

2010 Annual Report to the Community



United Way
of Kern County





United Way
of Kern County

To Our Community:

United Way of Kern County has been helping people overcome life's challenges and become more independent for nearly 50 years. While United Way has gone through many changes over the years, our mission to improve lives in our community remains unchanged.

United Way of Kern County is working to advance the common good in our community by creating opportunities for a good life for everyone. Our goal is to create long-lasting change that prevents problems from happening in the first place. We will achieve this goal by engaging people and organizations that bring passion, expertise and resources needed to get things done.

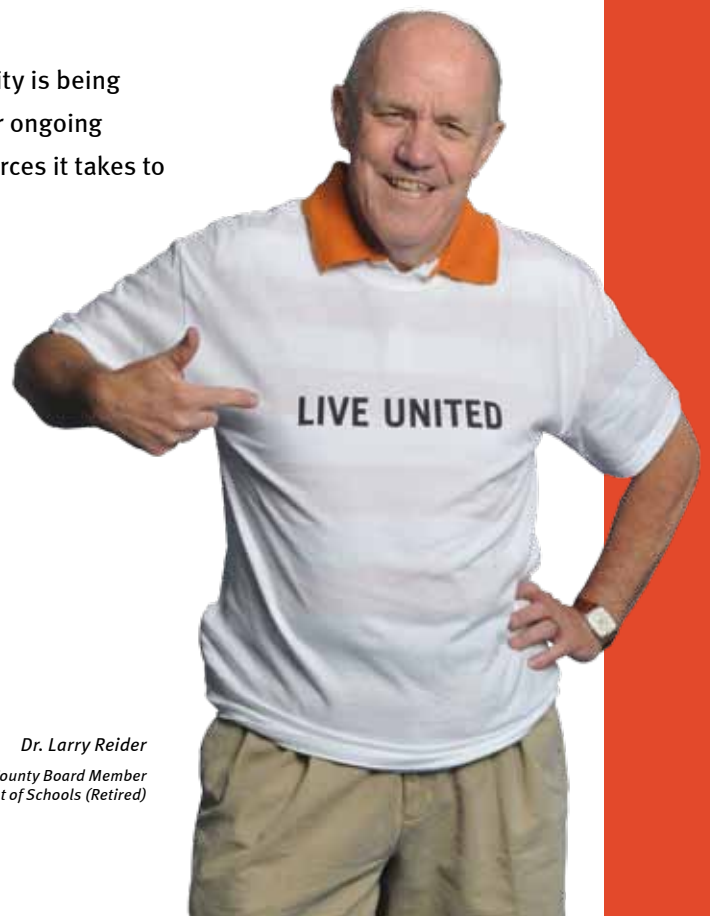
We focus on the basic building blocks of a good life – Education, Income and Health. By targeting these areas, we can ensure that children achieve their academic potential, families are financially stable, and people are healthy. We understand that it will take the entire community working together to achieve our goals and we are grateful for the partnership of our donors and our community partners from the public, private and nonprofit sectors.

United Way of Kern County is alive with activity, and our community is being changed for the better. Your United Way is working. And with your ongoing partnership, we will continue to provide the leadership and resources it takes to improve the lives of people across Kern County.

Thank you for your continued support.

Della D. Hodson
President

Teresa Ford
Chair of the Board



Dr. Larry Reider

*United Way of Kern County Board Member
Kern County Superintendent of Schools (Retired)*

WHO WE ARE

United Way of Kern County supports programs and initiatives to improve lives in Bakersfield and Kern County. United Way is dedicated to helping children grow into successful adults and enabling individuals and families to become financially stable. We draw on local knowledge, data and expertise to understand the community's needs, identify where gaps exist and support what works in addressing them. United Way also serves as a voice and advocate on critical health and human service issues. By encouraging all people in Kern County to give, advocate and volunteer, United Way of Kern County wants to show the true power of LIVING UNITED.



Mission, Vision, Focus

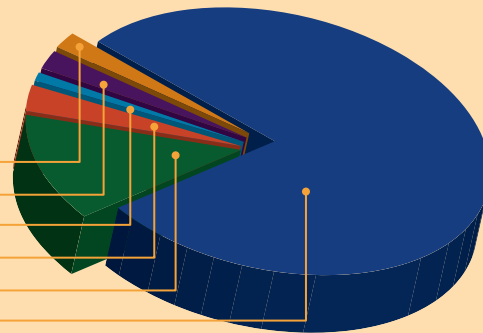
The Mission of United Way of Kern County is to mobilize donors, volunteers and advocates to improve lives in Kern County. Our Vision is for Kern County's residents to learn well, earn well, and live well with a focus on education, income and health – the building blocks for a good, quality life.

