

# LIVE UNITED TODAY

## HAIR ALL ABOUT IT!

### UNITED WAY OF NORTH CENTRAL FLORIDA'S WORKPLACE CAMPAIGNS ARE A CORNERSTONE OF OUR FUNDRAISING EFFORTS.

Workplace campaigns have evolved into spirited, employee-centric events, complete with parties, contests, and lots of fun. A workplace campaign can be focused on raising money through events and collections, soliciting donations through paycheck donations, collecting material goods through drives, and/or organizing volunteer groups for community service projects.

Our workplace campaigns are in full swing right now and we'd like to mention a few that are doing some pretty cool things! Nordstrom's goal is \$9,000 with a stretch goal of \$12,000. To date, Nordstrom has met their \$9,000 goal. Their fearless leader, Pascale, volunteered to shave her head if and when they reach their \$12,000 stretch goal!

Nordstrom is not the only campaign planning for a big hair change. University of Florida's Campaign for Charities has a new challenge called "Will Fajack go Kojak?" When the UF CFO Division meets 75% participation, Matt Fajack, University of Florida vice president and chief financial officer, and United Way of North Central Florida's board chair, will shave his head on the front lawn of Tigert Hall. Yes, KOJAK style!

A BIG shout out to Publix who already wrapped up their workplace campaign – increasing their donations this year by 7 percent!

If your company is interested in running a United Way workplace campaign, please contact Dana Clayton at [dclayton@unitedwayncfl.org](mailto:dclayton@unitedwayncfl.org), or call 352-333-0846.



**Clockwise from top left:** University of Florida experiences some trouble with the law while competing in a tricycle challenge; GRU competes in the Amazing Race decked out in super hero costumes; RTI Surgical "Destination Hope" theme tugs at our heartstrings; City of Gainesville puts on a talent show; AvMed's water balloon competition

**FOR THE POWER OF ONE  
CAMPAIGN TOOLKIT, VISIT  
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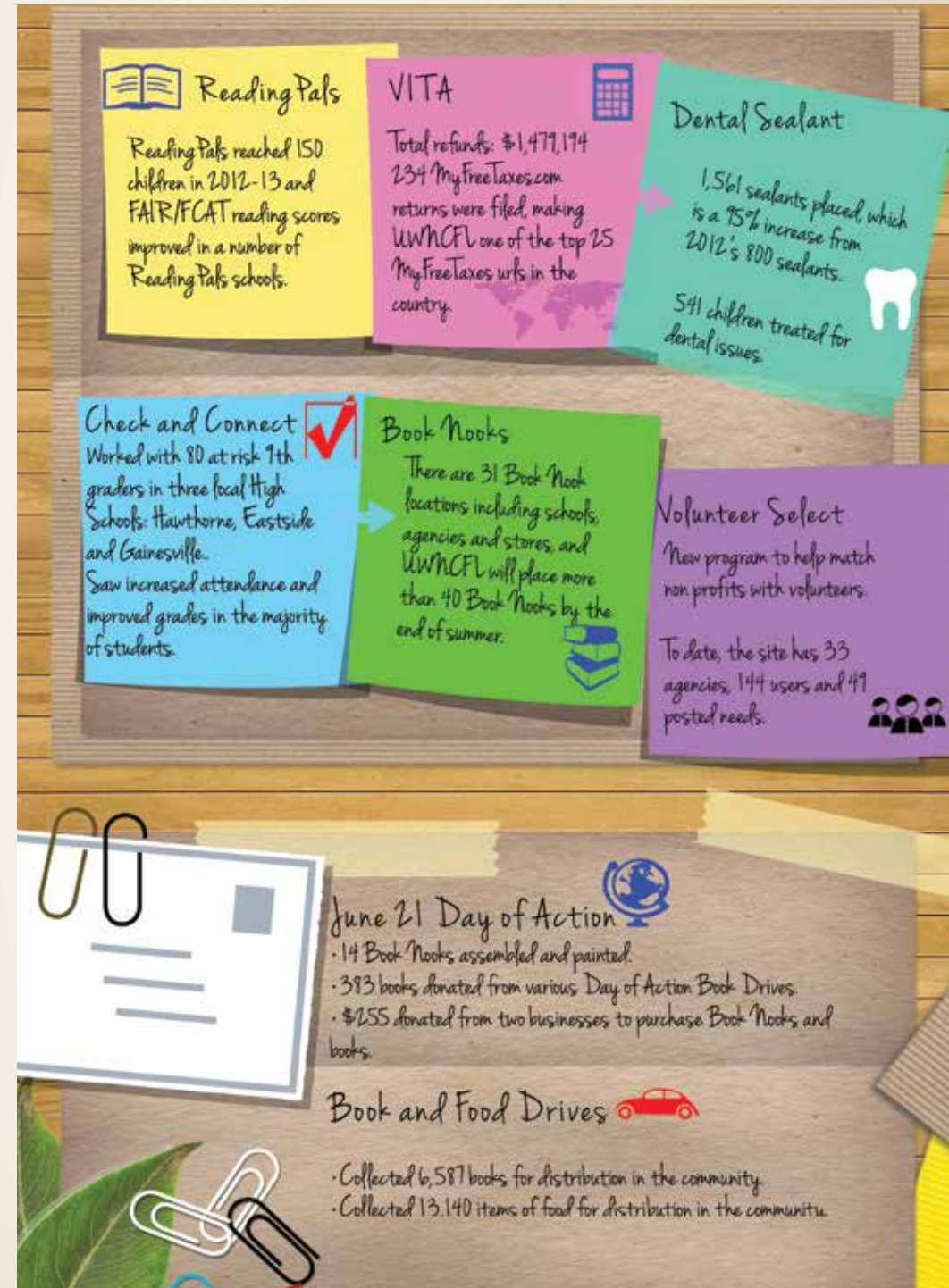
## THE POWER OF ONE

