Members of the Pueblo community rallied together as United Way of Pueblo County kicked off its 89th year of fundraising on Tuesday, September 13 at the Pueblo Convention Center. Nearly 350 supporters attended the event, experiencing the fun and excitement as Jane Rawlings of The Pueblo Chieftain was unveiled as this year’s campaign chair. An impeccable leader and ‘cheerleader’ for this community, Jane enthusiastically announced to the eager crowd that this year’s campaign goal would be $1,012,000! While she acknowledged that this may be a difficult feat in the current economic conditions, she told the crowd the goal is obtainable, if we all work together to make a difference for those in need.

Colorado State University – Pueblo Football head coach John Wristen, the Thunderwolves’ dance and cheer teams, as well as CSU–Pueblo mascot ‘Wolfie’ pumped up the crowd for the upcoming annual giving campaign. Coach Wristen also announced that a portion of the proceeds from the 50/50 raffles held at the University’s sporting events will benefit United Way’s campaign.

United Way has also teamed up with Loaf ‘N Jug to give away $500 gas cards at the end of the campaign season to two lucky winners that entered into the gas giveaway drawing by attending a United Way of Pueblo County campaign meeting at their workplace. (see details on page 4)

In addition, October will be transformed into “United Way Month” at Park East Restaurant! Owner Terra Riggio has continued her generosity and support of United Way by offering patrons the opportunity to enter to win great prizes and enjoy delicious food all while benefiting United Way! (see details on page 9)

- Bechtel representatives were recognized for their corporate contribution of $10,000.
- US Bank was acknowledged for their corporate contribution of $5,000 from the Southern Colorado Community Foundation, $1000 from Evraz Rocky Mountain Steel and $4,000 from United Way Board of Trustees, will help inspire and leverage philanthropy in our community.

Double your impact this year and provide hope and help during these difficult economic times. Spread the word about this opportunity in your campaign communications and share with your co-workers and friends. Our special thanks to El Pomar, Southern Colorado Community Foundation and Evraz for inspiring philanthropy and giving when our community needs it most.
United Way of Pueblo County is thrilled to announce Jane Rawlings as the 2011 Campaign Chair! A well respected community leader, Jane has been a long-time advocate for United Way. In fact, supporting United Way has been a family tradition for the Rawlings family, beginning with Jane’s great grandfather. In addition to serving in the important role of campaign chair, Jane has served as a volunteer on the allocations committee and has been a champion on behalf of The Pueblo Chieftain’s own internal employee campaign.

A Pueblo native and graduate of Colorado College, Jane spent the first part of her career in marketing and human resource management in a number of cities: Colorado Springs, Phoenix, Elmira, N.Y., and Corpus Christi, Texas. Jane has worked at The Chieftain since 1995, first as assistant to the publisher and later as assistant publisher and vice president. She represents the fourth generation of her family in leadership at the 140-year-old paper. Upon her return to Pueblo, she also immersed herself in civic and community affairs. Her areas of special interest include education, water, philanthropy, literacy and economic development. Some of her community involvement includes: Board of Trustees for Colorado College, Commission of Higher Education, RH Rawlings Foundation, Southern Colorado Community Foundation, Board member of CSU-Pueblo Foundation, Member of the Colorado Press Association, and coordinators that make the work possible. He went on to thank all of the supporters, volunteers, donors and coordinators that make the work possible.

$5,000 to the 2011 campaign and for coming up with creative ways to raise additional money. For example, they held a “wear jeans” day earlier this month and raised over $250. In addition, they are holding a book auction from 200 employee-donated books which they will auction off.

Board of Water Works was recognized as being one of United Way’s most consistently great campaigns. They are currently working on their campaign, but their per capita gift is $194 per employee! In addition, United Way has partnered with the Board of Water Works to administer their CARES program, which provides financial help to those needing help with their water bill. Through this innovative program, Board of Water Works has given THOUSANDS of DOLLARS to United Way to help those in need.

Other promising early campaign results were Boy Scouts, Rocky Mountain Council and Target Distribution both up 7 percent, and East Side Child Care Center up 4 percent.

