

Focusing on grass roots support, the 1987 campaign kicked off at Hanes Mall and concluded by honoring long-time volunteer James "B.B." Washington (center) at the victory celebration.



United Way 1987 Annual Report

United — a whole new — Way

1987 Highlights Resource Management

Implemented a new accreditation process with six United Way agencies for the first time marking a new beginning in agency accountability.

Completed the Priorities Study of Human Care Needs in Forsyth County and ranked and recommended strategies for each of the 18 problem areas identified.

Managed the Forsyth County FEMA (Federal Emergency Management Agency) effort by distributing \$97,000 to agencies providing food, shelter and utilities to those in need.

Managed \$215,000 of gifts-in-kind by coordinating distribution of donated goods and services to human care agencies throughout Forsyth County.

Admitted the Neighborhood Justice Center for funding; two new programs of existing agencies were approved for funding in 1988.

Distributed the Philanthropy Report on the 1986 funding of non-profit human care agencies serving Forsyth County.

Involved 165 volunteers in fund distribution. More than 100 volunteers devoted 3000 volunteer hours to review 52 state and local agencies. Allocated \$5,866,341 for 1988 human care services.

Announced special one-time funding for 1988 totaling \$12,000 to the Children's Loft, AIDS Task Force, ESI/Crisis Control, Forsyth Literacy Council and Teen Talk Program.

From the Chairman

Nicholas A. Daves

1987 was a year of special accomplishments for United Way. During a period of transition for Forsyth County, our community pulled together with a remarkable show of support that tells us people in this community really do care for one another.

The campaign raised \$8,201,213 — an increase of 8.6% over last year due in part to our strategy of broadening the base of our support. It was also a record year for the number of dollars allocated to our located agencies. I'm especially proud of our special budget review and allocations process.

Two additional highlights of the past year include the implementation of our first accreditation process and the completion of the Priorities Study of human care needs in the Community Problem Solving area.

The past year also brought a new chief executive to the United Way organization. Under the leadership of President Harve A. Mogul, the United Way has successfully undergone a year of transition and staff reorganization into targeted market areas so we are in a much stronger position to meet the human care needs of the next decade.

It is a distinct privilege to have served as Chairman of the Board of Directors this year, and I look forward to 1988 with excitement as we guide United Way into bold new directions.

From the President

Harve A. Mogul

It is difficult to imagine a more exciting, challenging or rewarding year. The people of Forsyth County are justifiably proud of their United Way organization that ranks near the top of national scales for giving... and caring. I am pleased to have the opportunity of becoming part of that tradition of excellence.

Our organization is unique in its integration of resources in the key areas of development, management, and coordination. As our volunteers and staff work towards our mission of "increasing the organized capacity of people to care for one another," we are rewarded in the knowledge that our neighbors and friends enjoy a quality of life enhanced by a vital human care system.

1987 Highlights Communications

Helped launch the Triad's first 30-minute simultaneous broadcast of the United Way story on the three major networks.

Enhanced public awareness of United Way by renaming downtown Fourth Street "United Way" during 1987 Campaign.

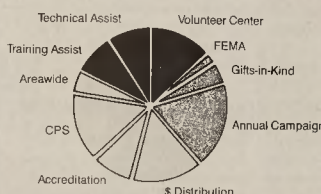
Informed general public of the Priorities Study with full-page newspaper ads inviting public comment.

Emphasized community outreach by scheduling campaign report meetings and special events outside of downtown and in outlying communities.

Developed brochures for special target markets including small businesses and residential areas.

Thanks to companies like R.J. Reynolds Tobacco USA and Sara Lee Corporation, 1987 special events featured key celebrities like Peter Ueberroth, Dale Earnhardt, Lawrence Taylor, and Bob Goaly.

