

NEWSLETTER

MAT SU VALLEY COMMUNITY IMPACT
GIVE.ADVOCATE.VOLUNTEER.
LIVE UNITED!

QUARTER 2, 2009

Volume 2, Number 2

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E.D. MINUTE

Welcome to our 2nd quarter newsletter for 2009! We hope you have been enjoying the nice spring and summer so far. The second quarter has flown by and has been a whirlwind of activity. Here is an update on some of the things going on with your United Way:



- ❖ You have been a part of making history! Contributions from this past fall's giving campaign hit an all time high!! You and your United Way of Mat-Su raised more than **\$700,000** for the 2008 Campaign, exceeding our goal! We are so thankful for the support of the entire community. This successful campaign reflects a commitment by all of United Way of Mat-Su's volunteers and donors to meet the needs of our community. Thank you!
- ❖ United Way of Mat-Su is proud and excited to announce that we have added a new position to our staff. **Please welcome our new Community Impact Director, Tasha Pineda!** Tasha will be leading our transition to community impact, working towards achieving long-lasting, meaningful community change, and also heading up the Mat-Su Substance Abuse Prevention Coalition for our area. Welcome Tasha!
- ❖ The spring Health Fair was a success. The Mat-Su Health Fair hosted more than 40 health exhibitors and offered many free screenings such as blood pressure, vision screening, hearing screening, and skin/dermatology screening in addition to low-cost blood tests. Thanks to all of our wonderful volunteers and health exhibitors that participated in the health fair.

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- ❖ Speaking of extraordinary volunteers, the **Day of Caring** and **Open House** were huge successes! Read more about the great work done in our community later in this newsletter.
- ❖ The Matanuska-Susitna Borough was awarded **\$34,712** in Federal funds under the American Recovery and Reinvestment Act of 2009 (ARRA) for the Emergency Food and Shelter National Program. These funds have been distributed by the Local Board and will be used to supplement emergency food and shelter programs. The award amount is based on the average number of unemployed individuals in our area. The funding provided by ARRA is directed towards services provided to the newly unemployed in our area for utility assistance, rental/mortgage assistance and shelter. These agencies can be found by calling 2-1-1 or by calling the United Way of Mat-Su.
- ❖ I am pleased to announce that the United Way of Mat-Su has successfully completed all of the United Way of America membership requirements. The requirements include: Membership Requirements Certification, Membership Investment, Income and Expense Survey and the Database 2 Survey of Total Resources Generated (a survey that captures the full extent of our community's resource development efforts during the year.) The membership standards must be certified annually in order for us to remain a member of the United Way system and for us to maintain a high standard of accountability. This is an important part of the process to document that our operations are transparent and meet - or exceed - United Way membership criteria requirements. The board of United Way of Mat-Su recently reviewed and approved our Membership Requirements Certification.
- ❖ The Senior Farmers Market Nutrition (SFMNP) program is in full swing again. The purposes of the SFMNP are to provide fresh nutritious, unprepared foods (such as fruits and vegetables) from farmers markets to low income senior citizens who are nutritionally at risk, and to expand the awareness and use of farmers markets. Seniors can redeem coupons at authorized farmers markets to purchase Alaskan grown fresh fruits and vegetables. The farmers are reimbursed for the coupons through United Way of Mat-Su, thereby increasing farmer earnings. There are approximately 25,000 senior citizens living in the south central region that includes Anchorage, Kenai and the Mat-Su Borough. Approximately 12% of these senior citizens receive public assistance and meet low income guidelines. In the south central area that includes Anchorage, Kenai and Mat-Su, there are approximately 3500 senior citizens who qualify for the SFMNP. Even if you are not part of this program, buy some local, fresh produce from your favorite farmers market and enjoy delicious and nutritious foods.

United
Way



REACH OUT A
**HAND
TO ONE**
INFLUENCE
THE CONDITION
OF ALL.

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

[Click here to
learn how](#)



- ❖ Tasha and I attended the 2009 United Way Staff Leaders Conference in Detroit. There was a wealth of information and resources available and we really enjoying networking with our other United Way peers. Speakers included Brian Gallagher discussing the importance of leadership in tackling often unprecedented community issues. Dolly Parton shared the importance of maintaining and growing partnerships and highlighted the United Way and Dolly Parton Imagination Library as an example of how working together can pay huge dividends. Lynne Lancaster, a baby boomer, and David Stillman, a Gen-Xer, shared tips and techniques on connecting with four generations of donors and volunteers and Chris Gardner, the inspiration for the film *The Pursuit of Happyness*, shared how to strive for excellence, even in trying times.

