

# DO GOOD. FEEL BETTER.

## EMPLOYEE VOLUNTEER ENGAGEMENT

Engaged, empowered, energized. That's how many company volunteers feel about teaming up with United Way.

***"I came away re-energized and reinvested in volunteering!"***

Respected local business leader **Phil Blair of Manpower** took the volunteer challenge by reading to pre-schoolers. "You've got to get face-to-face," he adds. "You have to get on the floor!"



**92% of employees whose companies are involved in the community say they feel a strong sense of loyalty (vs. 61% for those not involved)**

**69% say a company's commitment to social and environmental issues is important in deciding where to work**

***"It's worth more than my sleeping in!"***

That's the reaction of one enthusiastic young volunteer from UC San Diego's student-run Tutors on Mission, a service-based group that helps elementary-school kids with reading and homework.

***"We tried to instill the confidence to go after their career goals without hesitation."***

Volunteer Anna Nowak, HR Manager at DLA Piper, shared her professional experience to help San Diego youth and adults move toward financial self-sufficiency.

Giving a lot. Getting back even more.



# CONNECTIONS. COLLABORATIONS. RESULTS.

## THE IMPACT YOU CAN MAKE

### THE LUCCA FAMILY'S STORY

Between unpacking boxes and tackling a home-improvement project, Crystal and Cesar Lucca plan to enjoy a modest meal with their children at home today. They hope the early dinner will be the first of many Thanksgivings in their very own townhouse.

“This is going to be a special memory,” said Crystal Lucca, 26. “I’m thinking, ‘Wow, I can’t believe that we are here right now.’ I’m ecstatic about it.”

A week ago, the Luccas and their kids — ages 3, 4 and 7 — moved into their Poway home. They purchased the dwelling after years of living in subsidized housing, taking financial-education courses, saving at least \$84 a month, qualifying for a downpayment assistance program and cutting back further when they thought they couldn’t possibly trim any **more** of their budget.

Cesar and Crystal were 20 and 18 when their first child was born. They put their college plans on hold, Cesar’s job at a moving company became long-term, Crystal got a part-time job and the couple moved into an apartment.

Two more children came and the debts grew — including more than \$6,000 on their credit cards. It was nearly impossible to get ahead on their combined annual income of about \$30,000.

Enter Parkview Terrace, an affordable-housing complex where Crystal enrolled in the Financial Fitness and Individual Development Account programs offered through Community Housing Works and United Way of San Diego County.

Now Crystal works for Community Housing Works, facilitating financial workshops. “We were given an opportunity to work hard and make this happen,” she said. “I am so thankful for that because that is a domino effect for the rest of my life and for my children.”

(Excerpt from *U-T San Diego* 2011 Thanksgiving Day story)

THE IMPACT YOU CAN MAKE

# THE PROOF IS IN THE PERFORMANCE.

## THE HEART OF ROI

Putting your community investment to work – where it's most needed and most effective. That's the goal of our business model. We've narrowed and disciplined our approach to make sustainable progress against bold community goals.

### **We make our investments work as hard as any other business would.**

- In many cases, United Way dollars are leveraged by partners to generate federal, state and private funding that allow solutions to be scaled up.
- Implementing systemic change, such as with our SafeCare® initiative used by Child Welfare Services, triggers sustainable, countywide success.

### **Forming public-private partnerships to solve some of our most intractable social issues.**

- An unprecedented collaboration between United Way, the City and County of San Diego is helping end chronic homelessness and saving millions in taxpayer dollars.

### **Promoting and facilitating community collaboration.**

- One example—the success of our Better Dads, Better Kids initiative meant agencies shared best practices and program information. This in turn led to a more coordinated effort to serve even more military families.

Our business model helps launch innovative programs, and make a measurable difference like never before.

**“Through a partnership with United Way, the County of San Diego Health and Human Services Agency’s Child Welfare Services was able to implement SafeCare®, an evidenced-based home visiting program for reducing and treating child maltreatment. United Way’s multi-year commitment provided SafeCare with the opportunity to develop local teams of trainers, who give parents the tools they need to create a healthy, safe home environment for their children.”**

— *Nick Macchione, Director  
County of San Diego Health and Human Services Agency*

# A PROBLEM-SOLVER NOT JUST A FUNDRAISER, INNOVATIVE INVESTMENTS FOR THE COMMUNITY GOOD

For over 90 years, United Way's been making a positive difference in San Diego.

Our previous role? Serving as a "funnel" for widespread fundraising. Our new approach? *Targeting and solving specific community issues* through our Community Impact model.

Community Impact is run like any sound, successful business – with a strategic, laser-like focus:

- We are driven by results, with **clear, measurable goals**.
- We **directly connect to the community** through volunteer experts and local leaders.
- We start with a **thorough assessment of needs** and an analysis of best-practice results.
- We continue with a rigorous competitive grant process so **we find and fund the most effective programs and collaborations**.

**Through the generosity of our donors, we have spent more than 90 years applying our expertise to solving community issues – accelerating that work even more since our change to a Community Impact approach.**

Since 2006, we've researched the best ways to invest our donor's resources and the right partners to bring our goals to life. *Between 2006 and 2011, United Way invested nearly \$14 million in innovative initiatives.* Each was chosen because they used a proven measurable model to address the most fundamental challenges in Education, Income, Health and Homelessness.