



United Way of Southeast Alaska



A Message from Michelle Prebula

Chairman of the Board of Directors for United Way of Southeast Alaska



The investment this community has made in itself this year is remarkable. Our final pledge totals were over three-hundred thousand dollars. With those funds we housed the homeless, fed the hungry and helped a child learn to read. We comforted dying elders, trained new leaders and we advocated for early childhood education. I'm impressed and you should be too.

It proves once again that we can do more collectively than any one of us can do separately. As you read through this annual report, I hope your heart is uplifted by the success of your investment. Imagine what we can do if everyone increased their donation by 10%!

This year we moved our offices to a new nonprofit center. Five partner agencies co-located at 3225 Hospital Drive and began sharing facilities to reduce overhead. Red Cross, SAIL, AWARE's Batterer's Accountability Program, Cancer Connection and United Way benefited. Thank you to the Juneau delegation for helping us get \$120,000 this year to help make it a reality.

We built Alaska's first Born Learning Trail at Project Playground. If you haven't seen it yet, please, go take a look. It helps adult caretakers learn how to make every moment a learning moment in lots of fun ways. If we can increase the vocabulary of every child entering school, if we can give them a love of reading through the Dolly Parton Imagination Library books, if we can help a child be successful in school, we have created a person who will contribute to our community in the future.

Our Community Impact Grants helped regionwide. SAGA taught teachers how to use a system called Brain Gym to help kids learn to read better. Juneau Family Health and Birth Center is able to offer free parenting classes and WISH in Ketchikan was able to teach women how to use the food pyramid and to cook, saving them time, money and making them healthier. SAIL received a Community Impact Grant to pay for travel so their independent living specialists were able to service people in several outlying towns, allowing individuals to stay and live in their homes more comfortably. Brave Heart Volunteers were able to get two part time AmeriCorps volunteers to help deliver hospice services in Sitka and partner AEYC used their grant to help connect parents with monthly reminders of activities and tips on child rearing.

We completed the Juneau Indicator Project that revealed some important trends to follow. If you are interested in Health, Income or

Education trends in Juneau, follow them on United Way of Southeast Alaska's webpage www.unitedwayseak.org and then click on Juneau Indicators. One piece I found particularly revealing was the number of children who are ready to succeed when they start school; how many children feel they have an adult outside of their parents they can go to for help or how many high school students are asked almost daily about school by their parents. These are things we can improve by getting involved; through knowledge. Not all improvements require a huge infusion of money. You can make a difference right now - think of a child that you can lend a helping hand or ear to today.

We also had another successful Leadership Juneau program. I'm always amazed by the quality of the participants in this course. Juneau asked us to grow new community leaders in the 2005 Compass II study and so we did. If you know someone ready to become an active community steward, have them apply. Information is on our webpage.

Our Day of Caring became a Week of Caring with more than 100 volunteers taking on 22 projects. You can read more about it on the next few pages but I have to say that United Way does a lot to encourage volunteerism. The Volunteer link on our website and our Volunteer Juneau Facebook page all complement our push for community engagement. Speaking of social networking - please remember to 'like' United Way on Facebook or follow us on Twitter.

Lastly, let me say, none of this could be possible without you, our donors. Thank you for investing in us.

2009 Community Impact Grant Awards

United Way of Southeast Alaska awarded \$37,700 to thirteen partner agencies. The projects were selected by a volunteer committee of the board of directors chaired by Cameryn Flynn of Premera Blue Cross, from a pool of 24 proposals. The total amount of requests was \$68,060.00.

The grant money is based on funds designated by donors in the 2007 campaign to the United Way of Southeast Alaska's Community Impact General Fund, designated to a particular town in Southeast Alaska or to one of the four Areas of Care: Helping Children and Youth Succeed; Supporting the Elderly and People with Disabilities; Promoting Wellness and Self-sufficiency; or Meeting the Basic Needs of People in Crisis. "United Way of Southeast Alaska is committed to making an impact in SE Alaska and this is just one of those opportunities for us to demonstrate that commitment," said Chairman of the Board Larry Harris

The recipients and their projects are listed below:

- Southeast Alaska Independent Living (SAIL) receive \$3,000 towards Outreach Impact to take services to Kake, Angoon, Hoonah, Metlakatla, Skagway, Petersburg, Wrangell and Prince of Wales.
- Polaris House in Juneau received \$3,000 to be used exclusively for securing housing and/or preventing the loss of housing for their members.
- SERRC/the Learning Connection received \$3,000 for textbooks for adults learning basic English Language.
- Association for the Education of Young Children received \$2,700 to aid early literacy through the Dolly Parton Imagination Library in Juneau and Wrangell.
- Catholic Community Service received \$2,700 to purchase school readiness curriculum material for teaching children at Puddle Jumpers Day Care in Juneau
- Ketchikan Homeless Shelter received \$2,700 to help repair exterior leaks and mold remediation to their building constructed in 1940s.

- Love INC. of Juneau received \$1,800 to provide vouchers to school age children to purchase clothing at local stores
- Ketchikan Youth Initiatives was provided \$1,800 to help improve high school graduation rates
- The Four A's (Alaskans Aids Assistance Association) received \$1500 for Rapid HIV testing
- Brave Heart Volunteers of Sitka received \$1,600 to help fund an AmeriCorps volunteer.
- Rendezvous Senior Day Care Center in Ketchikan will get \$1,300 to help purchase a new flat screen television.
- Hospice of Haines will receive \$1,400 to help purchase Hope Baskets for grieving families.



Leadership Juneau 2010 Graduates



Back Row Left to Right: Candice Bressler and Cynthia Plantz
Middle Row Left to Right: Jeff Vogt, Markus Bressler, Mark Mesdag, Jessie Grant, Tyler Browne and Jeff Rogers.
In front: Brenda Hewitt
Not pictured: Aaron Benson

Nine participants of the United Way Leadership Juneau program finished up their semester long community leadership program with a ceremony at Perseverance Theater. They presented their three projects to a group of community leaders, family members and supporters.

The projects included "Fix the Pit" which focused on property located on Front Street and Seward in downtown Juneau. Through their push for public pressure to do something to beautify the downtown, they saw

results. The lot is currently being filled in, sidewalks are getting fixed and a potential project by Sealaska has been proposed for future use.

A second project tackled the second hand smoke issue in downtown Juneau. The indoor public smoking ban in bars forced smokers out onto the narrow sidewalks, making it difficult for passerby's to avoid the smoke. It also meant littering the streets with cigarette butts and vandalizing special smoking bins. The group made several recommen-

dations that went before the city assembly on June 28.

A third project revolved around helping UAS clean up the campus prior to the totem pole raising.

This was the third year of the Leadership Juneau program that was begun in response to the United Way of Southeast Alaska's Compass II project where survey results showed a need for increased community leadership. It is based off the Community Leadership Association's model that is designed to have a

positive influence on the communities they serve by identifying future leaders, equipping them with knowledge, skills and confidence to lead in their communities.

The 2010 Steering Committee consisted of Larry Harris; Jonathan Anderson; Lawrence Lee Oldaker and Kevin Ritchie who designed the curriculum. Participants dedicated every other Saturday from January to May learning a variety of leadership skills, how government works at the local and state level, what makes the economy of Southeast strong and meeting the community's business and political leaders.

John and Sheri Williams hosted the Leadership Thank You reception at their home and Governor Sean Parnell and First Lady Sandy Parnell attended. This Thank You reception was to thank leadership donors, those that contributed \$1000 or more, to United Way.

