

SANTA BARBARA UNITED

BUILDING BETTER FUTURES TOGETHER

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GOLETA LITERACY PARTNERSHIP

Taking a Successful Partnership to the Next Level

AFTER FOUR YEARS OF EXCELLENT RESULTS at five Goleta Union Schools, United Way of Santa Barbara County's Power Reading Program is being expanded to all nine schools in the Goleta Union School District. The first phase of the partnership will span a three-year period from August 2016 to August 2019. This district-wide project - with its individualized, research-based literacy tools, techniques, and embedded evaluations - has the potential to significantly improve the futures of thousands of children and their families.



In August 2016, Power Reading implementation will begin with the Lexia Reading software at all 9 GUSD schools. UWSBC will administer a series of trainings for GUSD's educators, principals, and key staff to help them administer the Lexia Reading software using national best practices and research to help maximize student achievement.

Throughout the first three-year term, UWSBC staff will import all student information into the program, monitor usage patterns, work with GUSD to make continuous program improvements to create an even more impactful program, and support teachers through ongoing trainings, assistance, and research.



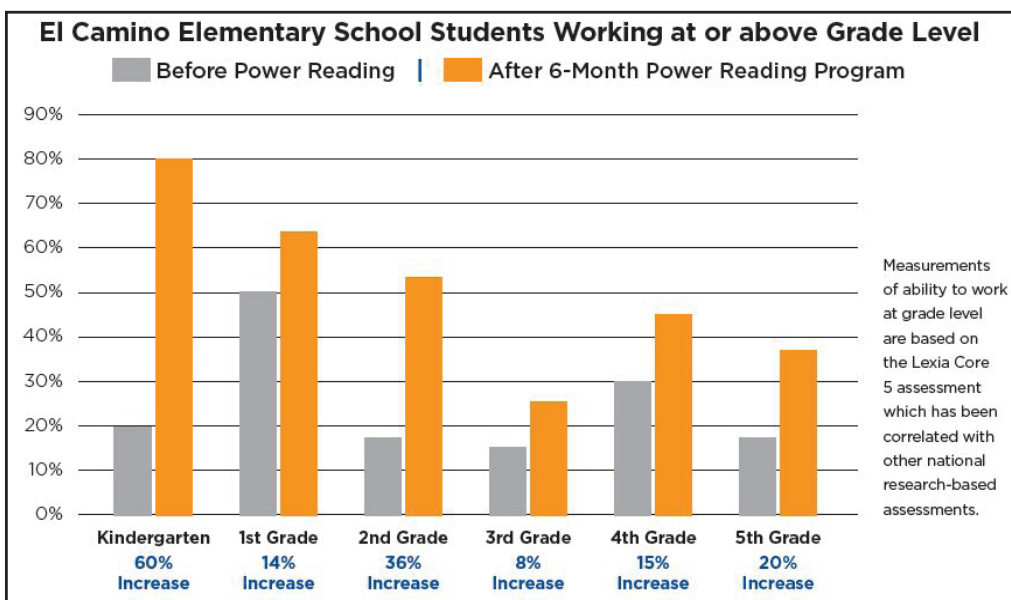
Why Goleta?

THE NINE SCHOOLS IN THE GOLETA UNION SCHOOL DISTRICT serve a very socio-economically diverse group of students, making it extremely challenging to provide tools and instruction that can be implemented on a district-wide level.

Of the estimated 3,700 children currently enrolled, only half are deemed proficient in English Language arts, more than a third are English Language learners, and approximately 44% are considered socio-economically disadvantaged.

Power Reading Works- and the Results Prove It

POWER READING IS ONE OF THE KEY COMPONENTS of United Way of Santa Barbara County's United for Literacy initiative. Available 24 hours a day, 7 days a week, during both in and out of school time, UWSBC's Power Reading program is adaptable to each student's particular needs. The program is fun and easy to use for the



student, allows for highly differentiated instruction for each child, equips teachers with specified metric data to address the needs of each child, and empowers parents to be active participants in their children's education. Due to its versatility, Power Reading is ideal for GUSD as it can be used across all classrooms and reading levels.

