



LIVE UNITED

I DO. DO YOU?



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United Way of Lake County

www.uwlc.org

2011 Board of Directors

| Board Chair | Members at Large |
|---|--|
| Steven Roszczyk, former The News-Herald Publisher | Todd Alishusky, Sheet Metal Workers Local #33 |
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| Gregory P. Lieb, The Lubrizol Corporation | Thomas W. Benda, The Lubrizol Corporation, retired |
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| Richard D. Cicero, Lake Health | Joseph A. Cocozzo, The News-Herald, retired |
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| Kevin Lynch, AT&T | Michael P. Hanlon, Jr., Ph.D., Painesville City Schools |
| Panel Chairs | Elizabeth Harwood, STERIS Corporation |
| Jacqueline Hoynes, Ph.D., Superintendent, Mentor Public Schools | Rev. Jeffrey J. Jemison, St. John Baptist Church |
| Ray Kirchner, Jr., City of Mentor | Robert Lee, Lincoln Electric |
| Kay Malec, RN, DAE, Community Volunteer | John L. Petric, The Lubrizol Corporation |
| Rita McMahon, City of Painesville | Thomas W. Ruffner, Villa Beach Communications |
| William J. Horvath, Community Volunteer (Agency Representative) | Ray Somich, WELW/Spirit Media |
| Thomas Roseum, TASCOS, Inc. (Agency Representative) | Jodi Littman Tomaszewski, Esq., Dworken & Bernstein |
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2011 Campaign Cabinet Chairs

Campaign Chairs

Jacqueline Hoynes, Ph.D., Superintendent, Mentor Public Schools
Kevin Lynch, AT&T Ohio

Communications - Newspapers Co-Chair

Tricia Ambrose, The News-Herald

Communications - Television

Kathie Pohl, City of Mentor

Communications - Video Chair

Dick Fraser, Fraser Video

Direct Donor - Leadership Committee - Chair

Richard J. Frey, Community Volunteer

Direct Donor - Leadership Committee

Art Baldwin, Artgo, Inc.

Dr. Paul Vanek, M.D., Vanek Plastic Surgery

Direct Donor - Residential Chair

Jim Collins, Lakeland Community College/The News-Herald

Education Division Co-Chairs

Dr. Michael Hanlon, Jr., Painesville City Schools

Deborah Hardy, Lakeland Community College

Finance Division Co-Chairs

James Hoynes, Nationwide Insurance

Gerry Merhar, Nationwide Insurance

Mike Merhar, Nationwide Insurance

Dan Wilson, Mentor Public School District

Government Division Co-Chairs

Jason Boyd, Planning Commission

Ron Graham, General Health District

Government Division - Libraries Chair

Pam Rose, Mentor Public Library

Government Division - Municipalities Chairs

Ed Kico, North Perry Village

Dave Wiles, CT Consultants

Health & Human Services Co-Chairs

Johanna Henz, Lake County Free Medical Clinic

Mike Matoney, Crossroads

Labor Chair

Todd Alishusky, Sheet Metal Workers Local #33

Associate Labor Chair

Matt Donovan, Plumbers Local #55

Large Firms Division Chairs

Gabe Rhoads, The Lubrizol Corporation

Gary Robinson, Lake Health

Rick Trivisonno, Lincoln Electric Company

Medium Firms/Manufacturing Div. Chair

Tony Mancari, Aqua Ohio

New Relationships Committee

Patricia Covell, Community Volunteer

Susan England, Hartman Personnel Services

Mitchell I. Henn, D.D.S., Community Volunteer

Kathy Herder, Winter Equipment Company

Brad Seymour, Lake County Captains

Ray Somich, Spirit Media

Kent Winter, Winter Equipment

Professional Division - Attorney Co-Chairs

Manav H. Raj, Esq., Rieth, Antonelli & Raj, LPA

Jodi Littman Tomaszewski, Dworken & Bernstein Co., LPA

Professional Division - Dentist Co-Chairs

Jacqueline Macy-Cerar, D.D.S., Macy Family Dental Practice

Chandice Richards, D.D.S., Rusty M. Albrecht, D.D.S., Inc.

