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"What matters" more than just a slogan

"What matters." It is not just a slogan. It is what drives our work. Every day, United Way of Broward County works to create a positive impact by focusing on what matters -- shaping our community and improving lives.

This past year, United Way of Broward County modified its approach to meet the changing needs of our community. The "New" United Way of Broward County is more than just a fundraiser. We are a community impact leader, connecting people through philanthropy and volunteerism and yielding meaningful results. By broadening the scope of our work, we increase the impact of our contributions and effect community change.

Also during the past year, our Board of Directors took a bold step to change the size of the governing body from 66 to 21 members. This smaller volunteer leadership group allowed United Way of Broward County to focus on strategic direction and setting the course for our Community Impact Agenda. Former Board members became part of a prestigious Director Emeriti, and their involvement and insight to this organization continues to be an integral part of our success.

During the 2004-2005 annual campaign, despite the challenges posed by four hurricanes and a Tsunami, United Way of Broward County raised $11.7 million to fund programs and initiatives that helped more than 300,000 people last year. But there is so much more to be done. Our local nonprofit community is experiencing an increase in demand for services in even greater amounts. Caught in the middle are the children, families and individuals who need help the most.

United Way of Broward County will continue to do what it does best -- create a positive impact by raising the funds necessary to support programs that improve lives. And, as you will read throughout this report, United Way of Broward County helps local programs and innovative collaborations achieve results…and that is "what matters."

This year also brought a number of accomplishments that continue to demonstrate United Way of Broward County’s leadership and its commitment to being the most effective and efficient means of helping others.

The Community Impact Report highlighted United Way of Broward County’s expertise in identifying and understanding the needs in our community. It outlined specific outcomes that show that we’re achieving results and improving lives.

Women’s Way, one of our largest community impact initiatives, grew to be over 350 members strong. This dedicated group of women worked tirelessly throughout the year to improve our community and make a difference.

The Emergency Shelter Project continues to grow and address a critical need in our community -- transitional living for domestic violence victims and their families until more permanent arrangements can be made. A strong collaboration of hoteliers, social service agencies, volunteers and crime prevention organizations have made this program become a reality.

This past year, our Alexis de Tocqueville Society raised more than $1.8 million from individual donors contributing $10,000 or more, and also welcomed 14 new members at this level.

The work of many volunteers, donors and United Way of Broward County staff went into making the past year a success, and we would like to extend a special thanks to 2004-2005 Campaign Chair Dr. Silvia M. Flores, whose leadership helped guide our campaign accomplishments.

We ask for your continued support to help create a stronger community. Broward County is growing and so is the list of needs. United Way of Broward County will continue to produce powerful results. We will invest your dollars where they are needed the most, to change lives and shape our community.

That is what matters.

John C. Johnson
President and CEO
Holy Cross Hospital
Chairman, Board of Directors
United Way of Broward County

Douglas E. Weber
President and CEO
United Way of Broward County

2004-2005
BOARD OF DIRECTORS

John C. Johnson  
Holy Cross Hospital

Douglas E. Weber  
United Way of Broward County

David K. Blattner, Esq.  
David K. Blattner, PA / Blattner Title, LLC

Colin Brown  
JM Family Enterprises, Inc. / JM Lexus

Marjory Bruszer  
SOS Children’s Village of Florida, Inc

Gale M. Butler  
AutoNation, Inc.

John S. Chaperon  
Bank of Florida

D. Keith Cobb  
Community Volunteer

Walter J. Crosson  
FPL/IBEW #759 - Broward County AFL-CIO

James A. Cummings  
James A. Cummings, Inc.

Ray Ferrero, Jr.  
Nova Southeastern University

Silvia M. Flores, MD  
Community Volunteer

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Gordon Hargrove & James, P.A.

Virginia I. Miller  
Miller Construction Company

Jim Nations  
Gordon Hargrove & James, P.A.

