BREAKING NEWS!

All New And Increased Gifts To United Way Of Pueblo County Will Be Matched – Dollar For Dollar Up To $30,000!!!

During the campaign kickoff, Kate Deeny, an El Pomar Fellow and coordinator for the El Pomar Southeast Regional Council announced an exciting opportunity for the 2010 campaign. Thanks to the generosity of El Pomar Foundation, all new and increased gifts up to $15,000 will be matched dollar for dollar! United Way of Pueblo County Board of Trustees will also contribute an additional $15,000 bringing the total available for matching funds to $30,000! United Way Campaign Chairman Michael Salardino applauded the vision of El Pomar and United Way Board of Trustees by sharing that in addition to giving generously to this community, they also understand the importance of encouraging others to give as well. He added that the matching grant will go a long way in inspiring others to contribute during “shakey” economic times. This is an encore gift from the two entities, who stepped up to help increase giving last year during the 2009 campaign. The effort was very successful and was responsible to helping United Way to achieve and surpass their goal – with your help of course! So please help us spread the word by recruiting new givers and increased gifts from previous givers and by sharing this awesome news with your colleagues during campaign season.

United Way Supporters Are the Heartbeat of Pueblo!

The Pueblo community was asked to “open their hearts” as United Way of Pueblo County kicked off its 88th year of fundraising on Wednesday, September 15 at the Pueblo Convention Center. Over 320 United Way supporters gathered for the event, which featured testimonials, generous check presentations and announcements as well as a silent and live auction. Also unveiled at the event was the campaign chairman for this year, who is well known for his leadership and involvement in the community. Michael Salardino, a certified financial planner with Morgan Stanley Smith Barney, will lead this year’s campaign efforts, and announced that this year’s goal would be $975,000. Michael shared that despite the challenging economic conditions the entire nation is facing, it is critical that we do all that we can to meet the ever-increasing need.

Further illustrating this need was the courageous, inspiring and at times heart-breaking testimonials provided by clients who recently or are currently benefiting from a United Way funded service. Chrissie, a client receiving services from the YWCA shared the abuse she endured from her former spouse. “He hit me, he spit on me. Every day he told me I was ugly and no good,” she shared. Fearing for her life and her children, she fled her home. She is currently a resident at the family crisis shelter at the YWCA, where she receives more than just shelter. In addition to the basics like food and clothing, she and her kids also receive counseling and support to rebuild their self-esteem and lives. “Thank you for supporting United Way and YWCA. It has helped me better the lives of my children, and myself. I am very grateful,” she shared. Other testimonials included an uplifting talk from teenager Damian, whose life and leadership skills has been enriched thanks to Boy Scouts; Nancy, a senior citizen receiving help from SRDA shared how appreciative she is that she has the help she needs to live independently; and Ed shared how he receives food from the Salvation Army, while he works to better his life by attending college.

2010 Campaign Chairman
Michael Salardino

Warm The Hearts Of Those In Need
Be The Pulse That Keeps This Community Alive!

continued on page 2
Heartbeat of Pueblo
continued from page 1

Cliff Brice, III, of Cliff Brice Petroleum, was recognized for his continuous support. Cliff Brice Petroleum annually presents an incredible incentive to United Way supporters by offering a gift card for $600 worth of gas to two lucky individuals (see details on page 8).

Park East owners Terra Riggio and David Jimenez have continued their support of United Way and designated the whole month of October as “United Way Month.” The month of October will offer numerous opportunities for people to eat at one of the best restaurants in town and simultaneously support their favorite charity (see details on page 5).

Several businesses generously showed they are the “pulse” of our community by giving generous contributions.

- St. Mary Corwin Medical Center was recognized for having a tremendous result for their 2010 pacesetter employee campaign, raising a record total of over $22,000 to benefit United Way! This is nearly double their total from last year. CEO Rob Ryder and St. Mary Corwin Foundation director Jayne Mazur were noted for their support which led to the successful efforts.

- US Bank was recognized for its corporate contribution of $5,000.

- Jag Garrett of Ent Federal Credit Union presented a $3,000 corporate gift, and provided an update on a $4,000 grant given to United Way in August that helped provide 200 Pueblo children with backpacks and school supplies.

- Bechtel presented a $10,000 corporate gift, announced by Communications Manager Sandy Romero. This pledge brings Bechtel’s corporate giving to over $53,000 since 2006.

