

ADVANCING EDUCATION  
INCOME AND HEALTH



# DRIVING CHANGE

## 2013 ANNUAL REPORT

GIVE. ADVOCATE. VOLUNTEER.

United Way of Anchorage

[LiveUnitedAnchorage.org](http://LiveUnitedAnchorage.org)

LIVE UNITED



# DRIVING

Dear Friends,

2013 was a year of continued progress towards our community goals:

- Anchorage children enter school ready to learn, stay on track, and graduate ready for work and life
- Anchorage residents practice healthy behaviors and have access to health care
- Anchorage families are housed and financially stable

This annual report describes the milestones that move us closer to an Anchorage where 90 percent of our youth graduate by 2020, no child spends a cold winter night sleeping in a car, and our neighbors have a consistent medical home.

We have been able to achieve these milestones because we have transformed how we work. To better honor your zeal to make Anchorage awesome, we are compelled to make a stronger social impact, and give you a deeper return on your investments.

Many organizations have great programs that can improve aspects of people's lives. Some organizations offer research on social issues. Numerous individuals and investors devote volunteer time and dollars to making Anchorage a better place to live. And all are important components of communitywide change.

United Way made the promise to step up to a unique role: to help knit it all together in a way that not only helps individuals, but actually changes the face of the entire community. We do this by igniting community collaborations for change. These collaborations address head-on the complexities of today's social ills and commit to comprehensive, sustainable and measurable solutions.



Providing the opportunities for everyone to be well-educated, healthy, and financially stable doesn't happen by chance or by good intentions alone. It takes deliberate and careful coordination and calibration of many moving parts, and a passion for excellence and measurable results. It requires that we, as a community, get out of our silos and align the efforts and resources of all sectors – business, nonprofit, public, and faith – around common goals and action plans.

That is United Way's promise to you. To act boldly to build a movement to achieve shared community goals. A promise to strategically and rigorously use data to drive research-based action plans, integrating the work of many. And a promise to hold ourselves and others accountable for measurable results and continuous improvement.

Your generous contribution of time, dollars and advocacy continually energize us to fulfill these promises to you. Your support has led to significant inroads towards our collective goals. Thank you for all that you do!

A handwritten signature in black ink that reads "Michele Brown". The signature is fluid and cursive, with a long horizontal line extending to the right.

**Michele Brown**  
**President**  
**United Way of Anchorage**

# CHANGE

TO OPEN THE EYES OF ONE CHILD IS TO BROADEN  
THE POSSIBILITIES OF EVERY GENERATION.

United Way of Anchorage is committed to the children of Anchorage and our city's future. That means our children will enter kindergarten ready, stay on track academically, graduate, and become productive citizens. To exercise our commitment, United Way plays a vital role no other organization can - to create community impact.

United Way of Anchorage has been a central partner to ignite, convene, and support a powerful community partnership: 90% by 2020 – a collaboration including the school district, non-profits, government, foundations, businesses, and individuals, headed by a leadership team comprised of over 40 key community leaders.

The partnership has established fundamental cradle to career goals, founded on the belief that working together, we can and will create a thriving community. Three important milestones have been prioritized for focused and rigorous action: readiness for kindergarten, 8th grade math proficiency, and on time high school graduation.

**We are proud to say that Anchorage is halfway to its goal of a 90% graduation rate, with 76% of the class of 2013 graduating on time.**

Our Healthy Minds, Healthy Bodies collaboration with Healthy Futures, Anchorage School District, and the State of Alaska is an example of United Way focusing a spotlight and building awareness, investing wisely, and measuring progress. Our research-proven premise is that healthy kids attend school more regularly, and do better academically. So we worked with partners to increase physical activity levels of students in our school district, and healthy eating. This year, almost 10,000 children participated in the Healthy Futures challenge – a 35% increase from the previous year.



**18,221** youth are involved in activities that promote youth development; 76% of youth in programs become more engaged with their education, learning and school.