2009 PLEDGES DEDICATED TO AGENCIES

AWARE	\$20,216.28
Alaska Health Fair	\$20.00
Alaska Legal Services, Corp.	\$1,733.99
Alaskan AIDS Assistance Association	\$572.59
American Red Cross of Alaska, SE AK Chapter	\$8,838.51
Association for the Education of Young Children	\$2,133.30
Big Brothers Big Sisters of Southeast Alaska	\$8,152.23
Big Brothers Big Sisters-Ketchikan	\$615.48
Big Brothers Big Sisters-Sitka	\$1,054.59
Boy Scouts of American, SE Alaska Council	\$3,233.77
Boys & Girls Club	\$663.56
Brave Heart Volunteers	\$913.28
Cancer Connection	\$9,303.46
Catholic Community Service	\$14,869.30
CCS: Childcare & Family Resources	\$596.00
CCS: Hospice & Home Care of Juneau	\$4,971.34
CCS: Southeast Senior Services	\$1,640.00
Gastineau Human Services	\$1,345.94
Girl Scouts of Alaska	\$2,912.75
The Glory Hole	\$33,278.77
Helping Hands	\$3,994.95
Hospice of Haines	\$1,175.07
Juneau	\$960.00
Juneau Family Health & Birth Center	\$2,287.77
Ketchikan Committee for the Homeless (PATH)	\$1,570.50
Ketchikan Youth Initiatives	\$127.81
Love INC - Juneau	\$2,411.92
Lynn Canal Counseling	\$484.00
Planned Parenthood of the Greater Northwest	\$3,954.55
Polaris House	\$130.00
REACH, Inc.	\$6,499.59
Rendezvous Senior Day Services	\$400.00
SERRC (The Learning Connection)	\$1,696.96
Sitkans Against Family Violence	\$2,882.32
Southeast Alaska Food Bank	\$15,514.50
Southeast Alaska Guidance Association (SAGA)	\$1,112.38
Southeast Alaska Independent Living/ORCA	\$5,429.32
St. Vincent de Paul	\$1,763.33
United Way of Southeast Alaska	\$199,545.39
United Way - Education	\$8,204.81
United Way - Health	\$4,733.37
United Way - Income	\$2,653.66
United Way General Fund	\$4,435.00
Wildflower Court	\$2,101.94
Women in Safe Homes (WISH)	\$1,112.80
Zach Gordon Teenage Club, Inc.	\$90.00
Total Pledged* (not necessarily collected)	\$392,337.08



Pick. Click. Give.

Another great way to give.

Some philanthropic Alaskans used their Permanent Fund Dividend checks to donate to their favorite Alaskan charities. This year United Way of Southeast Alaska received \$4,525 from 46 donors in this year's Pick. Click. Give. program. The dollars were invested in local programs to help Southeast Alaskans from Ketchikan to Yakutat.

"This is great news," says Brenda Hewitt, CEO of United Way of Southeast Alaska, "it is an average donation of \$98.37 per donor; up \$9 from last year. We have participated in the program since its inception, and we have seen the number of donors and donations to all charities rise significantly in those two short years." Alaskans have used the program to donate more than \$1.45 million to Alaskan charities this year.

The opportunity to sign up for the Pick. Click. Give. program will start again in January when people can register for their 2011 PFDs. Twenty-three of United Way of Southeast Alaska's 38 social service partner agencies participated in the program with 1,530 donors giving a total of \$95,367. "There were several other Southeast charities that aren't ours partners that raised funds through this program as well," said Hewitt. A complete listing can be found on the website www.pickclick-give.org. The Rasmuson Foundation spearheaded the creation of the program which was made permanent this year when Senate Bill 171 was signed into law by Governor Parnell.

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United Way



3225 Hospital Drive #201

Juneau, AK 99801

907.463.5330

fax 907.463.4649

email: staff@unitedwayseak.org

www.unitedwayseak.org

United Way is NOT a membership organization.

Tidbits from the President & CEO

While preparing this annual report, I looked back at all the things we did in 2009. I couldn't get all of the stories to all fit in these four pages. I am always amazed at all we have collectively done. When I say "we have collectively done," I mean you as a donor, the multitude of volunteers, the nearly forty partner agencies and the small but wonderful staff here at United Way. I really mean – all of us. Your volunteer hours; your financial investments and the sharing of your talents have made one positive impact after another. Oh, I know that not everyone cares and that frustrates me, but when I look at all the people who do care, who do make a commitment to making our community a better place to live for our families, our friends, our co-workers and our clients, all I can say is, "WOW!"

Thank you to Lance Stevens who chaired our 2009 campaign. He did a fantastic job, particularly when you listened to the economic news that hit our country and although SE Alaska's economy wasn't hit as hard as Detroit's, everyone who had a retirement account or investments in the stock market saw a huge decline in their holdings.