- The campaign team of Board of Water Works announced their campaign total of $27,000, their highest total to-date. Board of Water Works was also applauded for their outstanding support through the Board of Water Works Cares Program, which provides water assistance to those in need. The program is administered by United Way, and clients are screened for eligibility by Catholic Charities. The program has provided well over $50,000 in assistance since its inception.

- Kate Deeny, an El Pomar Fellow, announced that the El Pomar Foundation would provide a $15,000 matching grant, which will match new and increased gifts for the 2010 campaign. (For more information, see sidebar on page 1). This matching grant will be used to inspire philanthropy and giving during this tough economic climate.

- Michael Salardino added that thanks to the leadership and vision of United Way Board of Trustees, they would also provide a $15,000 matching gift for new and increased gifts, raising the matching grant to $30,000, thus providing the opportunity to generate $60,000 new dollars for the campaign!

Silent and live auctions rounded out the luncheon raising over $5,000 toward the campaign goal. Auctioneer and longtime United Way supporter Linn Marmon entertained the crowd and encouraged high bids. United Way Board Chairman John Klomp rounded out the inspiring and fun-filled event by encouraging people to continue to “be the heartbeat of Pueblo” and to “be the pulse” that keeps this community alive. He went on to give very special thanks to all of the people who came out to support United Way of Pueblo County, our donors, coordinators and volunteers.

Wells Fargo Bank generously sponsored the kickoff event.

A BIG THANK YOU to all of the donors who made our kickoff auction possible!

Barb Coombs
Better Bodies Massage Therapy
Boy Scouts of America, RMC Comcast
Comcast Spotlight
CSU-Pueblo Athletics
Dave Galli
Dean Dennis
Hollydot Golf Course
Jack & Paula Quinn
Jill Swerdfeger - Looking Glass Photography
Jim Duff
Keith & Sharon Swerdfeger-K.R. Swerdfeger Construction, Inc.
Ken Goodnight
Kroenke Sports Enterprises-Pepsi Center

Larry Atencio- LA Distributing
Lenny Valdez
Michelle Peulen
Park East Restaurant
Pueblo Marriott
Rocky Mountain Eye Center
Rudy Krasovec
Sam’s Club
Snap Fitness
Sonia Clark
St. Mary-Corwin Medical Center
Tammy Fesmire
Teri Nitchen
The Pueblo Chieftain
Tiffany Body Works, LLC
Tom Ruth
Xcel Energy – Comanche
2010 Campaign Chairman
Michael Salardino

When this year’s United Way Campaign Chairman gets involved in something he believes in, great things are sure to happen.

When this leader gets behind an issue or cause, it always means success. It means the issue or cause is meaningful, efficient and will provide a huge benefit to the community or an individual. When this year’s United Way Campaign Chairman gets involved in something he believes in, great things are sure to happen. That’s why United Way of Pueblo County is thrilled to announce that lifelong community and civic leader Michael Salardino will serve as the 2010 Campaign Chair! Well known for his leadership as a three term city councilman, TV and radio personality, and board member extraordinaire, Michael is a long-time supporter of United Way. He has served on the campaign cabinet for several years and has been responsible for helping to raise thousands of dollars. United Way President/CEO Andrea Aragon had this to say about Michael. “Michael knows everyone in this community, and he has been able to open a lot of doors for us because of the credibility and respect he has earned through his commitment to Pueblo. He has already made a tremendous positive impact on United Way, and we are very fortunate he has chosen to invest his time and energy with our organization.”

When he’s not lending his time and talents to nonprofits and civic organizations, Michael is a certified financial planner with Morgan Stanley Smith Barney. He is heavily involved at CSU-Pueblo as President of the School of Business Advisory Board, a member of the President’s Advisory Board and a charter member of Friends of Football. He is also a member and former board president of Pueblo Child Advocacy Center, serves as secretary of the Sister City Commission, and a member of St. John Neumann Catholic School and Broadway Theatre League boards. In addition, he serves as first vice president of the Colorado Sons of Italy.

Next time you see him, please thank Michael for taking on this challenge and serving our community in such an important way. Of course, he will not be alone in his efforts. He 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.

