

# Focus on Impact

Winter 2008

## United Way-Thomas Jefferson Area Executive Committee

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### Member at Large

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### Member at Large

**Randy Koporc**  
Regional President, Northwest  
Virginia, Wachovia Bank

Dear Friends,

In 2008, we are celebrating our 65th year of service to our local community. We were founded by the Chamber of Commerce in 1943 as the Charlottesville and Albemarle War and Community Fund. Through the years our name has changed a few times and we expanded our service area to include the counties of Planning District 10, but our mission of serving community members with the greatest need or at the greatest risk remains.

Jim Kennan, pictured here, is a long-term board member whose mother, Virginia, was this organization's executive director from 1953 to 1962. Jim has been compiling our history in a decade by decade format that we will share with the public later this year.



Jim Kennan

It is fascinating to see how the United Way's focus areas have mirrored our community's history. To read our history is to read the history of our area, and many familiar and prominent names have been part of our leadership.

We ask you to share your stories of how the United Way-Thomas Jefferson Area, Community Chest, United Givers Fund, or War and Community Fund has touched your life, whether you were in a leadership role, received a service through us or were involved in a fundraising campaign. Please email Kim Connolly at [kconnolly@unitedwaytja.org](mailto:kconnolly@unitedwaytja.org) or mail your story to us at 806 East High Street, Charlottesville, VA 22902. Be sure to include your contact information.

Because, after all, the United Way-Thomas Jefferson Area is about people and making a positive impact on the lives of people in our community.

Cathy Smith Train  
President

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## Awards of Excellence Nominations

The public is often unaware of the outstanding leadership behind our area's nonprofit community, so last year the United Way-Thomas Jefferson Area publicly recognized and celebrated the professionals and boards of directors behind many of our best-run nonprofit organizations.

We were delighted with the community's response to the 2007 United Way Awards of Excellence. Our awards dinner, with keynote speaker Governor Mark Warner, was a huge success in recognizing our 2007 nominees and award recipients: Gordon Walker of JABA, and the Board of Directors of the Charlottesville Free Clinic and the Building Goodness Foundation.

We are pleased to announce the second annual Awards of Excellence in Nonprofit Board Governance and Nonprofit Leadership, presented to local nonprofit leaders for outstanding achievement in the management, leadership and governance of their organizations.

The Excellence in Nonprofit Board Governance nominations, underwritten by SunTrust Bank, will again be reviewed by a panel of local citizens chaired by Leonard Sandridge, Executive Vice President and COO of the University of Virginia. The Excellence in Nonprofit Leadership nominations, underwritten by Hantzmon Wiebel, will be reviewed by a panel chaired by Jim Haden, President of Martha Jefferson Hospital. The organization of each award recipient will receive a \$2,500 cash award.

Nominations for both awards are due no later than Thursday, February 21, 2008. Nomination forms are available at [www.UnitedWayTJA.org](http://www.UnitedWayTJA.org). Organizations that intend to apply are requested to contact Jon Nafziger at the United Way at [jnafziger@unitedwaytja.org](mailto:jnafziger@unitedwaytja.org) or 434.972.1713 as soon as possible.



Governor Mark Warner, keynote speaker at 2007 United Way Awards of Excellence dinner.

United Way-Thomas Jefferson Area brings together community leaders, nonprofit organizations, volunteers and businesses to assess and focus on the most pressing needs and those at greatest risk in our community. We mobilize the resources—human, technical and financial—to attack the root causes of these needs. That is how we make life better...right here at home.

Our community impact focus is on four areas:

Successful **Kids**  
*in* **Strong Families**

Access to  
**Health & Wellness**

Achieving  
**Self-Sufficiency**

Strengthening  
**Community**

## Be An Incredible Family: VOLUNTEER! Contest

Tell us how your family volunteered this past year or during the holiday season and you'll be entered to win great prizes from Disney/Pixar and have the chance for your family to be highlighted on NBC29, Lite Rock Z95.1 or in *AlbemarleFamily* magazine. Visit our Volunteer Center website [www.BeAVolunteer.info](http://www.BeAVolunteer.info) for more information.