The end of 2013 is upon us. If you have not had a chance to give, please help us continue to make a difference in this community with a tax deductible, year-end undesignated donation to United Way of North Central Florida. Simply visit our website, [www.unitedwayncfl.org](http://www.unitedwayncfl.org) or call us at 352-331-2800. It takes a united community working together to create a brighter future for those who need us.

**You have the power. Give today.**

## YOUR COMMUNITY IMPACT

See how your donations made a real impact on our community this year!



### DID YOU KNOW?

**EVERY \$1 GIVEN TO UNITED WAY OF NORTH CENTRAL FLORIDA CREATES NEARLY \$3 IN COMMUNITY IMPACT.**

## UPCOMING EVENTS

**DEC. 3, 2013**

**#GIVINGTUESDAY**



#GivingTuesday kicks off the holiday giving season following widely recognized shopping days in the U.S.: Black Friday and Cyber Monday. This global day, dedicated to charitable giving, will harness the power of social media and the generosity of people around the globe to bring about real change. To give back on #GivingTuesday, visit [www.unitedwayncfl.org](http://www.unitedwayncfl.org) and click the "Give" button.

**DEC. 5, 2013 • 11 a.m.–2 p.m.**

**WOMEN'S LEADERSHIP COUNCIL HOLIDAY LUNCHEON**

Enjoy a luncheon with your fellow United Way Leadership ladies. Local vendors will be in attendance and we would love for you to complete your holiday shopping with us, as 15% of the proceeds will be donated back to United Way of North Central Florida. Please bring a new or gently used children's book and help us fill the book nook shelves.

**Tickets:** \$50 (\$35 supports United Way)

**Location:** Gainesville Country Club, 7300 SW 35th Way, Gainesville, FL 32608

**Please R.S.V.P.** to Amy Stickel, Development Associate & Affinity Groups at 352-333-0854 or [astickel@unitedwayncfl.org](mailto:astickel@unitedwayncfl.org).

**FEB. 13, 2014 • 12–1 p.m.**

**HEARTS UNITE: AN EVENT TO ADVANCE THE COMMON GOOD**

United Way of North Central Florida invites you to open your heart and lend a hand. You are uniquely positioned to help us bring passion, people and purpose together to advance the common good in the areas of education, income and health.

Thank you for opening your heart and investing your dollars in our community.

**R.S.V.P.** to Mary Broadfoot, Administrative Assistant, at 352-331-2800 or [mbroadfoot@unitedwayncfl.org](mailto:mbroadfoot@unitedwayncfl.org).

## SPEND THE DAY WITH JOHN SPENCE, A FUNDRAISER FOR UNITED WAY OF NORTH CENTRAL FLORIDA



**Left to right:** Carolyn Lukert, United Way of North Central Florida Past Board Chair, John Spence, and Debbie Mason United Way of North Central Florida President and CEO at last year's fundraiser.

This spring, spend the day with John Spence as he shares the results of a research study with more than 8,000 high-potential employees at top companies around the World. The findings of this study clearly show that what people look for in a leader has shifted dramatically in the last several years. John Spence will address some of the biggest issues that businesses and leaders are facing right now and how to effectively deal with them.