This year’s campaign cabinet members are:

Andrew Lang, TR Toppers
Barbara Vidmar, former City Council member
Barbara Coombs, Pueblo County Government
Butch Batchelder, Pueblo Community College
Dan Toussaint
Dave Edmisson, Xcel Comanche
Dave Galli, Vectra Bank
Dean Dennis, Pueblo Convention Center

Jack Quinn, Sunflower Bank
Jeff Gostner, Pueblo County Commissioner
Jenny Eickelman, Pueblo City Government
John Klomp, former County Commissioner
John Vukich, Pueblo Community College
Kathy Worthington, Xcel Energy
Matt Bailey, Sam’s Club
Matt Smith, Snap Fitness
Michael Salardino,
Morgan Stanley Smith Barney

Give. Help. Make Your Impact…Because Our Community Matters!
2010 Small Business Blitz Begins

Several United Way volunteers and funded agencies will head out to blitz Pueblo’s small business community from November 3 – 17, searching for those wanting to make their impact on the quality of life of Puebloans.

By committing to help United Way, small businesses help fund numerous health and human service organizations benefiting people right here in Pueblo County, customers, neighbors, family or friends. As extra encouragement, businesses that pledge to support United Way are entered to win advertising opportunities to help them thrive.

Last year, over 60 businesses provided a corporate contribution, agreed to run an employee campaign or provided an in-kind gift. Letters and flyers will be sent soon, so be sure to respond as soon as possible to be a part of this year’s small business blitz! For information on becoming involved, contact Bianca Hicks at United Way at 583-4473.

Greater Pueblo Chamber Business After Hours with United Way and Standard Sales/Budweiser

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 18 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 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 everlasting 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. *

Flavor of Pueblo Food & Wine Show

Pueblo Convention Center

March 10, 2011
**October is United Way Month at Park East!**

Visit Pueblo’s Most Stylish Restaurant AND Benefit United Way of Pueblo County!

*For $1, you can purchase a chance to win:*

- $100 Park East Gift Card
- Happy Hour Office Party *worth up to $300*
- Private Wine Dinner for 8 with a private sommelier
- $25 Park East Gift Card

**Celebrity Waiters**
Join us and local “celebrity” waiters from 5:30 to 8 p.m.
- Saturday, Oct. 16th
- Friday, Oct. 22nd

**United Way Week**
During the week of October 16 - 22, Park East will donate 10% of proceeds to United Way of Pueblo County

Your business can win a Christmas Party Luncheon worth up to $400!!! Contact Terra at 719-671-2497!

*Don’t miss out on the silent art auction taking place all month to benefit UW!*

Art donated by: Kelli Miller, Adam Connard, John Mendoza, and Bill Zananti

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**Your United Way of Pueblo Staff**

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

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**Meet Our New Staff Member!**

Linda Aumiller recently joined United Way of Pueblo County’s staff as the Administrative Assistant. Her primary responsibilities are assisting with data input, financial record keeping and general administrative duties. “I am very excited to be a part of United Way’s team and make a difference here in my home town of Pueblo!”

**Please help us welcome Linda to the United Way family!**

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**Get United Way info via e-mail!**

Sign up at [www.pueblounitedway.org](http://www.pueblounitedway.org) or email Bianca at bianca.hicks@co.pueblo.co.us
AT&T and its employees run a campaign that stands as a great example for all United Way workplace campaigns. They have wonderful endorsement – from a corporate level perspective to their regional directors, and that community commitment remains consistent to the center managers and to all other employees. The Pueblo center currently has 500 employees and throughout their campaign encourages each one to become involved in one way or another.

Last year, AT&T employees contributed nearly $23,000 and have seen an increase every year of their campaigns. AT&T has developed a systematic approach to keep their campaign running as smoothly as possible. Five managers take on the role of giving presentations during each of the 50 weekly team meetings, discussing how to make a pledge, why it is important to pledge and what AT&T is doing in the community.

The AT&T United Way campaign lasts from 6-8 weeks and includes a great number of ways to keep employees motivated. Each week has a “fun-raiser” aimed at supporting the United Way campaign while maintaining a fun aspect to impacting the community. “Fun-raisers” include: a popcorn sale, root beer floats, candy grams, manager jean days and a week-long silent auction of team created baskets. Each team develops a theme and solicits donations for items to fill their unique baskets. The silent auction provides a great way for employees to have an active role in the campaign and also raises thousands for the campaign!

