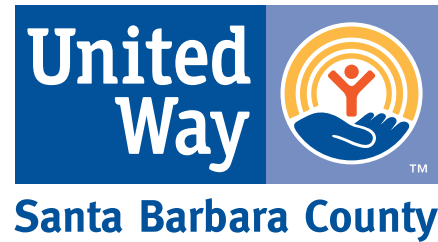




2017 **UNITED WAY**
SANTA BARBARA COUNTY

IMPACT
REPORT





Taking a Hands-on Approach to Achieve Greater Results

For more than 90 years, United Way of Santa Barbara County has been dedicated to bringing needed resources and services to local children, families, and seniors. For the first 70 of those years—initially as the Community Chest—we served as Santa Barbara County’s primary fundraiser for philanthropic and charitable causes.

Then, about 20 years ago, we started to do things differently. United Way of Santa Barbara County transformed from being only a fundraising organization into one that also builds community partnerships and delivers services directly to those in need. By taking this hybrid approach, we have been able to have much greater impact in the community than any single person or organization ever could.

As one of just a handful of United Ways in the country to offer direct programs, we’re proud of what we and our local partners have been able to accomplish. In addition to the progress made within Santa Barbara County, several of our programs have received national recognition, and our efforts have served as a model for other United Ways across the United States.

None of it would be possible without the dedication and hard work of hundreds of local partner organizations, and the loving support of thousands of local volunteers and donors. As we continue to strengthen our programs and community partnerships, we invite everyone who is able to join us in helping to ensure a hopeful future for all residents of Santa Barbara County.

Steve Ortiz, President and CEO
United Way of Santa Barbara County



2017 IMPACT REPORT

- United Way of Santa Barbara County Initiatives ----- 2-5
- Fun in the Sun ----- 6-9
- Literacy Programs--- 10-15
- Financial Empowerment Programs -----16
- Health Programs-----17
- Red Feather Ball-----18
- Annual Awards-----19
- Young Leaders Society ----- 20
- Day of Caring -----21
- Executive Club ----- 22
- Top Workplaces ----- 23
- Heritage Club-----24-25
- Alexis de Tocqueville Society ----- 26
- Gold Leadership Circle ----- 27
- Silver Leadership Circle ----- 27
- Bronze Leadership Circle -----28-29
- Pewter Leadership Circle ----- 29
- Presidents Club ----30-31
- Ambassadors Club -- 31-36
- Gifts-in-Kind -----37
- Community Partners ----- 38-41
- United Way of Santa Barbara County Board of Directors -----41

Lofty Goals Require Big Plans

Twenty years ago, United Way of Santa Barbara County set out to build local partnerships that could deliver services directly to those in need. We soon realized that to really improve lives in our community, we needed the community's input in order to determine exactly which local issues were of the greatest concern.

Through United Way of Santa Barbara County, our community invested

\$3.67 MILLION
in local initiatives



71%

came from individuals

12%

came from foundations

10%

came as corporate gifts

7%

came from bequests

To answer that question, we undertook an effort that became known as the **Power of Partnership Initiative**. It was really a three-year fact-finding mission built around community and expert forums, grassroots meetings, and individual interviews. Before it was over, we had spoken to more than 6,000 residents from diverse backgrounds in every part of Santa Barbara County. We solicited opinions from over 300 different businesses and organizations, as well as hundreds of community leaders.

In the final analysis, we found overwhelming consensus on the need to bridge critical gaps in three areas that are essential for a good life: **education, financial stability, and health**. We incorporated these findings into the creation of three major initiatives, and structured programs with partner organizations to support them.

United Way of Santa Barbara County Supports Three Major Initiatives:

United for Literacy

United for Financial Empowerment

United for Health

United for Literacy Initiative



The United for Literacy Initiative (UFL) has helped thousands of children, families, and seniors in Santa Barbara County improve their literacy skills through a continuum of programs focused on three related areas of service:

- **Parental Engagement and Education**
- **Increased Access to Books**
- **School-Based Education Programs**

Since 2010:

- **More than 25,000 local students have improved their academic performance through UFL Programs.**
- **Three local school districts have implemented district-wide Power Reading and/or Power Math Programs.**
- **Almost 70,000 new books have been given to local children ages 0 to 5 in Santa Barbara County.**

United for Literacy is supported by these programs



Fun in the Sun

Power Reading

Power Math

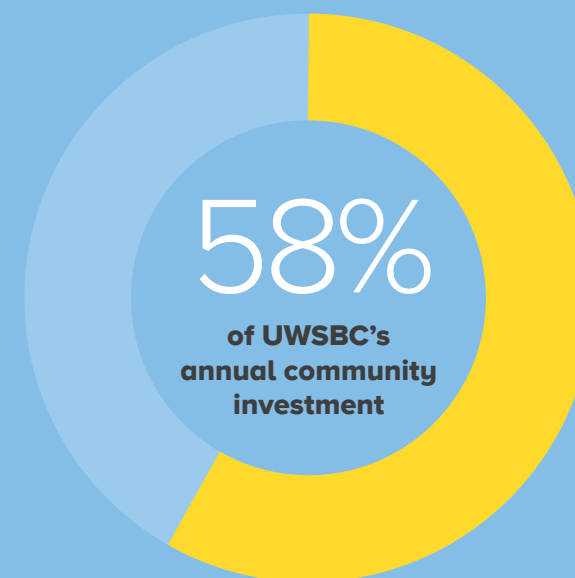
Kindergarten Success Institutes

Parent Success Institutes

Dolly Parton Imagination Library

Campaign for Grade Level Reading

Goleta Union Literacy Partnership



United for Financial Empowerment Initiative



The United for Financial Empowerment Initiative (UFFE) is a partnership of 13 local nonprofit organizations, financial institutions, and more than 150 volunteers. Working together, they help lower-income Santa Barbara County residents achieve long-term financial stability through programs focusing on:

- Financial Literacy Education
- Free Assistance with Filing Income Tax Returns
- Encouraging Saving and Sound Financial Practices

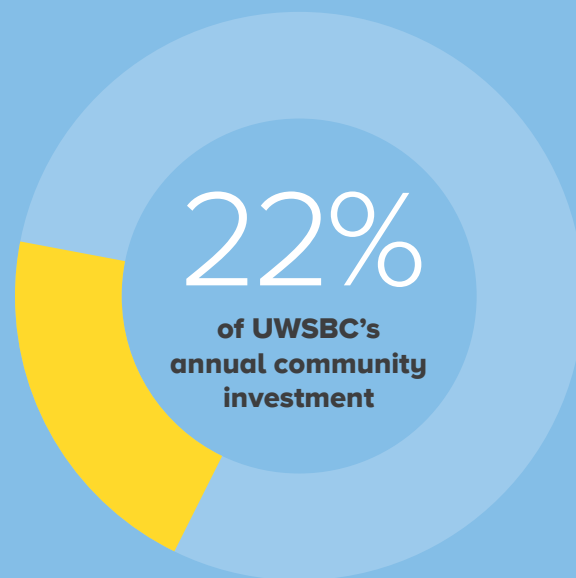
Since 2010:

- More than 20,000 income tax returns were filed at no cost for low-income individuals, families, and seniors.
- Over \$31 million in tax refunds came back to local residents, helping them build long-term assets and become more financially stable.