FINANCIAL ACTIVITY

FOR FISCAL YEAR 2010

Revenues and Public Support

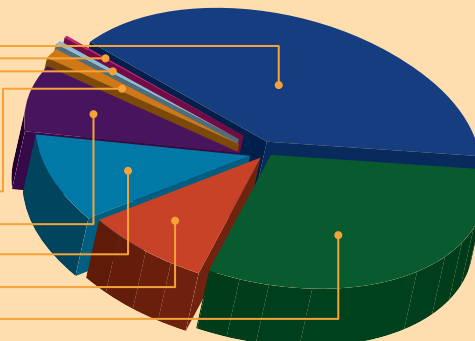
Special Events _____	\$47,477	2%
Other Revenue _____	\$54,497	3%
Investment Income _____	\$23,176	1%
Grants _____	\$71,336	3%
Donor-Designated Campaign Pledge Results _____	\$276,197	13%
Unrestricted Campaign Pledge Results _____	\$1,719,884	78%



Total Revenues and Public Support \$2,192,567

Expenses

Gross Funds Awarded/Distributed _____	\$656,525	39%
Loss on Disposal of assets _____	\$4,446	<1%
Realized/Unrealized Loss on Investments _____	\$6,481	<1%
United Way Worldwide Membership Investment _____	\$25,870	1%
General Administrative _____	\$145,252	9%
Fundraising Expenses _____	\$175,302	10%
Uncollectible Pledges _____	\$151,379	9%
Direct Program Services/Activities _____	\$539,612	32%



Total Expenses \$1,704,867

Complete audited financial statements and our most recent IRS Form 990 are available online at www.uwkern.org.

GIVE ADVOCATE VOLUNTEER

GIVE

There are several ways to give to United Way.

Become a partner through our workplace campaign. For nearly 50 years, hundreds of Kern County businesses and their employees have participated in the annual workplace campaign. It's an easy and powerful way to combine your gift with thousands of others to address critical issues in our community. In 2010, employees of participating companies pledged nearly \$1.4 million. Businesses gave another \$442,863, sometimes matching their employees' pledges dollar-for-dollar. Convenient payroll deduction makes it easy. Even a small amount each pay day adds up! If your company is not involved in the workplace campaign, contact us and we'll help you get started.

Retired? Self-employed? United Way offers several options for individual giving. Visit our website at www.uwkern.org or call us at (661) 834-1820.

Leadership Giving

An annual gift of \$500 or more qualifies you as a Leadership Donor with UWKC. Leadership Giving sets the giving standards for Kern County.

When you invest in our community with a Leadership gift to United Way of Kern County, you join others in improving lives and strengthening our community. Together, we are making a difference through initiatives and programs that create lasting change and focus on real results.

Leadership donors who are age 21-40 also qualify for membership in the United Way of Kern County Emerging Leaders. This group provides members with opportunities for networking, professional development and community service that align with United Way goals. For information on becoming an Emerging Leader, contact us at (661) 834-1820.

United Way of Kern County is grateful for the support of our leading workplace campaign companies. Company results below include all employee and corporate giving for the campaign year ended June 30, 2010.

Aera Energy	\$277,125.48
County of Kern	\$148,293.01
AT&T	\$98,991.86
Chevron	\$90,805.99
Kaiser	\$89,638.72
State Farm Insurance	\$87,053.32
State Employees Campaign	\$81,924.17
Nabors Well Services	\$81,788.00
Occidental of Elk Hills	\$73,984.94
PCL Industrial Services	\$69,569.10

ADVOCATE

You can make change happen with your voice. Get informed. Tell your friends. Write a letter to the editor. Anyone can champion a cause.

In 2010, UWKC continued to champion the causes of health care for children and building a national 2-1-1 information and referral service, both in California and nationally. In March, more than 1,000 United Way staff members and volunteers converged on Capitol Hill to advocate for passage of 2-1-1 enabling legislation and seek co-sponsors for federal legislation. In May, UWKC joined United Ways from across California for a Day at the Capitol in Sacramento to urge our lawmakers to maintain health care programs for children and support the continued development of statewide 2-1-1 coverage.

You can help inspire hope and create opportunities for a better tomorrow. Go ahead – advocate in a LIVE UNITED world. Do it in public. Be visible. Make some noise.



United Way gathers community input to determine strategies to improve outcomes in education, income and health.



*Danielle Davis, APR
United Way of Kern County
Board Member
Kaiser Permanente Kern County*

In 2010
1,416 UWKC
volunteers
gave an
estimated
12,744
hours
valued at
\$248,600
of volunteer
services
to Kern
County.

KC VITA
Partnership
had 52 IRS
certified
volunteers
for the 2010
tax season.

**Find us on
Facebook.**

Search for
United Way of
Kern County.



