As they float to the earth, each unique tiny flake has no idea the impact it will make. Just like the snowflakes, we are no two alike, and our results are best when we UNITE.

In grateful appreciation of your generosity and support, we wish you a joyful and blessed holiday season.

~ United Way of Pueblo County Board of Trustees & Staff
Matching Funds & Challenge Grants
Allow Your Gift to Make a Bigger Difference

Packard Foundation, any new and increased gifts given to benefit the 2010 community campaign will be matched. The grant, coupled with a $15,000 challenge grant from El Pomar Foundation announced in September and matched by an equal amount by the United Way Board of Trustees, potentially could raise an extra $120,000 for United Way funded programs.

2010 United Way Campaign Chairman Michael Salardino commented, “The matching funds from both Packard and El Pomar help make the United Way campaign much more effective. This is a tremendous incentive to inspire new donors to become involved and current donors to increase their gifts. Considering the effectiveness and efficiency of the dollars spent and raised by United Way, the El Pomar and Packard grants provide for a magnificent boost to the community. We are very grateful for their support.”

The difficult economy has prompted United Way of Pueblo County to seek creative ways to inspire philanthropy and giving at a time when the need is great. This is the second year of matching grants awarded by El Pomar and the Packard Foundation. Last year’s challenge match requirements were met, thanks to your generosity. Funds raised by the challenge grant last year were earmarked to meet the basic needs of the recently unemployed. Thanks to your generosity, over 50 families have been helped with their mortgage or utilities.

When you give to United Way, you get a big bang for your buck. Contributions to United Way help fund over 25 different nonprofits right here in Pueblo and over 40 different health and human service programs that impact people from all ages, ethnicities and backgrounds. To help inspire giving during tough economic times, United Way of Pueblo County will be able to match dollar for dollar any NEW or INCREASED gift this year thanks to matching grants from the David & Lucile Packard Foundation and El Pomar Foundation. With as little as $1 a week given through payroll deduction, we can help feed three Pueblo families for a week, provide one or two emergency medical prescriptions for an uninsured individual, and clothe a child in school districts 60 or 70 who otherwise would not have the proper attire to be successful in school, and much, much more. For more information on the impact you can make when you give to your local United Way of Pueblo County, please visit www.pueblounitedway.org.

GIVE. ADVOCATE. VOLUNTEER.
United Way Month at Park East

During the month of October, a whole lot of generosity was served as Park East Restaurant held its month long effort to raise money for United Way funded programs. Proclaiming October as United Way month, owners Terra Riggio and David Jimenez sold their customers chances to win four great prizes, including a private wine dinner for 8 with a private sommelier, a happy hour office party and two gift cards. In addition, during the week of October 16th through the 23rd, David & Terra donated 10% of the restaurants profits to United Way. Several local artists also donated original pieces to be bid upon in a three month long silent auction. (The silent auction will be held through December, so be sure to check them out during your next visit to Park East!)

Several local “celebrities” helped in the efforts by volunteering their evening to help sell tickets, and mix and mingle with the crowd. The hard-working celebrities included Sandy & Marv Stein, City Councilman Steve Nawrocki, State Senator Angela Giron, Sheriff Kirk Taylor, Convention Center General Manager Dean Dennis, Campaign Chair Michael Salardino, radio personalities Julie Schafer and Charmell Mayer, UW Board Chair John Klomp and Jack Quinn, of Sunflower Bank, also a former UW campaign chairman.

“Terra and Dave are one of United Way’s most steadfast ambassadors,” said Andrea Aragon, President/CEO of United Way of Pueblo County. “Each year they offer enthusiastic and creative ideas all with one goal in mind – raising money for United Way and the community. We can’t thank them enough for their support.”

Thank you to Terra, David, Jeff & the entire staff at Park East for your remarkable support of United Way of Pueblo County!
United Way of Pueblo County recently finished up its fifth annual small business blitz to benefit the 2010 community campaign. Numerous volunteers, including United Way Board members, agencies, campaign cabinet and committee members, helped make the blitz a success by contacting local small businesses for a donation from November 3 – 17. Businesses that contributed received their business name listed in an advertisement in The Pueblo Chieftain, announced on KCSJ NewsTalk 590, on our web site, Facebook page and in our newsletter. If the business contributed a minimum of $50, they were also entered into two drawings: one to win eight hours of staffing from Express Employment Professionals and the second for 100 advertising spots courtesy of Comcast Spotlight. This year’s lucky winners were 1st Alert Vanise Security Systems and Cortez Construction Company.

