



United Way of Greater Williamsburg

## 2004 Annual Report

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United Way of Greater Williamsburg

## **Our Mission:**

To improve people's lives by mobilizing the caring power of our community.

A special thanks to Taylored Printing for making this publication possible.



"the creative choice"

# what matters ...

Dear United Way Friends:

When you give to United Way, you are making the most powerful donation you can possibly make. That's because United Way is dedicated to investing in programs and services that are proven to deliver measurable results that change lives.

## Results Matter -

The driving philosophy for United Way can be summed up in a word: results. That means we intend to create a value for this community beyond the dollars raised in our campaign or the services delivered by our funded programs. It means we are committed to improving lives and building stronger communities.

## Community Matters -

United Way is committed to achieving sustained change in community conditions. We are committed to bringing people together to focus on priorities. We are committed to tackling root causes of community problems head-on and actively promoting innovative solutions. We will inspire our entire community to take action and make a real difference.

## Partnerships Matter -

"It takes a village to raise a child," says the African proverb. That means we can accomplish more collectively than any of us can do on our own. United Way is committed to being the catalyst of change, by mobilizing a community of investors, including: business, non-profits, academia, faith groups, media, government, neighborhood networks and volunteers.

## Change Matters -

We can talk about what the needs of our community are. We can have flashing flow-charts and glossy books. Or we can set goals together as a community and then roll up our sleeves and do something about them. We are choosing to do something. United Way must evolve to meet the community's changing environment, and that requires flexibility, responsiveness, and creative thinking. We are starting this wave of change within our own organization, by striving to make United Way more efficient and effective.

Because that's what matters.



**Bernie Ngo**  
2004 Board President



**Sharron E. Cornelius**  
Executive Director

Bernie Ngo  
2004 United Way Board President

Sharron E. Cornelius  
United Way Executive Director

# Investing in Your Community

MULTIPLYING the impact of our donors



Volunteers assist with our fundraising efforts to help keep our overhead low

## Finance

Since the founding of United Way of Greater Williamsburg in 1949, over 27 million dollars have been raised to help thousands of people in our community. Volunteers with extensive financial backgrounds work with our staff to ensure prudent stewardship of each donor's contribution.

For 2004, the amount of program support included in United Way operations was \$61,467. The balance, \$253,501 represents the unaudited cost of general administration and fund-raising, which was 15% of our \$1,648,510 in revenues for 2004. These revenues include amount designated by contributors for specific agencies and are net of an

allowance for uncollectible pledges. This methodology is consistent with prior years.

In July 2004, however, United Way of America issued revised standards for computing and reporting overhead. These standards require that designated contributions be excluded from the calculation. This will result in an overhead rate greater than 15% for 2004. An independent auditor's report applying the revised guidelines will be available in the summer of 2005. Prior to issuing their report, we will request that our auditors include both rates and an explanation of the difference.

### Financial Activity Summary for Year 2004

(Unaudited)

#### Sources of support:

|   |             |
|---|-------------|
| Fall 2003 Campaign For 2004<br>(net of estimated collection losses) | \$1,399,185 |
| Received from other United Ways                                     | \$34,867    |
| Combined Federal and Combined VA Campaigns                          | 96,886      |
| Government & Other Support for CRS Programs                         | 12,500      |
| Interest Income   | 9,299       |
| Receipts from out-of-town companies                                 | 10,459      |
| Restricted use grants   | 85,314      |

**Total Sources of Support** **\$1,648,510**

Use of unrestricted surplus 45,129

**Total** **\$1,693,639**

#### Uses:

**Member Agency Funding** **\$1,088,945**

|  |         |
|--|---------|
| Designations to Non-Member Agencies  | 61,659  |
| Community Resource Service Program Cost  | 124,668 |
| United Way Operations<br>(A portion of United Way operations is program support) | 314,968 |
| Dues to National & State United Way  | 13,085  |
| Allocated Support of Community Needs Assessment                                  | 5,000   |
| Restricted Use Grants  | 33,085  |
| Capital Expenditures   | 31,463  |
| Carry Over of Restricted Use Grants  | 20,766  |

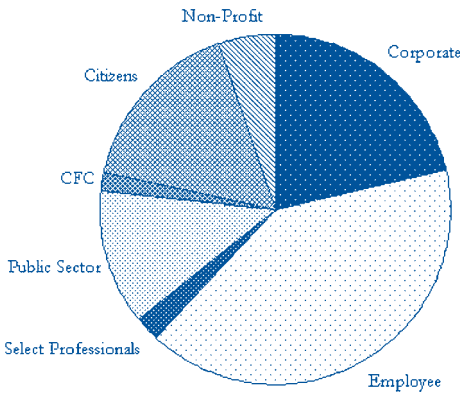
**Total Uses** **\$1,693,639**

This report is an unaudited summary of the financial activity for 2004.  
An independent auditor's report for 2004 will be available in the summer of 2005.

