

Annual Report 2012

THANK YOU

The United Way of Carlsbad & South Eddy County (UWCSEC) would like to thank you for taking a moment to read the 2012 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 2012 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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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.

Summary of Income and Expense

September 1, 2011 through August 31, 2012

Support & Income

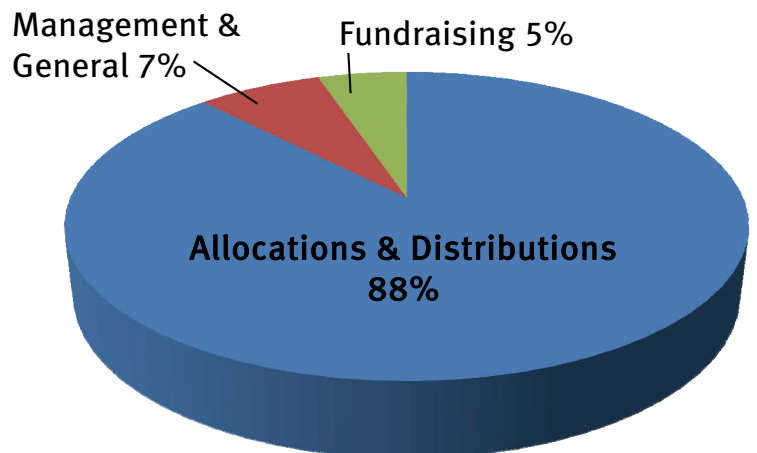
Contributions	\$ 753,254.00
Other Income	\$10,457.00
Investment Income	\$1,984.00
Total Support	\$ 765,695.00

Expenses

Program services	
Allocations & Distributions	\$ 605,445.00
Supporting Services	
Management & General	\$ 48,396.00
Fundraising	\$ 34,567.00
Total Expenses	\$ 688,408.00

Change in Net Assets	\$ 77,287.00
Net Assets at Beginning of Year	\$ 567,317.00
Net Assets at End of Year*	\$ 644,604.00

FY 2012 Expenses



*United Way of Carlsbad & South Eddy County, by policy, maintains 4 reserve funds: 6 mos. agency allocations, 6 mos. operating reserve, emergency building reserve fund, capital improvement fund.

2012 Volunteer Leadership

Governance

Governance is provided by an active Board of Directors, including a six-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 2012 Board Chairperson is Erica Ellis, an attorney with Ellis Law Firm.

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:	Erica Ellis, Ellis Law Firm
Incoming Chairperson:	Lori Elyasevich, Home Care Connection
Secretary:	Kirstin Carlson, UWCSEC
Treasurer:	Kathi Smith, Carlsbad National Bank
Member at Large:	Wendy Stanley, Carlsbad Medical Center
Past Chairman:	Jon Tully, City of Carlsbad

Board of Directors

Aaron Jones, Print by Design	Kathi Smith, Carlsbad National Bank
Alan Duncan, Carlsbad Medical Center	Kyle Marksteiner, Ad Venture Marketing
Bob Cullum, Nuclear Waste Partnership LLC	Lori Elyasevich, Home Care Connection
Cathy Goad, Intrepid Potash, Carlsbad	Michael Stanley, Mosaic Potash, Carlsbad
Erica Ellis, Ellis Law Firm	Scott Goodale, Mosaic Potash, Carlsbad
Felicia Hill, CMO Services	Shane Hendrickson, Nuclear Waste Partnership LLC
Fran McCarthy, Carlsbad Municipal Schools	Tonk Chester, Mosaic Potash, Carlsbad
Jim Grantner, Retired City of Carlsbad	Wendy Stanley, Carlsbad Medical Center
Jon Tully, City of Carlsbad	

UNITED WAY OF CARLSBAD & SOUTH EDDY COUNTY



THANK YOU

FOR GIVING. FOR ADVOCATING. FOR VOLUNTEERING.

Finance & Allocation Committee

Chair: Kathi Smith, Carlsbad National Bank

Members: Jon Tully, Erica Ellis, Fran McCarthy, Cathy Goad, Jim Grantner, Felicia Hill, Alan Duncan

Special Events Committee

Chair: Wendy Stanley, Carlsbad Medical Center

Members: Alan Duncan, Bob Cullum, Erica Ellis, Felicia Hill, Kathi Smith, Kyle Marksteiner, Lori Elyasevich, Michael Stanley, Scott Goodale

2012 Campaign Cabinet

Education Division Chairperson

LaVern Shan

WIPP Chairperson

Shane Hendrickson

Potash Co-Chairpersons

Tonk Chester

Cathy Goad

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.