## LEARN FROM ONE OF AMERICA'S TOP 100 THOUGHT LEADERS IN TRUST-WORTHY BUSINESS BEHAVIOR.

*Attendees will learn:*

- The key concepts for being an effective leader
- How to create a culture of high accountability
- Tools for becoming a better listener
- The importance of asking "expert" questions
- What the next generation of workers demand from their employer
- How to attract and keep top talent and deal with poor performers

100% of proceeds go to United Way of North Central Florida. A special thanks to John Spence for donating his time and expertise to United Way of North Central Florida.

**When:** April 17, 2014, 1–4 p.m.

**Location:** The Best Western Plus Gateway Grand, 4200 Northwest 97th Blvd., Gainesville, FL 32606

**Buy tickets today.** Seats are limited! Tickets available at [johnspenceunitedway.eventbrite.com](http://johnspenceunitedway.eventbrite.com). Call Dana Clayton at 352-333-0846 for group discounts.



# VOLUNTEER SPOTLIGHT



## GARY WILLARD: A DONOR WHO HAS EXPERIENCED COMMUNITY INVESTMENT

**G**ary Willard, Main Street Gainesville SunTrust Bank assistant vice president and branch manager and United Way Leadership Donor, is in his second year as a member of United Way of North Central Florida's Community Investment Team.

Willard's belief in social responsibility is mirrored by the mission of SunTrust Bank to actively participate in community development and support local civic initiatives. Through the Community Investment Team, Willard said he gets a chance to see, first-hand, how nonprofit organizations operate and the ways they are impacting the community. Willard said it has been a blessing in his life to be a part of United Way's

*"Seeing how dollars are spent is critical," Willard said. "That's what really makes me appreciate everything that United Way does."*

Community Investment Fund, describing it as "solid and structured."

"Seeing how dollars are spent is critical," Willard said. "That's what really makes me appreciate everything that United Way does."

Willard has remained a Leadership Donor throughout all of his fourteen years as a contributor to United Way and during his time as a minister in California and Florida.

"When your life is about serving others," he said, "you get impacted not just by what serving others does for you, but by what you see it doing for other people."

What keeps Willard coming back as a donor is his passion for education and the programs carried out by United Way that tackle the real issues faced by many in our community.

"I think the vision of the initiatives is really important as well," Willard said. "It shows that United Way knows the pulse of the counties it serves." ●

# CHECK & CONNECT

## STUDENTS RECEIVE GENEROUS DONATION



**Left Seated:** Diamond Henry, April Johnson, Artiana Brown; **Standing:** Alexis Buie, Kyre Ross; **Right Seated:** Brittania Turk, Tashara Scott, Dasherria Henley, Terrianna Williams, Takeria Holmes; **Standing:** Simon Williams, Jordan Taylor, Terrell Quarterman, Joey Johnson, Ryan Funk, Errol Holmes, Stephon Brown

The United Way of North Central Florida purchased laptop computers for the high school students participating in the Check and Connect drop out prevention program. United Way thanks the Dharma Endowment Foundation for its ongoing and generous support of United Way! Each student enrolled in the Check & Connect Program will receive a laptop to aid them in their educational journey toward graduation.

"The laptop computers will help our Check & Connect students capitalize on educational opportunities that they did not have before," said Matt Fajack, United Way of North Central Florida

board chair, and University of Florida vice president and chief financial officer.

The laptops will be given to each student on a borrowed basis. After the student achieves their educational goals set by teachers and the Check & Connect Dropout Prevention specialists, the laptop will become theirs to keep.

The Check & Connect Program is made possible through a two-year contribution from the AT&T Aspire educational foundation that provides dropout prevention services to at-risk 9th graders in three Alachua County high schools: Gainesville, Eastside and Hawthorne.

Check & Connect is a program developed to engage students in their education. Through long-term sustained support, Check & Connect seeks to build a relationship with each student connecting them with their school, and aiding in their progress towards graduation. Bi-weekly conversations, tutoring and homework help form the basis for a trusted bond between the student and the Check & Connect specialist. This enables the specialist to individually and definitively determine the interventions best suited to the students' needs. ●

# YOU CAN HELP

## VOLUNTEER INCOME TAX ASSISTANCE

Become a Volunteer Income Tax Assistance (VITA) preparer! VITA is an IRS community initiative providing free income tax preparation for low to middle income community members. Become IRS-certified for free! Contact Jennifer Stojkovic at [jstojkovic@unitedwayncfl.org](mailto:jstojkovic@unitedwayncfl.org) for more information.