Mary Riedel  
Sun-Sentinel Company

Ramon Rodriguez, CPA  
Madsen Sapp Mena Rodriguez & Co PA

S. Britt Sikes, Jr.  
U. S. Imaging Solutions

Frank Till, EdD  
School Board of Broward County

Benjamin J. Williams  
School Board of Broward County

Legal Counsel  
W. George Allen, Esq.  
W. George Allen Law Office

DIRECTOR EMERITUS

Clifford J. Bauer  
Kindred Hospital – South Florida

Ken B. Bierman  
Mellon

Richard S. Blattner  
Community Volunteer

Francis Brogan, Jr., Esq.  
Greenberg Traurig, P.A.

Ralph Campbell  
McKinley Financial Services, Inc.

Marian Cavagnaro  
Memorial Hospital West

Julie Cobb  
Suddath Relocation Systems

Joseph M. Cobo  
Florida Medical Management Consultants

Keith Costello  
City National Bank of Florida

Paul E. Daly  
Reliance Supply Company

Jorge F. DeApodaca  
BellSouth

Anthony M. Deginja, Jr.  
Plantation General Hospital

Lloyd DeVaux  
BankAtlantic

Tracy S. Dunham  
Wachovia Bank

Ken Dunn  
Calder Race Course

Abraham Fischler, EdD  
Nova Southeastern University

James R. Foster  

Tom C. Garris  
Sun-Sentinel Company

Judy Henry  
United Jewish Community of Broward County

C. Kennon Hetlage  
Memorial Hospital Pembroke

James Jackson  
Bank of America

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Avit Marketing Communications

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Tripp Scott, P.A.

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Imperial Point Medical Center

Audrey Millsaps  
Community Volunteer

Gail Nursey  
Wachovia Bank

Ralph Page  
Ralph Page & Associates

Sheldon Polish, Esq.  
Berger Singerman

Alan Price  
Publix Super Markets, Inc.

Bill Purvis  
UPS – South Florida District

Carlos J. Reyes, Esq.  
Greenberg Traurig, P.A.

Philip Rosenberg  
City of Miramar

Maria Sanjuan, CFP  
AXA Advisors

Donna Sasser  
The Herald

Joyanne Stephens, PhD  
Florida Atlantic University

Michael L. Sutten  
Royal Caribbean Cruises

Michelle Tuggle  
The Tuggle Group

Lynne Wines  
Colonial Bank
Community Impact Fund

United Way of Broward County is a volunteer driven, community-based, nonprofit organization with a mission to improve the lives of individuals and families in Broward County. United Way of Broward County unites the resources of donors, volunteers and agencies to identify and target the community’s most pressing needs and create measurable results that have the greatest impact.

United Way of Broward County has focused a strategy for community impact by invested resources in critical areas of need in the community. Through United Way of Broward County’s Community Impact Fund, funding for programs and initiatives was allocated in three areas to create life long solutions to health and human service, and educational challenges that face Broward County residents.

The Community Impact Fund is the only vehicle that allows donors to invest locally in so many proven programs with a single gift. A gift to the Community Impact Fund supports the entire community, not just one person, agency or issue. Donors know that their gift is effective and managed by volunteers who measure the impact of the programs funded to guarantee accountability. Most important, no other gift more clearly impacts our community’s most pressing needs, finding solutions to problems and allocating resources where they are needed most.

I received a call one-day saying I had to pick up my grandson, Damien. This came as a surprise because I did not even know I had a grandson, but later found out I had to assume full responsibility for him. Being an empty nester and having already raised four children of my own, I was not financially or emotionally prepared to do this. However, I was directed to Family Central, Inc. and everything fell into place. Family Central provided me with baby items, signed me up for childcare courses and arranged for subsidized daycare so I could return to work.

-Paulette
Client, Family Central, Inc.

Helping Children Succeed
Promotes the healthy birth and development of children and teens by enabling them to reach their fullest potential.

Improving Health and Wellness
Helps senior citizens and people with physical, mental and developmental disabilities improve their quality of life.

Responding to Emergency Needs
Enables families to remain independent during life’s challenges and helps people who are homeless and hungry.
Helping Children Succeed

Promotes the healthy birth and development of children and teens by enabling them to reach their fullest potential.

Results Achieved:

- More than 7,345 at-risk juveniles were provided with safe, structured after-school activities.