Enjoy our 2009 second quarter newsletter. Have a wonderful day!

Stephanie

Stephanie Allen
Executive Director



*"Stephanie met Chris Gardner- motivational speaker, philanthropist and author of *The Pursuit of Happyness*- at the 2009 United Way Staff Leaders Conference in May in Detroit"*



AGENCY FUNDING FOR FY 2010

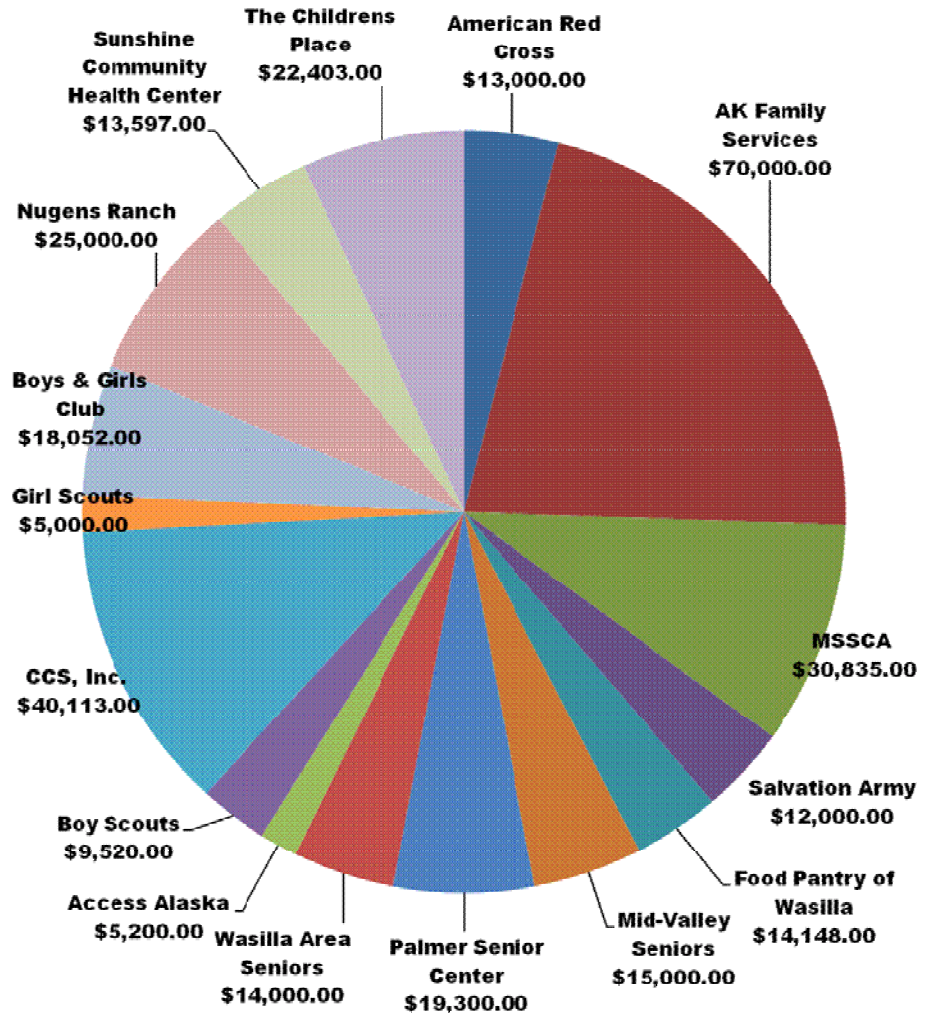
Every hour of every day, someone in the United States needs essential services - from finding an after-school program to securing adequate care for a child or an aging parent. Faced with a dramatic increase in the number of agencies and help-lines, people often don't know where to turn. In many cases, people end up going without these necessary services because they do not know where to start.

2-1-1 helps people find and give help.