Silent and live auctions were also held throughout the luncheon and featured a great variety of items. This year’s auctions raised over $5,000 with all proceeds going toward the campaign goal. Auctioneer and United Way supporter Linn Marmon engaged the crowd and encouraged high bids to get the campaign off to a great start. The luncheon was concluded with words of wisdom and encouragement from United Way Board Chairman John Klomp as he reminded the attendees that when working together anything is possible. He went on to thank all of the supporters, volunteers, donors and coordinators that make the work United Way does possible.

Wells Fargo generously sponsored the kickoff event.

2011 United Way Campaign Chair – Jane Rawlings

“One of the reasons I support United Way is because all of the money stays within our community. And I know they are good stewards of the money because the Allocations volunteers evaluate funded agencies every year. It’s a family tradition as well. My great grandfather started working for the Community Chest and it has been a family commitment for us through the years.”

~ JANE RAWLINGS

• Kickoff

• Continued from Page 1

Helping Jane this year, are our outstanding 2011 United Way Campaign Cabinet members

Andrew Lang
Barbara Coombs
Barbara Vidmar
Butch Batchelder
Dan Centa
Dave Edmisson
Dave Galli
Dean Dennis
Jack Johnston
Jack Quinn
Jeff Chostner
Jenny Eickelman
John Klomp
John Vukich
Kathy Worthington
Matt Bailey
Matt Smith
Michael Salardino
Renee Rodriguez
Sandy Gutierrez

With Great Returns
For the third year in a row, United Way of Pueblo County and Ent Federal Credit Union have joined forces to provide Pueblo students with school supplies. Thanks to our generous donors, we were able to leverage contributions with a $4,000 Y.E.S. (Youth Endowment Series) grant from Ent Federal Credit Union. This grant allowed United Way to aid in alleviating the financial burden for parents who need help with furnishing much needed basic school items.

“Ent is pleased to provide a grant to the United Way of Pueblo County’s ‘Backpack Supplies for Success’ program. We understand how important it is for a student to be prepared for a successful school year by having the basic supplies they need on the first day of school. This program allows children in need to focus on their education, and not have to worry about their supplies. We appreciate United Way of Pueblo’s efforts with this program and hope our grant can help make a big impact in the lives of our local children,” said Jag Garrett, Service Area Manager for Ent’s Pueblo area service centers.

Pueblo City Schools and School District No. 70 both received the supply kits and backpacks; a total of 300 Pueblo County school age children received this assistance.

United Way of Pueblo County would like to thank Ent Federal Credit Union for their commitment in making sure our future leaders are prepared to do their best.

Put Individuals with Disabilities to Work - Your Business Could Qualify for Incentives

Spanish Peaks Behavioral Health Centers now offers supported employment services. They help people with disabilities obtain and maintain competitive employment in the community. They will help your company staff part-time and full-time positions, including positions 10 hours per week or less. Job candidates are pre-screened and ready to work. They provide one-on-one job coaching at no cost to your company. SPBHC specializes in successful outcomes for hard to fill and high turnover positions. Call today for more information. Amy at (719) 423-1382 or Nathan at (719) 423-1383.

A BIG thank you to all of the donors who made our kickoff auction possible!

- Boy Scouts of America, RMC
- Celebrating Life Art
- Jeff Ghostner
- Cinn-No-More Rolls
- Colorado Lottery
- Comcast
- Comcast Spotlight
- CSU-Pueblo Athletics
- Jenny Eickelman
- Epic Party Bus Rental
- Tammy Fesmire
- Carl Fulbright
- Dave Galli
- Barbara Hodgson
- Hollydot Golf Course
- Jack & Paula Quinn
- John Keilbach
- John Klomp
- Rudy Krasovec
- Kroenke Sports Enterprises
- LA Distributing - Larry Atencio
- Mike McMahon
- Mitch Meminger
- Park East Restaurant
- Parkview Medical Center
- Michelle Peulen
- Pueblo Marriott
- Renee Richardson
- Rocky Mountain Eye Center
- Sandy Romero
- Sangre de Cristo Arts & Conference Center
- Snap Fitness 24/7
- St. Mary Corwin Medical Center
- Target Distribution Center
- The Pueblo Chieftain
- U.S. Bank
- Wingate by Wyndham
- Xcel Energy - Comanche Station
We could all use a little help at the gas pump these days, and thanks to Loaf ‘N Jug and United Way, you could win a $500 gas card just by attending a United Way meeting at your workplace!