We want to hear your stories and see photos from your volunteer experience. Send us an email at [incrediblefamily@unitedwaytja.org](mailto:incrediblefamily@unitedwaytja.org) with a story about how your family volunteered this holiday season or during 2007. Include pictures, quotes from your family members, and maybe what your family learned during the experience. We'd also like to know if this was your family's first time volunteering or if this is a regular activity for you. Please include the parents' or guardians' names, children's names and ages, mailing address, email address and phone number.

When we receive your entry we will send a confirmation email and will mail you *Incredibles* temporary tattoos and stickers as a small thank you for the gift you've given our



community. The first 150 entries will also have the opportunity to claim an *Incredibles* collector tin. From the entries we receive, 35 families will have the opportunity to win the *Incredibles* DVD. We will highlight 7 families per week for four weeks on our website beginning in February. Those families will win a DVD. In addition, 5 more families will be our grand prize winners with the opportunity to be highlighted on NBC29, Lite Rock Z95.1 and *AlbemarleFamily* magazine.



### February 1 – 12, 2008

Add some excitement to your Valentines Day shopping! Participate in our All Around Town Auction and visit local businesses to place your bids.

Thank you to the following businesses for donating goods and services that include dinner for 8 in your home, a spa package, jewelry, sporting goods and a month's parking downtown in the Water Street garage. All proceeds benefit the United Way-Thomas Jefferson Area toward furthering our mission to serve those at the greatest risk and with the greatest need.

815 Inc.  
AAA Mid Atlantic  
All Around Tan  
Attitudes Salon  
Baja Bean  
Blue Ridge Mountain Sports  
Boars Head Inn Store  
Builder's Lighting LLC  
Carriage Cleaners

Charlottesville Parking Center  
Duraclean  
Five Guys Burgers and Fries  
Jefferson Engraving  
Mary Kay Cosmetics  
Order from Horder  
Premier Designs Jewelry  
Quilts Unlimited  
Renew Day Spa  
Rivanna Gear & Apparel

Sage Moon Gallery  
Second Bank & Trust  
Second Bank & Trust  
Second Bank & Trust  
Stone Creek Village  
Universal Video  
Virginia Discovery Museum  
Volvo of Charlottesville  
Wainwright Tile & Stone

To find out more about the auction, learn bidding locations and updates on participating businesses and items up for bid, visit our website at [www.UnitedWayJTA.org](http://www.UnitedWayJTA.org).

## Books, Books, Books!

### *Smart Beginnings Initiative Encourages Family Reading*



**Families received these books in either English or Spanish**

The Smart Beginnings initiative that helps prepare children for kindergarten distributed over 600 children's books in English and Spanish to families and local nonprofits in December. These specially designed storybooks from Third Week Books include photos of parents reading to children, and are written to capture infants' and toddlers' imagination while encouraging families to read together.

Smart Beginnings distributed the books to the Infant Development Project, Jefferson Area CHIP, Children, Youth & Family Services and United Way's Child Care Scholarship Program.

Smart Beginnings is an initiative of the Charlottesville/Albemarle Partnership for Children. Thanks to additional funding allocated by Virginia Early Childhood Foundation, Smart Beginnings has increased local services and resources to organizations and families for infant and toddler development and is providing additional family literacy kits and parent educational materials and resources in English and Spanish.

## New Community Resource Guides Available

The United Way's *Quick Guide to Family Resources* has been updated and is available online at [UnitedWayTJA.org](http://UnitedWayTJA.org) and at our office at 806 East High Street, Charlottesville. The *Quick Guide* is designed to improve access to essential services for local residents in need. We also have a Spanish language guide available that lists community organizations with Spanish speaking staff.

## You Earned It, You Keep It

### *Take advantage of free tax help and credits*

It is time to think about taxes.

Did you know that rapid refunds can cost \$300 to \$800 of your refund?

If you earned less than \$39,000 in 2007, you may qualify for the Earned Income Tax Credit and free tax preparation help. There are many free tax preparation sites in the area that can help you have your refund deposited to your bank account within two weeks of filing. The refund can be put aside to help build a savings account for buying a home or paying for education.



