

ADVANCING EDUCATION  
INCOME AND HEALTH



# UNITED WAY OF MATANUSKA SUSITNA BOROUGH 2013 ANNUAL REPORT

**GIVE. ADVOCATE. VOLUNTEER.**

[www.unitedwaymatsu.org](http://www.unitedwaymatsu.org)

**LIVE UNITED**



# UNITED WAY MAT-SU 2013 ANNUAL REPORT

## OUR VISION

A community where compassion and generosity is valued and all individuals and families thrive.

## OUR MISSION

To mobilize and empower the caring community of the Mat-Su, while improving the self-reliance of individual's lives in measurable and lasting ways.

## OUR PURPOSE

Positive Community Impact

## OUR VALUES

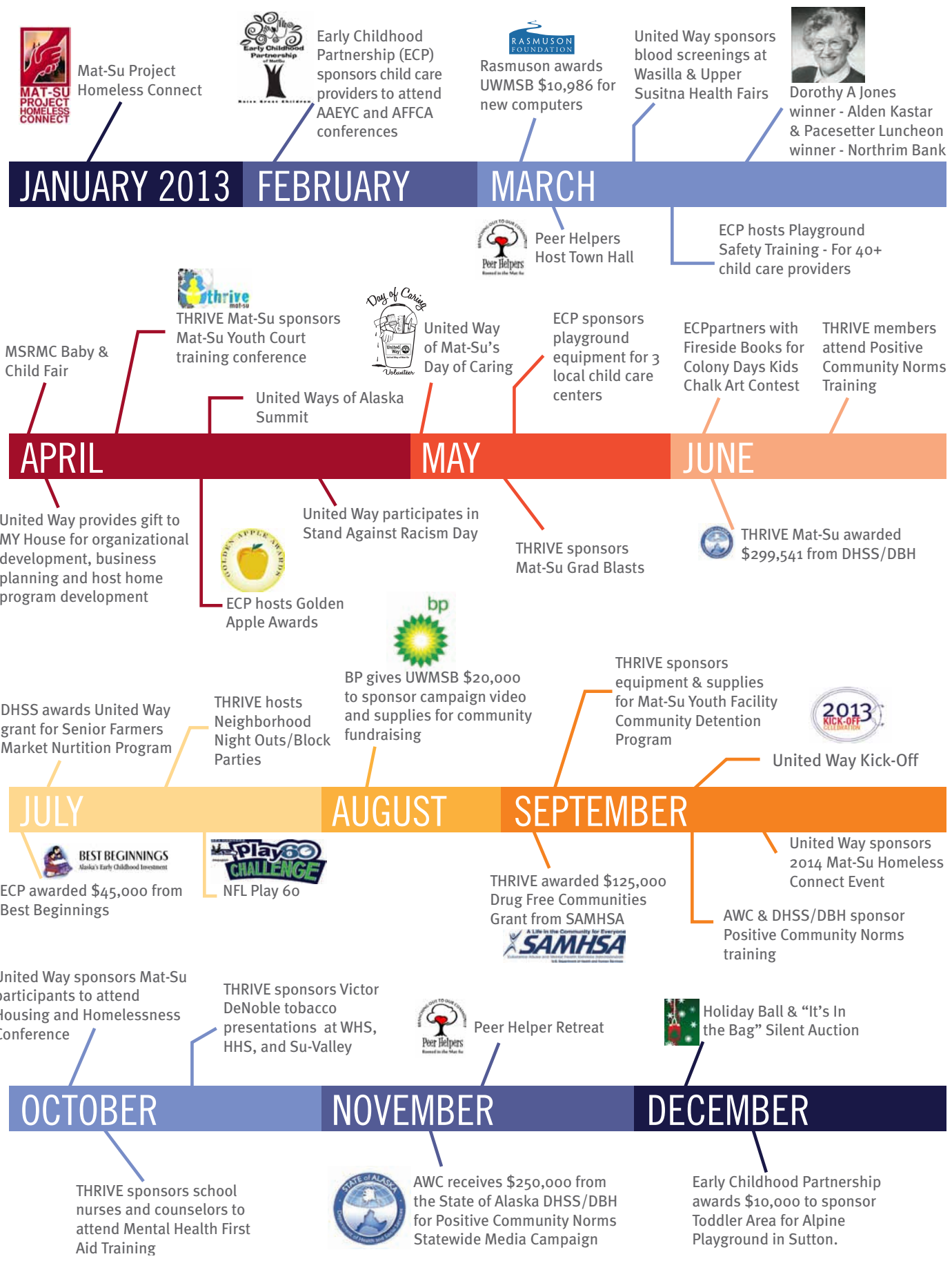
Leadership, Integrity, Stewardship, and Collaboration

## OUR LONG-TERM GOAL

The Mat-Su Borough is a cohesive community with the resources available for living happy, healthy, and productive lives.