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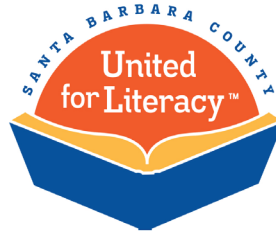
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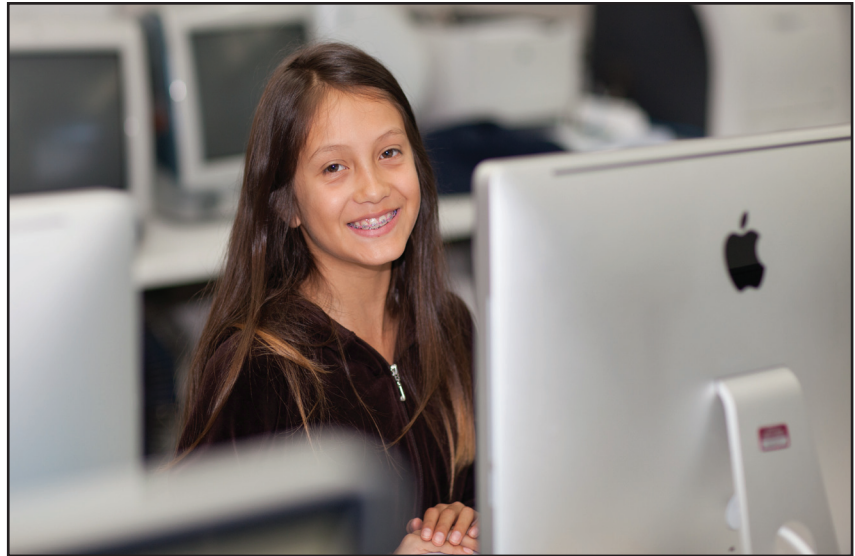
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At El Camino Elementary- one of the earliest Power Reading adopters in Goleta, and a school with high numbers of financially and academically at-risk students- the percentage of students who were on-target to meet grade-level benchmarks increased from 15% to 24%, according to Lexia's embedded assessment. Additionally, in February 2016, El Camino became one of the very few schools in Santa Barbara County ever to exit Program Improvement, a Federal Department of Education classification for schools that do not meet yearly progress goals.



Sponsorship Opportunities

YOUR SPONSORSHIP OF THE GOLETA LITERACY PARTNERSHIP will provide cutting-edge reading improvement tools, teacher training, and support for Pre-K through Sixth Grade students and their families for three full years.

To support the Goleta Literacy Partnership, contact Steve Ortiz, UWSBC Executive Vice President at 805-965-8591 x111 or sortiz@unitedwaysb.org. Or visit unitedwaysb.org/donate

"In the past 2 years that my faculty & staff have been working with UW, we have seen a large number of very positive indicators including the number of students improving by two state proficiency score levels."

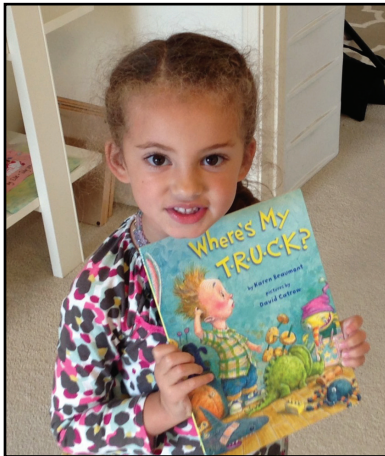
**-LIZ BARNITZ,
ELCAMINO PRINCIPAL**

UNITED WAY'S EARLY EDUCATION PROGRAMS

Year Round Education Tools for Pre-K Children

THE FIRST 5 YEARS BEFORE KINDERGARTEN ARE EXTREMELY IMPORTANT TO A CHILD'S INTELLECTUAL AND SOCIAL DEVELOPMENT. Educational experiences such as reading and being read to, pre-school education, and engaging in developmentally appropriate challenges have long-term benefits for children – they are more likely to graduate high school and provide a sustainable income for themselves and their families. Moreover, communities who encourage and support children's education see a lower rate of crime and benefit from the economic advancement that comes with higher educational attainment.

Because of early education's long-lasting benefits, United Way supports several programs and initiatives aimed to help families with young children. Below are examples of our most recent initiatives:



1. Dolly Parton Imagination Library (Ages 0-5): Year-Round Program

United Way of Santa Barbara County increases access to books through its Dolly Parton Imagination Library. Through this program, more than 1,400 families with children up to age five receive a new age-appropriate book in the mail every month at no charge.

We know that reading to a pre-school child is the single most important way to prepare them for school. By placing expert-selected books directly in the home, we are creating opportunities for parents and children to spend time together in an enriching way that will pay big dividends down the road.

2. Kindergarten Success Institutes (Ages 4-5): 3-4 week Summer Program

We also offer Kindergarten Success Institute (KSI) classes in Santa Ynez and south Santa Barbara County schools every summer before the start of school in the Fall. Students who have little or no preschool experience learn behaviors that are essential to their success in the coming kindergarten school year and much more.

Children who have not attended pre-kindergarten often do not know basic letters, numbers, shapes, and colors, how to spell their names, use scissors, sit in a circle, share, or cope with frustration. Approximately half of incoming kindergartners are significantly under-prepared for school. KSI offers them a positive, confidence-boosting beginning to their educational careers.



3. Parent Success Institutes: 6-8 week Program

The Parent Success Institute class series is designed to help low-income caregivers of young children better meet their child's educational and developmental needs. These interactive workshops, taught by bilingual and bicultural instructors, help guide enrolled parents in the parenting process and covers everything from school readiness to patience, good attention, and positive discipline.

