

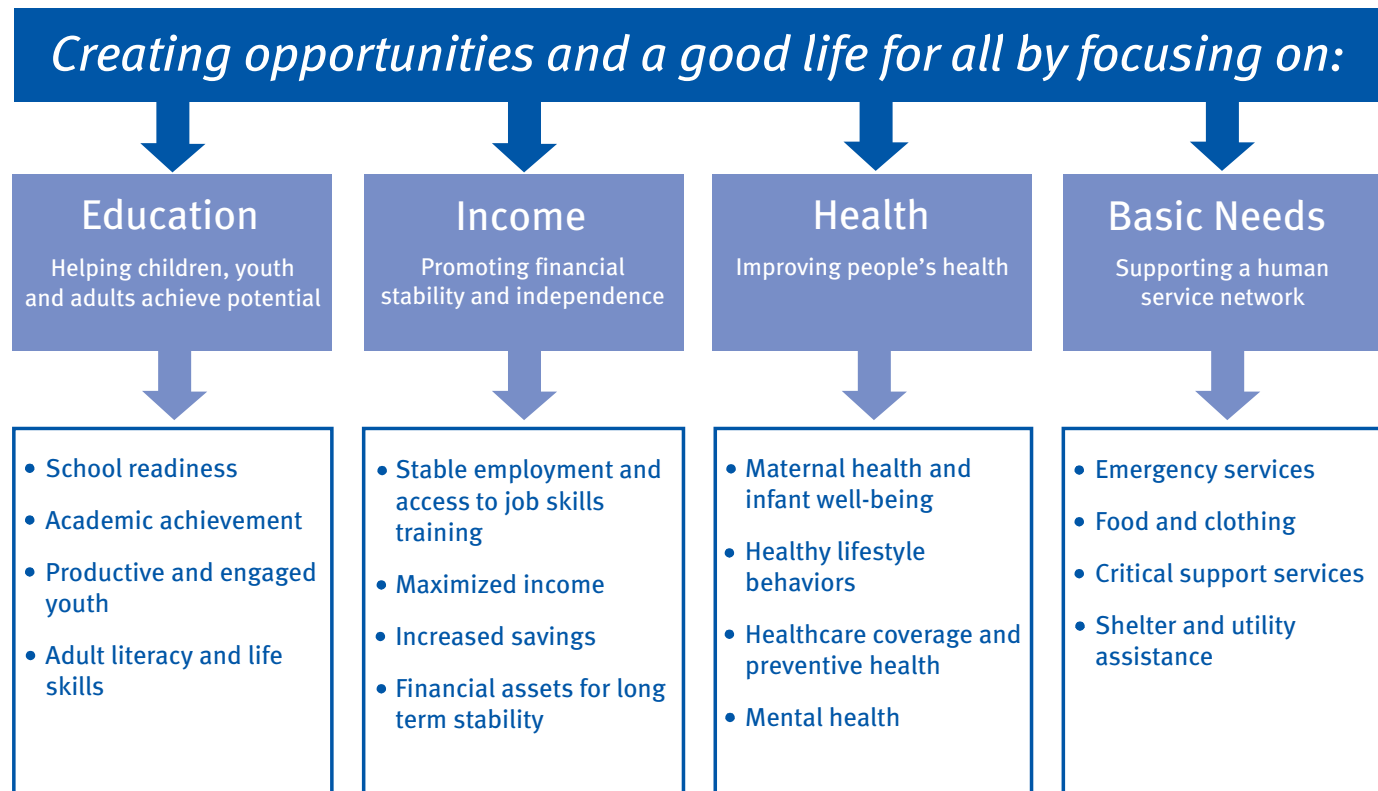
2010 UNITED WAY OF GREATER KNOXVILLE ANNUAL REPORT TO THE COMMUNITY



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Our mission: Bring together resources to improve the lives of people in the Knoxville community by helping them achieve their potential for self-sufficiency.

Our vision: Better lives. Better communities.



A MESSAGE FROM THE BOARD CHAIR

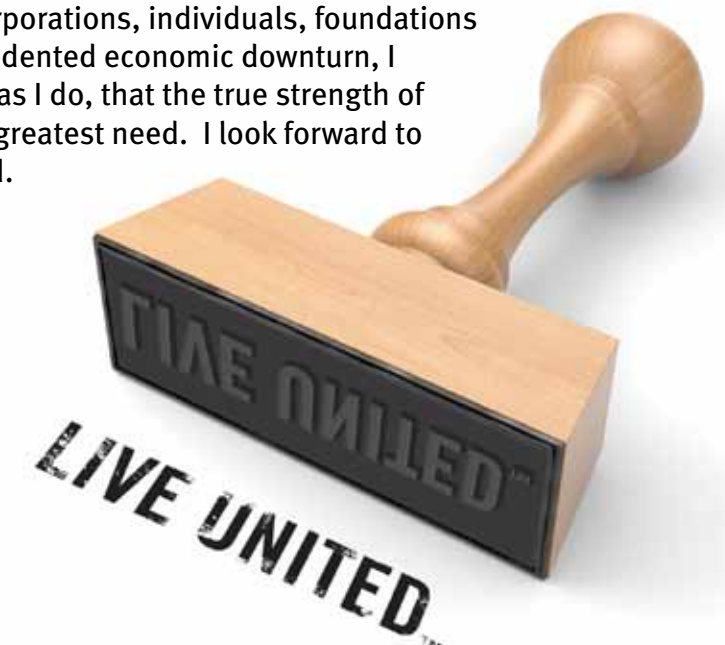
I have the privilege of being able to lead such an impactful organization. The overwhelming presence and respect United Way of Greater Knoxville has in this community is an encouragement to me. I knew that being at the helm of United Way at the peak of our nation's economic crisis would be very challenging, but absolutely critical to the health of our region. As expected, our revenue was down substantially last year, just when the demand for services escalated exponentially.

As United Way has always done during its 88 years of providing support for Knoxvillians, we stepped up to the challenge, cutting our own expenses significantly and boosting our efforts to keep as much funding for critical services as possible. We know how to measure the impact of a dollar and in this climate, it has never been more important to be as efficient as possible and to ensure that every dollar spent in this community is *well* spent.

In the areas of education, income, health and basic needs, over 110 programs received United Way funding last year. These invested resources improve the quality of life for all Knoxville residents on a daily basis. To the many corporations, individuals, foundations and volunteers who stood with us during an unprecedented economic downturn, I thank you. I am grateful to all of those who believe as I do, that the true strength of a community is measured by how we serve those in greatest need. I look forward to working and serving with all of you in the year ahead.