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# UNITED WAY MAT-SU 2013 ANNUAL REPORT



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## EDUCATION

### Children and Youth Achieve Their Potential

All children enter school ready to learn, graduate and are prepared for careers. Our strategies:

- School readiness, through early childhood education and early grade literacy.
- Career and life skills preparedness.
- Development of competencies, assets, positive attributes and resiliency.
- Successful school transitions and on-time high school graduation.
- Positive youth activities, year-round learning and social development in the community.

Education is the cornerstone of individual and community success. The first three years of a child's life is a time of enormous social, emotional, physical, and intellectual growth. 90% of brain growth occurs during these early years.

During their school years, many factors can influence youth success such as year-round learning opportunities and continued support from a caring adult. United Way of Mat-Su has formed key partnerships that promote youth achievement and are focused on ensuring youth are strong, resilient, graduate from high school and are prepared for not just a career, but life.

UNITED WAY HAS BEEN ACTIVELY INVOLVED IN HELPING BOTH YOUNG CHILDREN AND TEENS HAVE GOOD ENVIRONMENTS TO LEARN AND SUCCEED IN SCHOOL.

### Early Childhood Partnership (ECP)

The Early Childhood Partnership of Mat-Su is a Best Beginnings group focused on serving young children and their families. The partnership has been in existence since 2009 and developed a community-wide strategic plan to mobilize people and resources to ensure all children in the Mat-Su begin school ready to succeed. United Way of Mat-Su staffs and coordinates the partnerships events and meetings and works with early childhood educators.

### Peer Helpers

Peer Helpers is a youth peer-to-peer support program providing counseling, community outreach, problem-solving, and promoting healthy living amongst students and adolescents.

### Reader's Program

The Reader's Program focuses on making sure all children are able to read by third grade. United Way partners adults with children who are identified as struggling/behind in their reading level. These adults help shape and impact the child's life by reading to them, and having the child read back as well. You can become a reader and impact a child's life too!



**ADVANCING EDUCATION**

Photos: Left - Golden Apple Award Winners  
Right: Sandy Parnell reading to children at the Boys & Girls Club

# UNITED WAY MAT-SU 2013 ANNUAL REPORT

## INCOME

All Valley residents are Financially Stable and Independent

All residents to be economically stable and self-sufficient. Our strategies:

- Workforce development, sustained employment, adult education, job readiness, training and retention, and vocational skills development.
- Access to food, shelter, emergency assistance, transportation, public benefits, primary healthcare and disaster services.
- Financial education, debt reduction, credit repair, building savings, and gaining financial assets.
- Legal intervention, homeownership counseling and education to prevent foreclosure.
- More opportunities for affordable housing.

Issues that come from economic and financial pressures facing individuals and families are growing more complex and making it difficult to address. More than 9% of the Mat-Su population has an income below the federal poverty level, despite of many being employed. United Way is focused on ensuring all families and individuals are financially stable.



**ADVANCING INCOME**

WE HAVE BEEN WORKING WITH LOCAL CREDIT UNIONS, BANKS, AND COALITIONS, TO FIND WAYS TO MAKE OUR COMMUNITY FINANCIALLY STABLE.

## Earned Income Tax Credit Workshops (EITC)

The EITC is available for low to moderate income earning families with children. The EITC is a refundable federal tax credit designed to encourage employment in low-income families and to make up for some of the Medicare and Social Security payroll taxes on working-poor families.

## Homeless Connect

Is a one-day, one-stop event to provide people experiencing homelessness with access to a broad range of services, including medical check-ups, eye screening, legal services, employment assistance, food, toiletries and more. United Way of Mat-Su sponsors, chairs, and organizes all the volunteers and service providers for the 2012 Homeless Connect which serviced over 300 people.

## 2-1-1/Prescription Discount Cards

## Resource Guide

United Way of Mat-Su compiles and distributes a comprehensive catalogued Resource Guide for information on services and programs in the Mat-Su Valley.



