



## CHANGE WON'T HAPPEN WITHOUT YOU

Dear Friends:

My name is Carolina and in 2006 I was diagnosed with brain cancer. Through years of recovery, my family and I found ourselves facing financial challenges. These soon ended when I found out about United Way of Kern County's FISH program.

FISH empowered me to change my financial situation. It promised me that for every dollar I saved, the program matched it two for one. This incentive made me stay on my financial goal to purchase a house.

I'm thankful for the human vessels I've come across like United Way of Kern County. They were always there but I didn't have the courage to reach out to them. United Way introduced me to people who energized and empowered me. I am now a homeowner because of United Way of Kern County.

"People don't care how much you know until they know how much you care." I believe these words because United Way showed they cared. They told me, "Take our hand, we'll show you how to do it. We'll teach you."

Sincerely,  
Carolina Lopez Dodd  
FISH Graduate



## LEADERSHIP GIVING

Thoughtful leaders are caring about their community and are vital to its future. When you reach out your hand to one, you influence the condition of all. By partnering with UWKC you are supporting proven programs that have a long-lasting, positive impact on the lives of local individuals and families.

### LEADERSHIP GIVING SOCIETY

Leadership giving begins at \$500 and is critical to UWKC's ability to meet the community's ongoing needs. Last year, 650 people chose to lead by example with a leadership contribution to United Way of Kern County.

### LOYAL CONTRIBUTORS

If you have been giving to any United Way for 10 or more years (does not have to be consecutive), we want to recognize you, thank you and let you know how important you are to us.

### EMERGING LEADERS

United Way Emerging Leaders' Society is designed for young professionals age 40 and under who want to engage with the community to create opportunities for a brighter future for a better tomorrow.

### WOMEN'S LEADERSHIP COUNCIL

United Way of Kern County Women's Leadership Council promotes community involvement and philanthropic giving among women in our community with the purpose of furthering our vision to see Kern County residents learn well, earn well and live well. These women invest time, talent and resources in United Way initiatives.

*For more information on giving to United Way of Kern County, please contact UWKC Resource Development Manager at 661.834.1580 or [www.uwkern.org](http://www.uwkern.org).*

Leadership Levels of Giving	
Your leadership gift is a key part of United Way's ability to meet our goals around Education, Income & Health.	
<b>Bronze</b>	\$ 500 – \$ 999
<b>Silver</b>	\$1,000 – \$2,499
<b>Gold</b>	\$2,500 – \$4,999
<b>Platinum</b>	\$5,000 – \$9,999

United Way of Kern County



# GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED



## United Way of Kern County

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United Way  
of Kern County



# The Building Blocks for a Good Quality of Life

## EDUCATION

HELPING CHILDREN AND YOUTH ACHIEVE THEIR POTENTIAL THROUGH EDUCATION

- Improving school readiness
- Improving 3rd grade reading achievement
- Helping foster youth succeed

## EDUCATION

- 825 children participated in the United Way supported summer program Ready to Start, which serves children who have not attended pre-school. On average students demonstrated a 93% combined mastery in math, reading and supportive skills averaging a 33% growth per student.
- As a result of your support to United Way, 418 volunteers served as reading coaches for 19 school sites, assisting 293 students. Children in the program showed an average growth in reading ability of 7.2 months.
- Among the group of pre-school children who participated in United Way's Raising A Reader program, which promotes early literacy, there was a 30% increase in time parents spent reading to their children at home and a 178% increase in family time spent at the library.

## INCOME

HELPING FAMILIES BECOME FINANCIALLY STABLE AND INDEPENDENT

- Improving financial literacy
- Increasing income capability
- Building savings and assets
- Reducing homelessness
- Reducing food insecurity

## INCOME

- With resources from United Way, the Kern VITA Partnership prepared over 5,000 free tax returns, returning \$7.3 million in refunds to local families, including \$3.2 million in Earned Income Tax Credit in 2011.
- Through the United Way-led FISH Program (Financial Independence Starts Here) 46 local households have completed basic financial literacy courses putting them on track to become financially stable. 30 additional households are currently enrolled and saving toward goals of home ownership, business development or education.
- United Way's coordination of the Kern County Homeless Collaborative helped secure more than \$3 million in federal funding to combat homelessness in our community.

## HEALTH

IMPROVING PEOPLE'S HEALTH

- Increasing access to health care
- Increasing health education and promoting healthy lifestyles

## HEALTH

- United Way has saved Kern County families more than \$2.7 million on prescription medicines with the FamilyWise Discount Prescription Drug Card, with nearly 138,500 claims.
- More than 60,000 Kern County residents found help through 2-1-1 Kern County. The largest number of callers sought help with food, shelter or other emergency needs.
- United Way continues to advocate at the state and national levels to preserve affordable health insurance for over 27,000 local children.

Be part of improving the education, income and health of people in Kern County. Because united we can change what we see in our world.

## GIVE

The workplace campaign is a convenient way to invest in your community. You can also make a direct gift to United Way by contacting us. No matter how you give, you can direct your contribution to one of the action areas — Education, Income and Health — or choose all three.

## ADVOCATE

You can make change happen with your voice. Get informed. Tell your friends. Write a letter to the editor. United Way needs people who are passionate about education, income and health to make some noise. So go ahead and advocate in a LIVE UNITED world. Do it in public. Be visible. Make some noise.

## VOLUNTEER

Give an hour. Give a Saturday. Give your best. We all have special talents. When we reach out a hand to one, we influence the condition of all. Whether you volunteer as a tutor or facilitate staff volunteerism at your workplace, there are hundreds of volunteer options available every day. Give the gift of you. Volunteer.

We want to stay in touch with you. Visit us at [www.uwkern.org](http://www.uwkern.org) where you can sign up for email alerts, community news and special invitations.