- More than 5,800 children benefited from quality childcare at a subsidized cost so their parents could remain in the workforce and support a family.

- More than 1,000 children with developmental delays were connected with appropriate services to help them develop appropriately for their age.
**Improving Health & Wellness**

Helps senior citizens and people with physical, mental and developmental disabilities improve their quality of life.

Results Achieved:

- From prenatal care for mothers and babies to counseling for troubled youth and their families and health screenings for seniors, United Way of Broward County funded programs improved the health and well-being of more than 151,000 people.

- 3,500 of Broward’s elderly and disabled enjoy more independent lifestyles through home and residential care, medical support and personal and vocational training.

---

**Improving Health and Wellness**

**Community Partners and Programs**

**AIDS Project Florida**
- Holistic Care Initiative

**Broward County Community Development Inc.**
- District Wide Supportive Housing

**Broward County Grandparents**
- Foster Grandparents
- Retired Senior Volunteer Program
- Senior Companion Program

**Broward Homebound Program, Inc.**
- Community Care for Disabled Adults
- Elderly & Disabled Subsidy
- Handicapped Meals & Medical Supplies

**Broward House, Inc.**
- Family Living
- Skilled Nursing

**Broward Outreach Center**
- Art Therapy

**Care Resource**
- Minority Women’s Outreach

**Catholic Charities - Broward Office**
- Volunteer Friendship

**Cerebral Palsy Adult Home, Inc.**
- Residential Care

**Community Foundation of Broward**
- HIV/AIDS

**Epilepsy Foundation of South Florida, Inc.**
- Medical Case Management

**First Call for Help of Broward, Inc.**
- Health Related Helpline Services

**Goodwill Industries of Broward County, Inc.**
- Supported Employment

**Habilitation Center for the Handicapped**

**Healthy Mothers - Healthy Babies Coalition of Broward County, Inc.**
- Fetal Infant Mortality Review
- Prenatal Infant Health

**Hispanic Unity of Florida, Inc.**
- Renacer

**HospiceCare of Southeast Florida**
- Bougainvilla
- Services & Bereavement Support

**League for the Hard of Hearing-Florida**
- Audiological Services
- Social Services

**Lighthouse of Broward County, Inc.**
- Computer Training for Blind & Visually Impaired
- Independent Adult Living
- Lifetime Learners
- Lighthouse on the Move

**MediVan Health & Community Services**
- MediVan Project

**NE Alzheimer’s Day Care Center, Inc.**
- Adult Day Care Center

**Planned Parenthood of South Palm Beach and Broward Counties, Inc.**
- Cancer Screening/HIV Prevention

**Schott Memorial Center**
- Coordinated Service Team for the Deaf & Disabled

**Silver Impact**
- Mental Health Drop-in Center for Seniors

**Susan B. Anthony Recovery Center, Inc.**
- Stop the Cycle Transitional Housing

**Woodhouse, Inc.**
- Nursing Care

**YMCA of Broward County, Florida, Inc.**
- Y-Challengers
Responding to Emergency Needs
Community Partners and Programs

American Red Cross, Broward County Chapter
- Disaster Preparedness / Relief Services

Broward Coalition for the Homeless
- 524 Beds Line

Broward Outreach Center
- Multi-Therapy Collaborative – Substance Abuse
- Multi-Therapy Collaborative – Work Skills

Broward Partnership for the Homeless
- Family Services Coordinator

Catholic Charities - Broward Office
- Emergency Services
- Family Counseling
- Haitian Job Development
- Link up to Permanent Housing
- Transitional Housing

Children’s Home Society of Florida
- Case Management Support
- Pregnancy/Parent Support

Coast to Coast Legal Aid of South Florida, Inc.
- Domestic Violence Court

Cooperative Feeding Program, Inc.
- Emergency Food, Hot Meals
- Raise the Roof over Homelessness