# DRIVING

Our Pilot School Project, an innovative collaboration with the school district, strategically uses school data to identify students who need help, and track their academic progress after they are connected to supports. During the two pilot, or “test” years, nearly 200 students were connected to supports, and 88% increased or remained stable in attendance compared to those not receiving supports.

We are excited to report that our successful pilot phase is complete and starting with the 2014-2015 school year, this new system of school/community partnership will be implemented in 4 schools – Wendler Middle School, Airport Heights Elementary, College Gate Elementary, and Lake Otis Elementary.

## FUNDERS LEADING CHANGE IN EDUCATION

BP  
The CIRI Foundation  
ConocoPhillips Alaska Inc.  
Rasmuson Foundation  
Target  
Wells Fargo

We will continue to use data as an early warning system, connect children to supports, and measure progress. A special focus will be to improve math proficiency and attendance by providing student supports, math tutoring, and by

emphasizing math and science at school-wide events. We wish to thank the Anchorage School District, for their incredible, collaborative partnership.

We are also proud of the many individual programs in which we invest. These agency partners are the very best in terms of contributing to our education goals and achieving positive outcomes for the children and families they serve.

We were honored in 2014 to invest \$1.4 million in nonprofit programs in our education impact area. Here are some of the results we’re getting: 18,221 youth are involved in activities that promote youth development; 76% of youth in programs are more engaged with their education, learning and school; 91,706 books are distributed to young children; and over 3,000 families learn about child development and parenting skills.

# CHANGE



## TO LIFT THE BURDEN OF ONE FAMILY IS TO RAISE THE HOPES OF AN ENTIRE COMMUNITY.

Every once in awhile, we all need a helping hand. By partnering to provide free tax assistance, United Way has helped thousands of Anchorage residents receive \$8.8M in tax refunds and \$1.18M in earned income tax credits. With that money, they were able to open savings accounts, plan for their future and pay their rent. In addition to the plethora of tax related assistance, our goal of improving income stability for Anchorage families is supported by our statewide resource - Alaska 2-1-1 call center. Call volume for basic needs referrals increased in 2013 by 14% to 52% of overall calls – allowing us to provide crucial support to a larger number of families.

## FUNDERS LEADING CHANGE IN FINANCIAL STABILITY

The Alaska Children’s Trust  
Alaska Housing Finance Corporation  
Alaska Mental Health Trust Authority  
Municipality of Anchorage  
Rasmuson Foundation  
State of Alaska, Department of Health and Social Services  
Wal-Mart Foundation

# for a better life

# for all.

Our cold weather shelter goal of ensuring that no children slept in an unsheltered environment during the coldest months of the year has been realized thanks to the churches offering emergency shelter six to seven nights per week, staffed entirely by volunteers. In the 2012-2013 winter season, approximately 47 families and 76 children received shelter.

“A warm place to be was all I needed for my children... Everyone sets out with the goal of providing the best for their children – and sometimes the world has other plans.

**...What do you do when you work hard and it's just not enough?”**

A powerful message shared with us by a single father with two sons who was able to keep his kids safe and warm because of this program.

The work done by United Way to break the cycle of poverty and bring greater financial and residential stability to our at-risk neighbors takes many forms, and without your support our success would be dramatically reduced. Thanks to you, we are leading the way in collaborative community action to improve the quality of life for all in our city. Anchorage is built on the strength and compassion of the families who live here, and with everyone working together we can achieve our goals.

**17,279** of our neighbors received needed primary and specialty medical care.



**TO REACH OUT TO ONE INDIVIDUAL IS TO EMBRACE ALL HUMANITY.**

It has been said that your health is your most valuable possession and we at United Way believe that everyone should have the opportunity to live a healthy life. For that reason, we are working to change policies and practices such as extending health care coverage and supporting healthy behaviors by providing access to doctors, dentists and critical preventative health screenings.