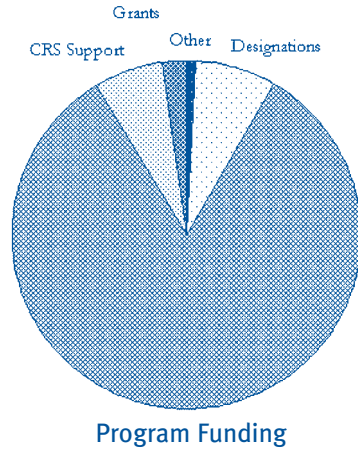
# Careful Management Matters...

Nearly 100 community volunteers are trained to conduct program site visits, evaluate financial records and assess outcomes for each program funded through United Way. Their responsibility is to oversee donor dollars to ensure they are effectively meeting identified needs in the community. United Way volunteers ensure that every agency receiving funds for their programs is a nonprofit, tax-exempt, volunteer led charity that submits to an annual, independent financial audit, if required, and provides services at a reasonable cost.

## The money comes from...



## And goes to...



Through the YMCA Child Development Center program, 15 low-income families with a child at the YMCA received scholarships to offset the cost of childcare for their child.

“The United Way of Greater Williamsburg gives help to those who need it and hope to those who deserve it. In the truest sense, the United Way makes us all members of a community that cares.”

*Timothy J. Sullivan  
College of William & Mary*

# Resources Matter...

## Information & Referral HelpLine



Erin Cavanaugh (center), her parents (left) and counselors from Bacon Street.

Adding real value to the human service community, our Information and Referral HelpLine provides a vital link for people in need to connect with resources that can help. During 2004, 12,084 referrals were made on behalf of the Williamsburg area individuals. 2,189 of the requests provided assistance in paying bills for utilities, rent and prescriptions. Through a collaborative effort with social service agencies and faith based organizations, our three part-time

information & referral specialists along with three regular part time volunteers provided a helping hand with free and confidential information and referrals to hundreds of people in our community. Utilizing an extensive computerized database, our HelpLine serves as a single point of entry for people, thus avoiding duplication of services.

### Referrals Provided in 2004

- \* Food, clothing and household items - 8,344
- \* Assisting individuals facing eviction from rental properties - 776
- \* Helping with payments for utilities - 1,113
- \* Assisting individuals in need of prescription medications - 154
- \* Matching 74 needy families for Christmas adoption
- \* Serving veterans, seniors, disabled, homeless, adults and children



“The United Way ensures that essential human services have core financial support. This is a critical component of the human service infrastructure in our community.”

*Kerry Mellette  
Williamsburg Community Health Foundation*



## *The Alexis de Tocqueville Society*

Only 26 years old when he came to America in 1831, Alexis Charles-Henri Clerel de Tocqueville traveled all over the young nation. Though he only spent nine months in the United States, he gleaned an insightful view of American Society. His observations, readings, and discussions with eminent Americans formed the basis of *Democracy in America*, a detailed study of American society and politics, published in two volumes, in 1835 and 1840.

Perhaps his most important observation was that Americans helped each other in times of need. He recognized, applauded and immortalized the voluntary spirit that lives in American's heart. He wrote: "I must say that I have seen Americans make a great and real sacrifice to the public welfare; and have noticed a hundred instances in which they hardly ever failed to lend faithful support to one another."

The name Alexis de Tocqueville Society was chosen because of Tocqueville's admiration for the spirit of voluntary association and voluntary effort for the common good.

In 2004, United Way of Greater Williamsburg founded its Alexis de Tocqueville Society. An annual contribution of \$10,000 or more entitles the donor to be a member. This society provides these leadership donors with an opportunity to have an ever greater IMPACT in our community.



# Collaborations & Community Building . . .

United Way's commitment to mobilizing our community to affect positive change is achieved through partnerships and collaborations. We can accomplish more collectively than any of us can on our own. For example:

## HTFF (Historic Triangle Funders Forum)...

More than six years ago United Way partnered with what is now known as HTFF (Historic Triangle Funders Forum). HTFF is comprised of key funders of health and human services.

There has been substantial progress made, including the uniform use of the LOGIC model which provided the Outcomes of funded programs and a Community Assessment. This process has taken the health and human service providers to a higher level of accountability.