For information and referral assistance, dial 2-1-1 or visit:

<http://www.alaska211.org>

FY 10 Agency Grant Funding



Summary of Callers Needs

Basic Needs	31%
Clothing	5%
Util./Financial Asst.	16%
Food	18%
Housing/Shelter	48%
Transportation	13%
Community/Government Services	15%
Employment	16%
Health/Medical	11%
Legal/Taxes	13%
Mental Health & Counseling	5%
Other	9%

COALITION CONTACT INFO

If you are interested in learning more about any of these upcoming opportunities with the MSAPC please contact:

Tasha Pineda,
npineda@unitedwaymatsu.org
or call 373-5818.

UPCOMING EVENTS:

August 10, a Prevention Primer with Becky Judd, from the Department of Behavioral Health. You are all invited to attend. It will be at the Mat Su Public Safety Building in Wasilla from 9am-1pm. Please RSVP for this event by contacting Tasha Pineda.

September 9, MSAPC meeting at MTA Meeting room in Palmer from 3:30-5:00pm. Any interested community members should attend.

October 1 & 2 the Community Anti-Drug Coalitions of America will be in coming to assist MSAPC in completing our strategic community plan.
(www.cadca.org)

COALITION UPDATE



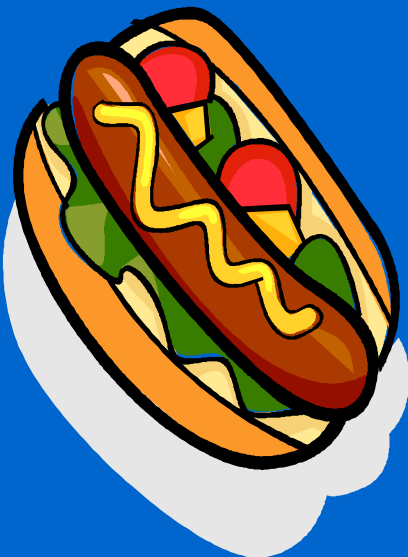
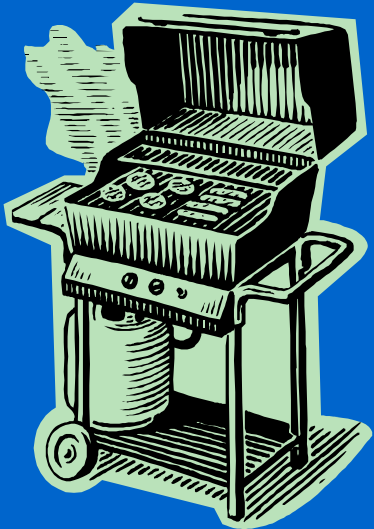
The mission of the Mat-Su Substance Abuse Prevention Coalition (MSAPC) is to reduce substance abuse among youth and, over time, among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse. This coalition seeks to build the infrastructure and capacity of the Mat-Su Borough community to respond to the needs of our citizens with regard to substance abuse prevention and treatment.

With the recent addition of Tasha Pineda to the staff at United Way of Mat Su we are able to contribute more staff time to the re-engagement of the community with the coalition. During the month of May the 2008 Data Report was delivered to the Coalition from Co-occurring Disorders Institute (CODI). It was a wonderful moment to recognize this phase of the data collection was complete. This has propelled the coalition forward in their actions and activities of engaging the community into the planning phase. Armed with this new knowledge of trends and perceptions of the youth in our community, the Coalition, with assistance from stakeholders will be developing recommendations for moving forward. The results of the survey have yielded valuable information about our youth and our community.

In order to allow the coalition time to process and understand the results of the data, a process for the release of the data was developed. This is a two phase process. We are currently wrapping up phase one, which included presenting the data report to stakeholder groups and collecting their feedback on the report. Between April 21, 2009 and June 18, 2009 a total of seven presentations were given to the stakeholder groups outlined in the April 20, 2009 coalition meeting (healthcare/treatment providers, education-principals, nurses, and student government, law enforcement, and faith-based organizations). This information will be utilized to develop an overall understanding of the data and the direction the community would like to see the coalition go. Phase 2 of the plan includes conducting public presentations of the findings in the 2008 Data Report to the community. This will include posting the report on-line for public access, presenting to interested community groups, school board and students.