Sincerely,

Jeffrey H. Lee
Board Chair



WHY FOCUS ON EDUCATION, INCOME AND HEALTH?

We believe that Education, Income and Health are essential for a good life, and that right now they are out of reach for far too many people in the Greater Knoxville community.

Strong, vibrant and healthy families are the cornerstone of every community. A quality education is essential to obtaining and keeping a job with a livable wage and health benefits. An income adequate to pay for today's necessities and save for the future will help families become financially stable. Access to quality healthcare keeps children on track in school and adults productive at work.

Our focus areas are structured to create positive change with lasting results in Greater Knoxville, while aligning with the goals, objectives and work of United Way Worldwide. To learn more about our work and the results we are achieving in Education, Income and Health, visit unitedwayknox.org

TEN YEAR GOALS

United Way of Greater Knoxville is focused on the areas we believe are the basis of a stronger community— Education, Income and Health. We also never lose sight of the importance of basic services for those in crisis or need, because a meal on the table and a roof overhead are absolutely essential. Advancing the common good is about both helping one person at a time, and changing the conditions that help us all.

With our focus areas in mind, we developed a set of ten year goals that will help us measure specific outcomes and indicators for our community.

For more information on our Ten Year Goals, please visit our website at unitedwayknox.org.

EDUCATION

Help children and adults achieve their potential.

- Help Knox County children enter school developmentally on track in the area of literacy skills.
- Increase the number of Elementary students who are prepared to succeed in later grades.
- Encourage young people to graduate from high school.
- Ensure that young adults make a successful transition from high school to work and/or continued educational opportunities.

INCOME

Promote financial stability and independence among working individuals and families.

- Achieve greater financial stability.

- Help working individuals and families make enough income to support a living wage.
- Encourage working individuals and families to have safe mechanisms for saving and have money set aside for emergency funds.

HEALTH

Improving people's health.

- Increase the number of babies that are born at a low risk for any preventative health problems.
- Encourage children, youth and adults to receive timely, regular, preventative healthcare.
- Increase the number of youth and adults who are at a healthy weight.

WHAT WE DO

United Way of Greater Knoxville works to achieve community-wide change that improves the Education, Income and Health of Greater Knoxville residents.

Our efforts are multifaceted and incorporate innovation, advocacy and collaboration. Our breadth of experience makes us best suited to address the broad spectrum of community needs.

At United Way, we address the underlying root causes of the community's most pressing issues from a variety of angles, while making sure that people still get the short-term help they need.

At United Way, we:

- Convene and work side by side with individuals, nonprofits, government, businesses and other community-based partners
- Fund initiatives and programs that improve the quality of life for individuals and families
- Provide technical assistance, leadership development and a wide range of support to strengthen the capacity of our nonprofit partners
- Work with policy makers and advocates on important issues around Education, Income and Health



EDUCATION

Education is one of the most critical aspects of improving a person's quality of life. That's why United Way of Greater Knoxville has been working over the last year to improve community support for education. Thanks to a grant secured from United Way Worldwide and the Bill and Melinda Gates Foundation, we were able to hire a staff member to begin conversations in the community about empowering teachers in the classroom to be the most effective teachers they can possibly be. **Our goal of the project was to build public and political will to support effective teachers and build diverse community coalitions that support this idea.** Through the process, one thing came through loud and clear: The community needs to rally around schools in order for schools to meet their potential.

See a few highlights of our last year's work in education on the following page.



At United Way, we believe all children have the right to a strong start so they can be successful in learning and in life. United Way focuses on three crucial stages in an individual's educational development: readiness to succeed in school, academic achievement to succeed in later grades and producing productive and engaged young adults ready to enter the work force and/or continued educational opportunities. In Knoxville, approximately 25% of five year-olds don't have the literacy skills needed to enter kindergarten. Investing early to get kids on the right track helps ensure the next generation is fully prepared to lead and work in our community.



Here are a few things we've been working on:



BUILDING REGIONAL COALITIONS TO SUPPORT EDUCATION REFORM

Many things have been changing in education, such as Tennessee winning the federal Race to the Top competition that awarded Tennessee \$500 million to increase the quality of education in our state. United Way made an effort to include traditional (school systems) and non-traditional (non-profit groups serving youth, businesses, mental health service groups, etc.) education stakeholders and build a common understanding about the reforms happening in our state. Two coalitions were built, one in the Mid-East region and another in Northeast Tennessee. An example of a product developed from the regional coalition was a Business Partnership Manual produced to show businesses how to engage in educational efforts in their communities.



LISTENING SESSIONS AND STATE REPORT ABOUT EFFECTIVE TEACHERS

We held 15 sessions with students, parents, and teachers asking them to define what they expect from effective teachers in the classroom. Working with other United Ways across the state, we spoke to more than 700 community members about this same topic. A summit was held in December 2010 to call the community to act on supporting effective teachers. All 75 participants plan to get involved in supporting teacher effectiveness efforts in their communities.



MEDIA ENGAGEMENT

United Way of Greater Knoxville took this opportunity to establish itself as a credible source about pressing education issues. This engagement with the media helps build the reliable name of the United Way as a force in the community that can help guide collaborative discussions about problem solving in education.

INCOME

United Way support promotes financial stability and independence by providing stable employment through access to job skills training, as well as maximized income, increased savings, and financial assets for long term stability. Even with more than one family member bringing in wages, or with one person holding down two or three jobs, many families are barely getting by, with no ability to save for college, a home, or retirement. With the help of United Way partner agencies, individuals are able to receive assistance in budgeting and planning.



At United Way, we believe everyone has the ability to achieve financial stability. We are currently working to achieve that, as well as helping individuals increase their income through job skills training and encouraging others to have money set aside for emergency funds. One program, in particular, that is helping to accomplish this is the Volunteer Income Tax Assistance Program (VITA).



Through a grant provided to United Way of Greater Knoxville, IRS certified and trained volunteers are able to assist low income individuals by preparing their taxes at no charge. Generating revenue for individuals and the local economy through filing tax returns is another example of how United Way is working to advance the common good.

In conjunction with providing Volunteer Income Tax Assistance (VITA) sites, United Way launched the Earned Income Tax Credit (EITC) awareness campaign to better serve Knoxville's low-wage workers and create lasting change in the community. The EITC is the largest federal anti-poverty program in the country, and it lifts millions of people above the poverty line each year. While the EITC is not welfare, it does reduce taxes, supplement wages, and provide individuals with an incentive to work.