Photos: Left - Meeting of Volunteers for Project Homeless Connect  
Right: Volunteers helping homeless veterans

# UNITED WAY MAT-SU 2013 ANNUAL REPORT

## HEALTH

Community wide health.

A healthy, safe and thriving community. Our strategies:

- Promoting healthy living and chronic disease prevention.
- Focusing on preventing injuries, child abuse/neglect or domestic violence.
- Development of youth competencies, assets, positive attributes and resiliency.
- Engaging youth in meaningful, healthy alternative activities.
- Substance abuse prevention, early intervention, treatment and recovery.
- Coordinating health resources / services, increasing health care coverage, providing services for the uninsured and access to health care.

Health is defined as a state of complete physical, mental and social well-being and not merely the absence of disease. The health of our citizens is a strong indicator of the health of our community. Whether it is a neighbor without health insurance, a senior in need of home health care, a victim of abuse or someone struggling with mental illness or an addiction, United Way of Mat-Su is working to ensure everyone can lead safe, healthy and rewarding lives.



**ADVANCING HEALTH**

Photo: Neighborhood Block Party sponsored by THRIVE Mat-Su

UNITED WAY HAS BEEN ACTIVELY INVOLVED IN PROMOTING COMMUNITY WIDE HEALTH IN CHILDREN, TEENS, ADULTS, AND ELDERLY.

THRIVE Mat-Su



By supporting healthy lifestyles and drug free alternatives, the Coalition hopes to reduce substance abuse among youth and adults and help to build a strong, healthy community. Formerly known as the Mat-Su Substance Abuse Prevention Coalition, United Way of Mat-Su staffs and coordinates the coalition.



Alaska Wellness Coalition

The Alaska Wellness Coalition is a statewide partnership that works together to improve the health in communities across the state of Alaska. The coalition includes representatives from different regions across the state. Current emphasis is on coordinating and implementing a statewide media campaign to reduce underage alcohol use using a strengths - based approach. United Way staffs and coordinates the coalition.

Senior Farmer's Market Nutrition Program

The purpose of the SFMNP is to provide fresh nutritious, unprepared foods (such as fruits and vegetables) from farmers markets to low income senior citizens who are nutritionally at risk, and to expand the awareness and use of farmers markets.

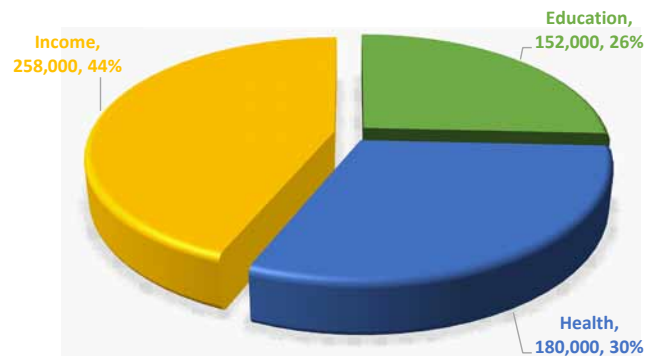
United Way Also Serves On The:

- Community Health Assessment Team
- Mat-Su Borough School District Health and Wellness Curriculum Committee
- Mat-Su Borough's Health and Social Services Board
- Mat-Su Housing and Homelessness Coalition
- Mat-Su SART Committee

# UNITED WAY MAT-SU 2013 ANNUAL REPORT

## DISTRIBUTION OF GRANTEE MONEY

**YOU INVESTED \$590,000 INTO THIS COMMUNITY BY PROVIDING GRANTS TO THE FOLLOWING PROGRAMS:**



### EDUCATION

Head Start and Early Head Start Family Advocacy & Education:  
CCS Early Learning

Look At Me:  
Mat-Su Services for Children and Adults Inc.

Mat-Su Imagination Library:  
Matanuska Susitna School Foundation

Clubhouse Programs: Boys & Girls Club

Creating Lasting Positive Youth Development through Scouting:  
Boy Scouts

Girls Scout Leadership Experience:  
Girls Scouts of Alaska

Youth Mentoring Programs:  
Big Brothers Big Sisters

### INCOME

Congregate and Home Delivered Meals:  
Mat-Su Senior Services

Sunshine Transit Coalition:  
Sunshine Community Health Center Inc.

