

# United Way Milestones

## 2000

In the year 2000, a record \$2,071,826 was raised in the campaign.

## 2001

With the national challenges after the September 11, 2001 tragedy, fund distribution volunteers faced tough decisions. Resources were limited due to a decrease in campaign dollars raised.

## 2002

A new mission and vision statement were adopted by the board of directors in 2002 to reflect United Way of North Rock County's new direction. "Mobilizing our Communities, Improving Lives," is the new mission statement. The new vision statement is: "We will build a stronger north Rock County by measuring and identifying needs to effectively impact people's lives and communicate results.

"Rock Responds," a program of First Call, was developed in an effort to reduce unmet needs. Through Rock Responds, emails are sent out to many partners – private and public organizations describing the need and subscribers can respond if they can meet the need.

## 2003

United way of America adopted a new logo which was localized for each United Way across the United States. From



to



in order to give a more unified, updated look and to change the focus from a "hand out" to a "hand up" and the focus is on the person, improving lives. The board of directors developed a strategic directions plan.

Volunteer Network also offered for the first time a Points of Light Volunteer Management Training – training for anyone working with volunteers on a regular basis.

## 2004

Through UAW/General Motors, United Way was provided a labor liaison staff member in order to build relationships with area unions. The labor liaison collaborated with area unions to assist in their campaigns, coordinated the Letter Carrier Food Drive, the Community Baby Shower and Prevent Child Abuse Awareness campaign, to name a few.

A steering committee made up of various community members was formed to oversee a county-wide needs assessment with United Way of North Rock County as a partner, and financial agent.

United Way also began a two-three year journey of implementing an Outcomes Evaluation Management System for member agency-funded programs. Agency representatives attended a series of workshops to help agencies identify and track program results.



United Way continued moving towards a community impact focus with the establishment of a community initiative fund to position United Way to be proactive in responding to results of the Rock County "CommUnity" needs assessment nearing completion.

Volunteer Network developed its first "Helping Hands" celebration to recognize outstanding community volunteers.

## 2005

United Way's Volunteer Network awarded its first Helping Hands Volunteer of the Year Award to Amy Loasching.

## 2006

Gary L. Smith retires after 37 years with United Way. Gail Graham assumes the position of President of United Way of North Rock County.

The CommUNITY Needs Assessment was completed and distributed throughout the community.

2007

Gail Graham becomes the new United Way of North Rock County President.

United Way took the next step toward community impact. The Community Impact Service Area became the "Transformation Team." Action Teams were formed and started meeting to evaluate every area of our United Way. This is an effort to engage the community in our mission of "Mobilizing Our Communities, Improving Lives" and to work towards lasting change.