It’s easy to win – just attend a campaign presentation or meeting at your workplace, complete the entry form and return it by January 27, 2012! Our special thanks to Art Stawski & Loaf ‘N Jug for teaming up with us to offer this outstanding incentive.

**HOW THE DRAWING WORKS**

Complete the entry and release form and return it to your company’s United Way campaign coordinator, or mail it to United Way of Pueblo County, PO Box 11566, Pueblo, CO 81001 no later than January 27, 2012.

Contest winners will be selected in a random drawing to be held on Friday, February 3, 2012. Two winners will receive one gas card in the amount of $500.

**ELIGIBILITY**

- No pledge or donation is required to enter. Any U.S. citizen who is 18 years or older and attends a United Way campaign meeting, receives a direct mailing, or requests an entry through the mail and who agrees to contest rules is eligible.
- UW staff, board of trustees and their immediate families are not eligible to enter.
- Only one entry per person is allowed.
- If the prizes are unclaimed within seven business days after the drawing, an alternate winner will be chosen. The prize is nontransferable.
- By submitting an entry, you agree to be bound by contest rules.
- Odds of winning will depend upon number of entries received.

**Last Year’s Gas Give Away Winners**

Cliff Brice Petroleum generously donated two $600 gas cards to be given as prizes to winning entrants in the 2010 United Way campaign gas giveaway drawing. The drawing for the 2010 giveaway resulted in winners—Joey Romero, Vestas and Darryl Dunnington, Pueblo Fire Department. “Winning the gas card was very exciting and a big surprise,” said Romero. “But I don’t contribute to United Way just for a chance to win a drawing, I feel that United Way helps a lot of people in Pueblo County in many ways and I trust that my contributions go to just that.”

No pledge or donation is required to enter. People who attend a United Way campaign meeting at their workplace or those who are contacted through the direct mail campaign are eligible to enter. “As a long time participant in the United Way Campaign, donating had become a habit,” explained Dunnington. “I had never thought about receiving anything like a prize. What a great surprise! United Way supports many of the local programs I would gladly give to individually anyway, and does it effectively.

Being able to make just one donation makes it so much easier, and having payroll deduction ensures I won’t forget. Thanks to United Way, and especially Cliff Brice!”

United Way staff Lawrence Kochis presents gas card to Darryl Dunnington of the Pueblo Fire Department. Also pictured is Pueblo Fire Chief Chris Riley and Asst. City Manager Jenny Eickelman.

Joey Romero of Vestas receives his winning gas card. Also shown are members of the Vestas team. Robin Stevens, Cindy Nunez, Joey Romero, Mike Hannabass and Tony Knopp.
COMMUNITY IMPACT GRANTS:
Addressing Needs that Matter to Our Community!

At United Way, our volunteers look at the needs of our community. As needs change, we want to be responsive and invest your donor dollars as effectively as possible – because results matter! In response to ever-changing needs, United Way Board of Trustees have developed community impact grants, which are designed to address needs not currently funded by United Way. This year, we are able to invest new dollars into four different programs right here in Pueblo County.

• **Assistance League** - To provide over 1,150 elementary and middle school children in need with new school clothing and uniforms which will improve self-esteem, pride and academic success.

• **CASA of Pueblo** – To strengthen and expand services to meet needs of thirty children aged 12 to 18 years who are in foster care, and to provide them with an easier transition out of the foster care system.

• **Pueblo Child Advocacy** and the 10th Judicial District – To provide nationally renown sexual abuse prevention training to 100 law enforcement officers, educators and parents – positively impacting children for many years to come.

• **Pueblo VITA Coalition** – To provide free tax preparation and tax credit work by certified, trained volunteers throughout Pueblo County. This program is aimed at positively impacting over 750 low income tax filing individuals and families by screening them for unrealized tax credits and refunds. Please see page 11 for more details on this innovative program that could put money in your pocket.

Thank YOU for helping us make this happen. Give. Help. Make your impact... because our community matters!

• **Campaign Chair**

Member of El Pomar SE Regional Council, Former Trustee of El Pomar and Past President of Rotary #43.

“We asked Jane to serve as our chair because of her unflagging commitment to Pueblo. It is evident in her work at The Chieftain, but also in her work as a civic leader, and in her extensive community involvement. She is well-known, well-respected and has an excellent reputation for getting things accomplished,” shared Andrea Aragon, UW President/CEO.