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 many volunteer options available every day. With funding from United Way, the Volunteer Center of Kern County connects volunteers with opportunities at UWKC and other local organizations. Call them at (661) 395-9787 or go to www.volunteercenter.info to find your niche.



Community Volunteer and student
from Roosevelt Elementary School.

Right: Community Reading Project
Volunteer Donna Bauer, from Aera
Energy LLC, works with a student
from Roosevelt Elementary School.



Give the gift of you. Volunteer.

EDUCATION INCOME HEALTH

EDUCATION

United Way of Kern County is helping children and youth achieve their potential by improving school readiness, improving third grade reading achievement, and helping foster youth succeed.

Through the **Ready to Start** program, United Way of Kern County helped prepare 900 children for kindergarten last year in the Beardsley, Greenfield, Panama-Buena Vista, Rosedale, and Standard School Districts. For children with little to no preschool education, Ready to Start helps level the playing field. In this five-week summer program, pre-kindergarteners acquire the academic and social skills they need to succeed in school. And it's working. After tracking Ready to Start students for several years, it is clear that students who complete

the program typically score as well or better on standardized tests than their classmates. Third graders who attended Ready to Start before kindergarten scored an average of 9.2 percentage points better than their peers on math and science tests. The pre-test scores for reading and writing skills showed a 7.6 percentage points increase over their peers.

“Ready to Start is a proven model that works!” reports Kern County Superintendent of Schools.

We know the ability to read proficiently by third grade is critical to a child's success in school. So UWKC partners with the

THE BUILDING BLOCKS OF A GOOD LIFE

Community Reading Project to help at-risk second and third grade students improve their reading skills. By using trained adult reading coaches who assist the children as they practice reading, the **Community Reading Project** is achieving great results with struggling readers. Nearly 300 volunteers were mobilized to assist 328 students in more than 18 school sites in Greater Bakersfield and Wasco. Children in the program showed an average growth in reading ability of 7.8 months, outpacing their classmates.

Helping foster youth make a successful transition to adulthood is another way our donors help United Way of Kern County help the community. **Project Independence**

INCOME

Even before the economic crisis, having a job was not a guarantee that you can make ends meet. Nearly a third of Kern County families do not earn enough to get by without assistance according to a report commissioned by United Ways of California.* In 87% of the families who fall below the level of self-sufficiency at least one family member is employed.

Families need access to a combination of services. They need assistance with short-term and long-term financial independence. United Way of Kern County is committed to assisting families on both fronts.

Through the efforts of the **Kern County VITA Partnership**, more than 4,300 individuals received free income tax preparation and claimed over \$5.8 million in refunds. Kern VITA Partnership focuses on helping families maximize their income by claiming all the tax benefits they've earned, including the Earned Tax Credit and the Child Tax Credit.



Kern County VITA Partnership RESULTS (2010 Tax Season)

- \$5.8 million dollars returned to residents in Kern County
- \$2.4 million dollars in Earned Income Tax Credits
- 52 Internal Revenue Service certified volunteers
- 4,362 tax returns filed
- At least \$430,000 saved in filing fees

HELPING FAMILIES BECOME

In the longer term, United Way and its partners in the **FISH Program (Financial Independence Starts Here)**, offers individuals and families the ability to learn to increase income, build savings, and gain and sustain assets.

FISH provides financial education, credit counseling and repair, and an incentivized savings program that provides a 2-for-1 match of the participant's savings. Upon completion, participants in the program may use their savings and the match to purchase a first home, start or expand a small business, or pay for higher education or job training. One person completed financial classes and eight participants are currently saving toward their goals.



Kern County Homeless Collaborative
The 21 service providers in the Kern County Homeless Collaborative are dedicated to



The DREAM Center and Coffee House is a collaboration among Kern County Network for Children, Foster Youth Services, local businesses, public agencies and United Way of Kern County to help foster youth gain job skills and work experience.

at the DREAM Center/Coffee House is a joint effort of Kern High School District's Adolescent Career Training (ACT) program and the Kern County Network for Children. Utilizing United Way of Kern County funding, the program seeks to ensure that foster youth successfully graduate from high school prepared to enter the job market or continue their education. The program includes tutoring, mentoring and teaches older foster youth the skills they need to get and keep a job. It also helps them overcome barriers to employment, which

may include transportation or obtaining required equipment or uniforms.

The lives of 328 young people were changed in 2010 because of Project Independence. Of the 60 Project Independence participants scheduled to graduate in 2010, 51 obtained their high school diploma. Another 26 former foster youth are pursuing their GED. Forty-two percent of participants were placed in jobs. All youth showed significant improvement in their basic skills levels.

