola
Christina Post	Janey Lynn	Margaret E. Eastup	Sandra Flores
Cindy Sowers	Janice May	Margie B. Chavez	Sandra Nunley
Claudia Williams	Janice Wright	Maria J. Munoz	Sandra Venegas
Clinton West	Jannett Cleveland	Maria Sewell	Sandra White
Cynthia Valdez	Jay Jenkins	Marianne Williamson	Sharon Italiano
Danny York	Jayne Maxey	Marilyn Looney	Sharon Janes
Darla Sue Ortiz	Jeannie Dickson	Marilyn Moore	Shauna Rodgers
David Gallegos	Jennifer Moyers	Mark A. Barela	Sheryl Dugger
Debbie Shelton	Jessica Barela-Castro	Marsha Drapala	Shilah Jordan
Deborah Beard	Jesus Melero	Marsha Munro	Shirley Upton Crabb
Deborah Murrietta	Jo Ann Madron	Martha Singleton	Socorro Nava
Debra Kimbley	Jo Calvani	Mary Florek	Sophie Quintana
Delia Briones	Joe Cordova	Mary Onsurez	Stacy Doyal
Delores Mills	Joe Soliz	MaryLou Florez	Stephanie Vasquez
Denise Alaniz	Joel Kirkes	Merci Montoya	Steve Garza
Denise Cerna	John Bowen	Michael A. Hernandez	Sue Edwards
Denise Fajardo	John Tigert	Michael Lowe	Sulema Navarrete
Denise Menuey	Johnna Stephens	Michael Middleton	Susan Busby
Diana Dorado	Jonathan Moyers	Michael R. Stokum	Susan Garcia
Diana Riley	Josie Armendariz	Michele Klink	Susan Howard
Diane Walters	Joyce Bird	Mike Fulkerson	Susan McGary
Dina Marshall	Judith Royal	Muffy Gonzalez	Susan Siepel
Don Kidd	Judy Carrasco	Nancy Dugger	Suzanne Wells
Donna Layne Roberts	Juhree Cope	Nancy Dugger	Sylvia De Los Santos
Dottie Orona	Karen Orgain	Nancy Herrera	Tammy Ruiz
Dr. Sheri Williams	Karen Tackitt	Nancy Rogers	Tara Cummings
Dwayne Mounce	Karon Axtell	Naomi Lallman	Tawnya Cartwright
Edward D. Soto	Kathleen Slate	Nilton Triche	Ted Cordova
Edward Soto	Kathy Alpers	Norma Pompa	Terri Judah
Edward T. Rodriguez	Kathy Macha	Olivia Echavarría	Terri Judah
Elsa Franco	Kathy Navarrete	Pamela Whetham	Terry Capell
Elvira Chavez	Kelli Barta	Pat Charlet	Theresa Martinez
Emily Hepler	Kennie Ryan	Patricia Navarrete	Theresa Olivo
Erma Turner	Kim Martinez	Patsy Hinojos	Therese Rodriguez
Evangelina Parra	Kristi Naylor	Patsy Rodriguez	Thomas Hollis
Fay Campos	Laura Garcia	Patti Janes	Tiffany Thomas
Felicia Hill	LaVern Shan	Paul Dorado	Tom Whitten
Fernando Gonzalez	Lee White	Phillip Dodson	Tonya Carrell
Flora Esquibel	Leroy Marzett Jr.	Phyllis Muhovich	Tracy Frances
Frances McCoy	Libby Johnston	Priscilla Lopez	Truth LaClair
Gaytha Stark	Linda K. Pruit	Rawnie McKibben	Vicki Neighbors
Geraldine L. Franco	Linda Lopez	Reyes Franco	Vickie Galbraith
Gerry Frye	Linda Mitchell	Rhonda Graham	Vickie Gates
Gina Duran	Linda P. Payanes	Rita Howerton	Vicky Cooke
Gladys Sanchez	Linda Palma	Robert Cope	Victor Rubio
Gregoria Luna	Linde Merry	Robert Corazzi	Vivian L. Allen
Heather Burton	Linger N. Stearns	Roberta York	William Kingston
Helen Q. Salmon	Lisa Dingler	Robin Hinesley	Zelma Lopez
Helen Rodriguez	Lisa McKinney	Robin Smith	
Jalan Padilla	Loyce Gentry	Ron Christopherson	

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.

United Way of Carlsbad & South Eddy County
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Carlsbad, NM 88220
575-887-3504
www.unitedwayofcarlsbad.org

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.