Professional Division - Physician Chair

Dr. Janet Blanchard, Dr. Janet M. Blanchard, M.D.

Dr. Marianne Sumego, Cleveland Clinic Willoughby Hills

Retail Division Co-Chairs

Joe Passafiume, Giant Eagle - Madison

Cindy Shorridge, Macy's

Small Business Division Co-Chair

Bear Rupert, The Rupert Agency

Pam Trivisonno, Pam Trivisonno, CPA

Special Events Committee Chair

Cathie Moss, Lakeland Community College

Social Media Chair

Madison Bender, Lake County Visitor's Bureau

* Campaign Cabinet Membership as of August 2011



United Way of Lake County

United Way of Lake County
9285 Progress Parkway
Mentor, Ohio 44060
440.352.3166 / 440.946.7375
www.uwlc.org

Do you LIVE UNITED?

Now more than ever, it is important for our community to come together to improve the lives of our friends, families, co-workers and neighbors; much like United Way works to improve the quality of people's lives in Lake County.

United Way of Lake County delivers results.

We address the most critical, pressing, local problems and demand results.

Examples of programs we support include:

Exercise for seniors • Food and meal distribution • Counseling and treatment •
After school tutoring • Bullying prevention • Mentoring • Emergency assistance •
Shelter and transitional housing • Life skills training

United Way of Lake County is a good investment.

Your dollar goes further.

For every \$1 contributed, we leverage another \$174 in services by joining our dollars with government and private foundations to address priority issues.

United Way of Lake County is a catalyst for change.

We lead change and adapt to emerging needs.

For example, we fund a program to rehabilitate *first-time* alcohol and drug offenders through the Mentor Drug Court because we know it costs less to rehabilitate someone and has longer-lasting effects than incarceration.

Being a member of the United Way movement means being a part of something bigger than yourself.

We can assist with your coordination of a successful company campaign through training, agency speakers, special event ideas and more. Our staff and volunteers are here for you from start to finish.

Be a Part of the Change!

Together we can inspire hope, make an impact and create opportunities for a better tomorrow.

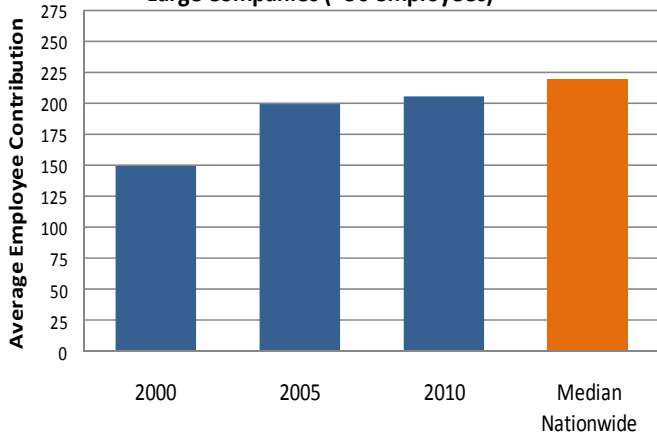


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United Way of Lake County: How We Compare Average Donation

Large Companies (>50 employees)



Last year, employees at large companies contributed an average of \$206 or \$3.96 per week.

What if donors would agree to raise their contributions by \$1 per week? This would rank Lake County, Ohio as the fourth highest in similarly sized communities, just ahead of Springfield, Illinois.