Feed the Hungry:  
Food Pantry of Wasilla

Fundraising & Staff FY13 & FY14:  
Food Pantry of Wasilla

Mat-Su Family Shelter Program:  
Family Promise

Mat-Su Valley Civil Legal Assistance Project:  
Alaska Legal Services Corporation

Youth Employment Program:  
Mat-Su Youth Housing

Supporting the Mat-Su Valley Homeless and At-Risk Population:  
Valley Charities Inc.

K-12 Economic Education Mat-Su:  
Junior Achievement of Alaska, Inc.

### INCOME (cont.)

Street Outreach with Data Gathering Component: Mat-Su Youth Housing

Nutrition, Transportation & Support Services:  
Mid-Valley Seniors Incorporated

### HEALTH

Child Advocacy Center Program:  
The Children's Place

Pay It Forward Scholarships:  
Community Sports Inc.

Community Health Programs:  
Sunshine Community Health Center

Outpatient Substance Abuse Treatment:  
Set Free Alaska

Work Therapy Program:  
Nugen's Ranch

Wasilla Area Seniors Home Delivered Meal Program:  
Wasilla Area Seniors Inc.

Transitional Teen Parent Health Promotion & Safety Project:  
Co-Occurring Disorders Institute

Meals on Wheels:  
Upper Susitna Seniors, Inc.

Information Coordinator Position:  
Mat-Su Youth Housing

Health & Wellness Through Fitness & Athletics:  
Community Sports Inc.

# UNITED WAY MAT-SU 2013 ANNUAL REPORT

UNITED WAY OF MAT-SU WOULD LIKE TO THANK ALL OF OUR DONORS WHO SO GENEROUSLY GAVE OF THEIR FINANCES TO HELP MAKE AN IMPACT IN OUR COMMUNITY. **THANK YOU!!**

## Corporate Gifts

Alaska Industrial Hardware  
Alaska Sales and Service-Valley  
ASRC Energy Services  
AT&T Alascom  
Alyeska Pipeline  
BP  
ConocoPhillips Alaska  
Doyon  
Enstar  
First National Bank Alaska  
GE  
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Key Bank  
Liberty Mutual  
Loves  
Matanuska Valley Federal Credit Union  
MTA  
Nabors Alaska Drilling  
Northrim Bank  
Peak Oilfield Company  
State Farm Insurance  
Target  
The Foraker Group  
Udelhoven Oilfield System Services  
UPS  
WalMart  
Wells Fargo Bank

## Grants Received

Best Beginnings  
Bishops Attic II  
Mat-Su Health Foundation  
SAMHSA  
State of Alaska - Division of Behavioral Health  
State of Alaska - Health & Social Services  
Totem Ocean Trailer Express, Inc  
Usibelli Coal Mine

## In-Kind

Bolshio Misha  
Inkspot  
Mat-Su Valley Frotiersman  
Stage 2 Studios

## Community Builders (\$5,000-\$9,999)

Elizabeth & Ed Ripley

## Community Investors (\$2,500-\$4,999)

Gregg Alexander  
Larry & Becky Baker  
Susan Ellis  
Stephen Ives  
Sammye & Vince Pokryfik  
Tyler & Leslie Senden

## Visionaries (\$1,500-\$2,499)

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Fredrick Herbert  
Michael Krepel  
Thomas Yuk  
E. Robert Wissler

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Mr & Mrs Michael Alston  
Eric Anderson  
Rachelle Bates