Many low-income parents/caregivers, who are mostly monolingual and may have limited educational backgrounds, do not know the resources available to their families and may have a hard time influencing their children's education. This program prevents children from missing early education opportunities and educates the parents on the resources within the community.



FINANCIAL EMPOWERMENT PARTNER SPOTLIGHT

Santa Barbara Police Activities League and VITA

SANTA BARBARA POLICE ACTIVITIES LEAGUE (PAL) WAS AWARDED THE FINANCIAL EMPOWERMENT PARTNER OF THE YEAR AT THE 93RD ANNUAL AWARDS CELEBRATION ON MAY 18, 2016. DURING THE 2016 VOLUNTEER INCOME TAX ASSISTANCE PROGRAM (VITA), THEY CREATED AN ADDITIONAL SITE IN SANTA BARBARA, ALLOWING THE PROGRAM TO SERVE EVEN MORE INDIVIDUALS AND FAMILIES IN THE COMMUNITY BY PROVIDING FREE TAX ASSISTANCE AND LONG-TERM FINANCIAL ASSET BUILDING TO LOWER INCOME FAMILIES.

We spoke with Michelle Meyering of SB PAL to learn more about their goals and experience with United Way's Volunteer Income Tax Assistance Program.



Michelle Meyering accepting the Financial Empowerment Partner of the Year Award at the 93rd Annual Awards Celebration

How long have you been with PAL?

"I started with PAL in Feb of 2014 and Judith Lugo, Program Director, started with PAL in March of 2008."

How did you hear about the VITA program and why did you believe it was important for PAL to partner?

"Judith was approached by the Housing Authority to become a site for the VITA program, as we have a tutoring center with several computers available, available parking and are just down the road from the bus depot. After a discussion between myself, Judith and Program Officer Bryan Kerr, it was determined that the VITA program would not only benefit the community, many of which are PAL families, but would also provide an opportunity for families to become familiar with PAL programs."

What has been most fulfilling in your work with VITA?

"It was very fulfilling to be a partner for so many families to receive the assistance they need to complete their tax returns. So many members of the Santa Barbara community are non-English speaking and often without the means to access available resources."

Why would you encourage others to get involved with VITA?

"Filing income taxes is an important aspect of being a citizen of this nation, whether we like to pay taxes or not. VITA is a great program which provides assistance to those without the means or knowledge to file on their own, either due to language barriers or financial constraints."

How do you believe PAL's goals and United Way's goals align?

"One of PAL's goals is to unite teens, families and the community. I believe both PAL and United Way of Santa Barbara County provide programs, resources, and tools for families to work to better their current situations."

How do you believe non-profits can continue to partner to be more effective?

"Non-profits need to collaborate to provide the best programs and services to those in greatest need. The families PAL serves are not just PAL families, they are the Santa Barbara families."

CELEBRATING A LEGACY

Karen & Arlen Knight recognized as 2016 Outstanding Legacy Supporters

MEMBERS OF THE HERITAGE CLUB GATHERED AT THE EL ENCANTO HOTEL ON JUNE 1, 2016 to celebrate and to be celebrated for their legacies to this community. The honorees were treated to a panoramic view of Santa Barbara and a sumptuous lunch which was generously sponsored by Dennis and Jeff Forster of the Forster Group at Morgan Stanley.

Arlen and Karen Knight received special recognition as the 2016 Outstanding Legacy Supporters for making extraordinary contributions to the growth of United Way's Endowment. Diane Doiron, chair of United Way's Planned Giving Committee presented the award to Karen, who accepted it on behalf of herself and her late husband.

Arlen and Karen became Heritage Club members in 1992 when they funded a Charitable Remainder Trust (CRT) with his family business and named United Way as the remainder beneficiary. Selling the business in the CRT was a win/win for their family and for the people of this community. As Karen's passion grew

for the importance of what United Way is doing within the community, she decided to become part of the great work being done in Santa Barbara County as United Way's Leadership Services Officer. During her 15 years with United Way, Karen shared her enthusiasm for United Way's extraordinary accomplishments, particularly in the area of improving literacy among youth and the underprivileged. Karen and Arlen led by example as annual Leadership donors to United Way and as Heritage Club members. Arlen passed away on December 26, 2015, but his legacy will continue to improve the lives of so many people for generations to come.



Paul Didier, Karen Knight, & Steve Ortiz



Patty & Dennis Forster, Jeff Forster, & Julie Williams

Paul Didier, President and CEO announced that he will be stepping down next year and took a look back over his more than 40 years at the helm of United Way of Santa Barbara County. Paul and his wife Bobbi were among United Way's first Heritage Club members, and they recently announced a second major legacy gift, **The Didier Innovation Fund**. This is a perpetual fund to further their philanthropic goals and will allow United Way's Board of Directors the flexibility to tap into this fund when the opportunity arises to make a significant impact on this community at a time when the funds are most needed.