VISION

United Way of Carlsbad & South Eddy County envisions a world where all individuals and families achieve their human potential through education, financial stability and healthy lives.

Imagine a world that fosters hope and opportunity for everyone. A world where...

- All children receive a quality education that offers a pathway to a brighter tomorrow.
- The cycle of poverty and financial dependence ends, and productive livelihoods begin for even the most disadvantaged.
- Communities not only set significant and measurable goals to advance these fundamental elements of human development, but achieve them.

ADVANCING THE COMMON GOOD 2012 ACCOMPLISHMENTS

EDUCATION

United Way is working at critical points along the school spectrum to ensure the academic success of youth. This mobilization of resources is creating hope and opportunity for youth who are better prepared to succeed.

2012 EDUCATION ACCOMPLISHMENTS

368 children were identified as needing developmental services through the **CARC Child Development Center**.

37% fewer children needed Individual Education Plans (IEP) when they transitioned to the school system thanks in part to services they received through **CARC Child Development Center**.

Boys & Girls Club of Carlsbad provided 155 homework assistance sessions.

97% of the members of the **Boys & Girls Club** passed to the next grade.

Girl Scouts provided 20 school-based programs to young girls in Carlsbad.

South Eddy County **Boy Scouts** earned 795 merit badges in various life skills areas.

2012 INCOME ACCOMPLISHMENTS

151 adults learned to read, write and speak English through the **Carlsbad Literacy Program**.

2 out of 3 families served by the **Carlsbad Transitional Housing & Homeless Shelter** program obtained employment within 6 weeks and maintained it through completion.

35 people with development disabilities were employed in the community with help from **CARC Supported Employment**.

1,786 household received over 149,000 pounds of food through the **Calvary Assembly of God's Mobile Food Pantry**.

INCOME

United Way understands the local economy and is working with individuals and employers to create a stronger community. Through our efforts, individuals are seeing success and communities are being impacted by improved financial stability.

HEALTH

United Way understands the socioeconomic factors that influence health outcomes. Through improved individual awareness and information, United Way is helping individuals in our community improve their health.

2012 HEALTH ACCOMPLISHMENTS

CASA provided 90 hours of training to volunteers to help them better assist and advocate for abused and neglected children.

The **Battered Families Shelter** spent over 62 hours assisting with crisis intervention.

5,310 days of residential shelter was provided to victims of domestic violence at the **Battered Families Shelter**.

Children and teens participated in 77 sessions of the SMART Moves prevention program held at the **Boys & Girls Club**.

Kids' Safehouse conducted 167 forensic interviews to children suspected of being sexually assaulted.

95% of those surveyed by the **Kids' Safehouse** reported feeling less overwhelmed and more capable of dealing with the child's disclosure of abuse and the current situation.

UNITED WAY OF CARLSBAD & SOUTH EDDY COUNTY



2012 TOP BUSINESSES & CORPORATIONS

PLATINUM

Mosaic Potash
Intrepid Potash
Nuclear Waste Partnership, LLC
Constructors, Inc.
Carlsbad National Bank
Carlsbad Medical Center
Western Commerce Bank

Forrest Tire
Landsun Homes
Sandia National Labs
Xcel Energy
Carlsbad High School
BES Rental & Sales
Sunset Elementary

\$2,000 & ABOVE

Early Childhood Education Center
NMSU-Carlsbad
NM Gas Company
Yates Petroleum
Joe Stanley Smith
Community Action
WRES

GOLD

CMS Administration
Burba Cole & Overstreet
Pioneer Bank
Carlsbad Battered Families Shelter
Monterrey Elementary
Craft Elementary School

P.R. Leyva Middle School
UPS
Pate Elementary
Riverside Elementary
SM Stoller
Eddy County

\$1,000-\$1,999

Hillcrest Elementary
Carlsbad Downtown
Lions Club
Devon Energy
Pardue Limited Company
Stevens Inn