The EITC is a refundable credit for low-income taxpayers who work. The amount of the credit depends on income and family size. Whatever its amount, the EITC is money that is often used to pay down debt or for other necessities. It can also provide an opportunity to begin asset-building activities, such as opening or contributing to a savings account. The wealth building potential that becomes available with the EITC is a real and tangible move toward self-sufficiency for hard working people in the Knoxville community.

However, individuals who do not file their taxes might not be aware this opportunity exists. By offering a free tax service, United Way decreases the number of people who feel pressured to pay enormous interest rates and rely on refund anticipation loans to have their taxes filed.

Here are a few results from the 2010 tax season:



MAXIMIZING INCOME IN OUR COMMUNITY

In the 2010 tax season, more than 1,100 Knox County residents were served by VITA sites with \$1,328,630 generated back into the local community thanks to 44 certified tax preparer volunteers.

The Earned Income Tax Credit generated more than \$11,000 total for those individuals that participated in the VITA program.



ENCOURAGING INDIVIDUALS TO BUILD SAVINGS

Volunteers from local financial institutions were frequently on hand to answer questions and talk with VITA filers about any money issues they might be facing. In addition, VITA volunteers encouraged filers to set up a savings account to set aside some of their tax return in an emergency fund for possible later use.

HEALTH



United Way of Greater Knoxville has been working to improve specific health initiatives for several years. One of the latest initiatives, namely, the Medical Home Initiative, completed its third and final year in 2010. The initiative was launched on July 1, 2007 and resulted in the largest one-time grant ever awarded by United Way of Greater Knoxville, an on-going three year investment, and a forged partnership between Cherokee Health Systems, Interfaith Health Clinic and Knoxville Area Project Access (KAPA). The initiative was designed to move more than 7,000 working individuals without health insurance toward greater self-sufficiency by broadening access to basic health services and support systems through affordable access to a medical home. In addition, the project sought to educate clients on how to use the medical system cost-effectively and responsibly, thereby reducing the strain on local emergency room and charitable care resources.

Below are some of our final results:



At United Way, we believe healthy people are also productive and engaged community members. United Way seeks to increase maternal health and infant well-being, encourage individuals to receive regular preventative health care while broadening access to medical services for the uninsured, and increase the number of youth and adults that are at a healthy weight. **Approximately 30% of youths in Knoxville are overweight or obese.*** Setting a routine of preventative medical care and healthy eating early reduces the likelihood of unhealthy habits later in life.

*According to the most recent Knox Youth Risk Behavior Survey (2007)



PROVIDING PRIMARY HEALTHCARE OUTSIDE OF THE EMERGENCY ROOM

Many individuals in our community without health insurance delay seeking medical attention for illnesses due to costs. Unfortunately, the delay only worsens many conditions resulting in an emergency room visit as a last resort. The Medical Home Initiative worked to treat medical conditions early on in a cost-efficient way, greatly reducing the strain on local emergency rooms.

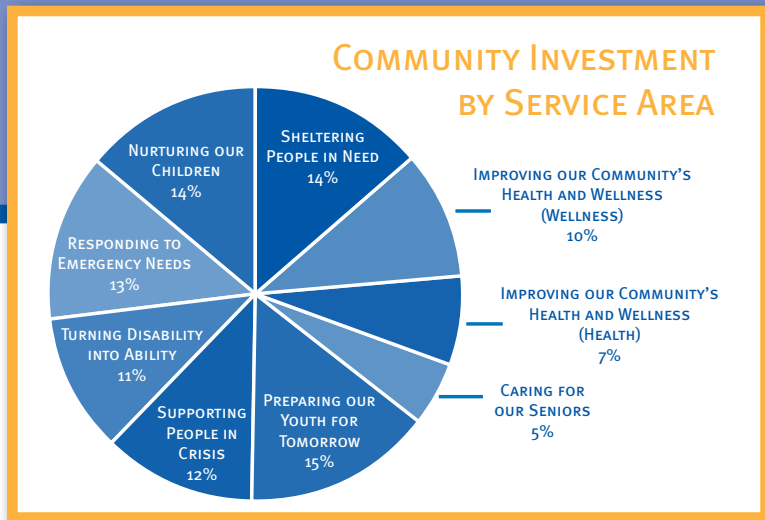
At the initiative's completion, almost 11,000 people participated in the program while 13,500 others were screened but qualified for existing programs they were otherwise unaware of such as TennCare, CoverTN or CoverKids. To achieve this, approximately 950 physicians donated \$16.5 million in care through the Knoxville Area Project Access (KAPA) network.



A HEALTHIER COMMUNITY

In addition to giving the working uninsured a place to go other than local emergency rooms for health concerns, we noticed another trend. **At Interfaith Health Clinic, the majority of patients enrolled in the program dropped their blood pressure significantly and at Cherokee Health Systems, almost all of their patients decreased their BMI by an average of nearly two points.** Giving our community a chance to seek routine medical attention on a regular basis ultimately results in a healthier lifestyle.





2010 COMMUNITY INVESTMENTS

PARTNER AGENCY

INVESTMENTS

2-1-1 East Tennessee Information and Referral	\$40,000 40,000
AGAPE Halfway House and Residential Treatment	\$51,500 51,500
AMERICAN RED CROSS Armed Forces Community Volunteer Services Disaster Services Health and Nursing Services Safety Educations Services Youth Services	\$646,149 121,500 68,000 220,500 108,000 76,000 52,149
ARNSTEIN JEWISH COMMUNITY CENTER Milton Collins Day Camp	\$11,144 11,144
ARTHRITIS FOUNDATION Patient and Community Services Public and Professional Education	\$49,600 25,000 24,600
BIG BROTHERS BIG SISTERS of the Tennessee Valley Community-Based Mentoring School-Based Mentoring	\$90,000 48,600 41,400
BOY SCOUTS OF AMERICA Great Smoky Mtn Council Boy Scout Program Cub Scout Program Venturing Program Learning for Life Outreach Scouting Activities and Camping Program	\$202,018 27,715 80,319 6,226 24,875 43,098 19,785
BOYS & GIRLS CLUBS of the Tennessee Valley Childcare Food Program Child Safety Program Education and Literacy Development Interpersonal and Life Skills Development Prevention and Health	\$606,181 127,796 117,089 163,296 100,000 98,000
CASA—of East Tennessee, Inc. Court Appointed Special Advocate Program	\$33,904 33,904
CATHOLIC CHARITIES Samaritan Place	\$10,723 10,723