United for Financial Empowerment is supported by these programs:



- Volunteer Income Tax Assistance
- Fun in the Sun
- Parent Success Institutes



United for Health Initiative



The United for Health Initiative (UFH) serves Santa Barbara County's most vulnerable residents—seniors and lower-income families. UFH programs focus on helping them deal with the rising costs of healthcare and increasing wellness through:

- Discounts on Prescriptions and Health Services
- Increased Access to Health Screenings and Healthcare Services
- Education on Nutrition and High-risk Behaviors

Since 2010:

- Over 200,000 individuals received health care services through United Way programs and community partner organizations.
- Santa Barbara residents received nearly one and a quarter million health visits and services through United for Health Programs.

United for Health is supported by these programs:



- Health Services Discount Cards
- Community Health Service Grants
- Fun in the Sun
- Kindergarten Success Institutes
- Parent Success Institutes



Fun in the Sun

An Award-Winning Summer Learning Program

Fun in the Sun provides integrated educational, artistic, relational, and recreational activities that foster behavioral and academic success by helping participants to develop greater:

Reading, Science, and Math Achievement and Enjoyment

Positive Self-identity and Self-control

Positive Perceptions of Family and Community Support

Now in its 21st year, this six-week summer learning program serves more than 300 financially and academically at-risk grade 3 to 12 children at five sites in southern Santa Barbara County. Fun in the Sun (FITS) has repeatedly received national recognition and awards for its comprehensive academic enrichment curriculum and family support services.

Fun in the Sun was created locally and is administered locally. It is a collaboration of more than 70 service delivery partners, over 20 funding partners, and more than 500 community volunteers. Through their efforts, 98 percent of FITS attendees had measurably improved reading skills by the end of the program. This is in stark contrast to the average loss of three months in academic achievement experienced by most low-income students over the summer.



At Fun in the Sun, students participate in daily three-hour morning sessions that include: literacy improvement; science, technology, engineering, arts, and math (STEAM) activities with online components and workshops; service-learning projects; character and values development activities; and fitness-oriented physical education.

During lunch, adult volunteers from local companies and organizations (the “Lunch Bunch”) mentor FITS participants. Whether discussing their own professions or talking about the students’ dreams and aspirations, these volunteers make the kids feel special and valued by their community.

In the afternoon, students engage in enrichment activities that include: financial literacy sessions; cooking and nutrition classes; and field trips to local colleges, hospitals, museums, and workplaces.

In addition, participants receive dental and vision screenings, nutritious meals and snacks, and weekly take-home bags containing fresh fruits and vegetables, school supplies, and clothing.



Fun in the Sun supports the United for Literacy, United for Financial Empowerment, and United for Health Initiatives.

2017 Fun in the Sun Donors

\$10,000 +

Albertsons
Edison International
The Errett Fisher Foundation
Lockheed Martin
Santa Barbara Focalplane
Lillian P. Lovelace
Maryan Schall
Jim and Stephanie Sokolove
Volentine Family Foundation

Kevin and Ilda Nelson
Michael and Betty Noling
Mr. and Mrs. Robert Nourse
Steve and Amber Ortiz
Lady Leslie Ridley-Tree
James S. Rivera
Rotary Club of Santa Barbara Charitable Foundation
Jean K. Schuyler
Mr. Everett Stevens
Mike and Audrey Tognotti
Union Bank
Jim and Marcia Wolfe
Anonymous

\$3,000 – \$9,999

Assistance League of Santa Barbara
Bank of America
The Coeta & Donald Barker Foundation
County of Santa Barbara, Department of Behavioral Wellness
Cox Communications
Deckers Outdoor Corporation
Direct Relief International
Herbert and Gertrude Latkin Foundation
Montecito Bank & Trust
City of Solvang
Towbes Foundation
Wells Fargo Bank

\$1 – \$999

AGIA Insurance Services
Ms. Yessica Arroyo
Mr. William Banning
Matt and Marcy Bazzani
Darnel Bentz
Mr. Scott Black
Ms. Kristin Boehm
Mr. Thomas G. Bollay
Ms. Denise Caracas
Ms. Megan L. Christopher
Mr. John M. Corby
Ms. Cassandra Corral
Ms. Chelsea Didier
Ms. Andra Delbrook Dillard
David Edelman
Mrs. Maureen Evans
Ms. Gretchen S. Falvo
Charles and Vera Fenzi
Jim Garcia and Erin Graffy
Dr. and Mrs. Blas Garza
Dr. and Mrs. Bruce Gladstone
Ms. Marilu Greene
Ms. Renee Grubb
Dr. Renee Harwick
Ms. Patricia A. Heller

\$1,000 – \$2,999

Ms. Hiroko Benko
Ron and Marlys Boehm
Mr. Jim D. Brown Ph.D.
Joshua and Alyssa Canada
Cerf Family Fund
Cottage Health
Robert and Christine Emmons
Ben and Helen Daniel
Janet A. Garufis
Ms. Arlyn Goldsby
John and Susan Hanna
Ms. Perri V. Harcourt
Bob and Val Montgomery
Nick and Rosemary Mutton

Susan and Rod Hersberger
Dan and Darcy Keep
Ms. Casie E. Killgore
Mr. Shawn Kevin Kiehn
Karen Knight
Alex and Amanda Koper
Mr. David Lacey
George S. Leis
Ms. Hollanda Leon
Dr. and Mrs. Peter MacDougall
Mrs. Dianne E. Miles
Mrs. Kimberly A. Morales
Shannon E. Moriarty
Ms. Danielle Didier Nakaji
Mrs. Kristi Newton
Ms. Holly R. Owen
Ms. Debra Papageorge
Mr. and Mrs. Ernesto Paredes
Mr. James Poett
Ms. Lisa M. Ramirez
Mr. and Mrs. Frank Randall
Kurt and Nancy Ransohoff
Ms. Ashley Raum
Patrice Ryan
Ms. Penny Sharrett
Mr. Bradley J. Smith
Ms. Betty Stephens
Mr. Jim Thomas
Marshall H. Turner, Jr.
Dr. Mary Jean Vignone
Ms. Jennifer Vo
Jonnie Williams
Mr. Travis J. Wilson
Katy Zappala
Ms. J. Marlene Arcelia Zavala
Anonymous

Make More Fun in the Sun

It's expensive to provide a program as comprehensive and varied as Fun in the Sun. With a \$1,500 per student per summer cost, this popular program unfortunately has long waiting lists at each of our five sites in Santa Barbara County.