Consumer Credit Counseling Services

Covenant House Florida, Inc.
- Emergency Shelter Care

Episcopal Mental Health Ministries, Inc.
- Homeless Outreach Services Team

Family Service Agency, Inc.
- Family Counseling

First Call for Help of Broward, Inc.
- 2-1-1 Helpline Services

Gateway Community Outreach, Inc.
- Jumpstart

Helping Abused & Neglected Dependent Youth
- Children’s Emergency Needs

Henderson Mental Health Center, Inc.
- Youth Emergency Services

Jewish Adoption & Foster Care Options
- Foster Care & Adoption Services

Jewish Family Service, Inc. of Broward County
- Counseling

Jubilee Center of South Broward, Inc.
- Pantry Food & Hygiene Items
- Transportation for Jobs & Medical

Legal Aid Service of Broward County, Inc.
- Court Registry Accrued Rent Deposit Initiative

Liberia Economic & Social Development, Inc.
- Emergency Food & Nutrition

Minority Development & Empowerment, Inc.
- Sove Fannmi Nou Yo (Save our Families)

Opportunities Industrialization Center of Broward County, Inc.
- Project Second Chance

Salvation Army - Broward County
- Plymouth Colony
- Red Shield Lodge

Shepherd’s Way, Inc.
- Project Support for Homeless Women & Families

Victory Living Programs, Inc.
- Family Services

Volunteer Broward
- Information, Recruitment & Referral Training Education

Women In Distress of Broward County, Inc.
- Victim Counseling

Impact Matters

Responding to Emergency Needs
Enables families to remain independent during life’s challenges and helps people who are homeless and hungry.

Results Achieved:

- More than 151,000 residents received financial help, counseling services and referral information.

- 700 individuals and families in crisis improved their housing situation, going from homeless to transitional or permanent housing.

- 500 victims of domestic violence were provided with shelter, counseling and support.

- 19,000 meals were distributed to families and individuals in need.
HURRICANE RELIEF EFFORTS

With four major hurricanes hitting the state of Florida in 2004, United Way of Broward County played a major role in hurricane relief efforts.

In the first initiative, United Way of Broward County partnered with Broward County Government, Volunteer Broward, 211’s First Call for Help of Broward and the Broward County School District for a special hurricane relief initiative. The initiative was designed to help low-income frail elderly, handicapped and special needs individuals with the removal of trees and other storm debris from Hurricane Frances.

United Way of Broward County also made an emergency donation to the American Red Cross, Broward County Chapter to help with the relief efforts, and to the Cooperative Feeding program to assist with the urgent need for food and essential items as a result of the storms.

In addition, United Way of Broward County, along with Broward County Government and Suddath Relocation Systems facilitated a donation of 1,000 toys from the Marine Corp. League Toys for Tots in Denison, Texas. The toys were distributed to childcare centers around the state of Florida that were severely damaged from the storms.

EARNED INCOME TAX CREDIT PROGRAM

For the third consecutive year, United Way of Broward County participated in a successful outreach campaign in partnership with the IRS, Children’s Services Council, Hispanic Unity of Florida, and other community based organizations to raise awareness to the Earned Income Tax Credit (EITC). EITC supplements qualified low-income families through a refundable tax credit. The EITC Coalition returned more than $5.5 million for the tax year 2004, putting much-needed dollars back into the pockets of taxpayers.

JOB READINESS

The Job Readiness initiative partners took on the difficult challenge of connecting employers with local residents who have low marketability in mainstream channels of employment. The group is currently organizing a career fair and workshop series for people with disabilities to provide...
face-to-face job opportunities for those in need. The committee is also involved in developing training and assessment tools for ex-offenders re-entering the workforce and military personnel returning from duty.

**EMERGENCY SHELTER PROGRAM**

For the second year, the Emergency Shelter Program has been providing safe, short-term shelter for victims of domestic violence, removing victims and their families from potentially life-threatening situations and allowing them 24 to 72 hours to explore relocation and other options to serve their best interests. Collaborators such as Women in Distress of Broward County, police-based victim advocates and local hoteliers have combined their expertise in making this project become a reality. In early 2005, the Emergency Shelter Program received national recognition at United Way of America’s Community Leadership Conference.