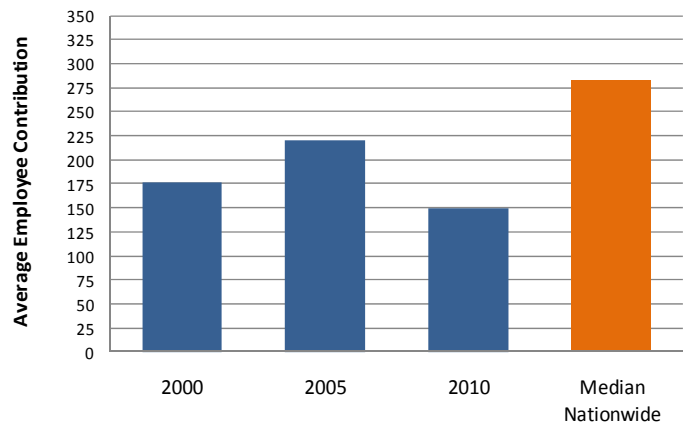
Impact on Lake County: \$283,816 new dollars to fund programs that help our neighbors in need.

Last year, employees at small companies contributed an average of \$150, a decrease of \$1.35 per week over the last five years.

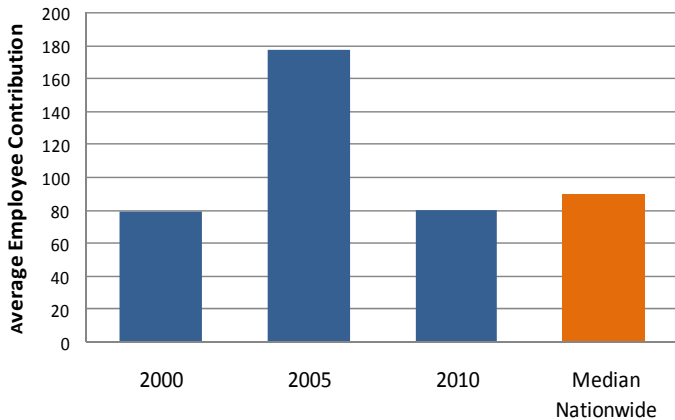
What if contributors at small companies realized that \$1 per week would not impact their own lives, but could make a huge difference to someone else's? Lake County, Ohio would then rank 17 in similarly sized communities, just edging out Benton Harbor, Michigan.

Impact on Lake County: \$28,184 new dollars to fund programs that help our neighbors in need.

Small Companies (<50 employees)



Elementary & Secondary School Employees



Last year, employees of elementary & secondary schools in Lake County contributed an average of \$80 per donor, or \$1.54 per week.

What if to meet the standard set by other similarly sized communities, each donor would agree to raise their contribution by \$1 per week? Lake County, Ohio would then rank seventh in similarly-sized communities, just ahead of Saginaw, Michigan.

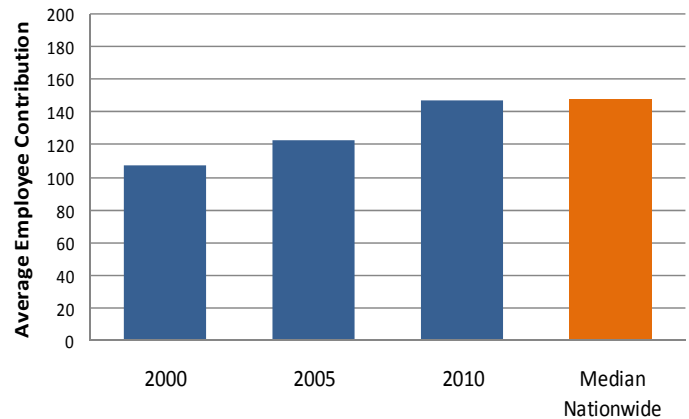
Impact on Lake County: \$11,440 new dollars to fund programs that help our neighbors in need.

Last year, employees of county & municipal governments in Lake County contributed an average of \$147 per donor, or \$2.83 per week.

What if county and municipal employees increased their pledge by only \$1 per week? Lake County, Ohio would surpass Tyler, Texas for the third highest in similarly sized communities.

Impact on Lake County: \$51,181 new dollars to fund programs that help our neighbors in need.