Ever since I learned about the Born Learning Trails, I've wanted one. Thank you to Sealaska and Conoco Phillips and SAGA and Jim Becker for purchasing and installing Alaska's first trail. Thank you to the City and Borough of Juneau Parks and Recreation for letting us place it at the Twin Lakes Park in Juneau. And thank you to Chris Gerondale family for giving us enough money to buy a second one for indoor use.

I applaud the Board of Directors of United Way of Southeast Alaska for mobilizing around early learning, literacy by third grade and after

school programs for middle school students. It was a big move but given the research and statistics, it is hard to ignore that this is the best investment we can make from the dollars entrusted to us. Every child that is capable of reading at grade level by the end of third grade has a much better chance of succeeding in school and consequently graduating and getting a job that will sustain him or her through their life. Every dollar invested in early learning saves society between \$15-\$17 dollars in taxes later. We know that it is much easier and cheaper to help on the front end, then to deal with the problems later—vandalism, drug rehabilitation, incarceration, unemployment, and subsidized housing. We want to create taxpayers not tax consumers.

Thank you to all who turned out for the largest Day of Caring ever. More than 100 volunteers were out there working on twenty-two different projects in Juneau. We know that when people give of their time and talents they are rewarded – physically and mentally – in ways that can't be replicated in dollars.

Funds are invested throughout Southeast Alaska. In Ketchikan we were able to help battered and abused women learn to cook; in Sitka we were able to help provide for an AmeriCorps for their hospice program; and in Haines and Skagway we were able to provide some training for teachers to help with reading skills.

Please friend us on Facebook, follow us on Twitter, have us add you to our volunteer list or sign up for our newsletter so we can keep you informed.

"We know that when people give of their time and talents they are rewarded – physically and mentally – in ways that can't be replicated in dollars."

BRENDA HEWITT
PRESIDENT AND CEO
UNITED WAY OF SOUTHEAST ALASKA

Alaska's First Born Learning Trail Dedicated



Nearly eighty individuals gathered at Project Playground on Saturday June 17, to dedicate Alaska's first Born Learning Trail. The ribbon cutting was supplemented with a free hot dog picnic, short speeches and lots of happy faced children. Speakers included Deputy Manager Randy Wanamaker who spoke on behalf of the city; Joy Lyon who addressed the crowd representing the Association for the Education of Young Children (AEYC) encouraging parents to supplement verbal exchanges with their children to include non-directive speech, Gina Luckey from Conoco Phillips who said they were delighted to help support families in Juneau and proud to be a part of this addition to Project Playground, a project they had also in-

vested in; and Katherine Eldemar representing both Sealaska and United Way when she stated how important it was to build the community through strong families.

United Way Board member and organizer Heather Swanson introduced Kueni Maake, 2010 Early Childhood Educator of the Year who then cut the ribbon. Children and adults then enjoyed a lovely picnic, free bubbles and sidewalk chalk from AEYC, coloring pages and an opportunity to play. Other dignitaries that attended include Jonathan Anderson from the City and Borough of Juneau Assembly and United Way Board of Directors Ben Coronell, Mark Bryan, and Sheri Croll.

United Way Worldwide's Born Learning initiative created a se-

ries of informative and engaging signs that encourage parents and caregivers to interact with preschoolers in a healthy fun way that also encourages early learning, helping kids to enter school ready to learn.

This year United Way of Southeast Alaska mobilized around early literacy. The Born Learning Trail was proposed to Conoco Phillips and Sealaska Corporation who donated the bulk of the funds for the Born Learning Trail but there were also several small grants that made it all come together from the Moose Lodge, Valley Paint, Costco, the City and Borough of Juneau, Breeze In, and McDonalds that helped to complete the project. The \$2,500 project added to the already \$16,000 that has been allocated to the Association for the Education of Young Children and SAGA for early literacy programs throughout

Southeast Alaska. SAGA's AmeriCorps volunteers helped to install the signs at the Project Playground area in the Twin Lakes Park earlier this year under the careful guidance of United Way volunteer Jim Becker.