Businesses who participated also receive a 10% classified advertising discount in The Pueblo Chieftain and 50 free commercials with a $500 advertising schedule purchased through Comcast Spotlight.

United Way would like to thank our dedicated volunteers and generous sponsors who made this blitz possible. The sponsors of the 5th Annual Small Business Blitz were The Pueblo Chieftain, Comcast Spotlight, Express Employment Professionals, KCSJ NewsTalk 590 and The Greater Chamber of Commerce.

The 6th Annual Small Business Blitz will be held November 2011. Be on the look out for additional details to come!
2010 Campaign Spotlight
Parkview Medical Center

Members of the Parkview United Way campaign team are: (back row) Melissa Santistevan, Michelle Peulen, Karen Garrity; (front row) Theresa Hart, Ann Marie Pruden, Jennifer Gallagher. Not pictured: Dani Allen.

Parkview Medical Center boasts a strong United Way Employee Giving Campaign with the help of a dedicated campaign team that strives to educate employees on the needs in the community and how they can make a difference with their support of United Way.

Parkview’s United Way Campaign Team includes multi-disciplinary professionals from throughout the hospital. Each of the seven team members shares a passion for United Way and making Pueblo County a better place to live by giving back. The team meets to discuss and share unique ideas to keep the momentum of the campaign going, as well as new ideas to promote the campaign. Each Parkview team member presents United Way to several different departments during staff meetings. Each member of the team puts their own special touch of what United Way means to them making the presentation more personal. Team members also present United Way provided materials including the video and brochures to insure that current statistics, testimonials and incentives are provided.

Employees are very proud that they won the YMCA Corporate Cup this year and the Parkview United Way team feeds off the competitive nature of the other employees. Departments are encouraged to have the highest percentage of giving and the team is also working to win back the title of “most generous employees” with the highest employee contribution.

“I participate on the Parkview United Way team because it is very rewarding to me,” said Parkview United Way team member Karen Garrity. “Knowing that the dollars that are raised are going to people in our community who need assistance, and being a part of the team that raises the funds is an awesome feeling. Parkview is a community leader in so many ways, and being a leader at Parkview, I am honored to help support our mission, lead by example, and help those in our community who find themselves in need of assistance.”

Parkview hosts two denim and sports apparel days each year. Employees who would like to wear jeans or their favorite sports team’s apparel on the designated day contribute an additional $5 to the United Way campaign. A new incentive the Parkview team is adding this year is a monthly drawing for a “preferred” parking spot. Only employees who pledge to the campaign will be entered into the drawing.

Each year, Parkview’s United Way campaign is kicked off at a department directors’ meeting. Department directors are not only encouraged to contribute, but they are also asked to take the United Way messages back to their teams. We also encourage directors to have a Parkview United Way team member present at their monthly staff meetings.

The 2009 campaign was a record breaker for Parkview - raising nearly $64,000. This year Parkview’s goal is to increase participation. If each of Parkview’s 2,354 employees gave $1 a week, their campaign would raise more than $122,000 for United Way of Pueblo County!

“It’s people who make the difference,” explained Parkview United Way team member Melissa Santistevan. “And it’s the people who motivate me! I think that in life we have all needed some kind of help, so it’s important to give back when you can. You never know when it will mean something to someone!”
Families Facing Unemployment

In response to the high unemployment rate, United Way and our donors partnered with El Pomar and the David & Lucile Packard Foundation to provide services for the newly unemployed. To date, we have helped over 50 families from facing foreclosure or shut-offs with their utilities. In early spring, we were grateful to help a long-time donor. Recently laid off from a job held for many years, this donor once personally contributed over $1,000 a year to United Way. This story is one of many.

