

LIVE UNITED



UNITED WAY OF SOUTH TEXAS

2010 UNITED WAY OF SOUTH TEXAS CAMPAIGN



Ismael Moran



United Way Board Chair

As I greet you, we only have two and a half months remaining in 2010 and I want to share with you how your United Way of South Texas has stayed the course juggling numerous projects while keeping its focus on our annual campaign. Our Pillar Club event was held at HEB on Shary Road in August, where our Pillar Club members were treated with great food, door prizes, and a beautiful mix of popular music.

This year the United Way of South Texas secured two grants to continue expanding its work in the areas of *Income and Health*.

- **LatinaHope:** United Way of South Texas received a grant from Wells Fargo Bank to organize an entrepreneurship program for local women. Our community partners include the McAllen Chamber of Commerce and Small Business Development Center at UTPA. The program was established to encourage economically disadvantaged minority women to start a home-based business. The grant recipients will receive start-up money for their ventures, as well as access to business resources to ensure greater success.

- **Transportation Assistance Vouchers:** The City of McAllen, through a New Freedom Grant, will allow the United Way of South Texas to continue the Transportation Voucher Program. United Way of South Texas will expand the number of social service agencies that are participating in Hidalgo County. Our ultimate goal in developing this program is to increase access to the number of passengers that will be able to keep medical appointments, job interviews, and visits to other social services. Participants will gain an increased sense of independence and self-sufficiency as they are able to access these services.

~Ismael Moran

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What a wonderful and gratifying and humbling this experience as Chairman of the campaign has been thus far, with much still ahead of us. Having the pleasure of working with such wonderful and dedicated people has demonstrated just how much that "giving to less fortunate" is a top priority in this great part of America. The campaign is in full swing at many entities with more to come. Many organizations have already completed their

campaigns and the results are very promising. Our goal of three million dollars is an ambitious goal but one that is attainable. Please continue to endeavor to make positive things happen during this very important time and remember that time is of the essence. Your persistence and dedication to positive outcomes are "mission-critical." Stay the course and thanks for your help.

~Dennis Wade

Dennis Wade



United Way Campaign Chair

2010 LOANED EXECUTIVES

Nancy Barboza

Inter National Bank

Cindy Castillo

Boys & Girls Club of Edinburg RGV

Robert Chamberlain

Security Service Federal Credit Union

Rosemary Cuate

HEB -172

Dina Garcia

Boys & Girls Club of McAllen

Eddie Garza

Wells Fargo Bank

Edward Greaves

HEB

Ventura Hinojosa

SCVDV

Victor Lopez

Wells Fargo Bank

Wendy Lopez

Security 1st Credit Union

Luis Marquez

IBC

Robert Palomin

HEB – LE Trainer

Delia B. Perez

SCVDV

Janie Ramos

Target

Yolanda Salinas

Wells Fargo Bank

Marabeth Schuster

City of McAllen

Elia B. Solis

SCVDV

Judith Solis

Starr County Attorney's Office

Carrie Villarreal

Boys & Girls Club of Pharr



Robert Palomin, Director of H-E-B Regional Operations for the Lower Rio Grande Valley facilitated a two day leadership and management training for the Loaned Executives.

2010 PACESETTER COMPANIES

Aurora House
Boys & Girls Club of Edinburg
Best Buy - N. 10th McAllen
Best Buy - Jackson Rd. McAllen
Best Buy - Ware Rd. McAllen
BBVA-Compass Bank
Caterpillar
City of Edinburg
City of McAllen
Convergys
Donna I.S.D.
Edcouch Elsa I.S.D.
Edinburg C.I.S.D.
Frost Bank
HEB Alamo
HEB Credit Union
HEB Distribution Center
HEB District Office
HEB Donna #009
HEB Edinburg #172
HEB Edinburg #431
HEB Elsa #138
HEB McAllen # 217
HEB McAllen #212
HEB McAllen #334
HEB Transportation

HEB Weslaco #231
HEB McAllen #590
HEB Mercedes #370
HEB Mission #226
HEB Mission #571
HEB Mission Convenience Store
HEB Mission/Sharyland #094
HEB Palmview #448
HEB Pharr #208
HEB Rio Grande City #013
HEB San Juan #038
HEB Weslaco #485
Hidalgo I.S.D.
International Paper - McAllen
International Paper - Edinburg
JC Penney Co. - Downtown McAllen
JC Penney Co. - Edinburg
JC Penney Co. - La Plaza Mall
JC Penney Co. - Weslaco
La Joya I.S.D.
McAllen Chamber of Commerce
McAllen I.S.D.
Mercedes I.S.D.
Mercedes Recreation Center
Mission C.I.S.D.
Palace Cleaners

Total - \$1,244,563

PSJA I.S.D.
Rio Grande City C.I.S.D.
Sam's Club #8250
Sharyland I.S.D.
South Texas I.S.D.
Starr County Memorial Hospital
Su Casa De Esperanza
Target - McAllen Las Tiendas
Target - McAllen N. 10th
Target - McAllen Nolana
Target - Mission
United Parcel Service (UPS)
United Way of South Texas
UPS Supply Chain Solutions
Valley View I.S.D.
Wal-Mart # 3320 Palmhurst
Wal-Mart #1041 Weslaco
Wal-Mart #1958 Rio Grande City
Wal-Mart #395 Mission
Wal-Mart #397 McAllen Jackson
Wal-Mart #4508 Penitas
Wal-Mart #452 - McAllen Nolana
Wal-Mart Alamo #5165
Wal-Mart Edinburg #3886 McColl
Wal-Mart Edinburg #429 University

Employee Campaigns: Thanks to the Coordinators of the 2010 Pacesetter Companies. They raised 42 percent of the Campaign Goal by Mid-September. 2

2010 Employee Pacesetter Company Highlights

Donna I.S.D.
13% increase

La Joya I.S.D.
36% increase

Target Stores
15% increase

Edcouch-Elsa I.S.D.
46% increase

McAllen Chamber of Commerce
14% increase

South Texas I.S.D.
15% increase

P.S.J.A. I.S.D.
7% increase

H.E.B. Stores
13% increase

First in our history to exceed \$400,000
Employee pledge mark.