County & Municipal Government Employees



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United Way of Lake County: How We Compare

Percent Participation

A few new donors in each sector means hundreds of thousands of new dollars to help Lake County residents in need. Here's how it breaks down:

Large Companies (50 or more employees)

- Last year, 29% of employees holding a United Way campaign chose to donate.
- If **only 7 more employees** per company donated the average gift of \$206, United Way would receive \$115,360 new dollars to fund programs to help our neighbors in need.

Small Business (49 or fewer employees)

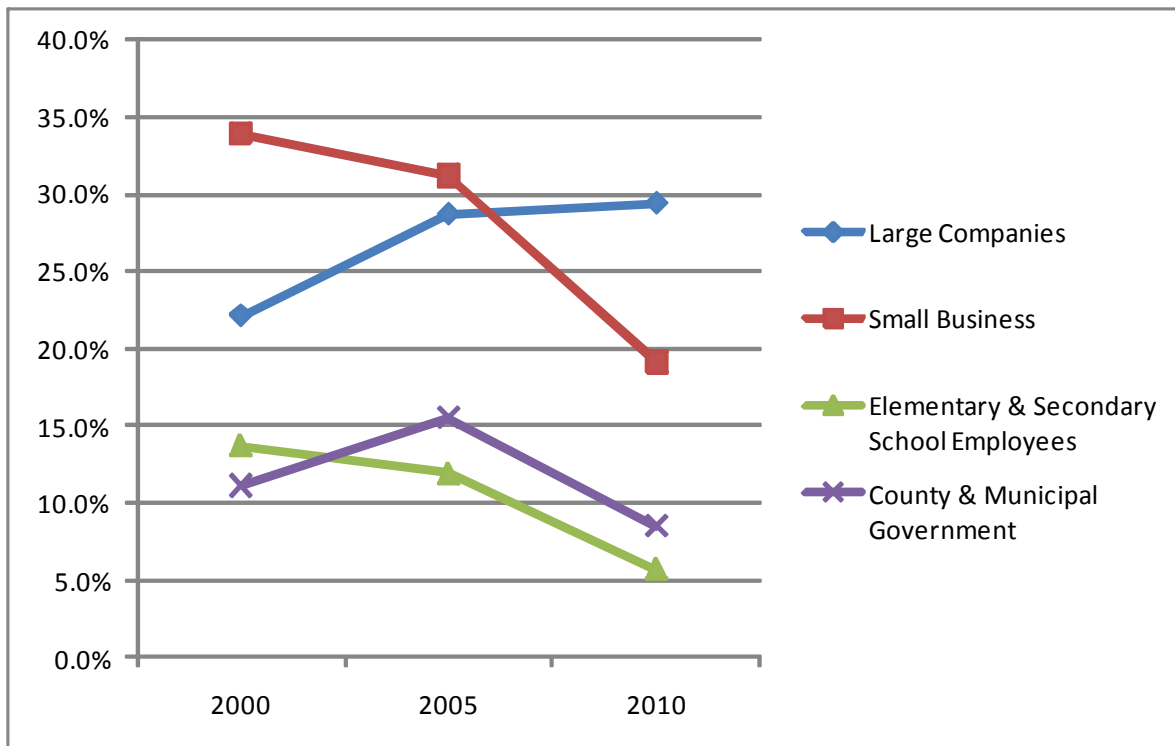
- Last year, 19% of employees at small companies holding a fundraising campaign chose to donate to United Way of Lake County.
- If **only 3 more employees** in each of those small businesses chose to donate the average gift of \$150, United Way would receive \$36,000 new dollars to fund programs that help our neighbors in need.

Elementary & Secondary Schools

- Last year, 5.7% of teachers chose to make a donation to United Way of Lake County.
- If **5 additional donors per school** gave the average gift of \$80, United Way would receive \$28,400 new dollars to fund programs that help our neighbors in need.