Fun in the Sun participants are organized into "pods" of 12 students. A \$18,000 donation would finance the creation of a whole new pod at one location—and make a lasting difference in the lives of a dozen children and their families.



2017 Fun in the Sun Service Delivery Partners

- | | | |
|---|---|---|
| Adams Elementary School | Fairview Gardens | Santa Barbara Eyeglass Factory |
| Aliso Elementary School | Family Service Agency | Santa Barbara Foresters |
| American Indian Health & Services | Foodbank of Santa Barbara County | Santa Barbara Public Library |
| Assistance League of Santa Barbara | Franklin Elementary School | Santa Barbara Unified School District |
| Buellton Union School District | Girl Scouts of California's Greater Coast | Santa Ynez Elementary |
| Cachuma Lake | Goleta Union School District | Santa Ynez Valley |
| Cancer Center of Santa Barbara with Sansum Clinic | Harding Elementary School | People Helping People |
| Carpinteria Library | La Cumbre Junior High School | SB Airport Community Education |
| Carpinteria Unified School District | Lockheed Martin | SB Central Library |
| Chumash Maritime Association | Santa Barbara Focalplane | SBUSD Nutritional Services |
| City of Carpinteria | MarBorg Industries | Scholarship Foundation of Santa Barbara |
| City of Carpinteria Aquatics | Martial Arts Family Fitness | Solvang Friendship House |
| City of Goleta | Montecito Bank and Trust | Stuart C. Gildred Family YMCA |
| City of Solvang Parks and Recreation | MOXI | Student Transportation of America |
| College School District | Music Academy of the West | Sub Zero Ice Cream & Yogurt |
| Cornelia Moore Dental Foundation | Nature Track | Surf Happens |
| Cottage Health | Notes for Notes | Test Prep Santa Barbara |
| County of Santa Barbara | Oak Valley Elementary School | The Key Class |
| County of Santa Barbara Public Health Department | Ocean Futures Society | TV Santa Barbara |
| Direct Relief International | Partners in Education | UCSB |
| East Side Library | Pleasant Valley Schoolhouse | UCSB's EAOP |
| Easy Lift | Police Activities League | Union Bank |
| El Camino Elementary School | RRM Design Group | Veggie Rescue |
| Everybody Dance Now | Safety Matters Certified Training | Westmont Athletics |
| Explore Ecology | Sandy Point Ink | Wildling Museum |
| | Santa Barbara City College | YMCA Montecito Family Center |
| | Santa Barbara County Sport Fishing Club | |

 **Supporting the United for Literacy Initiative**

School-Based Education Programs

United Way of Santa Barbara County administers and supports a coordinated set of literacy and academic improvement programs in 30 different schools and youth-serving agencies throughout Southern Santa Barbara County.

By combining innovative technology with individual instruction, these programs have been extremely effective at boosting reading grade levels and high school graduation rates for lower-income learners.

The need could not be more clear. In Santa Barbara County, 74 percent of third graders from economically disadvantaged families read below grade level. Research shows that third-grade literacy is an accurate predictor of high school graduation because that is when “learning to read” becomes “reading to learn.” It is hard for students left behind at this critical juncture to make up lost ground, and those from lower-income families often end up years behind their more affluent peers. They are less likely to graduate from high school; and are at risk for low lifetime earnings, poor health, crime and incarceration, and reliance on public assistance—all of which come at considerable cost to our community.

This is why United Way of Santa Barbara County has made community-based programs that address the challenges faced by lower-income learners a top priority, and is working to see those programs implemented as widely and effectively as possible.



Power Reading and Power Math—the Right Tools for the Job

Power Reading and Power Math are the core components of United Way of Santa Barbara County’s in-school education programs.

These sophisticated and highly customizable software tools address the needs of pre-K to middle school learners regardless of age, ability, or socioeconomic background. Each student has their own personalized online workspace where they are presented with lessons specifically tailored to their current level of learning. When coupled with individual coaching by trained educators, the results are impressive. Many classroom teachers report students advancing two or more reading grade levels within months of first engaging with the Power Reading and Power Math programs.

United for Learning Success Stories

Through Power Math, Jordan’s math skills have improved exponentially. He used to sit passively, uninterested in working on problems. Now he readily asks for help and speeds through activities.

Ally began Power Reading visibly discouraged, unmotivated, and hesitant to accept help. After a few days, however, she passed 3 reading levels and was beaming after every lesson.

When he began Kindergarten Success Institutes, Michael struggled with school readiness skills. By the program’s end, he had become an eager student who loved writing his name. He entered kindergarten confident and ready to succeed.

Megan was diagnosed with cerebral palsy as an infant. She started a Power Reading program during summers in high school. By 12th grade, she had moved from 100 percent resource classes to 100 percent mainstream classes—a huge success for a girl doctors thought would never be able to walk or talk.

Names have been changed to protect privacy.



**Supporting the United
for Literacy Initiative**

Campaign for Grade Level Reading

The Campaign for Grade Level Reading is a national program of services for children from birth through third grade that prioritizes the number one predictor of school success—third grade reading levels.

This comprehensive effort has been designed to aid the three-quarters of economically disadvantaged third graders in Santa Barbara County who do not read at grade level.

Santa Barbara County's comprehensive action plan was approved by the national Campaign for Grade Level Reading in May 2017. It will be led locally by United Way, along with the Santa Barbara Housing Authority, Public Library, and Santa Barbara Unified School District's A-OK Program; as well as People's Self-Help Housing and the Turner Foundation.

Through a coordinated set of services, the Campaign will help lower-income families improve early school readiness, narrow the school attendance gap, reduce summer learning loss, and increase parental engagement.



Goleta Union Literacy Partnership

In September 2016, United Way of Santa Barbara County and the Goleta Union School District launched a three-year partnership to provide the Power Reading literacy improvement program to all 3,500 students throughout the District's nine schools. The partnership has been supported by extensive teacher involvement, training, and ongoing standards-based evaluation by United Way.

