



United Way  
of San Diego County



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# ANNUAL REPORT

2007

# United Way's Mission and Vision

## MISSION

To impact the region's critical health and human care needs and goals by fundraising, by mobilizing community resources and by promoting charitable giving.

## VISION

United Way of San Diego County is a valued partner in helping to create safe, healthy, productive communities throughout the region.

# United Way's Partners

**COMBINED HEALTH AGENCIES** is United Way's partner in the annual United Way/CHAD Campaign. Founded more than 30 years ago, Combined Health Agencies represents chapters of 26 local and national health organizations dedicated to providing community services, public and professional education and funding to support research.

**EARTH SHARE OF CALIFORNIA** is a federation of environmental agencies included in the United Way/CHAD Campaign for designation purposes only.

**THE COMBINED FEDERAL CAMPAIGN** is a once-a-year workplace fundraising effort for federal employees, including military, civilian, and U.S. Postal Service personnel working in San Diego County. United Way

of San Diego County participates in the Combined Federal Campaign (CFC). Funds received through the CFC for United Way of San Diego County participating member agencies are not subject to dues or service charges.

**THE CALIFORNIA STATE EMPLOYEE CHARITABLE CAMPAIGN** is an annual workplace fundraising effort that gives state employees the opportunity to raise money for nonprofit, charitable organizations. State employees in San Diego County raise more than \$150,000 a year through the campaign.

The following ethnic college funds are also included in the United Way/CHAD Campaign: **AMERICAN INDIAN COLLEGE FUND, BECA FOUNDATION AND UNITED NEGRO COLLEGE FUND.**

# Message from the Chairman of the Board and President & CEO

Dear Friend,

Looking back over the past 12 months, it's clear 2006-2007 was a critical and highly productive transition year for United Way of San Diego County in its move to a "Community Impact" business model.

The year saw us begin to fully implement our strategic plan that is guiding our evolution from a traditional United Way that funded more than 100 different agencies, to an innovative new United Way that is committed to improving lives by focusing on solving three specific problems in our community.



David Stecher



Douglas F. Sawyer

This past year was important because it's the first in which we specifically asked donors to contribute to one of three new focus areas: *Stopping Child Abuse and Neglect*, *Equipping People with Essential Life Skills* and *Homeless Outreach and Prevention*.

A crucial part of our strategy was making our donors, agencies and our community partners fully aware of what we were doing at every step along the way and why this shift to community impact is the key to making United Way even more effective in helping those in need.

We were effective in sharing our core message: that thanks to United Way's collaboration with agencies, community leaders, businesses and donors, we'll soon be turning community impact into reality by investing donor dollars in results-based programs and services that result in measurable and lasting change by attacking the underlying causes of the three problems.

To all of those who have assisted in this important process, we thank you for your continuing support of United Way and our efforts to improve lives in our community.

A handwritten signature in black ink that reads "David W. Stecher".

David Stecher  
Chairman, Board of Directors  
Executive Vice President  
Retirement Capital Group, Inc.

A handwritten signature in black ink that reads "Douglas F. Sawyer".

Douglas F. Sawyer  
President & CEO  
United Way of San Diego County

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President & CEO  
United Way of San Diego County