CEREBRAL PALSY CENTER Day Services	\$231,949 231,949
CEREBRAL PALSY HOUSING CORPORATION Cerebral Palsy Housing Corporation	\$32,500 32,500
CHILD & FAMILY TENNESSEE Connections: In-home Family Preservation Continuum for Permanency Services Family Crisis Center Great Starts Kids on the Block Partners for Child Abuse Prevention PASAAC/Sex Abuse Counseling PleasantTree Apartments Runaway Shelter and Project Safe Place Therapy Center Transitional Living	\$650,380 114,280 72,000 82,000 35,000 26,100 55,000 82,000 50,000 60,000 60,000 14,000
THE CHILDREN'S CENTER CAC (Certificate) Program Scholarship Program	\$67,035 16,759 50,276
COLUMBUS HOME Group Home for Boys Parent Place	\$68,130 32,940 35,190
COMMUNITY ACTION COMMITTEE—OFFICE ON AGING Daily Living Center Mobile Meals SCIRS—Information and Referral	\$156,736 11,063 107,378 38,295
DISASTER PREPAREDNESS	\$31,960
EAST TENNESSEE CHILDREN'S HOSPITAL REHABILITATION CENTER Motor Development Services Speech and Language Services	\$111,250 17,500 93,750
EAST TENNESSEE COMMUNITY DESIGN CENTER Designworks	\$16,500 16,500
EAST TENNESSEE TECHNOLOGY ACCESS CENTER Direct Assistance and Advocacy Building Literacy in Students	\$33,820 20,520 13,300
EPILEPSY FOUNDATION Client Services Public Health Education	\$49,000 34,000 15,000
THE FLORENCE CRITTENTON AGENCY Residential Treatment Services STARS	\$137,742 97,742 40,000
FRIENDS OF LITERACY Adult Literacy Program	\$60,000 60,000

INCOME

The unemployment rate in Knoxville is **7.5%**.

According to the Bureau of Labor and Statistics, Nov. 2010



EDUCATION

Knox County schools graduation rate is **81.4%**.

According to Knox County Schools Administrative Offices



HEALTH

Tennessee is second in the nation for the highest adult obesity rate (31.6%) and sixth highest in the nation for childhood obesity (20.6%)

According to "Trust for America's Health," 2010

PARTNER AGENCY

GIRL SCOUTS Tanasi Council

Outdoor Education
Health and Fitness

GOODWILL INDUSTRIES

Certified Nursing Assistant (CNA)
Occupational Skills Training—SPACE
Placement
Work Adjustment

HELEN ROSS MCNABB CENTER

Adolescent Drug and Alcohol Services
Adult Intensive Outpatient
Adult Residential
Sisters of the Rainbow
Therapeutic Preschool

INTERFAITH HEALTH CLINIC

Patient Services

KNOX AREA PROJECT ACCESS KIDNEY DIALYSIS TRANSPORTATION

KNOX COUNTY ASSOCIATION FOR RETARDED CITIZENS

Beta Home
Independent Living
Sunshine Early Intervention
Sunshine Industries
Sunshine Leisure Services/Recreation

KNOX COUNTY SCHOOLS—PTA CLOTHING CENTER

PTA Clothing Center

KNOXVILLE AREA URBAN LEAGUE

Housing and Community Development
Workforce Development and Technology

KNOXVILLE CENTER OF THE DEAF

Core Management Program

KNOXVILLE VOLUNTEER EMERGENCY RESCUE SQUAD

Rescue and Safety Services

LADIES OF CHARITY

Emergency Assistance Program

LEGAL AID OF EAST TENNESSEE

Domestic Violence Civil Legal Services
Paralegal Intake and Brief Services

MENTAL HEALTH ASSOCIATION

Client Service Program
Education
System Advocacy

MY VILLAGE CHILD DEVELOPMENT CENTER

My Village Child Development Center

INVESTMENTS

\$194,176

116,506
77,670

\$44,096

17,975
6,463
7,789
11,869

\$117,541

5,915
2,210
5,654
7,241
96,521

\$130,000

130,000

\$45,913

\$133,500

45,500
20,000
25,600
16,000
26,400

\$50,500

50,500

\$154,430

49,611
104,819

\$37,440

37,440

\$95,000

95,000

\$47,000

47,000

\$218,587

134,826
83,761

\$88,000

26,000
51,000
11,000

\$47,000

47,000

PENINSULA—A Division of Parkwest Medical Center

Independent Living Program

RESERVE FOR ASSISTANCE TO TRAVELERS

SAFE HAVEN

Personal Child Safety Education
Victim Advocacy

THE SALVATION ARMY

Emergency Assistance Program
Joy Baker Center/Women's Shelter
Operation Bootstrap/Men's Shelter

SECOND HARVEST FOOD BANK

Cased Food Program
Food for Kids
Kids Cafe
Knoxville Harvest

SENIOR CITIZENS HOME ASSISTANCE SERVICE

Home Hair Care
Homemaker Program

VOLUNTEER MINISTRY CENTER

Day Resource Center

WESLEY HOUSE COMMUNITY CENTER

After School Program/C.A.R.E.S.
Senior Citizens/W.I.S.E.
Summer Program/S.T.E.P.

YMCA

School Age Childcare Programs
Community Aquatics & Safety Programs
Day Camp Program
Community Wellness Programs
Teen Leadership Programs

YWCA

Health and Fitness
After School Program—Phyllis Wheatley Center
Transitional Housing
Victim Advocacy Program
Youth Department

\$65,446

65,446

\$20,000

\$60,140

21,340
38,800

\$380,980

165,100
68,000
147,880

\$77,712

34,000
19,682
12,460
11,570

\$119,627

7,611
112,016

\$73,000

73,000

\$96,872

66,000
4,914
25,958

\$219,591

69,825
19,000
31,703
71,000
28,063

\$441,101

48,431
200,000
92,000
46,530
54,140

BASIC NEEDS

In the course of a year, 8,000-9,000 people in Knoxville or Knox County may experience homelessness.

According to Dr. Roger Nooe's study in 2008



ACCOUNTING TO THE COMMUNITY

There is nothing more important to United Way of Greater Knoxville than the trust and confidence of our donors. Accounting is maintained with regular finance and program reports, audits, and on-site visits. For a complete copy of our audited financial statements, please contact us at (865) 523-9131 or view it online at www.unitedwayknox.org.