When Power Reading is employed as part of a blended educational model that combines digital tools with successful traditional teaching methods, the results can be significant. And, after just one year, that has been the case with the Goleta Union Literacy Partnership. Among students who met the recommended usage of the program, the percentage of those working at or above grade level has increased from 60 to 97 percent.

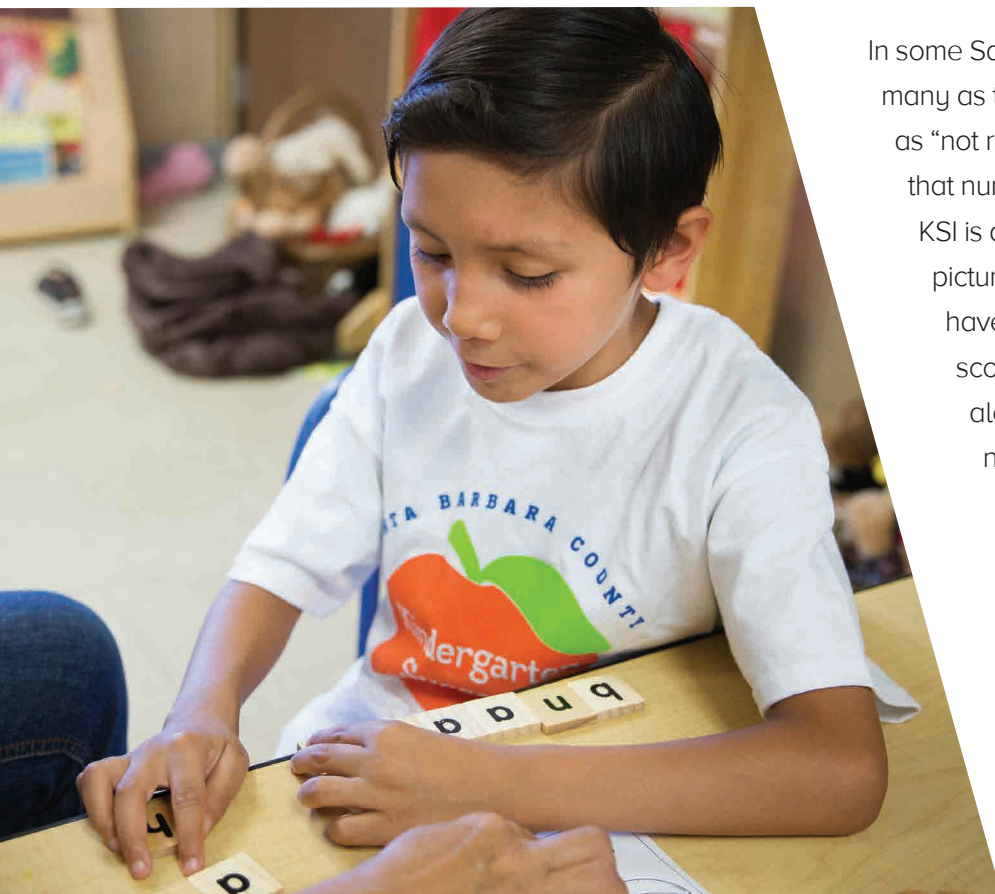
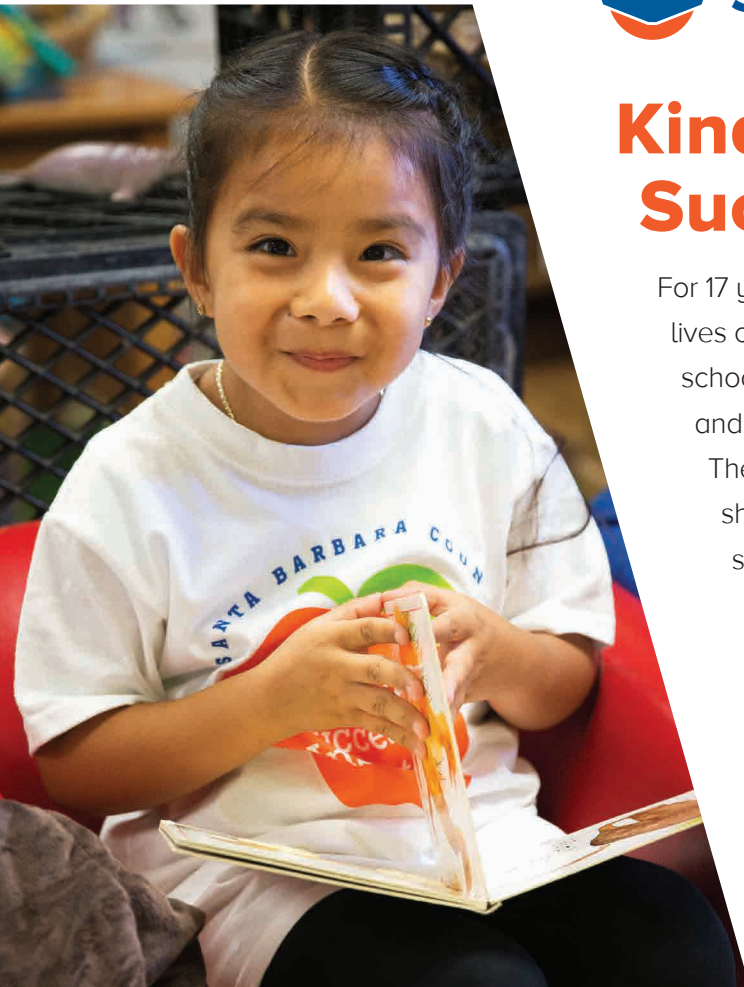
 **Supporting the United for Literacy Initiative**

Kindergarten Success Institutes

For 17 years, Kindergarten Success Institutes (KSI) have improved the lives of low-income 4 to 6 year olds by helping them succeed in school. These kids have little or no prior educational experience, and are often terrified at being away from home for the first time. They have extremely limited knowledge of letters, numbers, shapes, and colors; haven't learned classroom behaviors like sitting quietly, raising their hand, or sharing with others; and—incredible as it might seem— may not even know their own first name.

At KSI sessions before and after school, and during the summer at ten local sites, United Way of Santa Barbara County provides credentialed teachers and a research-based curriculum to help students master essential social, language, and motor skills. Teaching is individualized to each student's needs, and progress is monitored with standardized assessment tools.

In some Santa Barbara County school districts, as many as two-thirds of incoming 4 to 6 year olds test as “not ready for kindergarten.” Teachers tell us that number has grown dramatically every year. KSI is a bright spot in this otherwise discouraging picture. Over the program's history, participants have improved their kindergarten readiness scores by more than 50 percent. In 2016 alone, KSI boosted the readiness scores of nearly 200 students by an average of 55 percent.