“We couldn’t be more happy that she accepted this critical role.”

Next time you see Jane, please thank her for taking on this challenge and serving our community in such an important way. Of course, she will not be alone in her efforts. She will also rely on a group of outstanding volunteers to help achieve our campaign goals, who are already hard at work on our community’s behalf.

**United Way Staff**

- Andrea Aragon, President/CEO
- Lawrence Kochis, AFL-CIO/Campaign Director
- Bernadette Albo, Finance Director
- Bianca Hicks, Resource Development Coordinator
- Linda Aumiller, Administrative Assistant

**United Way Board of Trustees**

- John Klomp, Board Chair
- Dave Edmisson, Chair-Elect, Xcel Energy
- Dave Galli, Vice-Chair, Vectra Bank
- Jim Duff, Treasurer
- Renee Richardson, Secretary, US Bank
- Carl Fulbright, Black Hills Energy
- Doug Hayes, Goodrich Corp.
- Barbara Hodgson, GCC Rio Grande
- John Keilbach, Altman, Keilbach, Lytle, Parlapiano, and Ware
- Rudy Krasovec, St. Mary Corwin Medical Center
- Mike McMahon, Target Distribution
- Mitch Meminger, Trane
- Cindy Nunez, Vestas
- Michelle Peulen, Parkview Medical Center
- Sandy Romero, Bechtel
- Matt Smith, Snap Fitness
- Dan Toussaint
- Dawna Trujillo, Wells Fargo Home Mortgage

United Way of Pueblo County – 5
Fiesta Day Parade Fun!

United Way of Pueblo County was “livin’ united” at the colorful and festive Colorado State Fair Fiesta Day Parade on September 4. Riding in the parade were John Klomp, UW board chair; Andrea Aragon, UW President & CEO; and Bianca Hicks, UW Resource Development Coordinator. Members of the Boys & Girls Club, led by staff member Sandy Montano also participated by carrying our banner, signs representing the agencies we fund, and sporting “Live United” t-shirts.

Small Business Blitz Nov. 2 - 16

Pueblo’s small business community will be given the opportunity to make an impact on the quality of life of many Puebloans in need and promote their business at the same time during United Way’s Small Business Blitz, Nov. 2 -16.

By supporting United Way, businesses help numerous health and human service organizations benefiting people right here in Pueblo County. In fact, United Way funded programs provided more than 113,000 units of service last year alone. These programs help everyone from customers and neighbors to family and friends. As an additional benefit, businesses that pledge to support United Way are entered to win advertising opportunities, promoted to help them thrive and spotlighted for their contribution.

Last year, many businesses provided a corporate contribution, agreed to run an employee giving campaign or provided an in-kind gift. Letters and flyers will be sent soon, so be sure to look out and respond quickly to take advantage of the promotional opportunities and be a part of this year’s Small Business Blitz!

For more information, contact Bianca Hicks at (719) 583-4455 or bianca.hicks@co.pueblo.co.us.
9th Annual Pacesetter Olympic Games

United Way of Pueblo County holds the annual Pacesetter Games in late July to bring companies together that run United Way campaigns to have a fun-filled evening, thank them for their commitment to the community, and set the pace for the upcoming community campaign season.

The 9th Annual Pacesetter Olympic Games was held Thursday, July 21, 2011 and sponsored by GCC Rio Grande at the Nature and Raptor Center of Pueblo. Nearly 400 people from United Way supporting companies and agencies enjoyed food, fun, and great entertainment as 16 company/agency teams competed in backyard picnic games in an effort to take home the coveted traveling trophy from defending champs - GCC. Each team competed in Tug-A-War, Hula Hoop Contest, Water Fill Relay, and Marshmallow Straw Relay.

After much excitement and a few fierce battles, Sam’s Club became the new champions and took home the trophy with GCC Rio Grande and Pueblo County tied for second place.

Special thanks to Albertsons, GCC Rio Grande, Nature and Raptor Center, Pepsi, Sam’s Club, Standard Sales - Budweiser, and our volunteers and board members for their generosity and great spirit!
The U.S. Bank campaign is annually among the best campaigns that come to mind when thinking of exemplary leadership and campaigns that utilize proven techniques, effective employee engagement and interaction with United Way. In fact, U.S. Bank’s campaign represents one of few that has achieved 100% participation among employees. Over the years, U.S. Bank has also had representatives on United Way’s Board of Trustees, Impact Grant and Allocations Committees and Alice Birch, district retail manager and market president of U.S. Bank in Pueblo, has served in the role of United Way’s Campaign Chair. In the last five years, U.S. Bank has contributed more than $56,000 to United Way of Pueblo County.