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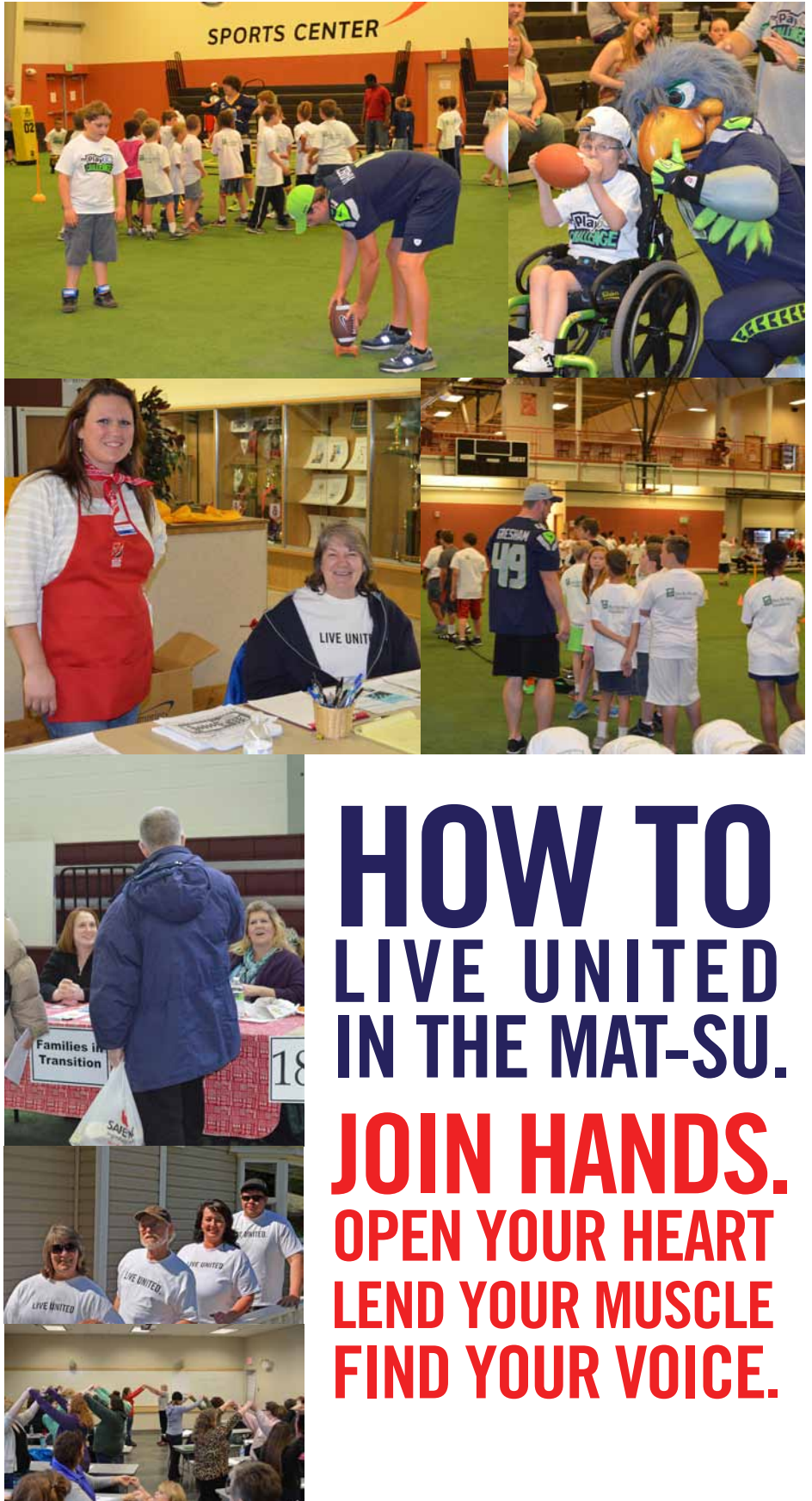
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Rebecca Williams, Dalane Williams,  
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Deborah Yancey

\* We would also like to thank  
all of our donors who wished  
to remain anonymous. You  
have truly made a difference  
in our community through  
your donations as well.



**HOW TO  
LIVE UNITED  
IN THE MAT-SU.**

**JOIN HANDS.  
OPEN YOUR HEART  
LEND YOUR MUSCLE  
FIND YOUR VOICE.**

**UNITED WAY MAT-SU  
2013 ANNUAL REPORT**

	2013	2012
ASSETS		
Current Assets:		
Unrestricted Cash	\$324,496	\$342,003
Temporarily Restricted Cash		
Unconditional Promises to Give, Net of Allowance for Uncollectible Promises	240,317	188,214
Grants Receivable	73,511	74,753
Prepaid Expenses & Others Assets	<u>7,269</u>	<u>6,592</u>
Total Current Assets	<u>645,593</u>	<u>611,562</u>
Property and Equipment		
Furniture & Equipment	37,945	25,508
Less Accumulated Depreciation	<u>(23,018)</u>	<u>(20,102)</u>
Property and Equipment - Net	<u>14,927</u>	<u>5,406</u>
TOTAL ASSETS	<u>\$660,520</u>	<u>\$616,968</u>
LIABILITIES AND NET ASSETS		
Accounts Payable	\$12,817	\$10,900
Allocations Payable	<u>488,281</u>	<u>314,429</u>
TOTAL LIABILITIES	<u>461,098</u>	<u>325,329</u>
NET ASSETS		
Temporarily Restricted Net Assets	23,000	---
Unrestricted Net Assets		
Designated for:		
Property and equipment	14,927	5,406
Board Reserve	52,702	52,702
Undesignated	<u>148,793</u>	<u>233,531</u>
TOTAL NET ASSETS	<u>239,422</u>	<u>291,639</u>
TOTAL LIABILITIES AND NET ASSETS	<u>660,520</u>	<u>616,968</u>