Dolly Parton Imagination Library

More than 60 percent of the children from lower-income families in Santa Barbara County have no access to age-appropriate books in their homes. These children often start school behind peers who have been read to by their caregivers. United Way of Santa Barbara County works to close this gap through a partnership with Dolly Parton's Dollywood Foundation.

This program sends a brand new, age-appropriate book every month to 1,100 local children age 0 to 5. We know that reading to a preschooler is the single best way to prepare them for school. Placing books directly into homes creates an opportunity for parents and children to spend time together in an enriching way that will pay big dividends in the future.

Ignite a Love of Reading

Hundreds of local children are on waiting lists to receive books through the Dolly Parton Imagination Library. The cost per child is \$52 a year, of which the Dollywood Foundation pays half. One caring local student decided to take action and get more books to deserving kids. As part of her Bat Mitzvah project, Abbie raised nearly \$3,000 for the Dolly Parton Imagination Library from friends and family. Because of her generosity, 12 little ones will receive a new book every month for the next five years.



Parent Success Institutes

Many lower-income parents—particularly those who are monolingual and/or have a limited educational background—feel insecure about and incapable of taking part in their children's education. They depend on the public schools as the sole educator of their children. The unfortunate result is that children from these homes often start school one or two years developmentally behind their higher-income peers.

Parent Success Institutes address this issue, along with others that lower-income families may face. In a series of bilingual workshops, parents receive information, advice, and examples of positive parenting techniques. It is a safe space for them to discuss their challenges and successes as parents. Participants also receive Home Learning Play Kits with educational materials and books designed to help their children learn at home and thrive at school.

Financial Stability Programs

Through the coordinated efforts of community partners and volunteers, United Way of Santa Barbara County is working to increase financial stability for low and moderate income families (those earning less than \$60,000 a year for a family of four). Some have never filed a tax return and have nothing saved for emergencies. We employ a variety of strategies to help them achieve financial stability.

Volunteer Income Tax Assistance – The VITA Program offers free tax return preparation services to lower-income taxpayers. Last year, VITA volunteers filed more than 3,100 tax returns for local families, securing \$2.6 million in refunds that local residents can use to start building long-term assets. An extension of the VITA Program in conjunction with UCSB advises prospective college students on financial aid, and helps them apply to the Federal Student Aid program.

Affordable Bank Accounts – Lower-income households often have limited access to affordable financial products and services. United Way of Santa Barbara County has partnered with local financial institutions to help these families and individuals create bank accounts that reduce their reliance on predatory payday loan services.

Financial Literacy Education – Establishing savings to cover emergencies, college, or retirement is seldom a priority for lower-income families. Through the financial education components in a variety of programs, United Way of Santa Barbara County shows these families how crucial and effective even a moderate savings plan can be when put in place and adhered to.



Supporting the United for Health Initiative

Health and Wellness Programs

The most vulnerable members of our community are also the ones most heavily impacted by the high cost of prescription medications, doctor's appointments, and emergency room visits. Through the United for Health Initiative, United Way of Santa Barbara County combines the efforts of multiple community partners to create programs that help in a variety of ways.

Health Services Discount Cards – United Way of Santa Barbara County partnered with pharmacy benefits managers Paramount Rx and Coast2Coast Rx to offer free discount cards that let local residents save up to 75% on prescription drugs, dental work, vision and hearing care, diabetic supplies, diagnostic tests, and even veterinary supplies.

Community Grants – In 2016, United Way of Santa Barbara County granted approximately \$50,000 to a dozen community agencies that provide direct health services to more than 200,000 individuals and families throughout the county.

Health Screenings – Through Fun in the Sun and other outreach programs, United Way of Santa Barbara County provides hearing, vision, and dental screenings along with referrals to specialists if needed.

Wellness Education – Participants in many United Way programs take part in a Healthy Eating and Active Living Curriculum. It includes nutrition and cooking classes, dental hygiene lessons and supplies, sun safety instruction, and providing participants with healthy meals and snacks, and take-home bags of fresh fruits and vegetables.



Supporting the United for Financial Empowerment Initiative



Red Feather Ball

United Way of Santa Barbara County's Red Feather Ball is a fundraising gala that benefits the Fun in the Sun Program and the United for Literacy Initiative. This year nearly 300 attendees helped raise close to \$300,000. The 2017 Red Feather Ball, at the Four Seasons Biltmore Coral Casino in Santa Barbara, honored Maryan Schall for decades of service, leadership, and generosity to United Way and other local nonprofits. Former Fun in the Sun Scholar Yessica Arroyo was a special guest at the Ball. Now an admissions counselor at UC Santa Barbara, Yessica and her parents came to thank donors for making this life-changing program possible.



From Left: UWSBC President & CEO Steve Ortiz, Honoree Maryan Schall, and UWSBC Board Member Bob Montgomery

Annual Awards

United Way of Santa Barbara County's Annual Awards Celebration, held in May every year, recognizes the dozens of outstanding organizations and individuals whose remarkable efforts make United Way of Santa Barbara County's programs possible. This year's celebration, held at the Four Seasons Biltmore Hotel, was sponsored by American Indian Health & Services, Cottage Health, Four Seasons Biltmore, Montecito Bank & Trust, Ever-Bloom, and Maximum Nursery.



Representatives from Cottage Health, Goleta Union School District, and Montecito Bank & Trust celebrate their big wins.

2017 Event Sponsors

Red Feather

Aera Energy

Platinum Feather

Bob and Val Montgomery

Gold Feather

City National Bank
Montecito Bank & Trust
Kayne Anderson Rudnick Wealth Management
Santa Ynez Band of Chumash Indians Foundation
Maryan Schall
Union Bank

Silver Feather

Bank of America
Casa Dorinda
John and Susan Hanna
Sansum Clinic
Santa Barbara City College Foundation

Bronze Feather

Beacon Pointe
Cencal Health
Paul and Bobbi Didier
Bob and Christine Emmons
Charles & Vera Fenzi

Forster Group at Morgan Stanley
Greenfield Learning
Kevin and Ilda Nelson
Santa Barbara Cancer Foundation
Zegar Family Foundation
Anonymous

Pewter Feather

AGIA Affinity Services
American Indian Health & Services

Media Sponsor

Noozhawk

Donors

Ron and Marlys Boehm
Pete and Gerd Jordano
Dr. Peter and Leslie MacDougall
Siri and Bob Marshall
Joni Meisel
Nick and Rosemary Mutton
Alex and Heloise Power
Mary Alice Tudor

Underwriters

Bryant & Sons Ltd.
City National Bank
Paul and Bobbi Didier
Tamara Skov, Santa Barbara Living Real Estate