## HTSAC (Historic Triangle Substance Abuse Coalition)...

Drugs...substance abuse is a problem all communities face. United Way was instrumental in the early formation of HTSAC. HTSAC works effectively in our community to address the issue of substance abuse through committees comprised of local programs in treatment, prevention and intervention. Collectively they are working together to address this very pervasive problem.



Through the Meals on Wheels home delivery program daily hot meals were delivered to 203 homebound senior adults and 66 disabled adults.



# ...Working Together to Strengthen Our Community

## Feed the Need

United Way's Information and Referral HelpLine staff partnered with Salvation Army and Community Action Agency to provide much needed assistance for people during the holidays, including Easter, Thanksgiving and Christmas. Our own Christmas adoption program worked with Tinsels, Trees and Trimmings, a collaboration with the Business Leaders of Williamsburg, to give a brighter holiday to over 60 families. Additionally, 35 more families were matched with caring community individuals and groups who provided gifts and food for the entire adopted family through the United Way Adoption Program.

## FEMA

The purpose of FEMA funding is to enhance the ability of local social service agencies to help people with economic emergencies. United Way of Greater Williamsburg is the local administrator of these funds that are allocated to the City of Williamsburg, James City County and York County. Funds distribution decisions are made by a local board including social service agencies, the faith community and United Way. By mandate from FEMA, one member of the board must be currently or formerly homeless.

In 2004 \$12,723 was distributed to local programs that provided emergency shelter, rent and utility assistance, and meal delivery in our community.

"You make a living by what you get, but you make a life by what you give."

*Winston Churchill*



# Impact Matters...

## Effectively Allocating Funds

People want to help others, but they also want to know their dollars are being directed where they are most needed. The United Way allocation process is a service to our community. It assures donors that their contributions are being wisely invested in programs that are changing lives in our community.

In 2004 there were more than 90 community volunteers involved in the allocation process. Volunteer involvement in the distribution of community contributions is a top priority of our United Way. In the 2004 process over 40 programs of United Way partner agencies were carefully reviewed to assess their ability to meet the critical community needs.

Ten volunteer allocation panels were trained and staffed. Following our annual campaign, the panels visited each agency to see their programs first hand. Following the site visit, agency representatives met with the panel members to review the budget request, assess the need for the service in this community, and critique the effectiveness and impact of the program. Based on the information learned at the site visit, the financial presentation and the success of the program outcomes, panel members recommended funding levels to the United Way Board of Directors.

All unrestricted donations to our annual campaign are allocated through this process. Our 2004 program funding is illustrated on the next page.

The community volunteers are committed to strengthening our community by directing funds to support the program services that achieve the greatest impact on critical need.



Allocations Volunteers attend training to review the budget package and learn about the programs before visiting the agencies.



“When I do something, I like to make it count. United Way makes my caring count. It magnifies me, multiplies me. Until I’m doing more than I knew I could.”

*Unknown*

## 2004 Program Funding

### Health and Wellness

#### 2004 Allocated Funds - \$209,696

- \* Adapted Wellness
- \* Blood Services
- \* Family Outreach
- \* Housing Repair Program
- \* Older Adult Services
- \* Outpatient Substance Abuse Treatment
- \* Meal Delivery
- \* Medical Escort
- \* Health and Safety
- \* Mental Health Counseling
- \* Quality of Life Program

### Building Self-Sufficiency

#### 2004 Allocated Funds - \$240,202

- \* Adult Education Services
- \* Family Life Education
- \* Information & Referral (USO)
- \* Quality of Life Program
- \* Transitional Housing
- \* Childcare Subsidy
- \* Housing & Finance
- \* Residential Program
- \* Self Advocacy Program

### Caring for People in Crisis

#### 2004 Allocated Funds - \$204,392

- \* Armed Forces Emergency Program
- \* Disaster Services
- \* Emergency Rescue
- \* End of Life Services
- \* Indigent Legal Services
- \* Social Services Program

### Investing in Children and Youth

#### 2004 Allocated Funds - \$438,905

- \* Adoption/Birth Parent Services
- \* Child Welfare Services
- \* Youth Substance Abuse Prevention
- \* First Steps Child Care
- \* School Based Program
- \* Resource & Referral/Training and Support (CDR)
- \* Child Development Center
- \* Community Based Program
- \* Day Camp
- \* Girl Scouts/Boy Scouts
- \* Infant and Toddler Program