Community Impact



1987 United Way Agency Allocations

Name of Agency	1987 Allocation
American Red Cross	\$ 588,856
ABCD	39,446
Bethlehem Center	67,603
Big Brothers/Big Sisters	96,445
Boy Scouts	273,087
Children's Center	283,078
Child Guidance Center	111,550
Christmas Cheer	43,000
Consumer Credit	164,194
Experiment in Self-Reliance	100,000
Family Services	556,868
Fellowship Home	45,105
Forsyth Cancer	102,384
Forsyth Court Volunteers	49,276
Forsyth Rehabilitation House	17,000
Forsyth Rescue Squad	22,445
Goodwill Industries	75,288
Group Homes	51,452
Hospice	48,500
Kernersville Rescue Squad	22,300
Legal Aid	31,142
Mental Health Association	39,770
Neighborhood Justice Center	0
NC United Way	125,050
NW Ministry DDS	124,438
Salvation Army Boys' Club	204,325
Salvation Army City Command	199,141
Salvation Army Girls' Club	127,996
SCAN	54,417
Serendipity House	36,806
SE Winston Rescue Squad	22,910
Step One	78,781
Tarheel Triad Girl Scouts	125,130
Tel-Med	26,268
W-S Deafness Center	87,891
W-S Enrichment Center	70,000
W-S Rescue Squad	34,936
W-S Urban League	373,677
YMCA	550,227
YWCA	348,510
TOTAL	\$5,429,092

1987 Highlights Resource Development

Exceeded \$8,066,000 1987 campaign goal by \$135,000, marking an 8.6% increase over last year.

\$650,000 new dollars generated for agency services.

70% of new dollars raised in "spread the base" organizations with auto dealers up 95%, construction up 51%, educators up 20%, professionals up 21%, health care workers up 20%, public servants up 19%, businesses up 25%.

Dependency on largest five contributors reduced by 2%.

More than 120 organizations ran first-time employee campaigns.

Leadership Circle giving increased; 22 Alexis de Tocqueville members identified.

Areawide (Davie, Stokes and Yadkin counties) raised more than \$596,367 funding 66 agencies.

More than 200 Referral Agents were trained in the Person-to-Person program at 37 companies.

Person-to-Person companies supplied nearly 200 volunteers for United Way events such as Winston-Salem Auto Show and Country Carnival II.

1987 Financial Report

Balance Sheet at December 31, 1987*

Assets		
Cash and Short Term Investments		\$3,031,441
Pledge Receivables		
1987-88 Campaign	\$5,589,337	
1986-87 Campaign	\$ 698,901	
Less Allowance for Uncollectible Accounts		
Accrued Interest Receivable	< 515,368 >	5,772,870
Other Receivables		142,094
Property Account		106,321
Furniture & Equipment (net of depreciation)		
Prepaid Expenses		48,581
Total		\$9,125,985
Liabilities and Fund Balance		
Deferred Revenue		
1987-88 Campaign	\$8,114,208	
Other	13,335	\$8,127,543
Agency Allocations — 1987		5,610
Other Liabilities		
Memorial Fund	2,825	
Accrued Expense (net of uncollectible reserve)	24,770	
Retirement Contract Payable	32,678	
Accounts Payable	8,606	
Out-of-County Designations — 1986/87	74,408	143,287
Fund Balances		
Operations Fund	800,964	
Equipment	48,581	849,545
Total		\$9,125,985

Income and Expense Statement

Year Ended December 31, 1987*

Beginning Fund Balance — January 1, 1987		\$ 715,738
Income		
From Pledges (net of uncollectible reserve)	\$7,040,705	
Investment Income	157,732	
Services Fee	42,186	
Miscellaneous	23,820	7,264,443
Total		\$7,980,181
Expenses		
Allocations to Agencies	\$5,606,908	
Donor Designations	517,252	
United Way Expense	1,055,057	
Total		\$7,179,217
Ending Fund Balance — December 31, 1987		\$ 800,964
Total		\$7,980,181

*Independent auditors report available April, 1988.