**TRANSITIONAL INDEPENDENT LIVING TASK FORCE**

In 2003, United Way of Broward County and the Community Foundation of Broward funded a research study: "The Transitional Independent Living Strategic Plan." The plan was designed to raise awareness about the challenges facing older foster teens transitioning out of the System, and serve as a guide for social service groups and others interested in helping them.

As a result, United Way of Broward County formed a Transitional Independent Living Task Force comprised of community leaders and several community-based organizations including the Community Foundation of Broward, ChildNet and the Children’s Services Council. The goal of this task force is to create and sustain a high performance community infrastructure capable of supporting the positive transition of teens from an out of home care setting into adulthood and self-sufficiency.

While the goal is long-term, United Way of Broward County and its partners are committed to making it a reality. In the coming months, the addition of a Transitional Independent Living Coordinator, funded by United Way of Broward County, the Community Foundation of Broward and other partners, will help to develop the resources for the overall operation of a self-sufficiency project for youth transitioning out of foster care.
United Way of Broward County is a partner in a dynamic program designed to enhance early learning and literacy for Broward County children.

The Early Learning Coalition of Broward County, in partnership with Family Central, Inc., School Board Broward County, Nova Southeastern University and United Way of Broward County, was awarded a $1 million grant from the U.S. Department of Health & Human Services to fund a program called Community for Quality Early Learning and Literacy (C-QuELL).

C-QuELL is designed to enhance early childhood literacy so children will be ready for kindergarten when they enter school. United Way of Broward County provides a Community Outreach Coordinator who identifies, communicates and develops methods for engaging parents, business leaders, and faith-based organizations in promoting early learning and school readiness in targeted communities.

For nearly 17 years, United Way’s Broward County Commission on Substance Abuse has been building collaborations and forming partnerships in the community to reduce substance abuse and its devastating impact on individuals and families. Since its inception, the anti-drug organization has directed over 25-million dollars in federal and local matching funds to community and faith-based drug prevention and treatment programs that have served hundreds of thousands of persons.

During the year, United Way of Broward County’s Commission on Substance Abuse oversees implementation of the highly regarded Drug Free Youth In Town (DFYIT) drug prevention program in 25 Broward middle and high schools; conducts an annual 3-day DFYIT Youth Leadership Training Institute; and collaborates with the school board and other community organizations to put on an annual Youth Drug Summit for over 1400 Broward middle school youth. In the past year, the Commission collaborated with Nova Southeastern University and the Florida Department of Children and Families to open the Center for the Study and Prevention of Substance Abuse on the eastern campus of Nova Southeastern University.
Women’s Way, founded by Virginia "Ginny" Miller in 2003, was created for women leaders with a passion for getting positive things done in the community to meet regularly to identify and address social service needs.

Women’s Way continued to have an impact in the community by providing a vehicle for individuals and families with emergency needs and urgent volunteer requests through its "E-Alerts" program. This year, Women’s Way grew to over 350 members and furthered its efforts in the planning and implementation of three "Big Hairy Audacious Projects:"

- **Children’s Home Society – Operation Home Sweet Home** - the renovation of the I. Lorraine Thomas Emergency Home & Family Support Service;
- **Salvation Army - Outer Spaces Playground** - construction of a playground for temporarily displaced families at the Salvation Army’s Huzienga Transitional Housing Facility; and,
- **Children’s Diagnostic and Treatment Center - Walk in the Park Project** - providing interactive activities in waiting rooms and providing children clients with take-home books.

In February 2005, more than 500 people attended the Women’s Way Annual Luncheon, hosted by Pat Moran, Chairman of JM Family Enterprises, Inc. Honoring four inspirational community leaders -- Linda Gill, Ann Gremillion, Lorraine Thomas and Ginny Miller -- the luncheon raised more than $50,000 for the Children’s Diagnostic and Treatment Center project and raised public awareness of Women’s Way’s positive impact in the community.
United Way of Broward County’s success over the years has been due in large part to partnerships that support its efforts to be a community impact leader. These community partnerships not only help to increase overall funding, but ultimately help shape communities and improve lives.