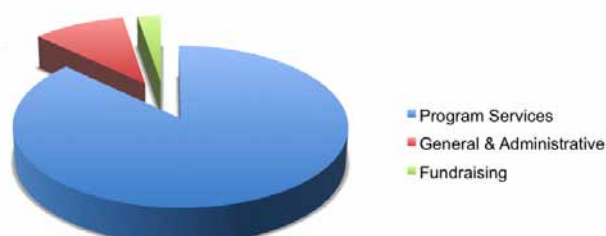
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	2013	2012
CHANGES IN UNRESTRICTED NET ASSETS		
From Cash Operating Activities		
Support (including \$86,601 and \$81,695 in assets released from temporary restrictions.)		
Corporations and Individuals	\$588,783	\$503,044
Foundations	10,986	36,000
Government	<u>173,615</u>	<u>170,695</u>
SUBTOTAL-SUPPORT	773,384	709,739
Revenue		
Fundraising	24,591	22,000
Other Income	<u>—</u>	<u>2,676</u>
SUBTOTAL-REVENUE	24,591	24,676
TOTAL REVENUE AND SUPPORT	797,975	734,415
Expenses		
Program Services	768,540	683,707
General and Administrative	90,820	90,153
Fundraising	<u>23,081</u>	<u>26,741</u>
TOTAL EXPENSE	<u>882,441</u>	<u>800,601</u>
Increase (Decrease) in Net Assets from Cash Operating Activities (excluding depreciation expense)	( <u>\$84,466</u> )	( <u>\$66,186</u> )

TOTAL SUPPORT & REVENUE RECEIVED



TOTAL EXPENSES



# UNITED WAY MAT-SU 2013 ANNUAL REPORT

## 2013 BOARD OF DIRECTORS



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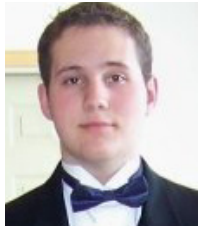
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## UNITED WAY STAFF

**Stephanie Allen**  
Executive Director  
sallen@unitedwaymatsu.org

907-745-5821

Agency Administration, community development, fund distribution, community impact initiatives, grants management, donor relations, THRIVE Mat-Su, and the Alaska Wellness Coalition.

**Ashley Kincaid**  
Marketing and Event Coordinator  
admin@unitedwaymatsu.org

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Marketing and communication, event management, Early Childhood Partnership of Mat-Su, Senior Farmers Market Nutrition Program, donor relations, Reader's Program, and Mat-Su Valley Resource Guide.

**Cherie LeBlanc-Shue**  
Resource Development Director  
cherie@unitedwaymatsu.org

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Resource Development, Workplace Campaigns, Dorothy A Jones Volunteer Awards, volunteer engagement and cultivation, Reader's Program, Day of Caring, and donor relations.

**Staci Mainer**  
Community Impact Director  
impact@unitedwaymatsu.org

907-745-5827

Community development, funded agency support, grants management, THRIVE Mat-Su, Peer Helpers, Alaska Wellness Coalition, and Project Homeless Connect.

## THE HISTORY OF UNITED WAY OF MAT-SU

United Way of Mat-Su originally grew out of the concerns of many community residents and leaders to find an effective way to meet the Borough needs in providing health, welfare, and other services to the community. It was determined that a local United Way organization would be the most effective way to address the community needs with local dollars supporting local services.

UWMSB incorporated on December 28, 1987, formally elected directors and officers and adopted bylaws during February and March 1988. It is an autonomous and independent agency.

It takes everyone in the community working together to create a brighter future. So we bring together people from all across the community—government, business, faith groups, nonprofits, the labor movement, ordinary citizens—to tackle the issues. Because we all win when a child succeeds in school, when a family becomes financially stable, when people have good health.