Campaign Coordinator Stephanie Coppock is striving to make this year’s campaign another great success. U.S. Bank has a total of 80 employees in the Pueblo, Canon City and La Junta Markets. To effectively reach these employees, Stephanie and co-worker BJ Byers will be visiting each branch speaking about United Way— and the many local organizations and people that supporting United Way serves. They will also play a video from the national level of U.S. Bank that features the company’s CEO, is focused on United Way and further displays the importance of helping those in need in the communities we serve.

Stephanie explained that along with their payroll deduction campaign and corporate gift, U.S. Bank is also holding two additional fundraisers benefiting their 2011 United Way of Pueblo County campaign. They are allowing employees to make $10 donations to be able to wear jeans each Friday during the month of September and so far this fundraiser has raised over $400! Employees are also holding a book drive for which a total of 212 books have already been collected and will be auctioned to supplement the campaign.

Not only does U.S. Bank have a great campaign locally, but they were also nationally recognized this year as the 2011 United Way Spirit of America Award winner, raising $38 million nationwide in total charitable giving in 2010 – an increase of 24% over 2009 giving totals!

United Way of Pueblo County greatly appreciates the continued support of U.S. Bank and the many ways they give back to help make Pueblo a stronger community.

“I have supported United Way for many years as I believe in their mission,” explains Alice. “They have served so many in our community through nonprofit organizations and I personally know so many that have received assistance in their time of need.”

- Alice Birch

CAMPAIGN SPOTLIGHT

**Business After Hours**

**United Way and Standard Sales/Budweiser, November 17**

Join United Way and Standard Sales/Budweiser as we host the annual co-sponsored, fun-filled Greater Pueblo Chamber Business After Hours on Thursday, November 17 from 5 to 7 p.m. This event is packed with networking and great company at the stunning Standard Sales building, located at 130 Greenhorn Drive. This is a great way to get the holiday season off to a festive start! This is one of the ways we like to give back to our donors and supporters for all of their wonderful support and support the fantastic efforts of the Greater Pueblo Chamber at the same time.

Come out and enjoy tasty refreshments, delicious food and fun! Don’t miss out on a great evening!

*Bring donations of non-perishable food items and open your heart to help hungry Puebloans during this holiday season.*
Fresh Coat Painting Partners with United Way of Pueblo County

Fresh Coat Painting has teamed up with United Way of Pueblo County to benefit our community. When you mention United Way when signing up to have Fresh Coat help you accomplish your dream look, United Way of Pueblo County will receive a $50 contribution! Get the look you’ve always wanted and support a great cause at the same time. Joe Mahoney, Executive Director of Catholic Charities, used Fresh Coat to paint his new home. “I was very pleased with the job done by Fresh Coat. They were professional and affordable. My house looks great,” he shared. Please call Doug Fitzgerald, President/CEO of Fresh Coat at (719) 544-2298 to schedule your free estimate today! Find Fresh Coat online at www.FreshCoatPueblo.com.
CAMPAIGN BEST PRACTICES

Looking for Ways to Add Some Fun into your Campaign, Raise More Money and Improve Company Morale?

It’s no surprise that those businesses that have fun with their United Way campaign tend to achieve better results. All it takes is creativity and enthusiasm and the rest falls into place. We are fortunate to have many outstanding companies right here in Pueblo that go the extra mile to make the United Way campaign something that employees look forward to.

Why not try a few of these fun activities listed here for this year?

- **UW Bingo** – participants pay a fee, numbers are drawn each day through the campaign, prizes are offered to the first that get a bingo – Black Hills Energy
- **Department Wars** – departments that get 100% participation win a pizza party – Board of Water Works
- **Pancake breakfasts** – CTU
- **Lottery tickets** to those who turn in forms early – Xcel Energy Comanche

For more information on some of these FUN activities, feel free to contact United Way at 583-4455.