UPS
10% increase

Wal-Mart/Sam's Stores
22% increase
Employee & Corporate
Pledges

Starr County
Memorial Hospital
15% increase

Boys & Girls Club of Pharr
39% increase

United Way of South Texas
8% increase

Palace Cleaners
8% increase

Rio Grande City C.I.S.D.
20% increase

Drop-out Recovery

The Education Council Committee is led by Dr. Marla Guerra, Superintendent at South Texas I.S.D. and Mr. Roberto Loreda, Superintendent at Donna I.S.D. The United Way of South Texas Board of Directors established the committee to engage educators and business leaders in discussions about drop-out recovery.

Also serving on the committee are representatives from PSJA I.S.D., La Joya I.S.D., Donna I.S.D., and Valley View I.S.D.

United Way of South Texas approved a \$20,000 grant to help address specific student needs.

The committee created short and long-term goals. The short term goals are: 1.) recruit volunteers to help



contact students lacking credits to graduate and 2.) purchase netbooks that students can check out to complete homework assignments. The long term goals are: 1) organize a motivational rally for all students who returned for credit recovery programs and

2) pilot a mentoring program for at risk middle school students. Danny Aguilar, KRGV Sales Manger and United Way Board Member recruited a team of volunteers from IBC, Magic Valley Electric, Texas Community Bank,

International Bank, The Monitor and KRGV. The 100 volunteers joined employees from respective districts on home visits to encourage students to return to school and earn their high school diplomas. United Way volunteers are committed to enhance school districts' efforts in increasing high school graduating rates.



15th Annual Back to School "In Style" Shopping Event

Sixty-one Junior High students from Donna ISD, Edinburg CISD, Edcouch-Elsa ISD, Hidalgo ISD, La Villa ISD, La Joya ISD, and PSJA ISD will return to school "In Style" with the help of the United Way of South Texas, AEP and Target Stores. United Way awards the same opportunity to every district in Hidalgo and Starr counties on a rotating basis. Students received \$150 and were allowed to purchase school clothing and personal hygiene items. Target provided school supplies and back-packs for each child. United Way also recruits volunteers to serve as "Shopping Buddies" who assist the students with their purchases. Vogue College



of Cosmetology provided free haircuts for participants. Companies that provided volunteers include: Target, KRGV, The Monitor, HEB, GE Engine Services, International Bank of Commerce, Convergys, La

Joya Credit Union, Inter National Bank, Frost Bank, Wells Fargo, and Security Service Federal Credit Union. United Way of South Texas worked with District Superintendents and Administrators to develop

criteria that every district uses today in selecting the children.



The "12 Days of Christmas" was started 13 years ago in collaboration with The Monitor. The United Way of South Texas works with nonprofits, governmental agencies and school districts to accept nominations of families going through difficult times during the holidays. Many of these families have experienced illnesses, loss of a home, a death in the family and could use help from the community to change their lives. A committee of social workers and human resource directors will prioritize and select 12 families who will then be interviewed by

reporters from The Monitor. Each story is featured 12 days prior to Christmas. The United Way of South Texas staff and volunteers coordinate and deliver all goods to the families prior to Christmas. All monetary donations are given to the families as designated by the contributors. If some of the contributions are not designated, the funds are distributed proportionately amongst the 12 families.

Families that are not featured in the local newspaper are matched to corporations or individuals who have volunteered to adopt a

family. In 2009, there were 39 families matched to those wishing to help.

To all our volunteers and donors, thank you for your generosity.

For more information on how you or your company can volunteer, please call Amelia Rojas at (956) 686-6331 or email her at arojasunitedway@sbcglobal.net



12 Days of Christmas



United Way Recognizes Top Supporters and HEB Volunteers



The United Way of South Texas Board of Directors congratulate HEB Employees for being the No.1 Supporter. H.E.B. is the first company in Deep South Texas to exceed the 400,000 mark. The H.E.B. Campaign was coordinated by Store Directors Reggie Stevenson, Rosemary Cuate and Edward Greeves. Their efforts were supported at every level, from leadership management at the Regional Office to the Managers,

Partners at each store location. Employee participants were from the Corporate Office, Weslaco Distribution Center and Transportation, HEB Credit Union and stores in in Mercedes, Weslaco, Elsa, Donna, Alamo, San Juan, Pharr, Edinburg, McAllen, Mission, Palmview and Rio Grande City.





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FAX:
(956) 686-8430

We're on the Web!

See us at:
www.unitedwayofsotx.org

How To Volunteer

If you or your company would like to volunteer in any of our projects or events, you may contact us from Mon.-Fri. 8 a.m. – 5 p.m. at (956)686-6331 or visit us on the web at www.unitedwayofsotx.org.

2010 Media Contest Winners



(3 minute video) – Edinburg C.I.S.D.



(30 sec. PSA) – P.S.J.A. I.S.D.

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