2-1-1 Helps Southeast

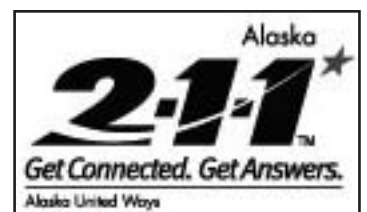
The universal help line number 2-1-1 is helping thousands of Alaskans every day connect with the social service help they need to address basic needs, mental health, or child care. Here in Southeast Alaska the calls have increased this year over last year but the requests are similar. The most calls are for basic needs - looking for food, shelter or clothing followed closely by individual or family needs. The

trained counselors answer the phones in Anchorage Monday - Friday 8:30 am - 5 pm except holidays. You can also access them at 1-800-478-2221 if you have a rotary dial phone or you can find the information on the web at www.alaska211.org 24/7.

2-1-1 is a United Way program that can be found in almost all of the United States now, says Brenda Hewitt, of United Way of Southeast Alaska, so if individu-

als are traveling or have family "Outside" they shouldn't hesitate to utilize it for any social service needs they may have. We also encourage our agencies to call 2-1-1 and update their programs so they have accurate information to give to individuals."

Human Resource directors have especially found the 2-1-1 system useful so they can help their employees find help when they need it. United Way has



rack cards and business card reminders for anyone who would like to promote the system at their office or organization.

UWSEAK Moves to New Social Service Nonprofit Center

United Way of Southeast Alaska moved their offices to a new nonprofit center on April 1, 2010. "It has been a dream of ours since 2002," said United Way of Southeast Alaska Board Chair Michelle Prebula.

Partnering with Southeast Alaska Independent Living (SAIL), the two popular nonprofits have created a new entity, United Human Services of Southeast Alaska, in order to form a multi-tenant nonprofit center.

Building off of successful nonprofit centers around the country, the center will offer nonprofits not only greater efficiency through low rent, shared boardroom, classroom, and common space, it will create a synergy that will help them all be more successful.

Located at 3225 Hospital Drive, Juneau, Alaska, the center will house SAIL, United Way of Southeast Alaska, American Red Cross -Juneau, and AWARE's Batterer's Accountability Program. As space becomes available, other social service nonprofits will be invited to participate.

"Thanks to our Juneau delegation, Alaska Mental Health Trust and the Rasmuson Foundation for seeing the advantages to it and giv-

ing us some funds to get it started," said Joan O'Keefe, Executive Director of SAIL and President of the new United Human Services of Southeast Alaska. The project has received letters of support from Senator Egan, Representatives Beth Kertulla and Cathy Munoz as well as Mayor Bruce Botelho.

United Human Services of Southeast Alaska has been part of Foraker's Pre-Development Program funded by the Alaska Mental Health Trust, Rasmuson Foundation and the Denali Commission for two years already. That program has helped to pay for setting up the new legal entity, site selection and architectural work, capital campaign development and membership in the Nonprofit Center Network, giving United Way of Southeast Alaska and SAIL valuable training and tools used to develop the new center.

A Demand Assessment by the McDowell group in July 2008 showed the need in Juneau for several nonprofit centers. More than 80% of all Juneau nonprofits expressed an interest in co-locating in a nonprofit center. It also listed several potential benefits of locating in a multi-tenant nonprofit center including:

- Increased financial stability of tenant organizations through affordable rents, space security and consistency in location; low-cost access to resources such as conference/meeting rooms, training facilities, communications infrastructure, and information resources; and reduced costs due to sharing services, bulk supplies, and office equipment.
- Greater visibility in the community for the nonprofit, including increased government and funder awareness; more coverage by media; and incubation of, and support to, small unincorporated community organizations that provide needed services or especially innovative programs.
- Socioeconomic development of communities through economic impact of workers; improved security and safety of former underutilized areas; and development or renovation of buildings that are environmentally provide universal access (ADA accessibility standards).
- Increased operating efficiency through cross-organizational collaboration; higher worker recruitment and retention due to a more supportive and pleasant work environment; enhanced

professionalism; reduced duplication of services; low-cost, more convenient access to management and consulting support; informal coaching, mentoring and problem solving; and formal staff development and mutual learning opportunities.

• Changes in the way the nonprofit sector operates; also known as "strategic systems change", this includes shifts the way agencies and stakeholder groups interact with each other and the community; inclusion of stakeholders; development of leadership and leadership alliances at all levels; constituent partnerships, values identification and clarification, equalization of knowledge, and sustainability.