This is a pivotal point in the coalitions work as we transition from data collection to an evidenced-based data driven project. The process of creating the strategic community plan will put the coalition and the community in position to do focused substance abuse prevention work with the hopes of creating a healthier environment in the Mat Su Valley.

OPEN HOUSE 09



United Way of Mat-Su held its Open House on May 21st at its Swanson Ave location. 3 Bears helped with the food expenses, along with our wonderful board members who provided great side dishes. You have not lived until you have enjoyed Erika Bills barbecue baked beans! Marty Rainey and son Matt entertained us again this year with great tunes and we had wonderful door prizes donated by, MTA, AK USA, MVFCU, Alaska Railroad, Diamond Parking, Interiors by Mae and North Star Speedway. Our grill was provided by our neighbors, Fire Station 61 and was managed by "Dan the Man", who did a superb job! It was great to see donors, partners and friends enjoy some food, music and good conversation. Thanks to all!



LOYAL CONTRIBUTORS

Elizabeth and Ed Ripley are loyal contributors to United Way of Mat-Su. Here are Elizabeth's thoughts as to why.



THANK
YOU



My husband and I donate annually through payroll deduction to United Way of Mat-Su. In our 18 years as Mat-Su residents, we have grown to love the Valley for a number of reasons. One of those is that you can really roll up your sleeves, get involved on issues that you care about, and actually see some movement and progress. Grassroots and community response become incredibly real and possible where we know our local legislators (and governor!) personally and where we literally run into the leaders and people that make a difference daily.

United Way of Mat-Su has changed the way it does business to focus on "impact." Through lengthy strategic and community planning processes, United Way of Mat-Su has launched the Mat-Su Substance Abuse Prevention Coalition (Mat-Su SAPC) to create systemic change at the local level to reduce rates of substance use and to prevent youth from starting. This coalition has been active for over two years and recently completed a massive data project to inform its strategies and planning. United Way has committed to see this project through for at least 10 years and hired Tasha Pineda to direct the coalition and its plans. The board and staff and United Way supporters are in this for the long haul. They will make a difference here that will be felt by every sector of our community from business to education to healthcare to our entire legal system. This project is incredibly worthy of our funds and our time. It will take all of us to make this difference.

United Way of Mat-Su still adheres to its traditional role of raising funds for the nonprofit sector in Mat-Su. This sector maintains the safety net for families and individuals that find themselves confronting obstacles and issues that they can't face or conquer alone. Fifteen years working for our community hospital showed me that one never knows or completely controls the





Please nominate an outstanding volunteer.

www.unitedwaymatsu.org
or call 907 373-5802



delicate balance of life that keeps us both sane and functioning. A simple fall or motor vehicle accident or mental illness can send any one of us careening off-kilter and jeopardize our livelihoods, our family's safety and our ability to cope. In a place where most of us do not have extended family nearby to assist, the nonprofits that provide this safety net are critical for the health of our community. Other organizations supported by United Way of Mat-Su provide support for seniors and people with disabilities, engage and help our youth to be productive and contributing citizens and address issues like substance abuse.

My experience with the people who work for these nonprofit entities is that they truly put service above self and work on the front lines to ensure their mission truly impacts others. For very little pay, they bring their expertise and energy to bear on issues and to effect change for people they care about deeply. It is an honor to support them and their work on the front lines.

Every donation can make a difference. Please consider donating to United Way of Mat-Su to help build and strengthen this beautiful community we call home. United Way, with donors like you, is up to the task.

DOROTHY A. JONES VOLUNTEER OF THE YEAR: Please nominate a volunteer



The Dorothy A. Jones Volunteer of the Year Award was established in 1992 to honor the memory of Dorothy A. Jones, a foremost community leader whose dedicated service helped to improve the quality of life for Mat-Su residents. The award is presented annually at the Volunteer Appreciation Luncheon in March sponsored by The United Way of Mat-Su. The 2008 award recipient was Karl Lund. United Way of Mat-Su accepts volunteer nominees for this award through February 15th, 2010. You can find the nomination forms on our website: under volunteer

<http://www.unitedwaymatsu.org/volunteer.php>

We are fortunate to have so many wonderful volunteers in our community. Please take a few minutes to nominate one you know!