## READINGPALS INITIATIVE

Volunteer to read to a child once a week over the school year to help increase a child's reading comprehension. By giving just one hour a week, you can change the outcome in a child's life. Contact Angela Hutchings at [ahutchings@unitedwayncfl.org](mailto:ahutchings@unitedwayncfl.org) for more information.

To learn more about these and other volunteer opportunities, please call 352-331-2800, or visit [www.unitedwayncfl.org/volunteerslect](http://www.unitedwayncfl.org/volunteerslect).

# DAY OF ACTION: ONE DAY, BIG CHANGE

On October 25, more than 150 United Way workplace volunteers made a huge impact on our Alachua County Public Schools by caulking windows and beautifying the outdoors at Duval Elementary, Gainesville High, Howard Bishop Middle, High Springs Community, Lincoln Middle, Terwilliger Elementary, Sydney Lanier and Williams Elementary. A BIG heartfelt community thanks to everyone who participated in Day of Action; this day would not have been successful without all of you! A special thanks to the Alachua County Public Schools team for your hard work and coordination!



THANK YOU TO OUR DAY OF ACTION SPONSORS:







## GATORS WILL RIDE, ROCK & ROLL AT UNITED WAY'S UNITED DOWNTOWN™

On Friday, Nov. 22, join us in downtown Gainesville for a free, family-friendly Friday night street party. Vendors and entertainers will provide an exciting and interactive night for guests that will get you ready to cheer on the Gators!

Each Friday brings a new twist on the downtown Gator pep rally. On Aug. 30, the Florida Track Club kicked off the series with the Sunset 5k, the "Gator Run-N-Fun," sponsored by Bosshardt Realty and ComSys. Guests "showed their love for GNV" by entering a "chompetition" wearing the most creative, spirited and fun orange & blue outfit in September. Spider Man, Art Walk, Corks & Colors and the Hippodrome Zombies helped us "paint downtown orange and blue" in October!

"The excitement and buzz of United Downtown throughout the community helps keep United Way and the work we do top of mind during our workplace campaign season," said Kim Faenza, United Way of North Central Florida communications and marketing director. "We are thrilled to bring this one-of-a-kind event to downtown Gainesville on select home football game weekends."

Each week, guests have enjoyed the

Swamp Head Beer Garden and music by DJ Ruby from Grooveshark, played in the Kids Zone sponsored by O2BKids! and Burger King, climbed the Gainesville Rock Gym rock wall and taken pictures with Albert and Alberta Gator.

"The United Way team is so thankful to our generous United Downtown sponsors, vendors and partners," Faenza said. "United Downtown is a success because of their commitment to our special community."

Join the United Way team and your Gainesville neighbors as we "Get Our Gator On!" one last time on November 22.

### NOV. 22 GATORS RIDE, ROCK & ROLL!

Rev up your engines and turn up the tunes as Gator fans welcome classic cars, roaring Harleys and rockin' music to downtown Gainesville! United Downtown is brought to you by United Way of North Central Florida.

For more information about United Way of North Central Florida and about United Way's United Downtown™, please visit: [www.unitedwayncfl.org](http://www.unitedwayncfl.org), or call 352-331-2800.

### GATOR FANS UNITE AT UNITED DOWNTOWN! CORNER OF SE 1ST ST. AND SE 1ST AVE. NOV. 22, 6-10 P.M.

#### THANKS TO OUR UNITED DOWNTOWN™ SPONSORS AND PARTNERS!

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# HOLIDAY HELP

#### TOYS FOR TOTS

United Way of North Central Florida's 2-1-1 is accepting applications from Alachua County families until November 15. Please dial 2-1-1 to apply.

If you would like to volunteer to distribute toys during the holiday season, contact Norinda Yancey at [nyanacey@unitedwayncfl.org](mailto:nyanacey@unitedwayncfl.org). Weekday and weekend hours are available.

**Below are only a handful of our Community Impact Partners' holiday needs. Please visit our Community Impact Partners websites for a full listing of their holiday needs. Our Community Impact Partners and their websites are listed here at [www.unitedwayncfl.org/community-impact-partners-list](http://www.unitedwayncfl.org/community-impact-partners-list).**

#### HEALTHY FAMILIES ALACHUA

Please donate the following: Unwrapped toys for ages 0-5 years old, sugar cookies that need decorating and white frosting for decorating for their Cookies with Santa event on Wednesday, Dec. 11, 11 a.m.–1 p.m. For more information, please call 352-294-5523.

#### BIG BROTHERS/BIG SISTERS

Please donate unwrapped toys and gift cards for children in the program and their siblings, ages 6-18. Gifts will go to children that are matched or on the waiting list. For more information, please call 352-375-2525.