### Promoting Senior Independence

- \* New area of interest to be funded in 2005

## 2004 Program Funding for Partner Agencies

|  |                    |
|--|--------------------|
| American Red Cross   | \$ 93,000          |
| Blood, Disaster, Training and Armed Forces   |                    |
| Arc of Greater Williamsburg  | \$ 63,800          |
| Quality of Life, Self Advocacy, Adapted Wellness   |                    |
| Avalon   | \$ 94,000          |
| Residential Services Program   |                    |
| Bacon Street   | \$ 94,216          |
| Outpatient Treatment and Youth Substance Abuse   |                    |
| Big Brothers Big Sisters   | \$105,496          |
| Community Based Program, School Based Program  |                    |
| Boy Scouts of America - Colonial Virginia  | \$ 61,000          |
| Scouting Program   |                    |
| Catholic Charities of Hampton Roads  | \$ 21,723          |
| Mental Health Counseling, Child Welfare, Older Adult<br>and Housing/Consumer Credit Counseling |                    |
| Child and Family Connection  | \$ 35,600          |
| Resource and Referral, Training and Childcare Subsidy  |                    |
| Child Development Resources  | \$126,256          |
| Infant-Parent Program and First Steps Child Care   |                    |
| Children's Home Society  | \$ 13,750          |
| Adoption Services and Birth Parent Services  |                    |
| Girl Scouts Council of Colonial Coast  | \$ 38,750          |
| Scouting Program   |                    |
| Greater Williamsburg YMCA  | \$ 5,000           |
| Child Development Center   |                    |
| Hospice Support Care of Williamsburg   | \$ 82,767          |
| Hospice and Palliative Care  |                    |
| Housing Partnerships   | \$ 81,835          |
| Home Repair Program  |                    |
| James City Volunteer Rescue Squad  | \$ 32,625          |
| Emergency Medical Services   |                    |
| Legal Services of Eastern Virginia   | \$ 8,000           |
| Indigent Legal Services  |                    |
| Meals on Wheels  | \$ 20,060          |
| Meal Delivery Program  |                    |
| Rita Welsh Adult Skills Program  | \$ 36,067          |
| Adult Skills Program   |                    |
| The Salvation Army   | \$ 68,500          |
| Social Services and Transitional Housing   |                    |
| USO of Hampton Roads   | \$ 6,500           |
| Family Outreach, Information & Referral<br>and Quality of Life                                 |                    |
| <b>TOTAL</b>   | <b>\$1,088,945</b> |

*\*This report is an unaudited summary of the financial activity for 2004. An independent auditor's report for 2004 will be available in the summer of 2005.*

# Creating Community Spirit Matters...

Building on his success of last year, Dean Sculthorpe, General Manager of Ukrop's Supermarket, once again chaired the 2004 Campaign. Focusing on "what matters," Dean encouraged the campaign cabinet members to work with each division to increase the amount of money raised in previous years. Campaign cabinet meetings were highlighted with stories of community members who have been helped through the generosity of the many donors to United Way of Greater Williamsburg.

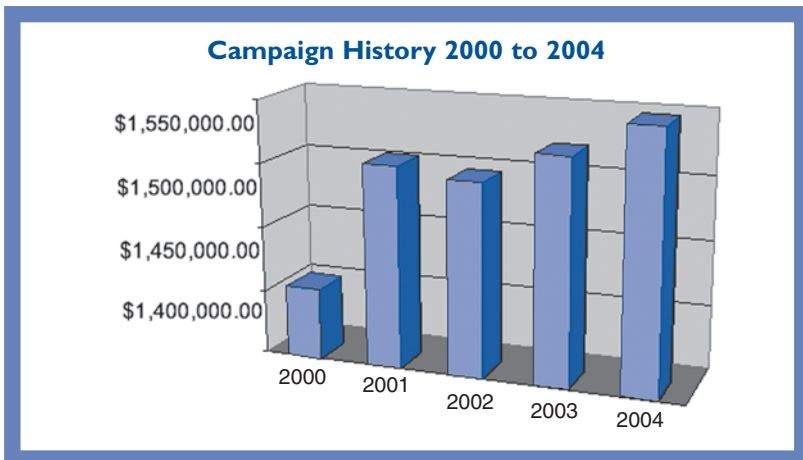
Responding to the need for greater involvement due to fewer Loaned Executives, cabinet members went beyond traditional roles and increased their efforts in soliciting and tracking accounts.

As the 2004 campaign figures are tallied, "what matters" became clear when the business, government, human service, professional and citizen sectors joined together to demonstrate that leadership, partnerships, community and...**results matter!** The 2004 Campaign raised a record amount for our community -- \$1.6 million.

## Campaign highlights for the year include:

- \* Installation of a new database allowing us to capture and retrieve greater information on individual and business donors;
- \* Increased levels of giving for all major businesses conducting workplace campaigns;
- \* Each division increased it's donor base with the addition of new contributors to the campaign and;
- \* Response to the general appeal sent to residences in the community generated over \$260,000.