SILVER

CARC, Inc.
Alta Vista Middle School

Jefferson Montessori Academy
Puckett Elementary

\$750-\$999

CMS Warehouse
The Mine Supply Company

BRONZE

Emmitt Smith
Dunagan & Associates

IBM
Taylor Water Well Service

\$500-\$749

Carlsbad Elks Lodge #1558

PEWTER

CMS Special Education Dept.
CMS Technology Dept.
ERA/Montgomery
AWARE Program

Jones, Kluesner & Day
Joseph Hanttula, CPA
Guaranty Title
ConocoPhillips

\$250-\$499

Bamboo Garden Restaurant
Kids' Safehouse of Eddy County
Wal-Mart

UNITED WAY OF CARLSBAD & SOUTH EDDY COUNTY



DONOR RECOGNITION

PLATINUM

Mr. & Mrs. Robert Forrest
Don Purvis
Timothy Rotert

William Boyer
Tonk Chester

GOLD

Terry & Gerry Frye
John Overstreet
Greg Borden
Mark Lammers
Randy & Carolyn Logsdon
Michael G. Stanley
Val K. Cannon
Ernie Carlson
Don Sexton
Don Kidd
Tracy Francis
Dale & Kathy Hood
Ralph Ramstetter
Mr. & Mrs. Charles Cable
Michael Cleary
Mr. & Mrs. Dick Forrest

Roy Torres
Patrick Carrillo
Michael E. McLean
James L. Johnson
Robbie C. Slusher
Harrell D. Mathews
Philip Paul Brown
Ric Serrano
Michael J. Ackman
Joe L. Carrasco
Wendy D. Hammett
Donald T. Morrow
Russell A. Yates
Kevin W. Brown
Sarah Gonzales
Odin L. Nelson

SILVER

Jerry Pierce
Rachelle Thompson
Steve A. Gamble

Roberto Lopez
William T. Briggs
Danny & Roberta York

BRONZE

Rey Carrasco
Steve Offner
Tammi McDonald
Chad Campbell
Joseph Cheatham
Neil Dixon
Alan Duncan

Jamie Duncan
Cathy Goad
Nicholas Muloshi
Claude V. Powell Jr.
Tommy Reynolds
Dennis Wilken
LaDawn Campbell

\$2,000 & ABOVE

Dave & Susan Honeyfield
Mr. & Mrs. Robert Baldridge

\$1,000-\$1,999

Christopher Mathews
Joseph A. Garrett
Aaron Baiza
Jimmie R. Johnson
Aron & Tamrah Ortiz
Tommy Vasquez
Will & Jasmine McCauley
Christa G. Estrada
Jesse W. Boyd
John D. Anderson
Alan C. Fernandez
Nicholas Flores
Michael P. Goad
Ken & Joan Peeper
Gary & Sharleen Strong

\$750-\$999

Jason & Robin Rhodes
Mike & Becky Sensibaugh

\$500-\$749

John Giblin
Jeff Knox
Leslie A. Lewis
Donavan Mager
Paul J. Paneral
Adan M. Pena
James Sparks

UNITED WAY OF CARLSBAD & SOUTH EDDY COUNTY



Linda Pruett
Daniel Arrington
Donnie Baker
Suzanne Ballard
Jesus Barriguez
Casey Buff
Robert Burdine
Roy Carrasco
Richard Davis III
Eric Espinoza
Bobby Forrest
Richard & Susan Forrest
Ferdinand Garcia
Francie Gordon
Jerry Granger
Lloyd Higgins
Jill Holt
Phillip Howell
James Kertis
Justin Kirkes
Brian & Dina Marshall
Shawn & Susan Martin
Julian Martinez
Manuel E. Montoya
Mary Ann Mullins
Toribio Murillo Jr.
Jennifer Nicholas
Selena Palanca
Christina Post
Mellie Rodriguez-Cannady
Judy D. Seal
Anne Shoemaker
Roger Tiffner
Ruben Vasquez
Jackie Webb
Paul Wilmot
Linda Palma

Robert Barnes
Larry Coalson
Mr. & Mrs. Joe Epstein
Richard & Dixie
Godfrey
Mr. & Mrs. Gene
Harbaugh
Mr. & Mrs. John Heaton
Mr. & Mrs. Lane Martin
Hazel V. Pardue
Raymond F. Peters
Brant Cottingham
Joe & Gayleen Carrasco
JB Underwood
Steven & Kathleen Smead
Martin G. Hernandez
Tommy Duarte Jr.
William C. Hutchison
Joan M. Carter
Donna N. Lawson
Joe L. Hernandez
Kelly W. Allen
Danny S. Melendrez
Jimmy S. Carrasco
Freddy J. Garcia
Christopher A. Allen
Chris Anaya
Glen Wages
Justin Medina
Tim & Llasa Micinski
John Ramirez
Eddie Romero
George C. Hughes
Manuel B. Lopez
Jeff McKillip
Jake W. Tipton
Gilbert A. Castillo