**FUNDERS LEADING CHANGE IN HEALTH**

Department of Health and Human Services, Centers for Medicare & Medicaid Services

We connected Anchorage residents to a consistent place to get medical care and, thanks to our partners, 13,287 patients now have a medical home. By developing these programs and others, like Healthy Minds Healthy Bodies, we are achieving our goal of a healthy Anchorage! It's exciting to see that 16,101 or 84% of people surveyed by our partner agencies reported healthy behaviors and 13,489 or 88% met the terms of their health treatment plan.

The critical work we do with our partners contributes to a basic health safety net. Together we have provided health care services to 17,279 recipients, 26,847 people have received health screenings and 55,102 people have attended health education sessions. United Way is proud to have provided Anchorage residents with \$11,391,780 worth of health care services and logistical assistance in this past year.

# LOOK WHO'S DRIVING CHANGE

## MILLION DOLLAR CHAMPIONS

(\$1,000,000 + in combined employee and corporate gifts)



## KEY CORPORATE SPONSORS

(\$100,000+ in combined employee and corporate gifts)

Alaska Communications\*  
Alyeska Pipeline Service Company  
Anchorage School District Charitable Giving Campaign  
CIRI  
Doyon Drilling\*  
Enstar Natural Gas\*  
ExxonMobil  
First National Bank Alaska\*  
GCI\*  
NANA Family of Companies:  
NANA Construction  
NANA Development Services  
NANA Management Services  
NANA Regional Corporation  
NANA WorleyParsons  
NANA WHPacific  
Pegasus Aviation Services, LLC  
NANA Oilfield Services, Inc.  
Northrim Bank\*  
Peak Oilfield Service Company  
Pioneer Natural Resources Alaska, Inc.  
Providence Health & Services Alaska\*

State of Alaska SHARE Campaign  
UPS\*  
Wells Fargo

## AWARDS OF EXCELLENCE

(\$50,000 - \$99,999 in combined employee and corporate gifts)

Alaska National Insurance Company\*  
Alaska Railroad  
Alaska Sales & Service  
CH2M HILL  
Chugach Electric Association  
Costco  
FedEx  
Lynden  
Nabors Alaska Drilling, Inc.\*  
Nordstrom  
Petro Star, Inc.  
Rasmuson Foundation\*  
Shell Exploration & Production\*  
Udelhoven Oilfield System Services, Inc.  
University of Alaska Anchorage  
Community Campaign

## MAJOR ACHIEVERS

(\$25,000 - \$49,999 in combined employee and corporate gifts)

Alaska Interstate Construction, LLC  
Alaska Steel  
ASRC Construction Holding Company  
AT&T  
KPMG LLP  
Petrotechnical Resource of Alaska  
Residential Mortgage  
Stoel Rives LLP\*  
United Way of Anchorage

## MEDIA SPONSORS

Anchorage Daily News  
Clear Channel Radio  
GCI  
KTUU-TV  
Spawn Ideas  
Walsh I Sheppard  
YourAlaskaLink.com

## OUTSTANDING PERFORMERS

(\$10,000 - \$24,999 in combined employee and corporate gifts)

Advanced Supply Chain International  
Alaska Clean Seas  
Alaska Industrial Hardware  
Alaska USA Federal Credit Union\*  
ASRC Energy Services  
Catholic Social Services  
Covenant House Alaska\*  
ctg  
Denali Alaskan Federal Credit Union  
DOWL HKM  
Doyon Anvil\*  
Doyon Universal Services  
Enterprise Rent-A-Car  
Fairweather, LLC  
Foraker Group  
Hilcorp  
K & L Gates  
KeyBank  
Kumin Associates, Inc.  
Marsh & McLennan Agency  
Municipal Employee Charitable Giving Campaign  
Northern Air Cargo\*  
Perkins Coie LLP  
RIM Architects & RIM Design  
Sam's Wal-Mart Corporation  
Schlumberger Technology Corporation  
Spawn Ideas  
Subway of Alaska, Inc.  
USKH

## TOCQUEVILLE SOCIETY

Founded by United Way of America in 1984 and organized locally in 1993, the Tocqueville Society fosters, promotes, and acknowledges the vital importance of voluntary community services and personal giving at an exceptional level. Today, it is one of the most prestigious institutions for individuals passionate about improving people's lives and strengthening communities. Donors making annual gifts of \$10,000 or more are recognized. We are pleased to present our local members as of April 7, 2014 and extend our deep gratitude and appreciation.