The campaign began with the Day of Caring Kick-Off on September 8th at the Sentara Outpatient Care Clinic and hosted by Sentara Hospital. By November 18th, we were pleased to announce the campaign's progress at a reception hosted and donated by the Williamsburg Hospitality House.



# Pacesetters Matter . . .

Thirteen local organizations along with United Way and the 21 partner agencies, ran early or "Pacesetter" campaigns for United Way of Greater Williamsburg. Pacesetters "set the pace" by conducting energetic, enthusiastic and successful campaigns to support United Way of Greater Williamsburg. United Way of Greater Williamsburg looks to the Pacesetter organizations to raise approximately 30 percent of the campaign total. Dale Stone, Operations Manager for the Wal-Mart Distribution Center, lead the Pacesetters to raise an amount that accounted for over 30% of our 2004 Campaign total.

## 2004 Pacesetters

Busch Gardens/Water Country USA  
 Chesapeake Bank  
 Colonial Williamsburg Foundation  
 GSH Real Estate  
 Henderson, Inc.  
 National Center for State Courts  
 Old Point National Bank  
 Owens Brockway  
 SunTrust Bank  
 Towne Bank  
 Ukrop's at Monticello Marketplace  
 United Way Staff & 21 Partner Agencies  
 Wal-Mart Distribution Center  
 Wmsbg. Area Chamber of Commerce



Through the Rita Welsh Adult Skills Program, 76 community adults with a need to increase their educational functioning received 12 or more hours of instruction.

# Professional Volunteers Matter...



## Your 2004 Campaign Cabinet ...

**Campaign Chair 2004**, Dean Sculthorpe, *Ukrop's*

**Campaign Chair 2005**, Mike Maddocks, *SunTrust Bank*

### **Financial Sector Co-Chairs,**

Judy McDede, *BB&T*

Kim Tahey, *CTX Mortgage Co.*

Cliff Carden, *Liberty Mutual*

### **Automotive Sector Chair**

Al Brenick, *City of Williamsburg*

Fran McRickard, *Monticello Shell Auto Center*

### **Contractor/Building Sector Chair**

Heather Shinholser, *Henderson, Inc.*

### **Citizens' Division Co-Chairs**

Donna & Bob Magoon, *Community Representatives*

### **Professional Division Co-Chairs**

Ken Johnston, *BB&T*

Sean Driscoll, *Wachovia Securities*

Dustin Devore, *Kaufman & Canoles*

### **Public Sector Co-Chairs**

Jodi Miller, *City of Williamsburg*

Jeffrey Smith, *WJCC Public Schools*

**Pacesetter Chair**, Dale Stone, *Wal-Mart Distribution Center*

**Leadership Chair**, Karen Jamison, *Community Representative*

**Non-Profit Chair**, Bob Hershberger, *Williamsburg Area Chamber  
of Commerce*

**Day of Caring Chair 2004/2005**, Vickie Tucker, *RBC Centura Bank*

## 2004 Loaned Executives & Account Executives

Phil Mease, *James City County*

Bill Forloine, *Community Representative*

Lynn Newcomer, *Community Representative*

Susan Werych, *Community Representative*

# A Caring Community Matters...

## 2004 In-Kind Donors

Action Computer Services  
Anheuser-Busch  
Tom Bailes  
Ben & Jerry's  
Big Apple Bagels  
Brusters Old Fashioned Ice Cream  
Chesapeake Bank  
City of Williamsburg  
Coldstone Creamery  
Colonial Williamsburg Foundation  
Colonial Sports  
Cox Communications  
Curtiss Peck  
Daily Press  
Dunkin Donuts  
Farm Fresh Charitable Foundations  
Gemini Automotive  
Henderson Construction, Inc.  
Innovative Answering System  
Kingsmill Audio Visual  
Kingsmill Resort  
Kyoto Japanese Steak,  
Seafood & Sushi Bar  
Krispy Kreme Donuts

Metro Video Productions  
Outback Steakhouse  
Pepsi Cola Bottling Company  
Sentry Storage  
Starbucks Kingsmill  
SunTrust Bank  
Sweets & Treats of Norfolk  
Target Store #1161  
Taylored Printing  
John Tracy  
Ukrop's at Monticello Marketplace  
W.A. Perry Home Improvements  
Wal-Mart Import Center 6088  
Williamsburg Community Health Foundation  
Williamsburg Field Musick  
Williamsburg Fine Art  
Williamsburg Landing  
The Williamsburg Hospitality House  
Williams Sonoma

*There were many more in-kind donations throughout 2004. We thank you all for your generosity.*

## 2004 Office Volunteers & Staff

Vernell Carter, Kara Chandler, Sharron Cornelius, Christine Farris, Jim Fentress, Carol Hoegerman, Chris Lafferty, Lillian Lee, Heather Lewis, Sharyn Lewis, Zena Myall, Joyce O'Brien, Janet O'Connell, Barry Patron, Nancy Patron, Zinnia Rocha, Joy Sailer, Liz Snyder, Mary Tolley, Kathy Vo, Ellie Wade, Sheila Zubkoff and others.