United Way of Greater Knoxville, Inc. and its operating divisions Statement of Financial Position as of March 31, 2010

ASSETS

Current Assets

Cash and Cash Equivalents	\$6,869,861
Restricted Cash	204,251
Certificates of Deposit	2,669,599
Pledges Receivable (net of allowance for uncollectable pledges of \$2,049,595 and \$2,275,215 for 2010 and 2009, respectively)	6,613,001
Prepaid Items and Other	46,123
Receivable from Related Party	78,242
Total Current Assets	16,481,077

Property and Equipment, Net	2,745,371
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Other Assets

Beneficial interest in assets held by others, endowment	4,384,456
Other Investments	9,000
Total Other Assets	4,393,456

Total Assets	\$23,619,904
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LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable and Accrued Expenses	\$27,073
Allocations Payable	6,931,169
Amounts designated by donors for specific organizations	1,610,085
Total Current Liabilities	8,568,327

Net Assets

Unrestricted	
Undesignated	4,567,356
Board Designated	8,257,090
Temporarily Restricted	303,748
Permanently Restricted	1,923,383
Total Net Assets	15,051,577

Total Liabilities and Net Assets	\$23,619,904
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Statement of Activities for the Year Ended March 31, 2010

CAMPAIGN REVENUE, SUPPORT AND OTHER

Campaign Revenue

Campaign Results	\$12,016,802
Less amounts designated by donors for specific organizations	(1,398,130)
Less provision for uncollectable pledges receivable	(618,285)
Net Campaign Revenue	10,000,387

Support and Other

Donated In-Kind Services	432,186
Programs Service Fees	3,165
Grant Income	108,447
Rental Income	107,400
Interest Income	39,793
Change in beneficial interest in assets held by others	1,064,951
Other Contributions	41,910
Management Fee Income	117,801
Miscellaneous Income	35,003

Total Support and Other	1,950,656
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Total Campaign Revenue, Support and Other	11,951,043
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ALLOCATIONS AND FUNCTIONAL EXPENSES

Allocations

Allocations and Designations	9,506,449
Less amounts designated by donors for specific organizations	(1,398,130)
Net Allocations	8,108,319

Functional Expenses

Program Services	441,381
Support Services	1,898,338
Total Functional Expenses	2,339,719

Total Allocations and Functional Expenses	10,448,038
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Change in Net Assets	1,503,005
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Net Assets, Beginning of the Year	13,548,572
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Net Assets, End of the Year	\$15,051,577
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VOLUNTEER LEADERSHIP

Every year, thousands of caring people volunteer with United Way of Greater Knoxville for the benefit of our community. Their efforts and service hours are helping to improve the quality of life for individuals in the area. Our community is a better place because of them. Thank you.

UNITED WAY OF GREATER KNOXVILLE

BOARD OF DIRECTORS

Bert Bertelkamp	Bruce Foster	Benjamin Landers	Mintha Roach	Loida Velazquez Ed.D.
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Pam Fansler	Jim Haslam	Jeff Lee		
Sam Furrow	Jimmy Haslam	Larry Martin		

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Tom Catani	Tami Hartmann	Jeff Lee	Bo Shafer	

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George Bove	Suzanne Coile	Betty Reddick	Rickey Wilson	Sylvia Woods

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Leanna Belew <i>SMG/Knoxville Convention Center</i>	Jennifer Duncan <i>21st Mortgage Corporation</i>	Michael Hatmaker <i>Covenant Health</i>	Sanford Miller <i>Home Federal Bank</i>	Janis Trupovnieks <i>Comcast Cable</i>
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Jessica Brown <i>RIVR Media</i>	Al Foster <i>First Tennessee</i>	Bridget Inklebarger <i>Realty Trust Group</i>	Rocky Riley <i>Knox County Schools</i>	Claudeane Whaley <i>Pilot Travel Centers, LLC</i>
Angela Browning <i>Knoxville News Sentinel</i>	Sam French <i>Rodefer Moss</i>	Bill Julian <i>Knoxville Utilities Board</i>	Blake Scott <i>B & W Y-12 L.L.C.</i>	Kristin White <i>Enterprise Rent-A-Car</i>
Tee Campbell <i>21st Mortgage Corporation</i>	Cynthia Ghosten <i>Tennessee Valley Authority</i>	Lauren Kenny <i>Holrob Investments LLC</i>	Susanna Sutherland <i>Knoxville City Government</i>	Paige Zollman-Huggler <i>University of Tennessee Medical Center</i>
		Rob Kring <i>B & W Y-12 L.L.C.</i>		

VOLUNTEER LEADERSHIP

LOANED EXECUTIVE SWAT TEAM

Misty Cunningham <i>Regal Entertainment Group</i>	Charley Gray <i>Knoxville Utilities Board</i>	Kristin Reed <i>Renewal by Andersen</i>	Chris Stokes <i>U.S. Cellular</i>	Jeff Wilke <i>Scripps Networks</i>
Cecilee DeNardo <i>Legacy Firms</i>	Justin Ivory <i>Martin & Company</i>	Andy Shafer <i>Shafer Insurance</i>	Claudeane Whaley <i>Pilot Travel Centers LLC</i>	Amber Young <i>First Tennessee</i>
				Chad Youngblood <i>Scripps Networks</i>

MONDAY FOUNDATION

McKinley Braden	Crissy Haslam	Greg McWhorter	Andy Shafer	George Wallace
Lee Ann Furrow-Tolsma	Jim Haslam II	Gene Monday III	Bo Shafer Jr.	
Jim Hart	Dale Keasling	Lloyd Montgomery Jr.	John Smartt Sr.	
	Jim Martin	Butch Peccolo	Jack Walker	

NOMINATING COMMITTEE

Wilson Taylor, III, Chair	Jerilyn Bliss
Tim Barlow	Ben Landers
	Loida Velazquez

OPERATIONS COMMITTEE

Tom Jensen, Chair	Bob Parker
Mike Akers	Sharon Pryse
Debbie Helsley	Eric Schwarzentraub
Jeff Lee	Sylvia Woods
Fred Owenby	Rick Zivi



OUTCOMES BASED INVESTMENTS COMMITTEE

Cheryl Ball	Heather Fielden	Laura Lyons	Keely Ritchie
David Brace	Sue Fischer	Josh Marsh	Debby Schriver
Jennifer Bryant	Millie Franklin	Rochelle Mayes	Glenda Sublett
Brandon Burton	Harry Gross	Terri McGuire	Jill Van Beke
Jamie Davis	Jamie Keith	John Pace	
Thomas Deakins	Mike Lenzie	Cecilia Petersen	