Joel E. Carlton
Tiffany M. Ramirez
Zachery H. Roberson
Paul E. Mager
Linda S. Baltzell
Trine R. Carrasco Jr.
Josue Leija
Christopher Vasquez
Santiago Carrasco
Edwin Colon
Ramey & Kathy
Graziano
Randall H. Brown
William Brown
Jason & Constance Tate
William W. Weldy
Luell D. Meadows
Chris Rodriguez
Gina A. Smith
Brian Wright
Richard M. Carrasco
Guillermo M. Gomez
Genaro J. Hernandez
Brandon A. Lawler
Dale A. Arnold
Steve D. Barnes
Shawn & Candace
Calloway
Mario Dominguez
M.J. Dorado
Shawn F. Downing
William J. Goeke
Juan M. Gutierrez
Chance Harris
Jose & Nikki Juarez
Eric & Amber Madrid
Doyle D. Magby

UNITED WAY OF CARLSBAD & SOUTH EDDY COUNTY



Richard L. Mathews
Joel S. Onsurez
Jay Rhodes
Elesio C. Rodriguez
Elizabeth Rodriguez
Robert L. Trujillo
Tony R. Trujillo
Lewis D. Willis
Gary K. Yerby
Dana J. Chavez
Lupe Chavez
Aaron H. Franco
Rachel N. Garcia

Kenneth M. Willis
Chad James Humke
Tony Hunter
David J. Sedillo
Elliot Uresti
Jennifer L. Macias
Zack Palen
Kevin L. Cummins
Jeffrey S. Cox
Jesus B. Dela Cruz
Cindy Dunn
Robert T. Granger
Dale A. Harris

Tammy J. Harris
Peter Pavlik
David & Daisha Vaughn
Robert L. Trujillo
William L. Vera
William W. Clifton
Thomas E. Meadows
Mila McCutchen
JA McLemore
Richard Chavez
Ronald Galbraith

PEWTER

Aaron Marrs
Alan Pistole
Allen Brininsool
Angela M. Johnson
Angie Vickrey
Annessa B. Branaman
Anthony Maldonado
Antonio Chavez
Arthur Cisneros
Aurelio Calderon
Barbara Kouba
Beth McCormick
Betty Egbom
Bill Bartlett
Bill B. Davis
Blas Castaneda
Bob Pressett
Bobbie Eaton
Bobby Sims
Bonnie B. Barnes
Brian Dobson
Brian Haeck
Brian Nicholas
Candace Rein
Carl Bryant

Catherine Nesser
Cecil Henderson
Charles Burkham
Chris Martinez
Christian Duran
Christopher Duncan
Christopher Rohde
Clifford R. Howard
Clorissa Osborn
Corey Strieby
Cory Burnett
Daniel Wilson
Daniel O. Ramirez
David Phillips
David Shores
David Shoup
David L. Sampler
Denice Peterson
Dennis Hellon
Dennis N. Cook
Don Owen
Donnie Gossett
Doug Young
Douglas Eastin
Wesley Boatwright

\$250-\$499

Ed Hess
Ed Yopp
Elizabeth Easley
Ernesto Torres
Estela Osborne
Fabian T. Carrasco
Farok & Cynthia Sharif
Fran McCarthy
Frank Navarrette
Frank O. McKenna
Gabriel Brown
Gail Carter
Gemma Ferguson
George R. Cullum Jr.
Greg Bruce
Gurrero Reyez
Harrell Markham
Hector Jimenez
Hector S. Olivas
Eddy Parra
HW Bellows
Iris Hartsock
Isaac Campos
Isaac Hernandez
Jack L. Dickson

UNITED WAY OF CARLSBAD & SOUTH EDDY COUNTY



James Daley
James Estrada
Janis C. Shoup
Janis R. Trone
Jared Beavers
Jared Walterscheid
Jeffrey Gordon
Jennifer Hendrickson
Jesus M. Rodriguez
Jimmy Neatherlin
Jocelyn T. Hensley
Joe Dunlop
Joe Perez
Joel Stanley
John Brazeal
John Switzer
John Vandekraats
John Wright
Johnny Colvin
Jonathan Putman
Joseph V. Fierro
Joy Cooksey
JP Jones
Juilo Leija
Justin Chase
Karrie Jane Lynn
Kathy Hernandez
Kena C. Thompson
Kenney Rayroux
Kim Greer
Larry Johnston
Laura Garcia
LaVern Shan
Lawrence M. Rainwater
Lee White
Leroy Ross
Linda Morehouse
Lydia Bryant Williams
Madelene B. Ferguson
Marcus Bluth
Mario Fierro Jr.