Through the American Red Cross Armed Forces Emergency Program, 212 emergency communication messages were transmitted benefiting 170 military families.





# Reaching Out to Our Community Matters . . .

Every day in our community, there are stories of courage, hope and compassion. With the guidance of our Marketing Committee, we are dedicated to increasing public awareness about our United Way, our partner agencies and their programs to insure that every person knows where to turn for help or how to provide help.

## 2004 Marketing Recognitions

**Print Media** The Daily Press donated six quarter page ads highlighting "*what matters.*"

**Video** With generous sponsorship by Metro Video Productions our campaign video for 2004 was updated.

**Radio** WMBG played 3 different 30 second PSAs 28 times a day during September and October. The PSAs highlighted "what matters."

**Special Publications** UWGW worked with the Virginia Gazette to update the Summerline and the Helpline/Classline publications.

**Television** Cox Communications broadcast our 2004 video and aired an interview with United Way's Campaign Chair, Dean Sculthorpe and Executive Director, Sharron Cornelius. James City County Video Services aired the campaign video for two weeks during the campaign.

"To do for the world more than the world does for you - that is success."

*Henry Ford*



# Helping People Matters . . .

## Volunteer Center

The Volunteer Center serves as a connection between individuals, businesses and groups seeking volunteer opportunities. It provides information and referrals regarding volunteerism, including one-time events, short term projects, and long term volunteer positions. Examples of ways



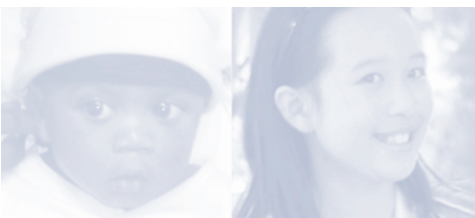
University of Tennessee Team VOLS Alternate Spring Break volunteers.

volunteers provided service to our community in 2004 were Day of Caring (over 800 volunteers and over 70 community projects), Michelob Light Open at Kingsmill, HelpLine assistance, office assistance, allocations (see list of allocations volunteers on page 20), and help with fund-raising. Also in 2004, the Volunteer Center hosted the University of Tennessee Team VOLS Alternate Spring Break. Twenty-six extraordinary students came to Williamsburg to work on various projects around the community, Red Cross, Avalon, Faith in Action, Girl Scouts, JCC Parks and Recreation and CDR. With the generosity of the Girl Scout Camp, the students were provided lodging for the week. They provided over 800 community service hours.

The Volunteer Center referred over 150 volunteers in 2004 to area agencies and churches for one-time volunteer opportunities and long-term positions. Over 2,000 hours were logged by in-house office volunteers in 2004.

### Cruikshank Award

For the past 11 years, the Cruikshank Award has recognized an individual volunteer or community volunteer group that has demonstrated initiative, creativity and determination in the development of a program that enhances the quality of life in the Greater Williamsburg area. The 2004 award was presented to A Gift From Ben. The program's inspiration began from the tragic loss of Everette and Heather Newman's son, Ben, in 2001. In 2002 they restarted, in Ben's name, a food program that had been discontinued. From then, the two have dedicated their lives to the "A Gift From Ben" program which serves 900 families weekly with fresh food. The Newmans spend most of each day collecting, sorting and personally delivering the food in a specially equipped van that was refitted with a chest freezer and coolers. They spend the evenings recording and scheduling the next days' deliveries.



"Service to others is the rent you pay for your room here on earth."

*Mohammed Ali*

# Making tomorrow brighter . . . That's what matters

September 9 marked the 13th anniversary for the Day of Caring. The theme was “Making tomorrow brighter . . . That’s what matters.” Vicki Tucker, Day of Caring Chair, addressed a crowd of nearly 300 volunteers at Sentara Williamsburg Community Hospital Outpatient Center with “today we stand together to help those in need in our community. Be proud that you are helping tomorrow be a little brighter for someone else.”

Following the ceremony, volunteers proudly wearing their commemorative t-shirts, donated by Anheuser-Busch, worked on over 60 projects for the good of non-profit agencies, government agencies and citizens of our community. This mobilization of volunteers resulted in food distribution for the hungry, meal deliveries to seniors, landscaping and painting for non-profit agencies and low-income homeowners, plus much, much more. In honor of the recovery work by many volunteers after Hurricane Isabel in 2003, a memorial bench was placed at Waller Mill Park and dedicated by City of Williamsburg Mayor Jeanne Zeidler.