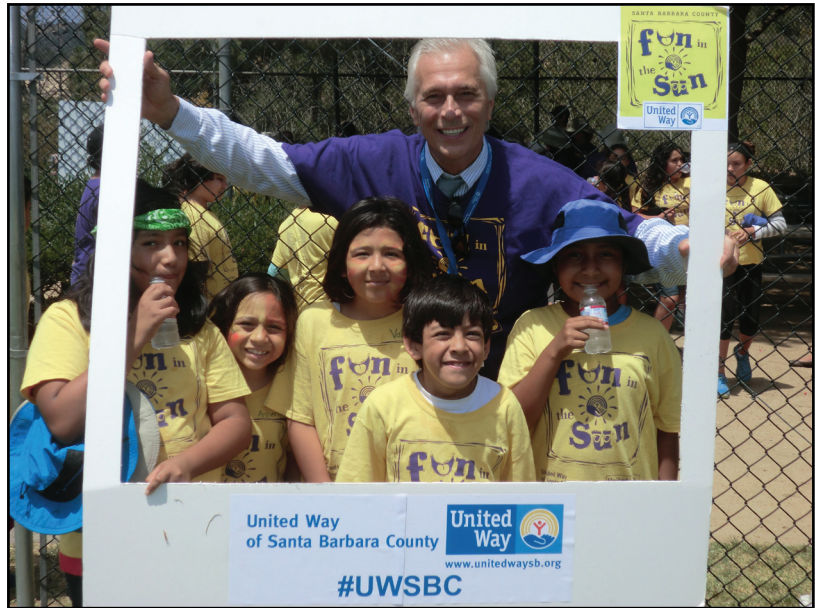
If you have named United Way in your estate plan, please let us know so we might have the opportunity to thank you and recognize you as a member of the

Heritage Club. To learn more about joining the Heritage Club, please contact our Gift Planning Services Officer, Judy Goodbody, CFRE, CRTP at 965-8591 ext.120 or email jgoodbody@unitedwaysb.org or visit our website at www.unitedwaysb.org/giftplanning. Judy can assist you with your philanthropic goals through personally designed charitable gift planning.

PAUL DIDIER STEPPING DOWN AS CEO AFTER 42 YEARS!

Paul Didier has announced that he will be stepping down as President & CEO of UWSBC in early 2017. Over his 42 years of dedicated service, Paul has seen United Way and the Santa Barbara community adapt to a lot of changes. When Paul was first hired by United Way, he was one of just three employees working in a rustic 500 square foot rented office; now, United Way owns (free and clear) its 8,000 square foot modern office building and employs 20 year-round staff and 70 seasonal employees.

Perhaps more remarkably, Paul and his team of staff and volunteers have also driven United Way of Santa Barbara County's transformation from a traditional grant-making United Way to one that is a hybrid organization, delivering direct services, building partnerships, and making strategic grants to support the community-identified 10 Year Goals in education, financial empowerment, and health in Santa Barbara County. UWSBC is one of just a handful of United Way organizations nationwide to expand its impact strategies to include direct service delivery with national recognitions. With Paul's leadership, programs like the following (and many others) were launched and flourished over the years:



Paul Didier participating in the Fun in the Sun Olympics

- **Power of Partnership Initiative**, a three-year (2007-2009) community needs survey process that asked more than 6,000 individuals and organizations to identify their Ten Year Goals for Santa Barbara County.
- **Fun in the Sun**, UWSBC's national award-winning summer learning collaborative designed to reduce and reverse summer learning loss and narrow the achievement gap between low-income students and their higher-income peers.
- **United for Literacy**, which has helped thousands of children, families, and seniors improve their literacy skills since 2009 through Neighborhood and Parent Engagement, Access to Books, and Online Customized Literacy Improvement Tools.
- **Kindergarten Success Institutes**, an early education program for low-income 4-5 year olds to help them master the skills that are essential to their future success in kindergarten and beyond.

In order to fully recognize Paul's philanthropic accomplishments and lifetime service to United Way, we invite you to join us at the 20th Annual Red Feather Ball, to be held on:



Paul Didier and guests at the 2015 Red Feather Ball

Saturday, October 15, 2016 at 6:00pm
Coral Casino, Four Seasons, Biltmore Resort.

To purchase tickets or find out more information,
 please visit www.unitedwaysb.org/rfb.



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20TH ANNUAL

Red Feather Ball
UNITED WAY OF SANTA BARBARA COUNTY
Seaside Soiree

SATURDAY, OCTOBER 15, 2016

*in honor of Paul Didier after 42 years of service
at United Way of Santa Barbara County*