A Hand Up During Tough Times

James, a native Puebloan, is a volunteer at the Salvation Army. After high school, he joined the Marines and was part of the first deployment to Iraq and Afghanistan. After his discharge, he returned to Pueblo, working in health care and fast food. In 2008, he found himself without a job. Because he could no longer pay his rent, he was without a place to sleep. During the cold winter months, James stayed at the Emergency Warming Shelter. Out of gratitude, James started volunteering at the community dinner and food pantry. Realizing that he needed to do something to improve his situation, he received a scholarship and now attends PCC, hoping to receive a two year nursing degree. This is what James had to say about his experience at the Salvation Army: “It is hard to stay down or depressed when you are around so many happy people. They gave me a place to stay, work in the pantry, and helped me feel worthwhile. I don’t know what I would have done if it weren’t for the help they gave me.”

Another individual went into the same United Way funded food pantry and said “This is the only place that I am treated with respect.” He said he’d been laid off work and seeking help was often a humiliating experience. He went on to share how the food helped his family make it through the month.
Making Ends Meet

A group of 6th graders recently volunteered at the Cooperative Care Center. After the volunteer tasks had been completed, one little girl stood up and shared that she and her mother come to Cooperative Care to get food each month. She said that her daddy went away and never came back, so her mom has to work hard to get a lot of food. This little girl’s bravery triggered a positive reaction among the other kids. Comments from the kids included, “anyone can be poor if they lose a job or get sick or something like that.” They went on to talk about donating and volunteering as a way to make situations like these better. This had tremendous impact on the children. Experiences like this are long lasting and help to instill compassion through understanding, and the possibility of shaping future leaders in our community. Perhaps one of these kids will find an answer to our poverty situation in the future...you never know.

Education is a Possibility For All

Teens at the Boys & Girls Club recently visited several college campuses. At each school, representatives met with the teens to talk to them about the requirements and procedures needed to attend college. Most of the youth in the program are from families who are at or below the poverty level, and the prospect of attending college seemed remote and difficult at best. A young lady who is in her junior year in high school believed that college was impossible for her since she is living in foster care. At the conclusion of her visit, she was very encouraged about her chances of being accepted into the university and receiving financial aid. She realizes that she must begin formulating her college goals now and is confident in the steps she must take towards planning for her future.

Another donor sent us this thank you letter about the unemployment program:

Dear United Way of Pueblo County,

Thank you! Thank you! Thank you for helping our family in our time of need. I am happy to report we are getting back on our feet. Thanks again! God bless you!

With much gratitude, A Pueblo Family

Give. Help. Make your impact... because our community matters! Thanks for doing what matters.
United Way of Pueblo County and Standard Sales/Budweiser joined forces to sponsor the Greater Pueblo Chamber of Commerce Business After Hours held on November 18 in the beautiful hospitality room at Standard Sales/Budweiser. This partnership, now in its sixth year, allows United Way to share its mission and vision to a crowd of more than 200 supporters.

Dean Doyen, general manager of Standard Sales, and his staff went above and beyond once again to provide delicious fajitas and ice-cold Budweiser. Hosting this event is another generous example of how Dean and his staff continuously give back to United Way AND the community of Pueblo.

With Thanksgiving being just days away, attendees were asked to bring non-perishable food items to lend a helping hand during the holidays. In an incredible show of kindness nine overflowing boxes of food were collected during the event. The food was donated to Care and Share Food Bank, via Clear Channel’s Stuff the Bus event.

Andrea Aragon, President/CEO of United Way, shared this about Standard Sales/Budweiser, “There are not enough words to thank Dean and Standard Sales/Budweiser for their partnership and support of this event, as well as many others events and efforts throughout the year.” She went on to say, “It is great to live in a community with outstanding businesses like Standard Sales/Budweiser who really care about Pueblo.”

Please remember United Way of Pueblo County in your will or estate plan. Make a difference in the lives that follow!
United Way would like to send a heartfelt thank you to Standard Sales/Budweiser, Dean and his staff, and the Greater Pueblo Chamber of Commerce for their support with this event and their devotion to serving the Pueblo community every day!

Angelo’s Pizza Parlor is Supporting United Way!

Visit Angelo’s and touch the lives of those in need in our community by contributing $1 to United Way of Pueblo County on your bill.