## Society Members

### Ordre d'Egalité

\$50,000 - \$74,999

Milt\* & Sue Byrd (14) ♦ +  
Dan Cuddy (14) ♦ +  
Barnard & Rachel Gottstein (21) ♦ +  
Kevin & Doré Meyers (14) ♦ +  
Dean & Ana Weidner (11) ♦

### Ordre de Liberté

\$25,000 - \$49,999

Rick & Cyndie Fox (10) ♦ +  
Jim & Vicki Jansen (14) ♦  
Katherine Kolb O'Grady (10) ♦ L  
Dan Nelson & Susan  
Pancoast Nelson (17) ♦  
Paul Peterson & Nancy  
Cumberland (13) ♦  
Ed & Cathy Rasmuson (15) ♦ +  
Fred & Laurel Stutzer (11) ♦  
Ken & Pat Thompson (16) ♦ + L

### Ordre de Commettre

\$20,000 - \$24,999

Dave & Betsy Lawer (14) ♦

### Patrons de la Société

\$15,000 - \$19,999

Joseph & Gayla Everhart (6)  
Roger & Karen Hickel (9)  
Jon Rubini (11) ♦  
Francis & Dianna Sommer (8) ♦  
Jan & Jeri van den Top (7) ♦  
Thomas & Chantal Walsh (9) ♦

### Membres de la Société

\$10,000 - \$14,999

Roger & Judy Aldrich (12) ♦  
Kurt & Misty Alexa **NEW**  
Dr. Jeanne Anderson (4) ♦  
Tom & Sheila Barrett (2)  
Carla Beam (14) ♦ +  
Joe & Barbara Beedle (3) ♦  
Bill & Rosemary Borchardt (7)  
Dani Bowman & Ron Duncan **NEW** ♦  
Larry & Barbara Cash (13) ♦ +  
Doug & Lori Chapados (7) ♦  
Gregory F. Chapados **NEW**  
Jeff Clarke & Kris Ryan-Clarke (8) ♦  
Luann Cutler & Lamar Johnson (4) ♦  
Sharon Davies **NEW** ♦  
Sharon Davies (16) ♦  
Mike & Tracy Dunn (3) ♦  
Douglas Eby & Rosene Beachy (8) ♦  
John & Jan Ellsworth (13) ♦  
Pat Foley **NEW** ♦

Patrick Flynn & Tina Grovier (7) ♦  
Rob & Stacia Gillam (13) ♦  
Mike & Sharon Hayhurst (4)  
Dale Hoffman **NEW**  
Petter & Janet Jahnsen (7) ♦  
Lynn & Terri Johnson (5) ♦  
Allan & Jennifer Johnston (9) ♦  
K.C. Kaltenborn & Catherine  
Schumacher (4) ♦  
David & Debbie Karp (4) ♦  
Warwick & Wendy King (6) ♦  
Gary & Jane Klopfer (8)  
Linda Kumin (15) ♦  
Lucinda & Steve Mahoney (13) ♦  
Dick & Ruth Mandsager (4) ♦  
Pamela & David Marquez (4) ♦  
Aaron & Shay McEwen (4) ♦  
Stephanie & Dennis  
McMillian (14) ♦ L  
Sophie Minich (7) ♦  
Sherron & Kelly Perry (7) ♦  
Rex & Kathleen Plunkett **NEW** ♦