#### CATHOLIC CHARITIES

Adopt a family for the holidays by providing them with items on their wish list. Call 352-224-6434 to apply for sponsorship. Items that would be greatly appreciated include toys, books, games and seasonal clothes for children.



#### BOYS AND GIRLS CLUB

- Northwest: Please donate toys, educational materials and sports equipment for children ages 5–18. Call 352-372-5342 for more information.
- Mentor Center at the Rotary: Please donate toys, educational materials and sports equipment. Call 352-244-5044 for more information.
- The Woodland Park: Please donate unwrapped toys and educational supplies. Call 352-377-8003 for more information.

#### PEACEFUL PATHS DOMESTIC ABUSE NETWORK ADOPT-A-FAMILY PROGRAM

Peaceful Paths is looking for groups and individuals to adopt a family and provide items from their wish list. For more information, please contact the Adopt-A-Family coordinator, Lori Anglon at 352-377-5690 ext. 500, or at [loria@peacefulpaths.org](mailto:loria@peacefulpaths.org). Please donate new, unwrapped gifts for those families that come in after the wish list deadline.

## Thank you!

#### BELK AND CHARITY SHOPPING PARTICIPANTS

Thank you to everyone who participated in the Belk private charity shopping event! And a BIG thank you to Belk for donating each \$5 ticket purchase to United Way of North Central Florida.

#### GOLD RUSH PAWN

Thanks to Gold Rush Pawn for your support of United Way of North Central Florida.



United Way  
of North Central Florida

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## YOUR UNITED WAY TEAM

### Staff:

Debbie Mason, President & CEO  
Rhonda Johnson, Director of Operations  
Mary Broadfoot, Administrative Assistant

### Community Impact Team

Karen Slevin, VP Community Impact  
Jennifer Stojkovic, 2-1-1/Health & Income Impact Manager  
Norinda Rosario Yancey, Education and School-based Initiatives Manager  
Angela Hutchings, ReadingPals Coordinator  
Barbara Brady, Check & Connect Specialist  
Annetta McCloud, Check & Connect Specialist  
Patrick Wright, Check & Connect Specialist

### Development Team

Dana Clayton, VP, Resource Development  
Bob Guerriere, Director, Resource Development  
Chris Tharp, Development Director of Residential & Individual Giving  
Amy Stickel, Development Associate, Affinity Groups  
Sylvia Waldman, Donor Database Manager  
J.D. Comstock, Campaign Manager  
Chris Gladin, Campaign Manager  
Karah Hensel, Publix Loaned Executive  
Jordan Wright, Campaign Manager

### Communications & Marketing Team

Kim Faenza, Director, Marketing & Communications  
Sarah Coulson, Communications Specialist

### Board of Directors:

#### Executive Committee

Matt Fajack, University of Florida, Chair  
Kay Ayers, AvMed, Vice Chair  
Carolyn Lukert, Dementia Education, Inc., Past Board Chair  
Ed Bonahue, Santa Fe College, Member-At-Large  
Dennis Gies, Community Volunteer, Member-At-Large  
Kenneth Kurdziel, James Moore & Company, Finance Chair  
Melanie Ross, UF Health, Communications Chair

#### Committee Chairs

Nick Banks, Front Street Realty, Development  
Bill Gair, University of Florida, Campaign Cabinet  
Adrian Taylor, Springhill Missionary Baptist Church, Public Policy  
Jenna White, Enterprise Holdings, Inc., CIT

#### Volunteers

Harbin Bolton, Cox Communications  
Rob Chapman, Publix  
Sam Goforth, Wells Fargo  
Josh Greenberg, Grooveshark  
Tony Jones, Gainesville Police Department  
Shaney Livingston, Alachua County Library District  
Hershel Lyons, Alachua County Public Schools  
Ken McGurn, McGurn Investments  
Ed Poppell, UF Development Corporation  
Andy Sherrard, O2BKids!  
Dr. Patricia Snyder, University of Florida

Lynda Tealer, University Athletic Association, Inc.  
Brad White, SunTrust, N.A.

### 2013-2014 Campaign Cabinet:

Bill Gair, Chair, University of Florida  
Kay Ayers, AvMed  
Nick Banks, Front Street Commercial Real Estate Group  
Kara Bolton, Kara Bolton Homes, Inc.  
Matt Fajack, University of Florida  
Brad Pollitt, UF Health Shands  
John Power, Alachua County Tax Collector  
Jason Shank, Enterprise Rent-A-Car  
Jay St. Pierre, North Florida Regional Medical Center  
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