OUTCOMES BASED INVESTMENTS VOLUNTEERS

Becky Ashe	Tracey Ellison	Chris Hood	Bruce Morrison	Karen Spain
Amy Avery	Jennifer Fasching	Mendee Hopper	Mike North	Bill Stone
Cheryl Ball	Ron Feinbaum	Joshalyn Hundley	Rachael Oberman	Glenda Sublett
Angie Bearden	Heather Fielden	Buz Johnson	Carrie O'Rear	Jeanne Tapp
Robert Blazer Jr.	Christi Fightmaster	Phil Johnson	Heather Overton	Traci Taylor
Gail Braunsroth	Sue Fischer	David Johnson	Amanda Panell	Lee Thomas
Lawrence Brewer	Jeremy Floyd	Rhett Jordan	Lindsay Parrott	Brooke Thurman
Jennifer Broyles	Millie Franklin	Peter Keese	Cristina Perez	John Thurman
Jennifer Bryant	Diane Gardner	Jamie Keith	Cecilia Petersen	Roger Underwood
Jo Bullock	Ann Giffin	Bill Kelso	Benjamin Prijatel	Jill Van Beke
Daru Burdge	Linda Glasgow	Beth LaFontaine	Suzanne Prince	Chris Van Beke
Brandon Burton	Nathan Goodner	Janet Larson	Karen Queener	Dean Vance
Deb Campbell	Jack Goodwin	Mike Lenzie	Kristin Reed	Loida Velazquez
Cheryl Carson	Gerrit Graves	John Ley	Luis Reyes	Ed.D.
Janice Christman	Charley Gray	Dan Linehan	Casie Ann Rickerman	Tom Vester III
Oslo Cole	Betsy Gray	Diana Lobertini	Martha Riordan	Andrew Wade
Brian Combs	Lucille Griffo	Wayne Loveday	Keely Ritchie	Patricia Watson
Barbara Cope	Harry Gross Jr.	Josh Marsh	Rick Rushing	Michael Weth
Nathan Copeland	Stephanie Halouma	Michael Martin	Chad Schollaert	Claudeane Whaley
Alisa Coppock	Bryan Harper	Holly Matney	Debby Schriver	Kristin White
Michele Cox	Russell Harris III	Rochelle Mayes	Beau Scott	Catherine Williams
Jamie Davis	Carol Hart	Rhonda McAnally	Kristin Seabrook	Alan Williams
Molly Deuschle	Leslye Hartsell	Terri McGuire	Eric Seabrook	Michelle Wilson
Ann Dingus	Tracy Hayes	Gwen McKenzie	Charles Sells	Sylvia Woods
Jack Dixon	Kristen Hicks	Torrey McMurray	Andrew Shafer	Amber Young
Becky Dodson	Kelly Hodges	Carolyn Merz	Ashley Shaffer	
Bryan Eaves	R. Kenneth Hollow	Harriet Miller	Ben Sharbel	
Chris Eblen	Linda Holton	Ann Montgomery	Phil Shokouhi	
Greg Eidam	Ray Holton	Sharon Moore	Wendy Slifka	

UNITED WAY TOCQUEVILLE SOCIETY

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Charlie and Moll Anderson	Sheila and Bert Bertelkamp	Jimmy and Ileen Cheek	James A. and Marilyn Dick	Cynthia Gibson and David Gilbert
Carole and Joe Ayres	David and Brenda Booth	Pete and Linda Claussen	Terry Dotson	Bob and Wendy Goodfriend
Dr. and Mrs. Mike Ayres	Randy and Jenny Boyd	Jim and Kay Clayton	Greg and Jennifer Dunn	Keith and Dianne Goodwin
	Mary Ellen and Steve Brewington		Pam Fansler	Paul and Pat Green

VOLUNTEER LEADERSHIP

UNITED WAY TOCQUEVILLE SOCIETY *Continued*

Kimberly Scheibe Greene	John and Karen Kalec Dale and Barbara Keasling	Dan and Amy Miles Mrs. William J. Mitchell	Jon and Mintha Roach Greg and Susan Roth Frank and Judy Rothermel	Joseph W. Sullivan III Mary Kay and William R. Sullivan
Mike and Beth Hamilton	Tom Kilgore	Greg Moyer	Sheryl and George Sampson	Pat Summitt
Jim and Jan Hart	Mr. and Mrs. Stephen Land	Bill and Debbi Mulligan	The Pat Scruggs Family	Leslie and John Testerman
Bruce and Tami Hartmann	Ben and Megan Landers	Mr. and Mrs. William C. Myers, Jr.	Bo Shafer	Carol and Charlie Tombras
Bill and Crissy Haslam	Joseph and Ronda Landsman	Paul and Debbie Nichols	Mr. and Mrs. T. Paul Siler, Jr.	Mr. and Mrs. Emmet P. Vaughn, Jr.
Jim and Natalie Haslam	John and Jean Lansing	Dr. and Mrs. Ronald Nutt	Jack and Maggie Singleton	Ron and Debbie Watkins
Jimmy and Dee Haslam	Jon and Toni Lawler	Mr. and Mrs. R. L. "Bunny" Oakes III	Mr. and Mrs. James F. Smith, Jr.	Mr. and Mrs. Joseph Weller
Christine Hayworth	Rodney and Dell Lawler	Ken Parent	Steve and Becky South	Michael R. and Tiffany A. West
Mark and Joann Hazelwood	Christy and Jeff Lee	Warren and Kathy Payne	Tony and Sharon Spezia	Tim and Amy Williams
Cristy Howell and Joe A. Hollingsworth, Jr.	Sherri P. Lee	Bruce and Brandy Pearl	Mitch and Debby Steenrod	Walter and Nina Wise
Doug and Brenda Horne	John E. Long, Jr.	Ed and Karen Pershing	Mrs. Harry W. Stowers	Mary Ann and Jim Yann
Burton Jablin	A. David and Sandra T. Martin	W. T. and Avis Phillips	Wes and Liz Stowers	Kevin and Courtney Zirkle
A. David Jimenez	Jane and Larry Martin	Christopher Powell	Rick and Linda Strachan	**Eight members wish to remain anonymous.
Jennie and Andy Johnson	Lori Bertelkamp McKelvy and Thomas McKelvy	Joe and Sharon Pryse	Michael and Nicole Strickland	
Tom and Jackie Johnson	Dugan and Stephanie McLaughlin	Jane and Rich Ray		
Michelle and Raja Jubran	Mike and Ginna McNamee	Suzanne Schriver and David Rechter		

