

NEW DIRECTION IN THE NEW YEAR!

'Our New Direction'

Arrowhead United way is making a bold, exciting change in the way we invest in our local communities. Our new approach addresses the underlying causes of some of the community's most pressing challenges, while seeking actively to engage more people in our efforts.

The gap is growing between those who are making a living and those who are just getting by or are falling farther behind. This is unacceptable. We, as a community, cannot expect conditions to improve if we keep doing things the way we always have. We cannot simply work on symptoms, but we must address the underlying causes of problems.

Based on our existing relationships in the community, our strong partnership with many of the leading nonprofits in the area, and our connections with donors and volunteers, Arrowhead United Way is in a unique position to work with others as they get to the heart of priority problems.

What will remain the same—Arrowhead United Way continues its commitment to:

- Provide a direct and convenient way for employees and corporations to make charitable contributions
- Provide financial support to effective local nonprofit human service programs that address priority community needs
- Keep volunteers at the center of Arrowhead United Way decision making
- Act as a fundraiser, convener, planner and supporter (not primarily as a direct service organization)



Diane Eazell, Senior Vice President Corporate Administration for Arrowhead Credit Union and Arrowhead United Way's 2008-2009 Board Chair.

What will be new—Under its emerging strategy, Arrowhead United Way commits to:

- Develop its plans in collaboration and communication with the community
- Focus on achieving and measuring results in the community's highest priority needs
- Partner with individuals and organizations beyond the traditional reach of United Way
- Think more broadly about ways to make lasting change, including options such as community-wide initiatives, planning grants, or advocacy.

The intention of this strategy shift is to make fundraising more focused and effective, as a tool to create lasting change in our communities.

We have already begun our shift to a more focused, impact oriented strategy by identifying three primary areas for our work:

1. Family Services
2. Youth Services
3. Basic Needs

Our new approach requires more sophisticated evaluation and outcome measurement systems by us and our partners. *Continued page 4*

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Congratulations to Arrowhead United Way's New Board Members

- **Mike Conrad, Fire Chief, City of San Bernardino**
- **Kimiko Ford, Vice President Mission Services, Community Hospital of San Bernardino**
- **Tom McMahon, Regional Transportation Manager, Target Distribution Center**
- **Leslie Pollard, Vice Chancellor of Diversity and Community Outreach, Loma Linda University Adventist Health Sciences Center**
- **Matt Wilcox, Attorney, Gresham, Savage, Nolan & Tilden**

Arrowhead United Way's 2008 Annual Meeting & Awards Breakfast



Over 300 people gathered at the National Orange Show for our 2008 Annual Meeting & Awards Breakfast. *'Be United'* was the theme for this year's event, because together we can accomplish more and *Live United*. We wanted to showcase the efforts of those within our local communities coming together with the help of people like you! Thank you to all that helped make our event possible!

Arrowhead United Way's Outgoing Board Chair Don Averill (left), pictured with the 2008-2009 Incoming Board Chair, Diane Eazell (middle) and AUP President, Doug Rowand.



Special thanks to Captain Stephen Ball, Charles Bradley, Salvation Army and the San Bernardino County Sheriff's Dept. Color Guard for kicking off our event!



Top: AUP's Knea Hawley, San Bernardino Police Chief Michael Bildt, Mayor Patrick Morris, Lieutenant Vince Killbride and Chancellor Don Averill receive the award for Outstanding Campaign Leadership and Certificate for the City's Loaned Executive (Lt. Killbride).

Top: AUP's largest dollar campaign—San Bernardino City Unified School District receives the award for Campaign Leadership. Pictured are Knea Hawley, Victoria Wood, Maria Garcia, Marylou Weinrich, Don Averill and Judy White.

Bottom: Knea Hawley, Assistant Sheriff Rod Hoops, Deputy Stephanie Snyder and Chancellor Don Averill accept the certificate for the County's Loaned Executive (Deputy Snyder).

Bottom: Accepting Arrowhead United Way's Pacesetter Award, is BNSF's Bob Brenda (center) with Knea Hawley and Don Averill.

2007-2008 Campaign Award Recipients

Perpetual Campaign Awards

Campaign Leadership

San Bernardino City Unified
School District

Outstanding Community

Campaign Leadership

City of San Bernardino

Campaign Leadership

Wells Fargo Home Mortgage

Edison International Campaign Leadership

BNSF Railway

Outstanding State Campaign

Caltrans District 8

Southern California Gas

Campaign Leadership

McNeilus Truck & Manufacturing

Campaign Leadership

Enterprise-Rent-A-Car

Campaign Leadership

County of San Bernardino

Outstanding Education Campaign

Rialto Unified School District

Campaign Excellence Awards

Arrowhead Credit Union

California Portland Cement

Community Hospital of San Bernardino

Kohl's Distribution Center

McLane Southern California

Southwest Gas Corporation

UPS

Community Spirit Award

McLane Southern California

Outstanding New Campaign Awards

Gresham, Savage, Nolan, Tilden

Sheriff's Athletic Foundation

Campaign Merit Awards

Bank of America

California State University San Bernardino

Colton Joint Unified School District

Costco Wholesale

Loma Linda University Adventist
Health Sciences Center

Patton State Hospital

San Bernardino County Superintendent
of Schools

Target

Outstanding Corporate Contribution

Southern California Edison

Campaign Spirit Awards

Alta Vista Credit Union

City of Rialto

San Bernardino Community College
District



Nine Perpetual Trophies were handed out at the awards breakfast. See recipients this page.

Media Awards

KVCR

The Sun

Campaign Chair Award

Bruce Satzger

Distinguished Service Award

Donald Averill, Ed.D., Chancellor
San Bernardino Community College



Globe centerpieces were made by kids from Salvation Army, Option House and Veronica's Home. What a great job they all did!

Congratulations!

*'Our New Direction' cont'd
from page 1.*

United Way will continue to support agencies that provide emergency food and shelter. But the objective is to help people emerge from crisis and become independent. It is our responsibility to improve life for generations to come and that requires investing in long-term solutions.

Our new direction has already begun, as evidenced by our partnership with Cal State San Bernardino, wherein we

are funding a site for their Voluntary Income Tax Assistance Program. This vital program is bringing additional income to low income individuals locally.

We are also partnering with Community Action Partnership by providing matching funds for participants in their Individual Development Account program. In this program, low income individuals, while attending extensive classes on budgeting and financial planning, are required to save funds for edu-

cation, purchasing a house or starting a new business. Our matching funds can make a difference for individuals seeking financial stability.

In addition, we realize the importance that volunteers make in our local communities. We thank Southern California Gas Co. for funding our volunteer program. This includes the Teens Make a Difference program, where local high school students are encouraged to volunteer and are recognized for their efforts.

We know that change will not happen overnight. But now is the time to look to the future, to prevent these problems from getting worse over the next 10, 20, and 30 years. Now is the time to invest in prevention by creating opportunities for people to succeed. Now is the time to act.

-Diane Eazell