A total of over 800 volunteers worked hard for the 13th annual Day of Caring projects and they truly cared about making tomorrow brighter.

At the conclusion of the day’s work, volunteers gathered to share their experiences and celebrate the spirit of volunteerism. Outback Steakhouse and Ben & Jerry’s Ice Cream continued their Day of Caring throughout the evening by donating and serving steaks, chicken & ice cream to the hungry volunteers. It was truly a day that epitomizes our mission *to improve people’s lives by mobilizing the caring power of our community.*

“Great opportunities to help others seldom come, but small ones surround us every day.”

Sally Koch



The Day of Caring logo was designed by Sasha Brown, Taylored Printing.

City of Williamsburg Mayor Jeanne Zeidler dedicated the Memorial Bench on Day of Caring.



# Volunteers Caring about what matters

## Executive Committee

Board President

**Bernie Ngo**

*SunTrust Bank*

Board President-Elect

**Dean Sculthorpe**

*Ukrops at Monticello Marketplace*

Agency Relations Co-Chair

**Marjorie Daniel**

*Ball Corporation*

Agency Relations Co-Chair

**Charles Maimone**

*College of William & Mary*

Co-Treasurer

**John Lovelady**

*Community Representative*

Co-Treasurer

**Barry Patron**

*Community Representative*

Marketing Co-Chair

**Shelia Crist**

*City of Williamsburg*

Marketing Co-Chair

**Roxann Norman**

*Colonial Williamsburg  
Foundation*

Finance Chair

**Marc Sharp**

*The Bush Companies*

Personnel Chair

**Ed Lucas**

*Community Representative*

CRS Co-Chair

**Virginia Hartmann**

*Williamsburg Soap & Candle Co.*

CRS Co-Chair

**Bill Voliva**

*Busch Properties, Inc.*

Plans & Programs Chair

**Sallie Melvin**

*Community Representative*

Past President

**Karen Jamison**

*Community Representative*

## Board of Directors

**John Bacon**

*Colonial Williamsburg*

**Dr. James Baker**

*Community Representative*

**David Burris**

*SunTrust Bank*

**Dr. Robert Hamilton**

*Sentara-Williamsburg*

*Community Hospital*

**Barbara Haywood**

*Office of Dr. Charlie M. Faulk,*

*MD, LLC*

**Pete Henderson**

*Henderson, Inc.*

**Curtis Lassiter**

*Anheuser-Busch, Inc. &*

*Teamsters Local 95*

**Eddie Liu**

*Kyoto of Williamsburg*

**Mike Maddocks**

*SunTrust Bank*

**Donna Magoon**

*Prudential McCardle Realty*

**Judy McDede**

*BB&T*

**Jodi Miller**

*City of Williamsburg*

**David Otey, Jr.**

*Jones, Blechman, Woltz, & Kelly*

**Jeffrey Smith**

*WJCC Public Schools*

**Dale Stone**

*Wal-Mart Distribution Center*

**Sandy Wanner**

*James City County*

**Jonathan Weiss**

*Colonial Services Board*

**Rev. Solomon Wesley**

*St. John Baptist Church*

## Finance Committee

**John Lovelady, Co-Chair**  
*Community Representative*

**Marc Sharp**  
*The Bush Companies*

**Bob Dutro**  
*Community Representative*

**Barry Patron, Co-Chair**  
*Community Representative*

**David Bush**  
*Witt Mares PLC*

**Kimber Smith**  
*Prudential McCardle Realty*

**David Burris, Chair**  
*SunTrust Bank*

## Personnel Committee

**Ed Lucas, Chair**  
*Community Representative*

**Marjorie Daniel**  
*Ball Corporation*

**Barry Patron**  
*Community Representative*

**Charles Driscoll, Chair**  
*Community Representative*

**Kelly Morton**  
*James City County*

## Marketing Committee

**Shelia Crist, Co-Chair**  
*City of Williamsburg*

**Tim Bullis**  
*WJCC Public Schools*

**Greg Morgan**  
*Taylored Printing*

**Roxann Norman,  
Co-Chair**  
*Colonial Williamsburg  
Foundation*

**Jim Easton**  
*Colonial Williamsburg  
Foundation*

**Gohar Taylor**  
*Virginia Gazette*

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*Cox Communications*

**Annette S. Gilbert**  
*City of Williamsburg*

**Marv Reinke**  
*Community Representative*

**Mike Maddocks**  
*SunTrust Bank*

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*Wmbg. Soap & Candle Co.*

**Capt. Greg Shannon**  
*Salvation Army*

**Jonathan Weiss**  
*Community Representative*

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*Busch Properties, Inc.*

**Jim Goltry**  
*Red Cross*

**Pete Walentisch**  
*Williamsburg Social Services*

**Brian Taber**  
*JCC Dept. of Social Services*

**Cherokee Baer**  
*St. Bede Catholic Church  
Ministries*

**Billy Johnson**  
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*Ball Corporation*