County & Municipal Government

- Last year, 8.5% of employees working in a county or municipal government job chose to donate to United Way of Lake County.
- If **only 8 employees in each department** would donate to United Way of Lake County at the average gift of \$147, United Way would receive \$54,096 new dollars to fund programs that help our neighbors in need.



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Steps to a Successful Workplace Campaign

Gather the right members for your Employee Campaign Committee:

Appoint someone who can lead, design and achieve a successful campaign. Motivate them to put together an employee team that will work with you, your company's leadership and the United Way staff.

Welcome the campaign into the workplace:

Make a "big splash" announcement about United Way campaign dates or ask the senior management to host the campaign kickoff.

Share your CEO message of involvement:

Let your employees know you are actively supporting the company campaign and are committed to its success. Attend campaign events. Personally ask employees to give or send a personal note. Make sure management notices employee good deeds.

Make your personal gift:

Lead by example and others will follow. Your financial commitment shows others that it is everyone's responsibility to make Lake County a better place to work and live.

Tap into United Way's experience:

Increase your team's probability of success by using the ideas and experience of United Way's staff. They have helped hundreds of companies and educated thousands of employees.

"Appointing a campaign chair who has a genuine passion for helping the community is very important. We encourage Lubrizol campaign chairs to lead and inspire others throughout our campaign.

"We provide our chair with ongoing support and encouragement—from assembling our employee team that will partner with senior leadership and United Way staff in executing the campaign through the final celebration of results and acknowledgement of everyone's efforts.

"We all work together as a team. As a result, we increased our 2010 campaign by \$17,000 new dollars, which will go directly to those who need help in Lake County."

Dave Enzerra,
Director of Social Responsibility and Public Affairs
The Lubrizol Corporation

"For the staff at Winter Equipment Company, giving back and bettering Lake County is held in the utmost regard.

"Most of our employees live, work and raise our families here in Lake County. For us, contributing time and money to United Way is less of a requirement and more of an act of personal pride.

"We believe in leading by example in the hopes that others will follow. As a result, we were able to increase our 2010 campaign contributions by more than 10 percent."

Tracey Novak, HR Manager
Winter Equipment Company



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Steps to a Successful Workplace Campaign

“Being new to the company last year and the leader for the site campaign, it was imperative we tap into United Way’s wealth of experience AND personally ask every employee to give - which was an awesome opportunity to educate everyone.

“Using that strategy, combined with an enthusiastic employee campaign committee, we obtained an increase of more than 10 percent in total contributions.”

Sapphire Wells, HR Manager
FirstEnergy

Educate your workforce:

The United Way message can be delivered in ways that fit your corporate culture and availability. Research has shown that when an employee is educated about United Way, they appreciate the message, learn valuable things like where to access services and are more apt to give.

Make it special:

By hosting a special event during your United Way campaign you inspire teamwork, raise morale and increase donations. Your management team and employees are really coming together for the common good!

Reward a job well done:

Nothing says thank you like...thank you! Your campaign team will appreciate the recognition from management and colleagues. Also make sure to thank all those who donated!

Keep it up year round:

Too often, employees feel that United Way only comes around once a year to ask for money. Help everyone understand their dollars work 365 days a year.

- **Participate in Day of Caring**
- **Run a Feed Lake County food drive**
- **Establish a New Hire program**



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The measure of United Way is not in the fundraising, but in the ways we are impacting the community—in connecting people across the region and in improving the foundations of our communities. These are the core programs our volunteers have found to be the building blocks for a solid Lake County:



| Education | |
|--------------------------|--------------------------|
| Program | Agency |
| Big Brothers/Big Sisters | Big Brothers/Big Sisters |
| Sidekick Program | Big Brothers/Big Sisters |
| Boy Scouts | Boy Scouts |
| Cub Scouts | Boy Scouts |
| Explorers | Boy Scouts |
| Volunteer Development | Boy Scouts |
| Camping | Camp Sue Osborn |
| Child Care | Child Care on the Square |
| Bullying Prevention | Crossroads |
| Scholarships | Fine Arts Association |
| Youth Enrichment | Girl Scouts |
| Youth Development | Salvation Army Citadel |
| Child Care | Starting Point |
| Devereux Program | Starting Point |
| Child Care | Lake County YMCA |
| Scholarships | Lake County YMCA |
| Teen Leadership | Lake County YMCA |
| You Go Girl/Grocery | Lake County YMCA |