Marvin Schrock
Matthew Carper
Max Davis
Melissa Owens
Micah Callicoat
Michael Phillips
Michael Younger
Miguel Raul Jimenez Jr.
Mike Espinoza
Mike Martinez
Misti Fernandez
Nancy Rogers
Nancy F. Beard
Patricia Kantrowitz
Patricia L. Dunbar
Patrick Yeager
Paul Maxwell
Pedro Lopez
Penni Poole
Penny Martinez
Pete Cooper
Phillip Lara
Phyllip Huett
Randy Martinez
Ray A. Juarez-Gonzalez
Reyes Franco
Reynoldo Herrera
Richard Brugman
RJ Carrasco
Robert Durr
Robert Hartert
Robert Nieman
Robert E. Boatman
Roland Martinez
Roman Villarreal Jr.
Ronnie Romero
Roy Thomas
Rudy Fierro
Rudy Granger
Ruthi Corazzi
Sabas Hernandez

Samuel Creech
Samuel Tupper
Sandra White
Shilah Jordan
Stephen Thatcher
Steven Franco
Steven Schroeder
Terry Grube
Theresa Calhoun
Todd Sellmer
Vernon Dunaway
Veronica Hernandez
Wesley Thomas
William Stewart
William E. Barnhart
Yongliang Xiong
Zachary Bazyk
Zachary Walterscheid
Alexander P. Fish
Alvin Rodriguez
Andrew J. Hauser
Antonio E. Campos
Ben N. Vasquez
David C. Gordon
Doreen M. Kennedy
Eva L. Whiteaker
Jason Luna
Javier C. Sierra
Javier G. Garcia
Joe F. Najera Jr.
Joe L. Rodriguez
Jose L. Lerma
Joseph L. Hedrick
Kevin W. Pollitt
Manuel R. Mendoza
Oscar V. Franco
Robert L. Patton
Ronald R. Hatley
Ruben Parraz
Shonna L. Peterson
William Barrett

**Thank you South Eddy County for working hard to make our community a better place
for all to live. Together we can make a positive IMPACT on the future.
United Way simply would not be possible with out "U"!**

2012 ORGANIZATIONAL HIGHLIGHTS

- In January 2012, the Board of Directors voted to provide \$1,500 to the Carlsbad Fire Department for the purchase of a new “Jaws of Life”.
- In an effort to help combat the childhood obesity problem in New Mexico by fostering physical activity among school children, the Board of Directors provided \$5,000 to Loving Municipal Schools for assistance with the purchase of playground equipment.
- In March, the Board of Directors adopted a strategic plan that would take an aggressive approach to improving education in South Eddy County. 25% of dollars raised in 2012 will be earmarked for education programs targeting proficiency in Reading, Science & Math and the current 65% graduation rate.
- United Way of Carlsbad & South Eddy County volunteered to become the fiscal agent for the Eddy County Dolly Parton Imagination Library, a program that provides books, free of charge, to children under the age of 5.
- 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 thousands of spiral notebooks, backpacks, pens and pencils to local children at the start of the school year. This year, business partners contributed a whopping \$9,024.00 to the event. United Way staff, board members and community led teams 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.

Not only was United Way of Carlsbad & South Eddy County able to achieve their target of supplying 1,000 kids with school supplies, but they exceeded the goal for a total of 1,250 kids! This represented a 250% increase over the 2011 goal.

- In November, the Board of Directors approved a \$5,000 allocation to Leadership Carlsbad to be used towards the Boys & Girls Club kitchen remodel project. Upon completion, the club will be able to utilize various funding sources to provide healthy snacks and meals to children.
- December found the Board of Directors in the giving spirit as they voted to assist the Loving Outreach Program with their food distribution program in both Carlsbad and Loving.

**UNITED WAY OF CARLSBAD
& SOUTH EDDY COUNTY**



United Way of Carlsbad & South Eddy County
116 South Canyon St.
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.