**Elaine McBeth**  
*College of William & Mary*

**Jodi Miller**  
*City of Williamsburg*

**Charles Maimone,  
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*College of William & Mary*

**Pat Lewis**  
*GSH Real Estate*

**Angie Mitchell**  
*WJCC Public Schools*

**Michael J. Fox**  
*College of William & Mary*

**Eddie Liu**  
*Kyoto of Williamsburg*

**Bill Porter**  
*James City County*

**Michael Bruno**  
*Thomas Nelson Community  
College*

**Steve Wann**  
*Community Representative*

**Marv Reinke**  
*Community Representative*

**Sallie Melvin**  
*Community Representative*

# Volunteers Making an IMPACT

## Community Investment Volunteers

### AGENCY RELATIONS CHAIRS

Marjorie Daniel, Co-Chair  
*Ball Corporation*  
Charles Maimone, Co-Chair  
*College of William & Mary*

### PANEL CHAIRS

Michael J. Fox  
*College of William & Mary*  
Michael Bruno  
*Thomas Nelson Community College*  
Elaine McBeth  
*College of William & Mary*  
Pat Lewis  
*GSH Real Estate*  
Eddie Liu  
*Kyoto of Williamsburg*  
Steve Wann  
*Community Representative*  
Sallie Melvin  
*Community Representative*  
Jodi Miller  
*City of Williamsburg*  
Angie Mitchell  
*W/JCC Schools*  
Bill Porter  
*James City County*  
Marv Reinke  
*Community Representative*

### PANELISTS

Betsy Ackerson  
Tony Annoni  
Dr. James Baker  
Roslyn Billups  
Jean Frantz Blackwell  
Calvin Boone  
Peg Bradshaw  
Stan Brown  
Carla Tyler Brittle  
Mike Bruno  
Janice Burruss  
Ben Cake  
Dawn Cauble  
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Edith Chutkow  
Cindy Corbett  
Chris Douglas  
James E. Douglas, Jr.  
Elizabeth Esser  
Jim Freeman  
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Gus Guastaferro  
Dr. Robert Hamilton  
Jeff Hicklin  
George Hudgins  
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Karen Jamison  
Miriam Jones  
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Lillian Kelly

David Kidd  
Pat Lewis  
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Edward Lucas  
Roxanne Marr-Shears  
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Judy McDede  
Sarah Jane Monk  
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Cela Schmidt  
Frank Stevenson  
Wendy Sumerlin  
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Greg Taylor  
Carol Vitarelli  
Marshall Warner  
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## 2004 Day of Caring Committee

### Vickie Tucker, 2004/2005 Chair

*RBC Centura*

### Dean Sculthrope

*Ukrop's at Monticello*

### Al Brenick

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### Cliff Carden, III

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### Roxann Norman

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### Frank Rogers

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### Carol Schenk

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### Wendy Sumerlin

*Colonial Williamsburg Foundation*

### Aaron Williams

*Williams Landscape & Design*

We are most grateful to the hundreds of donors and volunteers who we are unable to acknowledge by name.



**Your Helping Hand is**



**What Matters**



**Dean Sculthorpe**  
UWGW Board President 2005

"When I decided to make Williamsburg my home, as well as my place to work, I quickly learned what a caring community looks like. Greater Williamsburg has captured the essence of 'what matters' when it comes to taking care of our neighbors in need. It is a true honor to be involved with the United Way of Greater Williamsburg and to see firsthand how a community comes together to make life better for all."

*Dean Sculthorpe, General Manager  
Ukrop's at Monticello Marketplace*

For over six years, Dean Sculthorpe has demonstrated leadership and a caring spirit for the United Way of Greater Williamsburg. In 2003 and 2004 he chaired the campaign and motivated the cabinet and volunteers to reach new heights. In 2005 he will bring the same qualities to the Board of Directors as he begins his tenure as President of the Board of Directors for United Way of Greater Williamsburg.

**United Way HelpLine**  
**United Way Office & Volunteer Center**

**229-2222**  
**253-2264**

[www.uwgv.org](http://www.uwgv.org)



**of Greater Williamsburg**

**312 Waller Mill Road, Suite 100  
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