| Income | |
|-------------------------|-----------------------------|
| Program | Agency |
| Emergency Assistance | Catholic Charities |
| Latino Outreach | Catholic Charities |
| Emergency Assistance | Lake County Church Network |
| Shelter | Forbes House |
| Family Development | Lifeline |
| Security Deposits | Lifeline |
| Transitional Housing | New Directions |
| Homeless Shelter | Project Hope |
| Emergency Assistance | Salvation Army Citadel |
| Homeless Drop-in Center | Salvation Army Citadel |
| Emergency Assistance | Salvation Army Service Unit |
| Senior Independence | Faith in Action |
| Housing Rehab | WR CDC |



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| Health | |
|------------------------------------|--------------------------------|
| Program | Agency |
| Infant Formula | Birthright, Inc. |
| Disaster Relief | American Red Cross |
| Military Families | American Red Cross |
| Healthy Heart | Lake Health |
| Out-Patient Counseling | Lake-Geauga Recovery |
| Residential Treatment - Women | Lake-Geauga Recovery |
| Residential Treatment - Men | Lake-Geauga Recovery |
| Counseling | Neighboring |
| Training Maximum Independence | Neighboring |
| Counseling | Western Reserve Counseling |
| Health Services | American Red Cross |
| Chronic Disease Management | Arthritis Foundation |
| Clinic Program | Free Medical Clinic |
| Prescriptions | Free Medical Clinic |
| Pediatric Dental Program | Free Medical Clinic |
| Hospice Care | Hospice of the Western Reserve |
| Financial Assistance | Kidney Foundation |
| Medication Assistance | Lifeline |
| Physical Therapy for Special Needs | Lake County YMCA |
| Youth Aquatics | Lake County YMCA |
| Congregate Meals | Lake County Council on Aging |
| Senior Exercise | Eastlake Senior Center |
| Extended Hours | Fairport Senior Center |
| Senior Exercise | Kirtland Senior Center |
| Senior Transportation | Madison Senior Center |
| Special Elders Program | Mentor Senior Center |
| Senior Visitor Program | Neighboring |
| Lunch Program | Perry Senior Center |
| Memory Class | Perry Senior Center |
| Senior Exercise | Perry Senior Center |
| Senior Exercise | Painesville Senior Center |
| Social Adult | Salvation Army Citadel |
| Senior Exercise | Wickliffe Senior Center |
| Senior Exercise | Willowick Senior Center |



A community collaborative supported by your United Way, your County Commissioners, and your ADAMHS Board.



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Your Gift Truly Makes an Impact

No other charity, locally or globally, can say they touch all walks of life. United Way of Lake County is here to help people in need.

| | Helps children | Helps senior citizens | Helps with disasters | Helps feed the hungry | You decide how dollars are spent | Money stays in Lake County |
|---------------------------------------|----------------|-----------------------|----------------------|-----------------------|----------------------------------|----------------------------|
| United Way of Lake County | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| March of Dimes | ✓ | | | | | |
| American Cancer Society | ✓ | ✓ | | | | |
| American Heart Association | ✓ | ✓ | | | | |
| Relay for Life | ✓ | ✓ | | | | |
| Juvenile Diabetes Research Foundation | ✓ | | | | | |
| UNICEF | ✓ | | | ✓ | | |

How many services benefited citizens of Lake County in 2010?

138,939

United Way of Lake County impacts two of every three Lake County residents through the diverse programs we support.



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Our Mission

To measurably improve the quality of people's lives in Lake County.