Remember: you earned it, you keep it!  
Call 434.972.1703 to find free tax preparation locations in your county.

# Thank You

We are fortunate to have many local businesses that are committed to strengthening our community. The United Way recognizes the following businesses, groups and individuals for their support this fall.

- ▲ **Comcast Cable**  
For interviewing Cathy Train for their *Newsmakers* series.
- ▲ **WVIR NBC29**  
Our television partner in our “Be An Incredible Family: VOLUNTEER!” promotion.
- ▲ **Lite Rock Z95**  
Our radio partner in our “Be An Incredible Family: VOLUNTEER!” promotion.
- ▲ **AlbemarleFamily**  
Our print partner in our “Be An Incredible Family: VOLUNTEER!” promotion.
- ▲ **Target Stores**  
For donating 25 holiday trees to those in need in our community.
- ▲ **Enterprise Rent-A-Car**  
Justin Kinsey and Holly Crews donated their time and a cargo van to transport donated holiday trees from Target to Hope House and the Westhaven Community Center.
- ▲ **Charlottesville Radio Group**  
For their continued support of the United Way Volunteer Center through their Community Awareness Grant.



## We Have a Blog!

Check out our new blog, *Living United* via our web page [www.UnitedWayTJA.org](http://www.UnitedWayTJA.org).

We are new to blogging and would love to hear your comments as we post our thoughts about local and national news stories and how they relate to our mission and focus areas.

## Welcome New Staff

**Helen Bartee** is blazing the trail as our first Medication Assistance Caseworker, helping individuals complete paperwork and navigate the application process for free prescription medications from national pharmaceutical companies. Through a recent *Rx Relief Virginia* grant from the Virginia Health Care Foundation and funding from Martha Jefferson Hospital, the United Way has formed a partnership with the hospital, Region Ten Community Services Board and the Charlottesville Free Clinic to help uninsured people receive the prescriptions they need.

Helen works on-site with the health care providers to help uninsured clients receive medications for chronic illnesses.



**Helen Bartee,**  
Medication Assistance Caseworker

Helen, a resident of Palmyra, is earning an Associates Degree from PVCC in Administrative Assistant Technology and previously worked as a pharmacy technician at Eckerd Pharmacy in

Charlottesville. She has seen firsthand the need for free medications for those who are uninsured and the elderly on fixed incomes. “The cost of medication rises each year. A lot of people go without their medications because they can’t afford it. I feel lucky to be in a position where I can help,” said Helen.

As of this printing, 28 patients have been helped with 46 prescription requests valued at \$23,797. To date, 18 medications have been received, valued at \$7,829. “Helen has really hit the ground running and gotten *Rx Relief* off to a great start,” said Jon Nafziger, United Way Vice President for Community Initiatives. “She is very committed to helping uninsured people get the medicine they need, and her experience is a great asset to the program.”

Helen can be contacted at 434.972.1701.

## Wish List

If you can help us purchase any of these items, please contact Lisa Frazier, Director of Finance, at 434.972.1701 or [lfrazier@unitedwaytja.org](mailto:lfrazier@unitedwaytja.org).

- Adobe Creative Suite Pro \$515 with our nonprofit discount

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- Brother HL-5250 Laser Printer \$250

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- Dell E157FP 15-inch Flat Panel LCD Monitors \$194 each – need two

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- New hanging outdoor signs for our building that comply with historic district design standards

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- Memorex 20X External Double-Layer DVD Drive with LightScribe \$99.99

## Do You Know An Exceptional Student Volunteer?

United Way-Thomas Jefferson Area is presently accepting nominations for our Student Service Awards that recognize exceptional high school students for their outstanding commitment to our community through volunteerism or service-learning. Students from each public and private high school in Charlottesville and Albemarle are eligible to receive the award.

Nominations are accepted until March 19 from citizens, nonprofit organizations, public agencies, schools, religious organizations and by the students themselves. The judging panel is composed of members of the Commission on Children and Families Youth Service Work Group. For nomination criteria, go to [www.UnitedWayTJA.org](http://www.UnitedWayTJA.org) to download the forms.