2017 Award Winners

United for Health Partner of the Year
Direct Relief International

Outstanding Day of Caring Partner
Bob Uradnicek

Outstanding Fun in the Sun Individual of the Year
Lina Kim—UCSB

Outstanding Fun in the Sun Organization of the Year
Lockheed Martin Santa Barbara Focalplane

Financial Empowerment Partner of the Year
AARP

Financial Empowerment Individuals of the Year
Emily Tsai and Andres Gomez

Outstanding Achievement in Literacy
Buellton Union School District

United for Literacy Individual of the Year
Kim Curtis - Oak Valley School

United for Literacy Organization of the Year
Wood-Claeyssens Foundation

Community Impact Individual of the Year
Veronica Binkley - Harding Elementary School

Community Impact Organization of the Year
Goleta Union School District

Outstanding Leadership in the Workplace
Cottage Health

Outstanding New Philanthropic Partner
Atlantic Aviation

Outstanding Campaign Manager (1-100 Employees)
Alyssa Somavia—Damitz, Brooks, Nightingale, Turner & Morrisset, CPAs

Outstanding Campaign Manager (100 -250 Employees)
Andrew Comeaux—Community West Bank

Outstanding Campaign Manager (250+ Employees)
Kevin Nelson—Cottage Health

Outstanding Education Division
Goleta Union School District

Outstanding Public Division
City of Santa Barbara

Outstanding High-Tech Division
Lockheed Martin Santa Barbara Focalplane

Outstanding Business Division
AGIA Affinity Services

Outstanding Finance Division
City National Bank

Outstanding Health Division
Cottage Health

Outstanding Professional Division
Evans, Hardy + Young, Inc.

Most Outstanding Employee & Corporate Campaign
Montecito Bank & Trust



Former Fun in the Sun Scholar Yessica Arroyo (center) with her parents Martin and Martina



Young Leaders Society

The Young Leaders Society provides young professionals in Santa Barbara County with multiple opportunities to become involved in the United Way Programs and Initiatives that are making a positive difference in our community. This dynamic group's activities promote its members' professional development, philanthropic involvement, and networking.

In addition to donating hundreds of hours of community service, YLS members raise nearly \$80,000 annually to help fund programs that support United Way of Santa Barbara County's Initiatives for Literacy, Financial Empowerment, and Health.

Women United

In 2016, a group of dedicated community leaders formed Women United to increase philanthropic support and advocacy for United Way of Santa Barbara County's United for Literacy Initiative. These women were moved to action by the growing number of young learners who enter kindergarten behind their peers, and are unable to catch up by third grade. The work undertaken by Women United has the potential to impact thousands of Santa Barbara County children, helping them to succeed in school.

Women United Leadership Team

- Susan Hersberger, Chair
- Susan Hanna
- Andria Kahmann
- Julie Karbula
- Val Montgomery
- Amber Ortiz
- Maryan Schall
- Tamara Skov

Day of Caring

Every September, United Way of Santa Barbara County's annual Day of Caring gathers more volunteers in a single day than any other event in the Tri-Counties. In 2017, the 26th annual Day of Caring saw more than 1,200 volunteers donate time and effort to improve their communities. In just four hours, volunteers from all walks of life—students, families, church and community service groups, and teams of coworkers—completed improvement projects at 45 different worksites. The work they contributed has an estimated value of more than \$300,000. Projects included harvesting oranges with Food Forward, gardening at the Santa Barbara Zoo, and collecting trash at many popular local beaches.



2017 Sponsors

Kickoff Sponsor \$4,000+

Vons/Albertsons

Cornerstone Sponsor \$2,000–\$3,999

ExxonMobil
Karl Storz Imaging, Inc.
Montecito Bank & Trust
Pacific Coast Business Times
Page Youth Center

Pillar Sponsor \$1,000–\$1,999

Cottage Health
K-Lite
Lockheed Martin Santa Barbara Focalplane
Metropolitan Theatres
ParentClick.com
Santa Barbara Independent
Stantec (Penfield & Smith)
Westmont College
Union Bank

Building Block Sponsor \$100–\$999

AMS Entertainment
Bartlett, Pringle & Wolf
Classic Party Rentals
Easy Lift
Transportation
Free Methodist Church
Santa Barbara News-Press



Executive Club

These public and private sector leaders are the members of United Way of Santa Barbara County's 2017 Executive Club.

Anonymous

We appreciate the significant contributions these accomplished local leaders make through their personal and organizational commitment to improving the lives of everyone in our community.

Top Contributing Workplaces

Workplace giving is essential to the success of United Way of Santa Barbara County's community initiatives. Last year, more than 6,000 individuals from 175 workplaces donated to our annual campaign. These are the largest contributing workplaces.

Organization	Corporate Gift	Employee Gifts	Special Event Gift	Total 2016 Gift	Average Gift	All Stars*
County of Santa Barbara		\$186,127	\$10,260	\$196,387	\$283	57
Cottage Health	\$1,700	\$142,385		\$144,085	\$292	66
UCSB		\$96,891	\$4,583	\$101,474	\$301	43
AGIA Affinity Services	\$30,350	\$55,496	\$1,305	\$87,150	\$216	15
City of Santa Barbara		\$39,812	\$7,343	\$47,155	\$304	11
Montecito Bank & Trust	\$13,700	\$18,390	\$9,703	\$41,793	\$292	10
MarBorg Industries		\$38,664		\$38,664	\$251	8
Greenfield Learning	\$22,288			\$22,288		
Aera Energy LLC	\$25,400			\$25,400		
Edison International	\$25,000			\$25,000		
Wells Fargo Bank	\$3,000	\$21,236		\$24,236	\$433	
Lockheed Martin Santa Barbara Focalplane	\$11,000	\$11,880		\$22,880		1
United Parcel Service	\$2,068	\$19,160		\$21,228	\$286	6
Union Bank	\$15,607	\$5,607		\$21,214	\$200	3
Raytheon Company		\$18,552		\$18,552	\$290	
Community West Bank	\$5,000	\$10,301	\$2,003	\$17,304	\$382	8
Bank of America	\$10,500	\$3,733		\$14,233	\$373	1
City National Bank	\$7,000	\$6,168		\$13,168	\$771	3
Westmont College		\$12,066	\$1,000	\$13,066	\$257	3
Astro Aerospace		\$12,350		\$12,350	\$1,123	7
United Way of Santa Barbara County		\$12,309		\$12,309	\$586	6
Santa Barbara City College		\$11,454		\$11,454	\$145	1
QAD		\$10,933		\$10,933	\$497	5
Albertsons	\$10,000	\$849		\$10,849		
Costco	\$3,100	\$6,077		\$9,177	\$35	2
Citibank	\$6,000	\$3,000		\$9,000	\$3,000	1
Santa Barbara Unified School District		\$8,812		\$8,812	\$105	
Orbital ATK		\$8,679		\$8,679	\$164	5
Enterprise Rent-A-Car		\$8,491		\$8,491	\$472	3
Casa Dorinda		\$8,016		\$8,016	\$286	3
Totals and Averages	\$191,713	\$774,438	\$36,197	\$1,011,347	\$980	288

*Community All Stars have contributed \$500 or more for three or more consecutive years.