TITLE MEETING SPONSOR

Pilot Travel Centers, LLC

GOLD MEETING SPONSORS

21st Mortgage Corporation	Bertelkamp Automation, Inc.	Covenant Health Edfinancial	Knoxville News Sentinel	Rentenbach Constructors
AAA East Tennessee	BlueCross BlueShield of Tennessee	First Tennessee Bank	Mercy Health Partners	Incorporated
A-D Technologies	Brown Jake & McDaniel	Gentry, Tipton & McLemore	Morgan Keegan & Company, Inc.	Scripps Networks, Inc.
Arby's Roast Beef Restaurants	Clayton Homes, Inc.	GreenBank	Pershing Yoakley & Associates	Tennessee Valley Authority
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC	Coldwell Banker Wallace & Wallace	Hodges, Doughty & Carson	Pugh & Company, PC	The Trust Company of Knoxville
BB&T	Commercial & Investment Properties	Holrob Investments, LLC	Regal Entertainment Group	WBIR-TV
		Home Federal Bank		White Realty & Service Corporation

SILVER MEETING SPONSORS

Addicks CPA Firm, LLP	Computer Systems Plus, Inc.	Mazda of Knoxville	Regions Financial Corporation	Steve Cox Insurance Agency, Inc.
Babcock & Wilcox Technical Services Y-12, LLC	Farmers Mutual Fire Insurance Company	Mercedes Benz of Knoxville	Rodefer Moss & Company	Tennessee Automatic Sprinkler, Inc.
Blaine Construction Corporation	Lattimore Black Morgan & Cain, PC	Meridian Construction Group, LLC	Steel Plate Fabricators	Terminix Pest Control
				The Wakefield Corporation

UNITED WAY OF GRAINGER COUNTY

ADVISORY BOARD

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Cherry Acuff	Michael K. Ishmael	Donna Mayes	George Shirley	Bowser
Mike Collins	Edwin Jarnagin	Wendy Noe	Wayne Shirley	
	Diana Mallicoat			

UNITED WAY OF JEFFERSON COUNTY

ADVISORY BOARD

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Carol Baker	Peggy Chandler	Paula A. Gibson	Kim Stipes	
	Charles Gibson	Robert Jarnagin	Ann Strom	

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ADVISORY BOARD

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Larry Campbell	Shirley Hall	Pat McDonough	Greg Sommers	
Delores Duff	Mary Harding	Scott Owens	Harvey Sproul	

VOLUNTEER LEADERSHIP

UNITED WAY OF UNION COUNTY ADVISORY BOARD

Aileen Beeler Fred Owenby Martin Shafer



LOCAL FEDERAL COORDINATING COMMITTEE

Adolphus Brown, Chair	Patricia Adams Susan Bowman Wendy Bryant	Randy Chase Jerry Cross Patricia Howse-Smith	Nikolaus Jordan Stacy Morris	Wilson Taylor Joan Yankey
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ORGANIZED LABOR

Amalgamated Transit Union, Local 1164	Graphic Communications International Union, Local 118	International Brotherhood of Teamsters, Local 519	Laborers' International Union of North America, Locals 818, 1210	Tennessee AFL-CIO Technical Assistance Transportation Communications International Union, Local 6047
American Federation of Government Employees, Locals 2400, 3509	International Association of Firefighters, Local 65	International Chemical Workers Union, Local 252C	National Association of Letter Carriers, Local 419	United Auto Workers, Local 2320
American Postal Workers Union, Local 263	International Machinists and Aerospace Workers, Locals 480, 2709	International Guard Association, Local 3	Office and Professional Employee International Union, Locals 144, 367, 2001	United Food and Commercial Workers Union, Locals 252-C, 323-R, 715-C, 1995
Asbestos Workers, Locals 46, 52	IATSE-Stagehands, Local 197	International Union of Operating Engineers, Locals 900, 917	Painters and Allied Trades, Locals 437, 1805	United Plant Guard Workers of America, Local 109
Atomic Trades and Labor Council	IATSE-Wardrobe Workers, Local 894	International Union of Painters and Allied Trades, Local 437	Plumbers and Steamfitters, Locals 102, 718	United Steelworkers, Locals 90 (ABG Division), 117, 309, 5-288
Bakery, Confectionery, Tobacco Workers and Grain Millers, Local 25	International Brotherhood of Boilermakers, Locals 140-D, 453	Iron Workers, Local 384	Service Employees International Union, Locals 166, 544	Workers United!
Carpenters, Local 50	International Brotherhood of Electrical Workers, Locals 270, 365, 760, 1323	Knoxville Building and Construction Trades Council	Sheet Metal Workers, Local 5	
Cement Masons, Local 78		Knoxville-Oak Ridge Area Central Labor Council, AFL-CIO		
Communication Workers of America, Locals 3805, 3865, 14351, 33076				

SPECIAL THANKS

LOCAL MEDIA

Charter Media Citadel Broadcasting Company Comcast Cable Communications, Inc. Community Television of Knoxville (CTV) East Tennessee the CW Journal Broadcast Group Knoxville News Sentinel Lamar Outdoor Advertising	South Central Communications Corporation WATE 6 WBIR-TV WETP-TV WKOP-TV WMAK Television WTNZ Fox 43 WUOT 91.9 WVLT Volunteer TV
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INDIVIDUALS AND COMPANIES

Beth's Buttons and Engraving Bijou Theatre Linda Billman Blue Ridge Forms Charles Brooks Photography Charlie Brown Company, Inc. City of Knoxville Cobblestone Productions Color Central Imaging Chad Cooper DV Communications East Tennessee Foundation Fletcher Promotions Hallerin Hilton Hill	HP Video K-VA-T Food Stores, Inc. (Food City) Knoxville Area Chamber Partnership Local Color Ink Media Directions Advertising, Inc. Moxley Carmichael Pilot Travel Centers LLC Regal Cinemas Scripps Networks, Inc. Stubley-Knox Litho Tennessee Valley Authority The Bed Store Ullrich Printing
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MEMORIAL AND HONORARY GIFTS

IN HONOR OF

Joan Cronan Jim Haslam Paul Isler Charles Orth	Bo Shafer Pat Summitt Dalton Townsend
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IN MEMORY OF

Opal Anderson Elmer Blanchard Gay Terris Cox Robert Isler Norman W. Rich	Marty Rogers Jack Walker Dr. William Edgar Woodson, Sr.
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LETTER FROM THE PRESIDENT

Dear United Way friends and supporters:

Thank you for another year of your generous care and support. While the recession required United Way of Greater Knoxville and everyone else in the country to re-evaluate their priorities, this community still values helping others and trusts United Way to lay the groundwork. We could not manage without the long time support of the many volunteers and donors who sustain us. Their efforts have been reflected in this report.