# The Way We Were – 1943

In June of 1943 the world was at war. While the Allies were blocking Japanese expansion, and were mounting an offensive against German forces across three continents, the end of the war was nowhere in sight. With sons and daughters overseas, people in Charlottesville and Albemarle supported the war effort in a number of ways—collecting scrap metal and rubber, buying war bonds, donating funds. The workers at the Frank Ix plant made parachutes, and won an Army and Navy “E” award for excellence. But, despite worry about the conflict abroad, Charlottesville thought about needs at home, too. Chamber of Commerce minutes record the birth of the community fund that would become the United Way-Thomas Jefferson Area: The Charlottesville and Albemarle



War and Community Fund, which was described as a “combined Community Chest and War Fund”. The 1943 War and Community Fund Goal was \$73,685, with \$32,800 to go to war relief efforts, and \$40,885 for ten community “Red Feather” agencies, funding both capital and operational expenses for the agencies. Some sixty years later, Timothy Hulbert, the President of the Charlottesville Regional Chamber of Commerce, would remark to the 500 attendees at the Chamber’s 2003 Annual Dinner that the establishment of the War and Community Fund was “the most significant Chamber of Commerce initiative of the 20th Century.”

## United Way Staff

Cathy Smith Train, *President*  
 Caroline Emerson, *Vice President and Campaign Director*  
 Jon Nafziger, *Vice President for Community Initiatives*  
 Helen Bartee, *Medication Assistance Caseworker*  
 Kim Connolly, *Director of Marketing and Communications*

Lisa Frazier, *Director of Finance and Administration*  
 Leah Hill, *Community Services Specialist*  
 Miriam Rushfinn, *Smart Beginnings Coordinator*  
 Alaina Schroeder, *Data Manager*  
 Martha Trujillo, *Information and Referral Specialist*  
 Shaele Wood, *Volunteer Center Director*

## Yes, I want to help the United Way make life better right here at home.

**United Way**  
**Thomas Jefferson Area**

806 E. High Street  
 Charlottesville, VA 22902

Telephone: 434.972.1701  
 Fax: 434.972.1719

[www.UnitedWayTJA.org](http://www.UnitedWayTJA.org)  
[www.BeAVolunteer.info](http://www.BeAVolunteer.info)  
[www.DayofCaring.info](http://www.DayofCaring.info)

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Daytime Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Employer \_\_\_\_\_

**My Gift to the United Way: \$ \_\_\_\_\_**

My check/cash is enclosed (*please make check payable to United Way*).

Please charge my gift to my credit card: VISA or MC# \_\_\_\_\_ Exp. \_\_\_\_\_

Please bill me for my gift:  One time  Monthly  Quarterly Start Date \_\_\_\_\_

Please deduct my gift from my bank account (*please attach a voided check*).

I'd like to transfer stock to the United Way (*please estimate value of stock on line above; we will contact you to arrange transfer*).

I would like to be recognized as a member of the United Way Presidents Circle with my gift of \$1,000 or more.

I would like information about including a gift to the United Way in my will or setting up a charitable remainder trust.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Fall 2007

## Target “Share A Tree” Program

Can you imagine Christmas without a Christmas tree? For low income families, the cost of a tree can be out of reach. Target stores nationwide donate decorated holiday trees to local United Ways that deliver the trees to families in need as well as to partners such as shelters and community centers.

This is the 17th consecutive year Target has donated holiday trees, and the second year for the local Target store. This year the store donated 25 trees used in store displays. Three were fully decorated and ranged from 3.5 to 9 feet tall.

These trees are the “gift that keeps on giving” year after year as families can re-use them. This year, a fully decorated tree was given to a family staying at the Hope House, a transitional housing program serving families through MACAA. The rest were delivered to the Westhaven Community Center, where families identified by the Public Housing Association of Residents picked them up.

Special thanks to Justin Kinsey and Holly Crews of Enterprise Rent-A-Car for volunteering their time and the use of a cargo van to pick up and deliver the trees to help families have a merry Christmas.



**United Way**  
**Thomas Jefferson Area**  
 806 East High Street  
 Charlottesville, VA 22902

Non-Profit  
 U.S. Postage

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Charlottesville, VA  
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