105 E. Riverwalk • Pueblo, CO 81003 • 719-544-8588

For more information about this promotion and other United Way activities, please check out our website: www.pueblounitedway.org
Generosity Hangs on the
8th Annual Kids Mitten Tree

The Pueblo Chieftain Kids Mitten Tree was started in 2002 as a way to help children in Pueblo. Since then, the tree has grown tremendously and has evolved into a much anticipated project at this time of the year for the employees at The Pueblo Chieftain as well as the people in our community.

Each year, ‘repeat’ donors knit or crochet scarves, hats and sweaters especially for this project. Despite the challenges of hard economic times, the community steps up to the plate to help with this endeavor. The Pueblo Chieftain classified advertising department looks forward each year to decorate the Christmas tree to watch it flourish. Lorna Jackson, classified advertising manager shared, “The generosity of others and the joy the donated items bring to kids literally brings tears to our eyes, even after eight years. It is an extremely heart warming project to know that we are able to help children in our community to keep warm each winter.”

All donations are distributed through Pueblo County United Way, some of the agencies we have helped in the past are: A Caring Pregnancy Center, Bargain Box (Assistance League), Cooperative Care, East Side Child Care Center, Infant & Toddler Program at Colorado Bluesky, Los Pobres, Luv In Action, Posada, Pueblo Head Start, Rocky Mountain SER, Salvation Army, Southside Children’s Center, Washington Children’s Center & YWCA.

Jackson said, “Donations will be accepted from November 15th through December 16th, 2010, in the classified department. We would like to thank everyone for the success and growth of this wonderful project.”

Get United Way info via e-mail!

Sign up at www.pueblounitedway.org or email Bianca at bianca.hicks@co.pueblo.co.us
In the spring, United Way of Pueblo County partnered with the Qwest Foundation to launch a new program to provide nutritional meals to low-income children over the weekend. The program was launched in April with Pueblo City Schools, and now, thanks to the generosity of Qwest, United Way and Pueblo County government, the program has been kicked off in School District 70.

Representatives met on Wednesday, December 1st at Avondale Elementary to announce donations in the amount of $10,000 from Qwest Foundation and United Way of Pueblo County. Chuck Ward, President of Qwest Colorado, made the trip to Pueblo to personally give the generous contribution. In addition, Ted Ortiviz, director of Pueblo County Housing and Human Services, was lauded for his leadership in ensuring the program was the beneficiary of $127,000 in grant dollars – with $101,000 benefiting Pueblo City Schools and $26,000 benefiting School District 70. As a result, over 450 children will be impacted in city schools, and over 33 children will benefit in the County.

The backpacks contain enough food to include meals for three days. The program was created to combat the problem reported by many teachers who share that many children are not getting fed at home, and therefore must resort to taking their school lunch home for themselves or a hungry sibling. Backing this alarming trend is a study done by the Colorado Department of Education that shows there are over 1,700 children in Pueblo County who have no permanent address. As a result, they are considered homeless.

“In this country, in this day and age, it is unbelievable and heartbreaking to think there are children who have a lack of food. Children who are hungry are not able to learn. It is unacceptable to allow this to continue in our community. United Way of Pueblo County would like to thank Qwest Foundation, the Pueblo County Housing and Human Services Department and our many United Way donors for their leadership and generosity in stepping up to tackle a very important issue,” shared United Way President/CEO Andrea Aragon.

To find out how you can help sustain this program, contact Andrea at United Way, 583-4455.
United Way of Pueblo County Colorado Inc.
PO Box 11566
Pueblo, CO 81001
719-583-4455

Return Service Requested

A Holiday Poem For You

Santa’s watched you all year.
And you know that it’s true.
He’s been very impressed
With all the good that you do.

You help your community,
Your family and friends.
Sharing time, talent, treasure,
Your gifts never end!

Always ready to help
In so many ways.
All of your gifts
Brighten so many days.

Santa looked at your year
And he has definitely decided
He’ll bring good things to you
Because you LIVE UNITED!

Wishing you a great holiday! — United Way Staff
Andrea Aragon, Bianca Hicks, Bernadette Albo,
Linda Aumiller, Lawrence Kochis