George & Bobbi Porter (11) ♦  
David & Veronica Reem (8) ♦  
Greg & Patsy Romack (10) ♦  
Hal & Cathy Schneider (9) ♦  
Randall Simpson &  
Dana Fabe (8) ♦  
George & Colleen Starring (4) ♦  
Jim Torgerson & Morgan  
Christen(10) ♦  
Jim & Barbara Udelhoven (10) ♦  
Janet & Troy Weiss (3) ♦  
David & Carla Wight (10) ♦ +  
Kathleen M. Young **NEW**

5 donors wish to remain anonymous

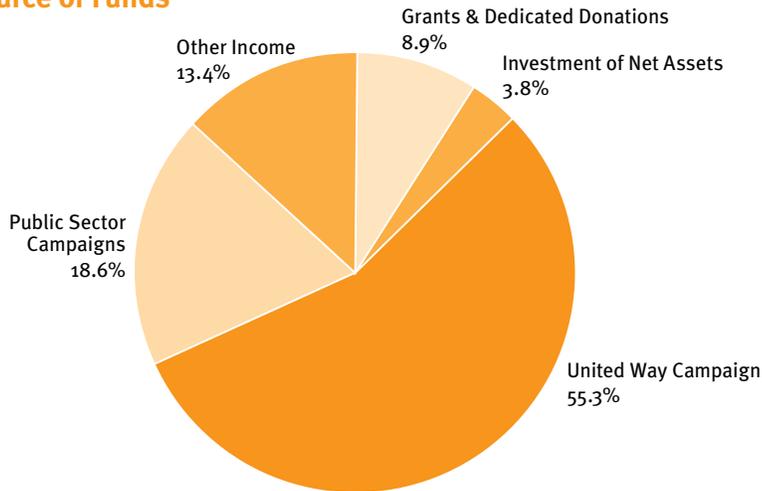
(#) Number of years membership  
+ Tocqueville Award recipient  
L Legacy gift  
♦ Diamond Donor of 25+ years  
• Loyal Contributor of 10+ years  
\* Deceased



# FINANCIALS

## RESULTS FOR FISCAL YEAR ENDED JUNE 30, 2013\*

### Source of Funds



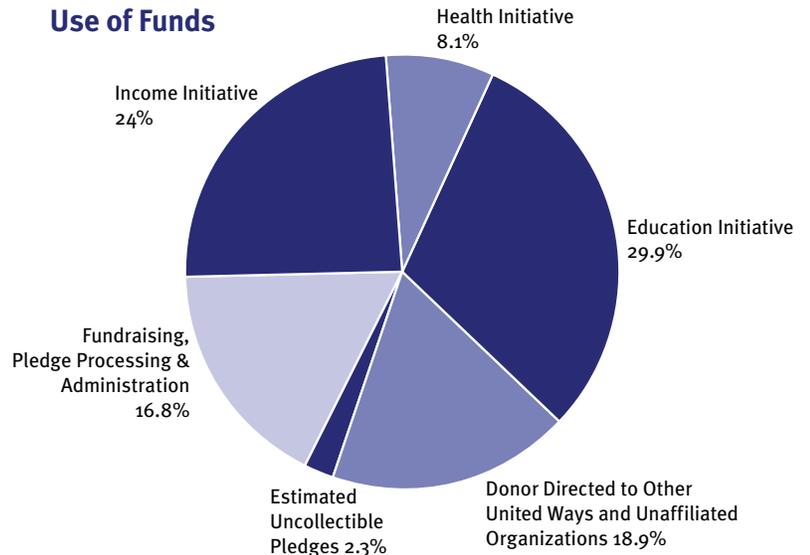
### Source Totals

United Way Campaign	\$ 6,828,798
Public Campaigns Designated to UWA & Service Partners	614,369
Public Campaigns Designated to Other United Ways & Unaffiliated Organizations	1,681,930
Grants & Dedicated Donations	1,098,412
Other Income	1,655,916
Investment of Net Assets	475,226
<b>Total Funds Generated</b>	<b>\$ 12,354,651</b>