**THE JIM AND JAN MORAN COMMUNITY SOLUTIONS CHALLENGE: NEW DOLLARS THROUGH NEW BUSINESS**

The Jim and Jan Moran Community Solutions Challenge: New Dollars through New Business is a challenge match specifically designed to increase business participation in United Way of Broward County’s Annual Campaign and raise awareness of the programs that are meeting the most critical needs in our community.

The Challenge matches new dollars raised through each new business participating in the Annual Campaign up to $500,000 in the years 2003-2005, as follows:

- $1 for $1 for new business contributions up to $25,000; and
- $1 for $2 for additional new business contributions above $25,000 in each new business.

Since its creation in 2003, the Jim and Jan Moran Community Solutions Challenge has generated 150 new businesses for United Way of Broward County with matching funds in the amount of $416,032.
SUN-SENTINEL DIVERSITY VENTURE FUND

In September 1999, Sun-Sentinel pledged $1 million over five years to United Way of Broward County to establish the Sun-Sentinel Diversity Venture Fund. The Fund awards grants to nonprofit organizations to start new programs or expand existing ones serving diverse communities. It also provides technical assistance and training for nonprofit organizations through the Nonprofit Resource Center at the Community Foundation of Broward.

Since the Fund’s inception, more than 178 nonprofit organizations in Broward County have received more than $1,336,708 in program grants for diverse populations. Through a partnership with Leadership Broward, agencies are submitted to a mid-year progress review for quality assurance of their funded programs.

By partnering with United Way of Broward County, the Community Foundation of Broward and Leadership Broward, Sun-Sentinel believes that this community effort will strengthen organizations serving diverse communities and provide needed programs to make our a community a better place.

S. HALMOS FUND FOR CHILDREN IN NEED

The S. Halmos Family Foundation pledged $1 million over five years to United Way of Broward County to establish the S. Halmos Fund for Children in Need. This funds benefits the children of Broward County who need it most by providing much-needed services through Jack & Jill Children’s Center and the Museum of Discovery and Science.

The fund supports Jack & Jill’s Children’s Center’s important services to the working poor including enriching childcare for the children of low-income parents, providing an emergency food and clothing bank and making funds available for medical and emergency services.

The fund also supports the Museum of Discover and Science where thousand of children and families experience hands-on educational initiatives each year.
<table>
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<td><strong>Total Assets</strong></td>
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<tbody>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>11,628,283</strong></td>
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</table>
Revenue

Gross contributions $ 8,734,000
Endowment 121,444
Less allowance for uncollectible pledges (645,973)

Net contributions $ 8,209,471
Legacies and bequests 104,320
Federal and local grants 514,428
Net rental value of space provided member agencies 11,547
Investment income 390,894
Miscellaneous 14,703

Total revenues $ 9,245,363

Allocations and other functional expenses

Funds allocated to member agencies 5,445,839

Other functional expenses

Program services
Substance Abuse 746,669
Community Investment 532,105

Support services

Community Building 1,444,109
National and State affiliations 119,754
Management and General 769,846
Total other functional expenses $ 3,612,483

Total expenses $ 9,058,322

Change in net assets 187,041

Net assets, beginning of year 2,960,348

Net assets, end of year $ 3,147,389

Planned Giving

By including United Way of Broward County in their estate plans, individuals have the great satisfaction in knowing that they are making a gift to support the mission of the organization into the future.

The United Way of Broward County Legacy Fund, structured as a quasi-endowment fund, provides a safety net of income for meeting areas of critical need and for providing growth beyond the Annual Campaign.

This past year, the United Way of Broward County Legacy Fund brought in $330,057 to help sustain a better quality of life for all Broward County residents.
United Way of Broward County is deeply saddened by the loss of E. Douglas Endsley. For nearly two decades (1979-1994), Mr. Endsley led United Way of Broward County as President and CEO and his work and tireless efforts will never be forgotten. He will be greatly missed by United Way of Broward County and the many other community organizations he was devoted to helping.
THANK YOU to our 2004 Corporate Event Sponsors

Holy Cross Hospital  Sun-Sentinel  Publix Super Markets Charities

Memorial Healthcare System  Bank of America

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