FINANCIALLY STABLE AND INDEPENDENT

providing emergency assistance to the homeless and helping them regain stability and permanent housing. United Way of Kern County acts as fiscal agent for the collaborative and was a leader in creating Kern County's 10-year Plan to End Chronic Homelessness. UWKC provides a project manager to coordinate the collaborative's activities, including the annual Continuum of Care federal funding application, which brought more than \$3 million to Kern County in 2010.

“The Kern County Homeless Collaborative of service providers continues to reduce homelessness through housing and supportive service programs. In the summer of 2010, the Collaborative, with the support of Bakersfield Mayor Harvey Hall and funding from UWKC, launched a public service video campaign that aired on local television stations. The “Faces of Homelessness” PSAs (Available on youtube.com. Search for Campaign for the Homeless from Bakersfield) allowed the public to see that homelessness is neither a dead end, nor a condition to be stigmatized. Also, a greater number of agencies were drawn to participate in the Collaborative. Federal funds administered through the City and County supported Homelessness Prevention and Rapid Re-Housing efforts to prevent homelessness among families impacted by the down economy. More than 450 households have thus far been assisted through this stimulus program. United Way of Kern County is helping to fund a full-time Homelessness Project Manager to coordinate locally the effective delivery of services and best practices proven to reduce homelessness.”

~ Kim Albers, Chair of the Kern County Homeless Collaborative

HEALTH ■ ■ ■

Can a seemingly small amount of money make a big difference? It can if you're paying for expensive prescriptions. By providing access to the FamilyWize Prescription Drug Discount Program, UWKC has helped Kern County families save more than \$2 million on prescription drugs. The FamilyWize card lowered prescription costs by an average of 36% which was a savings of \$15.36 per prescription for individuals without insurance or whose plan doesn't cover a specific medication. Learn more at www.uwkern.org/rx.

Whether it's emergency food, child care, or affordable medical care, 2-1-1 Kern County helps local residents find the help they need. A program of Community Action Partnership of Kern with major funding from United Way, 2-1-1 Kern County received more than 60,000 calls in 2010. The largest number of callers sought help with food, shelter or other emergency assistance. But 2-1-1 provides much more. As trained specialists assess each caller's needs, they often provide a variety of referrals. For example, 354 callers indicated their children did not have health insurance. Staff provided referrals to 347 of those callers and on a follow-up call 74% indicated they successfully enrolled their child in an affordable health insurance program. During 2010, 38 callers indicated the expectant mother in the household did not have access to pre-natal care. Referrals were provided to 36 of those callers and on the follow-up call, 69% indicated the expectant mother now had access to pre-natal care. During this period, 2-1-1 Kern County provided referrals to the CalFresh Program, formerly known as Food Stamps, to over 8,200 callers determined to be eligible but who were not enrolled in the program.

IMPROVING PEOPLE'S HEALTH



United Way grants to local agencies help provide emergency food assistance to families in need.



UNITED WAY'S GOVERNING BOARD IS COMPRISED OF OUR COMMUNITY'S HARDEST WORKING PEOPLE.

2010/2011 Governing Board:

Teresa Ford, Chair

General Manager, Univision/KABE/KUVI

Gaurdie E. Banister Jr., Vice Chair

President & CEO, Aera Energy LLC

Nicolette Cross, Treasurer

CPA, O'Dell Cross, P.C.

Debbie Moreno, Secretary

President, Greater Bakersfield Chamber of Commerce

Michael V. Blake

Senior Vice President, Union Bank

Craig A. Bonna

President, Robert Heely Construction

Roger Christy

Policy, Government & Public Affairs Representative, Chevron

Danielle Davis, APR

Area Director of Account Management, Kaiser Permanente Kern County

Nora Dominguez

Regional Campus Director, University of LaVerne

Tom Dorlis

Assistant Human Resource Manager, State Farm Insurance

David Hallett

Business Manager, United Parcel Service

Greg Heiss

Vice President/Manager, Bank of the Sierra

Jordan Kaufman

Assistant Treasurer & Tax Collector, County of Kern

Shawn Kerns

President & General Manager, Occidental of Elk Hills, Inc.

Dr. Larry Reider

Kern County Superintendent of Schools (Retired)

Shelley Ruelas, Ph.D.

Special Assistant to the Vice President, CSU Bakersfield

Judge Robert Tafoya

Kern County Superior Court

Lonie Wattenbarger

Chief Financial Officer, Robert Wattenbarger, Inc.

Ex-Officio Members

Tom Corson

Partner Agency Representative Executive Director, Kern County Network for Children

Megan Thieman

Emerging Leaders Representative Land Specialist, Aera Energy LLC

Della D. Hodson

President, United Way of Kern County



Shelley R. Ruelas, Ph. D.

*United Way of Kern County Board Member
California State University, Bakersfield*

5405 Stockdale Hwy.
Suite 200
Bakersfield, CA 93309

(661) 834-1820
Fax (661) 834-2952

www.uwkern.org