Planned Giving

United Way of Santa Barbara County's Endowment provides for the long-range financial health of the organization, as well as its initiatives and programs.

Gifts to the endowment are usually the result of careful financial and estate planning designed to benefit both the donor and United Way.

Planned gifts to United Way of Santa Barbara County's Endowment can take many forms, including:

- **BEQUESTS**
- **RETIREMENT ACCOUNTS**
- **LIFE INSURANCE**
- **CHARITABLE GIFT ANNUITIES**
- **POOLED INCOME FUNDS**
- **DONOR ADVISED FUNDS**
- **TRUSTS**

For information on the Heritage Club or planned giving, visit unitedwaysbgift.org or contact **Shanna Wasson Taylor**, Gift Planning Services Officer, at staylor@unitedwaysb.org or call (805) 882-0502.

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United Way of Santa Barbara County's Heritage Club

The Heritage Club honors forward-thinking individuals who choose to include United Way in their estate plans. The 32nd Annual Heritage Club Luncheon was sponsored by Kayne Anderson Rudnick. Legacy Supporter of the Year Awards were presented to Dr. Ursula Henderson and Judy Goodbody by Planned Giving Committee Chair, Diane Doiron.



Dr. Ursula Henderson (left) and Diane Doiron



Judy Goodbody (left) and Diane Doiron

By virtue of their generosity to United Way of Santa Barbara County's Endowment, the individuals listed on this page are recognized as members of the Heritage Club in perpetuity.

- | | | | |
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We extend special thanks to members of the Alexis de Tocqueville Society. These generous local philanthropists truly embrace the concept of creating positive change by making donations of \$10,000 or more to support United Way of Santa Barbara County's Community Initiatives.



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Leadership Circle Members play a vital role in the success of United Way of Santa Barbara County Programs and Initiatives by making donations of \$1,000 to \$9,999 annually.



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This publication lists donors, volunteers, and partners whose pledges were received by May 31, 2017. Some wished to remain anonymous; others' names were withheld in accordance with workplace policy. We make every effort to include everyone and list names correctly. We regret any errors and ask to be notified of corrections at 805.965.8591.

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In-Kind Gifts

United Way of Santa Barbara County receives many types of gifts. The generous donations from those listed on this page came in the form of goods, services, and media coverage.

\$2,000+

- Channel Cat
- Country Meat Market
- Direct Relief International
- Halper Fine Art
- Pacific Coast Business Times
- Windsor Capital Group

\$1,000 – \$1,999

- Cos Bar Montecito
- El Encanto Hotel & Garden Villas
- Hotel Milo
- John Kochis, Ground Effect Wine
- Mountain View Films
- Santa Barbara Axxess
- Santa Barbara News-Press
- Santi Visalli
- Silverander Communications, Inc.
- Tesla
- The Towbes Group, Inc.

\$500 – \$999

- Aesthetics Montecito
- Alice Brophy Richardson
- City National Bank
- Disneyland Resort
- Dr. Ferris
- Evolutions Medical Spa
- Four Seasons Resort - The Biltmore

- Just Blow Dries Montecito
- Kunin Winery
- Montecito Fire Protection District
- Roark Wine Company
- Tolosa Winery

\$100 – \$499

- Adelaida Cellars
- Aveda
- Bijou
- Blacklake Golf Resort
- Bragg Live Food Products
- Brander Vineyards
- Calypso Santa Barbara
- Caribbean Coffee Company
- Chuck's of Hawaii
- Community Arts Music Association
- Coquelicot Wines
- Cypress Ridge Golf Course
- Damitz, Brooks, Nightingale, Turner & Morrisset, CPAs
- Ensemble Theatre Company
- Fess Parker Wine Country Inn & Spa
- Firestone Vineyards
- Fit Buddha
- Foley Estates Vineyard & Winery
- Glamour House Intimate Apparel
- Grassini Family Vineyards
- Hartley-Ostini Hitching Post Winery
- Hotel Cheval
- Island Packers
- Krysta Withrow
- La Playa Pilates
- Lazy Acres Market
- Le Vigne Winery
- Lobero Theatre Foundation
- Metropolitan Theatres
- Nancy Murdock
- Olio e Limone Ristorante
- Pacific Conservatory Theatre
- Pacifica Hotel Company
- Pedego Electric Bikes
- Pedro de la Cruz
- Salt
- San Ysidro Ranch
- Santa Barbara Hot Rod Limo
- Santa Barbara Inn
- Santa Barbara Museum of Art
- Santa Barbara Polo & Racquet Club
- Santa Barbara Sailing Center
- Sea Landing
- Segway of Santa Barbara
- State Street Ballet
- Summerland Winery
- The Painted Cabernet
- Upham Hotel & Country House
- Westerlay Orchids
- Woodland Hills Country Club
- Yoga Soup



Saluting Our Community Partners

We gratefully acknowledge the outstanding contributions and support of our many community partners. They make Santa Barbara County more vibrant every day, and United Way's work would not be possible without them. We offer sincere thanks and stand in admiration of their selflessness, hard work, and dedication.