### Use Totals

Education Initiative	\$ 3,689,235
Income Initiative	2,966,554
Health Initiative	1,005,675
Donor Directed to Other United Ways & Unaffiliated Organizations	2,331,308
Estimated Uncollectible Pledges	286,360
<b>Total Funds Devoted to Improving Lives</b>	<b>\$ 10,279,132</b>
Fundraising, Pledge Processing & Administration	2,075,519
<b>Total Use of Funds</b>	<b>\$ 12,354,651</b>

### Use of Funds



\* United Way of Anchorage charges a 13% designation processing fee for pledges made through the United Way of Anchorage Campaign. However, no designation processing fee is charged for pledges directed to our sister United Ways in Alaska. No fees are charged for pledges received through other United Ways or public campaigns including the Combined Federal Campaign. The cost of administering the public campaigns, including the Combined Federal Campaign, are recovered from those campaigns after the approval of the governing boards. United Way of Anchorage does not charge a fee to become a member agency or to retain membership status.

NOTE: To view the unqualified audit report for year ending June 30, 2013, visit us online at [LiveUnitedAnchorage.org](http://LiveUnitedAnchorage.org)

**United Way of Anchorage**  
701 West 8th Avenue, Suite 230  
Anchorage, AK 99501  
907.263.3800  
LiveUnitedAnchorage.org

NON PROFIT  
ORG.  
U.S. POSTAGE  
PAID  
ANCHORAGE, AK  
PERMIT #929

## VOLUNTEER LEADERSHIP

United Way of Anchorage is led by the community it serves. Please join us in recognizing and thanking the volunteers who are helping lead United Way's efforts to advance education, income and health in Anchorage.

### BOARD OF DIRECTORS EXECUTIVE COMMITTEE

Chair -- Belinda Breaux, *Breaux Leadership Solutions*  
Vice Chair -- Chair Elect Dick Mandsager, *Providence Health & Services Alaska*  
Treasurer -- Keith Hand, *Community Volunteer*  
Secretary -- Jordan Marshall, *Rasmuson Foundation*

### BOARD MEMBERS

Mike Abbott, <i>Anchorage School District</i>	Rick Fox, <i>Edison Chouset Offshore</i>	Tom Nighswander, <i>Alaska Native Tribal Health Consortium</i>
Bij Agarwal, <i>ConocoPhillips Alaska, Inc.</i>	Ernie Hall, <i>Alaska Furniture Manufacturers</i>	Susan Parkes, <i>Alyeska Pipeline Service Company</i>
Jay Butler, <i>Alaska Native Tribal Health Consortium</i>	Diane Ingle, <i>Community Volunteer</i>	Frank Paskvan, <i>BP Alaska</i>
Dan Clark, <i>ConocoPhillips Alaska, Inc.</i>	Katherine Jernstrom, <i>Chair, Emerging Leaders</i>	Jack Sheppard, <i>Walsh   Sheppard</i>
Dan Coffey, <i>The Law Offices of Ernouf and Coffey</i>	Jewel Jones, <i>Anchorage Community Land Trust</i>	Stacy Tomuro, <i>First National Bank Alaska</i>
Joe Everhart, <i>Wells Fargo Bank</i>	Tom Kibler, <i>Merrill Lynch</i>	Janet Weiss, <i>BP Alaska</i>
Kitty Farnham, <i>Catalyst Consulting</i>	Karen King, <i>Spawn Ideas</i>	David Wight, <i>Community Volunteer</i>
Charles Fedullo, <i>Northwest Strategies</i>	Joel Neimeyer, <i>Denali Commission</i>	

6/14

## CONNECT TO OPPORTUNITIES



To Give, visit:  
[LiveUnitedAnchorage.org/Give](https://LiveUnitedAnchorage.org/Give)



To Advocate, visit:  
[LiveUnitedAnchorage.org/Advocate](https://LiveUnitedAnchorage.org/Advocate)



To volunteer, visit:  
[BeTheChange907.org](https://BeTheChange907.org)



If you or someone you know needs help:  
Dial 2-1-1 or 1-800-478-2221  
[Alaska211.org](https://Alaska211.org)