A large “jail” is a temporary fixture in the building’s lobby, a monumental visual of AT&T’s coordinating team’s creativity. Wanted signs are posted throughout the building looking to “arrest” managers and help raise funds for the organization’s United Way campaign. “Be creative. Creativity helps and positivity helps, especially tying it back to this community,” said Susie Beery, Administrative Assistant and Campaign Coordinator.

There are also local employee ambassadors that have been touched by United Way funded organizations who share their stories via email with other employees. These ambassadors are able to show the strong connection between employees, what their dollars do here in the community they serve and the impact it has on people you may know.

“It’s surprising how willing they (employees) are to give. It’s just amazing and every single thing that we do just builds and builds,” concluded Susie. “We are a huge company that has millions of employees all over the United States, so we really try to bring it down to what we are doing here in Pueblo County. Your sister could be affected by what we’re doing in this center, so we try to incorporate that as much as we can.”

United Way of Pueblo County greatly appreciates the high level of enthusiasm and dedicated work of AT&T and all their support in the many ways they give back to Pueblo County.
United Way of Pueblo County
Provides School Supply
Backpacks to 200 Students in Need

United Way of Pueblo County and Ent Federal Credit Union joined forces to meet an important need in our community again this year by helping children begin their school year with the supplies they need to get ahead. Thanks to your commitment to the Pueblo community we were able to leverage your dollars with a grant to make the biggest impact possible. Ent generously provided a $4,000 Y.E.S. (Youth Endowment Series) grant to meet this need. This grant allowed United Way to aid in alleviating the financial burden for parents who need help with furnishing much needed basic school items.

Pueblo City Schools and School District #70 both received the supply kits and backpacks; a total of 200 Pueblo County school age children received this assistance. “Education is key to our community and we want to ensure that every student has equal resources during their educational experience,” said Terri Martinez-McGraw, Director of Student Intervention Services at Pueblo City Schools. “The smiles on our students’ faces as they receive the supplies are priceless.”

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.

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. For a limited time, 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, recently 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!
**FREE GAS GIVE AWAY**

Since 2005, Cliff Brice Petroleum has provided a huge boost to United Way campaign efforts by providing the valuable incentive of $600 worth of gasoline to two lucky United Way supporters. 2010 is no different, with owner Cliff Brice, III stepping up to donate $1,200 worth of gas. It’s easy to win – all you have to do is attend a campaign presentation/meeting at your workplace, complete the official entry form and return it before January 28, 2011!

Our special thanks to owner Cliff Brice, III and Cliff Brice Petroleum, one of Pueblo’s most caring businesses, for their outstanding support and generosity of United Way!

**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 28, 2011.

Contest winners will be selected in a random drawing to be held on Friday, February 4, 2011.

Each winner will receive one gas card in the amount of $600.

**Last Year’s Cliff Brice Gas Give Away Winners**

Edythe Trotti from Parkview Medical Center was one of the lucky winners of the 2009 Cliff Brice Petroleum gift card in the amount of $600. Along with Edythe are Theresa Hart, Michelle Peulen and Eileen Dennis, who make up a part of the wonderful campaign committee at Parkview.

United Way Campaign Director Lawrence Kochis presents Jimmy Leatherwood of Xcel Energy- Comanche with his $600 Cliff Brice Petroleum gift card.

**Contest Rules**

**How to Enter**

Attend a 2010 United Way campaign meeting at your workplace and complete an official entry form, or request an entry through the mail and return it before January 28, 2011.

**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.

- United Way of Pueblo County 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. This 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.
United Way of Pueblo County is pleased to release the results of a community wide needs assessment. The comprehensive needs assessment was undertaken to help determine critical needs and issues in the Pueblo community, and is part of United Way’s goal to invest your dollars as effectively and efficiently as possible.

The assessment was commissioned by a partnership between the County of Pueblo, the City of Pueblo, United Way of Pueblo County and the David & Lucile Packard Foundation, and included an extensive review of statistics, data, community interviews, surveys and focus groups. An overview of the assessment was provided on August 10 to a crowd of over 50 elected officials and interested citizens. The results of this needs assessment will help identify the community’s most pressing health and human service needs, determine how current needs are being met or unmet, and will ultimately help establish funding priorities to better serve our community.