United Way At Work In Forsyth County

\$8,628,951 Generated in Resources for Community Needs

Source of Revenue and Services	Amount	How Resources Were Used	Amount
Campaign	\$7,557,100	Human Care Services*	\$6,972,273
Investment Income	157,732	Uncollectible Pledges	516,395
Fees and Miscellaneous	66,006	United Way**	1,055,057
FEMA	97,000	Addition to Designated Fund***	85,226
Gifts-in-Kind	215,000		
Training	14,800		
Volunteers	521,313		
Total	\$8,628,951		

*Includes allocations to 52 funded agencies, as well as distribution of goods, government money and recruitment of volunteer and training of staff for the community's not-for-profit organizations.

**Fund Raising/Administration 9.73% of Campaign, balance of United Way funds are for Volunteer Center, Community Problem Solving activities and Fund Distribution costs.

*** Board designated fund for community emergencies.

1987 United Way Award Winners

- The Benbow Award** — Westinghouse Electric Corporation, Turbine Component Plant
- The Joel A. Weston Award** — Senior Services, Inc.
- Agency Employee of the Year** — Richard MacDonald, STEP ONE
- Alexis de Tocqueville Volunteer Award** — Ann Ring, United Way Volunteer of the Year
- Person-to-Person Award** — Westinghouse Electric Corporation, Turbine Component Plant
- Community Leader Award** — Randy L. Burge
- Volunteer Couple Award** — Mary Frances and Ambrose Cram
- Volunteer Couple Award** — Agnes and Andrew David
- Group Activity Volunteer** — Jim Fowler
- Community Enrichment Award** — Ann Hensel
- Middle School Volunteer** — Wilma Holman
- Individual Human Service Volunteer** — Audrey Lowery
- Special Volunteer Achievement Award** — Austin Miller
- High School Volunteer Award** — Judy Mountjoy
- Administrative Coordinator of Volunteers Award** — Lois Ragsdale
- Youth Volunteer Award** — Carol Lynn Samuelson
- Business Volunteer Involvement Award** — Sunbelt Moving Systems, Inc.
- Arts Volunteer Award** — Sonny Thomas
- Elementary School Volunteer Award** — Terri Tyler
- Community Volunteer Organization** — Urban League Guild
- Senior Citizen Volunteer** — Phyllis T. Wofford
- Rookie of the Year** — Joseph Zimmerman
- RSVP Recognition Award** — PC. Gantt
- RSVP Recognition Award** — Ceylon Jackson

Governor's Award for Outstanding Volunteer Service

- High School Volunteer** — Judy Mountjoy
- Arts Volunteer** — Sonny Thomas
- Senior Citizens Volunteer** — Phyllis Wofford
- Business/Industry Volunteer Involvement** — Earl Beasley, Sunbelt Moving Systems, Inc.

1987 Highlights Volunteer Center

2,046 volunteers were actively involved providing 52,908 hours of volunteer service to the community.

247 volunteers were recruited through a volunteer opportunities section in the Winston-Salem Journal, R.J. Reynolds and Forsyth Hospital volunteer drives.

Daily events including newspaper listings of volunteers and distribution of 10,000 red "V's" focused attention on United Way volunteers during National Volunteer Week.

163 volunteers were recruited to help staff the Winston-Salem Auto Show involving all major car dealerships in the area with proceeds going to United Way.

More than 400 volunteers were recruited for the Country Carnival II with 7000 people attending.

Retired Senior Volunteer Program (RSVP) grew to 465 members with 28,500 hours of community service.

With 124 volunteers, RSVP's Long-Term-Care (nursing homes and rest homes) continued to provide the state's only program focusing on volunteer services using long-term care residents.

SOS (Service Opportunities for Students) placed 20 college students in internships at community agencies while 125 students gave volunteer hours to community service projects.

Management Development Program conducted 26 training workshops on topics ranging from budget management to public relations for a total of 576 participants; requests for consulting services were provided to 31 agencies.