"This great partnership will eventually allow us to fulfill many our mission," said Brenda Hewitt, President & CEO of United Way of Southeast Alaska. "We envision a community volunteer center, a one-stop shop for information on social services, a community use boardroom and classroom, and it makes us all more sustainable because it allows us to put more of our donated funds into direct services instead of overhead."



United Way
of Southeast Alaska

Day of Caring



2010 Juneau Community Indicators Report

After months work with McDowell Group and partner agencies, the Rotary Clubs of Juneau, and with funding from the City and Borough of Juneau and BP, we were pleased to announce the completion of the 2010 Juneau Community Indicators Report! Tyler Browne, an AmeriCorps volunteer working as the Community Research and Volunteer Development Coordinator, worked to collect community data and finish the report. The indicators provide an accurate and comprehensive perspective on the state of health, education, and income stability in Juneau, AK. We can now more accurately and confidently answer the question, "How is the community of Juneau doing?" The full report is available on the United Way website <http://www.unitedwayseak.org>. Just click on the tab that says Juneau Indicator Project.

HIGHLIGHTS:

PROGRESS SINCE THE 2005 COMPASS II PROJECT

Some of the biggest issues from 2005 have been confronted.

- **Issue: Affordable Housing**
- **What's Happened:** UW helped CBJ to develop the Juneau Affordable Housing Commission and support the Juneau Homeless Coalition, hosted two affordable housing summits, attended various conferences and developed multiple local resources, catalyzed changes in the city's land-use plan, and helped to make affordable housing a public debate and a cause for community action
- **Issue: Racism**
- **What's Happened:** United Way hosted three diversity workshops through a CBJ grant and consequently we have seen hate crimes diminish. The public's percep-

tion of racism as a major issue lessened.

- **Issue: Volunteerism**
- **What's Happened:** UW subscribed to Volunteer Solutions, a web-based match program for volunteers seeking specific opportunities
- **Issue: Local Leadership**
- **What's Happened:** UW helped to develop and manage the Leadership Juneau program, which recently graduated its third class of aspiring leaders

OPPORTUNITIES FOR ACTION FROM THIS YEAR'S INDICATORS PROJECT

Some of today's community concerns can be pursued immediately.

- **Issue: Parents talking with their children on a daily basis**
- **What to Do:** Parents can make an individual commitment to communicate more often with their children while UW and other agencies can work to improve awareness of this issue.
- **Issue: Children don't have adult, non-parent mentors**
- **What to Do:** Adults can make an individual effort to reach out to local youth--as a coach, tutor, friend, etc--while UW and other agencies can promote opportunities and improve awareness of this issue.

This list is FAR from exhaustive. There are many other opportunities for individual, group, and community action that are highlighted by the new report. We encourage you to view the 2010 Juneau Community Indicators Report and see for yourself how the community of Juneau is doing and how you can make a focused, positive impact!

Family Friendly Winners

The Partnerships for Families and Children, Best Beginnings, Association for the Education of Young People (AEYC), United Way of Southeast Alaska and the Juneau Chamber of Commerce announced the winners of the 5th annual Family Friendly Business Awards.

The award recognizes policies their employer offers to assist their employees in maintaining a positive work life balance. "According to research, top performers rate the balance between work and family life as second of sixteen factors in their decision

to stay with or leave a company," says Joy Lyon, Executive Director of Association for the Education of Young Children (AEYC), "And when you consider that 68% of Juneau's young children are in childcare, that means there is a significant number of parents in the workforce looking for an employer who is family friendly."

Three winners were selected in three categories: Nonprofit - SEARHC; Small Business - Southeast Medical Center; and Large Business - GCI.

Juneau Boys and Girls Club

Juneau Boys and Girls Club closed suddenly in October 2009, leaving several children without a place to go after school. The community rallied with funding from a variety of sources, the Juneau Community Foundation and the Youth Action Committee raised \$30,000 alone. Juneau Youth Services committed to keeping it open until all avenues were exhausted and all children were placed in other care.

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familywize
United Way of Southeast Alaska United Way
Free Prescription Discount Card
Savings in Our Community
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Familywize drug prescription card gives the user a discount at major pharmacies. Go to www.unitedwayseak.org and print it right from the home page.