



Where Do My Dollars Go?
An abused child, a senior who can no longer drive or prepare meals, a family that is struggling to find affordable housing – more than 364,000 people in Orange, Osceola and Seminole counties were helped last year by local programs supported by Heart of Florida United Way.

In all, nearly 120 programs receive funding. They are helping children grow up healthy, learn to read and stay in school. They're also providing medical care, independence and dignity to senior citizens and serving people who are sick or recovering from job loss or a family health crisis.

Our Programs & Affiliations

United Way 2-1-1 – A Free 24-Hour Referral Helpline

United Way 2-1-1 & Elder Helpline offers free referrals 24-hours a day to approximately 10,000 people in need every month. Last year, more than 115,000 people received referrals and information for child care, affordable housing, food, rent assistance, help with a disabled or elderly family member and much more.

United Way Volunteer Resource Center

The Volunteer Resource Center connects corporate volunteer groups, individuals, families or students with opportunities to make a difference in our community. Also, more than 100 agencies receive assistance in recruiting, training and managing volunteers whose work helps stretch precious dollars.

- Did you know? Heart of Florida United Way...**
- Is the region's largest supporter of local health and human service agencies
 - Serves residents of Orange, Osceola and Seminole counties
 - Raised and managed more than \$24 million in 2008-09 to help people in need
 - Is overseen by a local volunteer board of directors
 - Operates 2-1-1, a free, 24-hour information and referral helpline
 - Has served millions of Central Floridians since 1939
- Why Give to United Way?**
- All donations stay in the local community to address local problems.
 - Your donation, combined with thousands of others, has the greatest possible impact.
 - Fund distribution is led by dedicated community volunteers who ensure highest financial standards.
 - All programs receiving funding are thoroughly reviewed for effectiveness and accountability.

Our Mission To improve lives by mobilizing the caring power of our communities

Meeting Urgent Need

Thousands of people in our community are facing hunger, homelessness and the loss of all they hold dear. Requests for basic needs assistance – food, shelter and utilities – have risen to numbers not seen since the hurricanes of 2004.

Every day, more than 300 people call 2-1-1, United Way's 24-hour helpline. By year's end, we expect 120,000 total calls – most are from families with young children. As unemployment and foreclosures rise, so does the dire need for assistance.

Central Florida ranks 2nd in the nation in foreclosures and unemployment recently reached 11%. People want to work and support themselves and their families, but they need our assistance until jobs return and conditions improve.

We are all in this together, and together we will come through. Will you join us to help?



Heart of Florida United Way

Heart of Florida United Way

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Investing in Results

Heart of Florida United Way is moving in a bold, new direction focused on prevention. Building on our tradition of helping millions of Central Floridians for 70 years, we're now addressing the root causes of problems that affect people's lives and our community. Our goal is to create lasting, measurable change – not just for today, but for generations to come.

Focusing on Prevention

We know that even with great work by HFUW and our agency partners – as well as tremendous generosity from our community – health and human service problems have continued to grow and compound. Not only is prevention the right thing to do for people, it also makes smart economic sense. **Research shows that for every dollar spent on prevention, a minimum of \$7 is saved on intervention.**

Therefore, Heart of Florida United Way has put a stake in the ground and is declaring bold goals to find long-term solutions to our community's most pressing problems. Areas we are focusing on include:

Building Safe Communities

Creating safer neighborhoods by reducing violence – especially youth violence – through programs that mentor teens, improve high-school graduation rates and promote life success

Improving Financial Stability

Helping low-income families increase their financial stability through financial literacy programs, credit counseling, improved access to affordable childcare and more

Developing Healthy Children and Families

Improving health for children, families and seniors by addressing such issues as health care, supportive services, domestic violence, substance abuse and other unhealthy behaviors

Alleviating Hunger and Homelessness

Reducing hunger and homelessness by linking people to public assistance programs, affordable housing and other prevention-based resources

Community Problems Require Community Solutions

As our region's largest supporter of health and human service charities, HFUW is in a unique position to lead the community in creating new prevention-based solutions.

That's why we're convening, collaborating and partnering with issue experts, nonprofit professionals, business leaders, academics, private citizens, faith-based groups and others in addressing agreed-upon priorities.

Change won't occur over night, but when it happens it will be deep and lasting. Moving the needle on complex issues requires steady, sustained focus over the next several years. United Way, guided by community volunteers, will measure progress and report results back to the community every step of the way.

Now More Than Ever, New Solutions Required

As stewards of community resources, now more than ever we must be strategic and focused to make sure community dollars have the greatest possible impact. As needs grow and become increasingly complex, we will continue to seek new and proven solutions.



Surviving an Economic Crisis with Help from United Way

Even before the current economic crisis began, John and Susan* knew they were headed for trouble. Like many working families, their living expenses, medical bills and credit card balances were growing each month, but with two steady incomes they managed to juggle their obligations.

But when the company they both worked for announced layoffs, their lives began to unravel. Though John found work within two months, Susan was unemployed for nearly a year, which pushed their battered finances beyond the breaking point.

By the time they sought help from Consumer Credit Counseling Service (CCCS) of Central Florida and the Florida Gulf Coast, the couple was several months behind on bills and was in danger of losing their home.

With advice from counselors at CCCS, a United Way partner agency that's helped thousands of people eliminate debt, save for homes and devise workable budgets, John and Susan learned how to meet their obligations and manage finances.

Now nearly debt free, the couple is repairing their credit, building savings and making sure they'll be more financially secure if another unexpected crisis occurs.

* To protect clients' identities, different names have been used.

When you support United Way, you help fund nearly 120 local programs from agencies such as Consumer Credit Counseling Service that are making a critical difference. You also join United Way's work to prevent serious problems before they impact people's lives and community conditions.

What's Right for Me to Give?

Nobody can tell you the amount that's "right" for you to give, but sometimes a guideline can be useful as you consider this important question.

Here is a general rule of thumb for giving to local agencies through your United Way.

If You Make the Following		
\$24,999 or less	\$25,000 – \$49,999	\$50,000 or more
One hour of pay per month (If you make \$7 per hour, give \$1.75 per week.)	1% of annual salary (If you make \$25,000 per year, give \$4.81 per week.)	2% of annual salary (If you make \$50,000 per year, give \$19.23 per week.)
Guidelines for Giving		

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