- 211
- (AAA) Area Agency on Aging
- A Different Point of View
- AARP-Tax-Aide
- Albertsons Companies Foundation
- Aliso Elementary School
- American Indian Health & Services
- American Red Cross Santa Barbara County
- Assistance League of Santa Barbara
For nearly 20 years, the Assistance League of Santa Barbara has donated school clothing, swimwear, and school supplies to ensure that Fun in the Sun students could enjoy the summer and start the school year right. They have also sponsored the cost of swimming lessons so that every child can learn water safety.
- Atlantic Aviation
- Ballard School
- Bank of America
- Bank of the West
- Boys and Girls Club of Santa Barbara
- Brandon Elementary School
- Buellton Union School District
- Cachuma Lake
- Canalino Elementary School
- Caregiver Coalition of Santa Barbara
- Carpinteria Chambers of Commerce
- Carpinteria Children's Project at Main
- Carpinteria Middle School
- Carpinteria Public Library
- Carpinteria Unified School District
- Casa Dorinda
- Catholic Charities Santa Barbara
- Chase Bank
- Chumash Maritime Association
- City of Buellton Parks and Recreation
- City of Carpinteria Aquatics
- City of Goleta
- City of Santa Barbara
- City of Santa Barbara Parks and Recreation
- City of Solvang Parks and Recreation
- Cleveland Elementary School

- Coast Caregiver Resource Center
- Coeta & Donald Barker Foundation
- College School District
- Community West Bank
- Cornelia Moore Dental Foundation
Every year the Cornelia Moore Dental Foundation recruits dentists in the community who donate their time to give free dental screenings to Fun in the Sun participants.
- Cottage Health
- Council on Alcoholism and Drug Abuse
- County of Santa Barbara
- County of Santa Barbara Probation Department
- County of Santa Barbara Public Health Department
- County of Santa Barbara Sheriff Department
- County of Santa Barbara Behavioral Wellness Department
- Cox Communications
- Deckers Outdoor Corporation
- Direct Relief International
- Doctors Assisting Seniors at Home (DASH)

- Dollywood Foundation
- Domestic Violence Solutions for Santa Barbara
- Dons Net Café (SBHS)
- Dr. Neil Mietus
- East Side Library
- Easy Lift Transportation
- Edison International
- El Camino Elementary School
El Camino Elementary School has been a United for Literacy partner since 2010. El Camino students build early literacy and school-readiness skills through Kindergarten Success Institutes, improve academic and behavioral skills through Fun in the Sun, and advance reading skills with Power Reading during the school year. Among students who met recommended Power Reading usage, the number reading below grade level dropped from 51 percent to 19 percent in one school year.
- Ellwood Elementary
- Errett Fisher Foundation
- Everybody Dance Now
- Explore Ecology
- Family Service Agency
- First 5 Santa Barbara County
First 5 and United Way are seeking to increase access to high-quality early educational opportunities for local children and families and to educate the public about how critical maximizing healthy development is for children in ages 0 to 5. First 5 has recently invested

- in developing Kindergarten Success Institutes with a grant to enhance parental education curriculum .
- Foodbank of Santa Barbara County
- Franklin Elementary School
- Friendship Adult Day Care Center
- Girl Scouts of California's Greater Coast
- Girls Inc. of Carpinteria
- Girls Inc. of Greater SB
- Goleta Chambers of Commerce
- Goleta Union School District
- Harding Elementary School
- Herbert and Gertrude Latkin Foundation
- Hollister Elementary School
- Hope Elementary School
- Hope Elementary School District
- Housing Authority of the City of Santa Barbara
- Hutton Parker Foundation
- Independent Living Resource Center
- Internal Revenue Service
- Isla Vista Youth Projects
Isla Vista Youth Projects help ensure the success of our littlest learners through a carefully designed curriculum disguised as fun activities that develop literacy along with social, emotional, and motor skills.

- June G. Outhwaite Foundation
- Kellogg Elementary School
- La Colina Junior High School
- La Cumbre Foundation
- La Cumbre Junior High School
- La Patera Elementary School
- Lockheed Martin
A generous grant from Lockheed Martin, has led to a more robust STEAM (Science, Technology, Engineering, Arts, and Math) component for our Fun in the Sun Program incorporating hands-on lessons from UCSB's highly-rated Science Camp. Students also benefited by working with Lockheed Martin engineers in STEAM workshops, Lunch Bunch, and a Failing Forward discussion.
- MarBorg Industries
- Martial Arts Family Fitness
- Monte Vista Elementary School
- Montecito Bank and Trust
- Mountain View Elementary School
- MOXI, The Wolf Museum of Exploration + Innovation
- Music Academy of the West
- Nature Track
- Northern Santa Barbara County United Way
- Notes for Notes
- Oak Valley Elementary School

Community Partners

Ocean Futures Society

Olive Grove Charter School

Page Youth Center

Partners in Education

Peabody Charter School

People's Self-Help Housing

Pleasant Valley Schoolhouse

Police Activities League

Primerica Securities

Rabobank

Ridley-Tree Cancer Center

RRM Design Group

Safety Matters Certified Training

Sandy Point Ink

Santa Barbara Airport
Community Education

Santa Barbara
Chambers of Commerce

Santa Barbara City College

Santa Barbara County
Education Office

Santa Barbara
Day Reporting Center

Santa Barbara Eyeglass Factory

Santa Barbara Family Care Center

Santa Barbara
Neighborhood Clinics

Santa Barbara Parks and
Recreation – Recreation
Afterschool Program (RAC)

Santa Barbara
Public Library System

Santa Barbara Rape Crisis Center

Santa Barbara Rescue Mission

Santa Barbara Sailing Center

Santa Barbara School of Music

Santa Barbara Sport Fishing Club

Santa Barbara
Unified School District

Santa Barbara Village

Santa Barbara Zoo

The Santa Barbara Zoo has been a Day of Caring agency for many years. They help make Day of Caring a success by coordinating projects for volunteers. And, the Zoo benefits because the volunteers' help with gardening and maintenance frees staff members to do other tasks.

Santa Ynez Elementary

Santa Ynez Valley Foundation

Santa Ynez Valley
People Helping People

SBUSD- Nutritional Services

Scholarship Foundation
of Santa Barbara

Solvang Elementary School

Solvang Friendship House

Solvang School District

St. Vincent's

Stand Tall

Stuart C. Gildred Family YMCA

Student Transportation of America

Surf Happens

Test Prep Santa Barbara

The Key Class

Towbes Foundation

Transition House

Turner Foundation

TV Santa Barbara

Union Bank

Union Bank Foundation

United Boys and Girls Clubs
of Santa Barbara

United Ways of California

Unity Shoppe

University of California
Santa Barbara

UCSB's Office of Financial Aid partnered with United Way of Santa Barbara County to hold bilingual financial aid workshops, where participants were provided with assistance in filling out the Free Application for Federal Student Aid (FAFSA). This program made

it possible for students to receive help from trained professionals in navigating the often confusing process of applying for federal student aid.

US Bank

Valley Haven Senior Center

Veggie Rescue

Vieja Valley Elementary School

Visiting Nurse and Hospice Care
of Santa Barbara

Vista del Monte
Retirement Community

Volentine Family Foundation

Walter & Holly Thomson Foundation

Washington Elementary School

Weingart Foundation

Wells Fargo Bank

Westmont College

Wildling Museum

Williams-Corbett Foundation

Women's Economic Ventures

Wood-Claeysens Foundation

YMCA Montecito Family Center

United Way of Santa Barbara County

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