*If you have something unique that you do to help make your United Way Campaign a success, email Andrea at aragona@co.pueblo.co.us and we’ll feature you in our winter newsletter!*

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**Best Practice Campaigns ~ Who Does What...**

- **Drawings for paid-time off, Pueblo Mall certificates, sporting tickets, strong leadership endorsement** – Xcel Energy Comanche
- **Holiday Gift Basket Raffles** – Express Scripts, Ent Federal Credit Union, AT&T
- **Drawings for Wii, Xbox, Condos, Sports Tickets** – Wells Fargo, Xcel Energy, Express Scripts
- **Contributors who give any amount get two hours paid-time-off** – Xcel Energy Comanche
- **United Way Rock – similar to Jingle Bell Rock – scavenger hunt for employees with prizes for deciphering the clues and finding the rock** – Pueblo County Government
- **Pay a fee, wear jeans – all money benefits United Way** – Parkview Medical Center, US Bank, Ent Federal Credit Union
- **Stuffed Animal Sales** – AT&T, Express Scripts
- **Agency Tours** – Allow employees to visit UW funded agencies so they can see first-hand what their money can do – Ent Federal Credit Union
- **Popcorn Sales Year-round** – Pueblo County Government
- **Manager Lock-Up** – pay a fee to see your manager “behind bars”, with departments competing against each other – AT&T
- **Halloween Candy Grams, White Elephant Sale, Snack Cart, Pumpkin Carving Contest** – Express Scripts

- **UW Bingo** – participants pay a fee, numbers are drawn each day through the campaign, prizes are offered to the first that get a bingo – Black Hills Energy
- **Department Wars** – departments that get 100% participation win a pizza party – Board of Water Works
- **Pancake breakfasts** – CTU
- **Lottery tickets** to those who turn in forms early – Xcel Energy Comanche

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**Other Ideas**

- Offer employees food at United Way presentation meetings
- **Ice cream socials**
- Selling nachos, candy, burritos at breaks
- **Auctions**

*Helping over 113,000 people right here in Pueblo County!*
United Way of Pueblo County – 11

**Let United Way and the Pueblo VITA Program Help You**

United Way of Pueblo County is pleased to fund a new program this year that has the potential to put thousands of dollars into the pockets of low-income families right here in Pueblo. The Pueblo VITA (Volunteer Income Tax Assistance) program, is a program created by the IRS geared to identify individuals who are eligible for the Earned Income Tax Credit and/or the Child Care Tax Credit.

It is the best practice tool to aid low-income individuals and families, and can positively impact the community through retaining financial resources in a community that often would not have been realized otherwise. VITA volunteers are recruited from the community and are IRS trained and certified to prepare taxes. VITA customers on average receive larger refunds and more tax credits than those who do not receive VITA services, along with saving considerable sums of money that may have been paid for a fee-based tax preparation service. Prior to tax season, VITA sites will be located in various neighborhoods throughout the city.

Last year, the Pueblo VITA program was able to serve over 760 Pueblo residents. Here is some of the impact:

- Participants realized over $900,000 in federal income tax refunds
- $472,000 in Earned Income Tax Credits and child tax credits
- Saved clients $91,000 in tax preparation fees alone
- Targets for 2012
  - 759 federal returns filed
  - 750 refunds received
  - $1,000,000 in total refunds
  - $510,000 EITC & CTC refunds

- Over 40 individuals receive financial literacy education
- Here are some other interesting facts about the VITA program:
  - Nationally, EITC annual lifts 4.5 million people above the poverty line, half of them children.
  - Increases in the credit in the 1990s reduced welfare usage by 10%.
  - EITC expansions accounted for ¼ of increase in employment among single mothers between 1993 and 1999.
  - Approximately 20% of households qualify for this service. (Income level of approximately $50,000 a year or lower) An estimated $7,074,608 was left on the table by families that did not take advantage of the program, with an estimated $2,258,203 funds were lost to the community. (Brookings Institute)

United Way will provide more details in the coming months about this innovative program, and how you or your employees/co-workers/friends might benefit. Watch for more details coming soon…

**You May Be Eligible for Tax Credits and Not Know It**

Let United Way and the Pueblo VITA Program Help You
Check Out Our Campaign Video
by visiting our website at
www.pueblounitedway.org
Copies of this video are also available to show
at your next campaign meeting.
For more info, call 719-583-4455.