Please log on to our website at www.pueblounitedway.org to check out the results of the assessment, or for more information, please contact us at 719-583-4455.

United Way leadership participated in this year’s Colorado State Fair Parade, presented by the Greater Pueblo Chamber of Commerce. Riding in the parade were John Klomp, Board Chair; Andrea Aragon, President/CEO; her sons Freddie & Evan; board member Dave Edmisson and Wayne Brown, who lent his beautiful red 1959 Ford Thunderbird Convertible. Members of the Boys & Girls Club, led by staff member Sandy Montano, helped us carry the banner along with providing lots of smiles and waves to the crowd. United Way would also like to congratulate long time supporter Jack Quinn for being named Parade Marshall. Way to go, Jack!
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 two different programs right here in Pueblo County.

- **Boy Scouts Learning for Life** - character education books for Pueblo City Schools - impacting over 9,000 students
- **Parkview Medical Center Diabetes Self Management** - Classes at no cost to individuals with diabetes who are under or uninsured to improve their health and prevent Complications - 90 impacted
- **Posada’s Homeless Youth Project** – To leverage current homeless services to help the current unserved unaccompanied homeless youth south of Colorado Springs
- **PCC: Dental Improvement Project** - Provide emergency dental assistance for the uninsured
- **St. Mary Corwin Medical Center Smart Moves for Kids** - 10 week program to prevent obesity among children - 36 to 46 impacted

United Way of Pueblo County Impact Grant Funding History

Since its inception only five years ago, United Way’s innovative Community Impact Grant fund has pumped over $150,000 into new and emerging needs throughout Pueblo county. As a result, thousands of new needs have been met in our community. Your continued support of United Way has made this innovative funding possible.

- **2009 Impact Grants**
  - **Boy Scouts** – to increase service to 600 young men and women in Pueblo through a high school delivery system that focuses on career education, service learning, life skills, character education and leadership experience
  - **Assistance League** – to provide 1,000 plus Pueblo children in need with new school clothing or uniforms, which will improve their sense of self-esteem, increase pride in their appearance and help them to focus on academics

- **2008 Impact Grants**
  - **Pueblo Child Advocacy** - community training to law enforcement/educators to better recognize early signs of abuse
  - **PCC Dental Program** - dental care for low-income, uninsured
  - **CASA of Pueblo** - train volunteers to represent children in the court system

- **2007 Impact Grants**
  - **Assistance League of Pueblo** - school uniforms
  - **La Gente Youth Sports** - youth sports assistance, equipment, scholarships
  - **Pueblo Rape Crisis** - part-time on-call direct service advocate
  - **Orchard of Hope** - emergency assistance for cancer patients

- **2006 Impact Grants**
  - **Pueblo Community Diabetes Project** - diabetes screening & testing
  - **Soaring Eagles Center for Autism** - scholarships for service, library & equipment

- **2005 Impact Grants**
  - **PCC Drop out Prevention Program** - drop out prevention counseling
  - **CASA of Pueblo** - train volunteers to represent children in the court system

**TOTAL AWARDED TO DATE – $152,453**
United Way’s 8th Annual Pacesetter Olympics

United Way Pacesetter Companies take on the challenge of setting the pace for all others to follow. They exemplify commitment, dedication, and excellence in support of United Way. These companies share their commitment to excellence, striving for 100% participation, and surpassing the company’s previous year’s pledges. Pacesetters go the extra mile, have the complete endorsement of their CEO and company coordinator, and promote the benefits of giving back to their community through United Way.

In an effort to thank our Pacesetter companies, United Way hosted the 8th Annual Pacesetter Games on July 22, 2010 sponsored by GCC Rio Grande at the Greenway Nature Center. Nearly 400 people from pacesetter companies came out and enjoyed food, fun and entertainment and many of the companies competed in our backyard games in an effort to take home the traveling trophy. Each team competed in Tug-a-War, a Hula Hoop Contest, Jump Rope Relay, and water fill relay. After much excitement and fierce competition, GCC Rio Grande became the champions and took home the coveted traveling trophy with Catholic Charities in second place and Southside Children’s Center in third.

Special thanks to
• Greenway Nature Center
• Budweiser – Standard Sales
• Sam’s Club
• Pepsi
• Albertson’s
• Our many volunteers & board members for their generosity and fun spirit!
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.