



For Immediate Release
March 31, 2009

Contact: Leslie Richardson
(806) 376-6359

2009-10 United Way Allocations Announced

Program recipients speak to impact funding has had on their lives.

(Amarillo/Canyon) Following a record-breaking 2008 Campaign, United Way of Amarillo & Canyon proudly announces that 2.5 million dollars were allocated to the most deserving and needed programs following an intense process of researching and reviewing funding requests for 2009.

This year's allocation process included the funding of 39 programs and 2 Community Impact programs. John T. McElyea, Community Investment Vice-President, welcomed everyone to United Way's most important news conference of the year and then followed with an overview of the allocations process that has taken place over the past several months.

"Each year, this large and diverse group of Community Impact volunteers research and evaluate the grant proposals with passion and determination, even touring all program sites. They continue to impress me, and they have certainly earned the deep appreciation of our board of directors," stated McElyea. "Each one of these volunteers is determined to be a good steward of our donor's contributions and give them the best value on their investment through United Way."

Following McElyea's statement, he introduced representatives from three of the 39 programs that were funded:

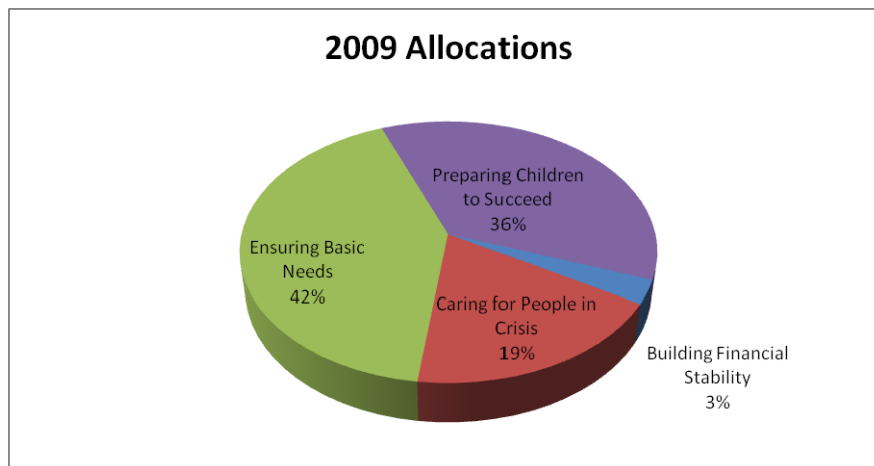
- **Audrey Rivera** – Interfaith Hunger Project through Catholic Family Services – *Audrey began as a client to help make ends meet on her Social Security income, and now volunteers daily to help other low income families find the right groceries for their families*
- **Steve Lombard** – *spoke of his personal experience with the American Red Cross Military Program*
- **Mark Sturkie** – Panhandle Council for the Deaf *demonstrated the art of storytelling to deaf preschoolers*

Frankie Francel, Executive Director, closed the press conference thanking those who attended as well as those who helped make the allocations possible.

Below are two charts that reflect allocations recommended by the Community Impact Allocation Committee and approved by the United Way of Amarillo & Canyon Governing Board of Directors for the fiscal year of April 2009 - March 2010 in the amount of \$2,592,159

In addition, donor directed designations to United Way Program Providers totaled \$323,015 while designations to non-program provider charitable organizations totaled \$307,522. The Combined Federal Campaign's \$221,243 and the State Employee Federal Campaign's \$231,403 are all designated funds after expenses per their state and federal guidelines. Ticket sales for the 2008 Toot'n Totum Ford Mustang Give-away raised \$63,417. Of that, \$18,702 went to the allocation process and \$44,715 went directly to the agencies. Program funds of \$131,968 went to the operation of 2-1-1 Texas located at the Tyler Street Resource Center.

Youth Allocations of \$62,523 will be announced by the United Way Youth Cabinet at a press conference on Tuesday, April 7th at 4:00 p.m. at Boy Scouts of America offices.



IMPACT AREA		ALLOCATION
Building Financial Stability	3%	75,000.00
Caring for People in Crisis	19%	482,343.00
Ensuring Basic Needs	42%	1,089,866.00
Preparing Children to Succeed	36%	944,950.00
	100.0%	2,592,159.00

Examples of funding in the four impact areas include:

Building Financial Stability:

The Salvation Army’s Homeless Prevention Program \$75,000
The primary provider for 85% for the Emergency Financial Assistance for rent and utilities in our community. Also provides 90 days assistance with groceries and personal hygiene items.

Caring for People in Crises:

The Bridge Child Advocacy Program \$95,104
Provides services to child crime victims or witnesses, ages 0-17 Adult crime victims with mental impairments are also served. No other Program in the Texas Panhandle provides similar services.

Ensuring Basic Needs

Children’s Learning Center – Low Income Families Childcare \$215,000
The target audience for this program is a family that is struggling to make ends meet – the working poor, the homeless and single mothers and fathers who may not qualify for other assistance

Preparing Children to Succeed

The Girl Scout Middle School Program \$140,000
An intentional learning environment that addresses the risk factors that contribute to the current high drop-out rate for girls in AISD. The majority of the 6th grade girls in the Amarillo area are reached through this program.

United Way of Amarillo & Canyon (UWAC) is a volunteer-driven and locally governed organization dedicated creating long lasting changes that prevent problems from happening in the first place. UWAC funds programs from a network of the most effective human services nonprofits in the area; mobilizes collaborative efforts to address our community’s most pressing needs; and provides management assistance, and more to help nonprofits achieve maximum impact. Direct services are provided to the community through 2-1-1 Texas and the Volunteer Action Center. UWAC is part of a system of 1300 local United Ways nationwide. Visit the website at www.unitedwayama.org.