United Way of Greater Knoxville continues to evolve. We are listening to the community and researching new ways to invest your donations while achieving the greatest impact. In response to the requirements of our global organization, United Way Worldwide (formerly United Way of America), we are focusing on the areas of education, income and health. Currently, there are United Ways in over 50 countries committed to working in these same areas. The world has discovered the concept of United Way and we look forward to making it better one community at a time.

I'd like to extend a special thank you to the top 100 companies listed on the next page. These organizations annually make an overwhelming impact in our community through their donations to United Way of Greater Knoxville and others. By encouraging their employees to invest in Knoxville through donations of their time and money, we are able to continue the valuable work that has helped to maintain this community for almost 90 years.

As an organization, we value integrity, community, compassion, and results.

Help us do this work.

Thank you,



Ben Landers
President and CEO



TOP 100 CAMPAIGNS

- | | | |
|---|---|--|
| 1 Pilot Travel Centers LLC* | 44 Edfinancial | 85 ABSG Consulting Inc. |
| 2 Clayton Homes, Inc.* | 45 Shafer Insurance Agency, Inc. | 86 CVS Pharmacy Distribution Center |
| 3 Tennessee Valley Authority | 46 Morgan Keegan & Company, Inc. | 87 DeRoyal Industries, Inc. |
| 4 UT-Battelle Oak Ridge National Laboratory | 47 Radio Systems Corporation | 88 Helen Ross McNabb Center, Inc. |
| 5 The University of Tennessee Knoxville | 48 Stowers Machinery Corporation | 89 UBS Financial Services Inc. |
| 6 Babcock & Wilcox Technical Services Y-12, LLC | 49 Willis of Tennessee, Inc. | 90 WVLT Volunteer TV |
| 7 Scripps Networks, Inc. | 50 BB&T | 91 Mesa Associates |
| 8 First Tennessee | 51 Pugh & Company, P.C. | 92 Messer Construction Company |
| 9 21st Mortgage Corporation | 52 AAA East Tennessee | 93 Gresham Smith and Partners |
| 10 Covenant Health | 53 Boys and Girls Clubs of the Tennessee Valley | 94 St. Paul Travelers Insurance |
| 11 Knoxville Utilities Board | 54 Rentenbach Constructors Incorporated | 95 Bandit Lites, Inc. |
| 12 Home Federal Bank | 55 Whirlpool Corporation | 96 Legal Aid of East Tennessee |
| 13 Regions Financial Corporation | 56 Pinnacle Financial Partners | 97 Edison Learning Inc. |
| 14 Kimberly-Clark Corporation | 57 K-VA-T Food Stores (Food City) | 98 Worldwide Equipment Enterprises, Inc. |
| 15 SunTrust Bank | 58 TIS Insurance Services, Inc. | 99 Senior Citizens Home Assistance Service, Inc. |
| 16 Dow Chemical Company | 59 Comcast Cable Communications, Inc. | 100 Merit Construction, Inc. |
| 17 Lawler-Wood, LLC/Lawler-Wood Housing, LLC* | 60 Martin & Company | |
| 18 Department of Energy | 61 United Way of Greater Knoxville | |
| 19 Knox County Schools | 62 Coldwell Banker Wallace & Wallace Realtors | |
| 20 Regal Entertainment Group | 63 South College | |
| 21 Mercy Health Partners | 64 Arby's Roast Beef Restaurants of Knoxville | |
| 22 UPS | 65 Beverage Control, Inc. | |
| 23 Knoxville News Sentinel | 66 Clayton Bank & Trust | |
| 24 Kroger | 67 Aqua-Chem, Inc. | |
| 25 Elavon | 68 White Realty & Service Corporation* | |
| 26 Mercedes-Benz of Knoxville | 69 Norfolk Southern Foundation | |
| 27 University Health System, Inc. d.b.a. University of Tennessee Medical Center | 70 The Tombras Group* | |
| 28 U.S. Post Office | 71 GreenBank | |
| 29 East Tennessee Children's Hospital | 72 Great West Casualty Company | |
| 30 AT&T | 73 Citadel Broadcasting Company | |
| 31 Bertelkamp Automation, Inc. | 74 WATE 6 | |
| 32 Denark Construction Inc. | 75 Knox County Government | |
| 33 Alcoa, Inc. | 76 Reily Foods-JFG Coffee Company | |
| 34 Knoxville City Government | 77 Johnson & Galyon, Inc. | |
| 35 Bechtel Jacobs Company LLC | 78 Pro-2-Serve Professional Project Service | |
| 36 Holston Gases, Inc. | 79 Cannon & Cannon, Inc. | |
| 37 Pershing Yoakley & Associates | 80 Realty Trust Group | |
| 38 Team Health, Inc.* | 81 Blaine Construction Corporation | |
| 39 The Trust Company of Knoxville | 82 CSL Plasma | |
| 40 WBIR-TV | 83 Summit Medical Group, PLLC | |
| 41 ALSTOM Power, Inc. | 84 Connor Concepts, Inc. dba The Chop House/Connors Steak and Seafood | |
| 42 House-Hasson Hardware | | |
| 43 Enterprise Rent-A-Car | | |

*Includes Donor Advised Funds and/or Family Foundations.

The Top 100 accounts represent \$9,102,361.70 for 75.8% of the Fall 2010 total of \$12,000,723.



UNITED WAY OF GREATER KNOXVILLE STAFF

Ben Landers	President and CEO
Marie Alcorn	Vice President/Community Engagement & Mobilization
Guy Anderson	Manager/Resource Development
Tim Barlow	Senior Vice President/Resource Development
Alice Borden	Director/Operations, Controller
Debbie Black	Manager/Labor Participation
Becky Dockery	Manager/Workforce Giving
Judy Fenton	Director/Loudon County
Dana Green	Administrative Assistant
Daulette Green	Administrative Assistant
Leslie Grindstaff	Director/Outcome Based Investments
Susan Hager	Manager/Federated and Regional Campaigns
Cheryl Hair	Senior Vice President/Operations
Robyn Halbert	Administrative Assistant
Gavin Luter	Education Project Coordinator
Jennifer Mullins	Vice President/Branding and Messaging
Robert Sherrod	Director/Workforce Giving
Lauren Stewart	Director/Individual Giving
Ashley Thornton	Manager/Branding and Messaging
Stephanie Ward	Manager/Operations

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED**