Participating Pharmacies:

Geneva Woods at Mat Su Pharmacy

3674 East Country Field Circle, Ste A

Wasilla, AK 99654

Tel: 907 376-8200

Capstone Family Medicine

3223 E. Palmer-Wasilla Highway

Wasilla, AK 99654

Tel: 907 357-9590

Tel: 952 653-2568

Susitna Professional Pharmacy

1751 E. Gardner Way Ste A

Wasilla, AK 99654

Tel: 907 373-7934

Wal-Mart Pharmacy

1350 S Seward Meridian Pkwy

Wasilla, AK 99654

Tel: 907 376-9783

Target Pharmacy

1801 E. Parks Hwy

Wasilla, AK 99654

Tel: 907 631-7201

Fred Meyer Pharmacy

1501 East Parks Drive

Wasilla, AK 99654

Tel: 907 357-7570

Three Bear Pharmacy

8151 E. Palmer Wasilla Hwy

Palmer, AK 99645

Tel: 907 746-3891

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Member ID: 500100

Group ID: 39100

BIN: 610194

PCN: FW

Pharmacies: 877-HELP-977

Members: 866-810-3784

Expires: 12/31/2014

THIS IS NOT INSURANCE - DISCOUNTS ONLY

FamilyWize 101

United Way of Mat-Su is promoting the FamilyWize program throughout the Valley, which offers discounts at many Mat-Su pharmacies. Since starting the program in February of this year we have seen a savings on average of 24% per prescription or \$16.84. In the past four months a total of \$1566.19 was saved by Borough residents.

The FamilyWize Prescription Drug Discount Card enables you to receive discounted pricing on prescription drugs. It can offer immediate savings on prescription drugs at participating pharmacies for people that have no health insurance, during deductible periods and for prescription medicine not covered by health insurance, Medicare and other benefit plans. This is not insurance, nor is it intended to replace insurance.

Simply present your FamilyWize card with each prescription from your doctor to the participating pharmacy at the time of purchase to receive your discounts.

Save an average of up to 30% or more off the pharmacy's usual and customary retail price of prescription drugs, with the highest savings on generic drugs.

Your cost will be the discount price with the FamilyWize card or the pharmacy's usual and customary retail price, whichever is lower. This means you are assured the lowest price in that store, at the time you purchase the prescription medicine. If the pharmacy's price is lower, there is no savings or discount and the FamilyWize card cannot lower the co-pay for medicine covered by insurance.

Fred Meyer Pharmacy
650 N Cobb St
Palmer, AK 99645
Tel: 907 761-4223

For more information on FamilyWize go to our website
www.unitedwaymatsu.org

DAY OF CARING - MAT SU VALLEY A HIT!



Nikki Lee, United Way of Mat-Su Board member and MTA employee.



United Way of Mat-Su had not organized a Day of Caring for a few years! When your credo is GIVE ADVOCATE VOLUNTEER somehow a Day of Caring just has to happen☺ The first step was to seek non-profit projects volunteers could help with. Ten non-profits answered the call and we had a list of projects to role with, everything from babysitting musk ox to painting doors. The next step was to find a hearty crew of volunteers! That was where our wonderful business community stepped up. MTA, AK USA Federal Credit Union, First National Bank, Mat-Su Title, SERTOMA, Northrim Bank, ConocoPhillips, Interiors by Mae, Interior Expressions by Matt, Wells Fargo and the AK Job Corp volunteered, along with the United Way team members. Lowes also made a donation of painting supplies for one project. We had over 60 folks who gave of their time, talent and energy on a beautiful sunny day. There was a great article in the Frontiersman, Valley Life section and The Children's Place ED, Jen Burkmire, wrote a lovely letter to the editor to thank everyone for their painting make-over☺

If you were involved, a BIG thank-you! If you were not able this year think about getting involved next year! All the volunteers really enjoyed giving back to their community and had a great time. For more information and links to the newspaper article and letter please go to our website: www.unitedwaymatsu.org

For ongoing volunteer opportunities throughout the year go to:

www.unitedwaymatsu.org. Go to **VOLUNTEER**.

Click on **log-in volunteer opportunities!**

Or call **373-5802**

This website is also available to all organizations in the Mat-Su Borough who have volunteer opportunities they would like to list.

Before and after shots of a landscaping project completed during the Day of Caring.

