

2010-2011



*Leadership
Giving*



United Way of
Greater Kingsport



2010-2011



Leadership Giving



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Greater Kingsport**

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United Way of
Greater Kingsport

Our Mission

To improve lives by mobilizing the caring power of our community to address local health and human service needs effectively

Our Vision

To be a model of excellence in achieving community health and human service solutions

Core Values

Caring

We value and respect all people. We are motivated by a strong sense of compassion to meet our community responsibility to care for each other.

Collaboration

We value collaboration with our agency, business, community, and volunteer partners to achieve our mission and vision.

Excellence

We value continuous improvement in achieving measurable results. We rely on performance excellence principles, outstanding leadership, caring volunteers, teamwork, and strategic planning.

Integrity

We value trust, honesty, and fairness. We strive for the highest ethical standards and are transparent and accountable to our community.

Service

We value our rich heritage and enduring culture of volunteerism. We believe the most effective model of service is created through the involvement and leadership of volunteers.



Leading the Way – One at a Time

Reach out a hand to one and influence the condition of all is a recurring message in the LIVE UNITED call to action. I think we really saw this come into play this past year at the Regional Kick-off when we got to meet the Tuohy family from the movie *The Blind Side*.

In that fateful moment when Leigh Anne Tuohy saw Michael Oher walking on the side of the road, two words set in motion a path that forever changed the lives of Michael Oher and the Tuohy family. Had it not been for those two words Leigh Anne spoke to her husband Sean, “Turn around,” who knows where Michael Oher or the Tuohy family for that matter would be today.

The visit from the Tuohy family served as an inspiration to us all – that we too can help the Michael Oher's of the world everyday and score a touchdown for our community if we'll just turn around and get involved. No, we don't have to take a stranger who is homeless home with us, but we can GIVE, ADVOCATE and VOLUNTEER. We are reminded that when we do these things through our local United Way we are making a positive difference in people's lives every day, one person at a time.

One of my leadership idols is the famous Pittsburgh Steelers head coach, Chuck Noll. One of his more famous quotes is just as appropriate for United Way as it was for football. “The thrill isn't in the winning. It's in the doing.” Sure, everyone loves to win, but the camaraderie of working as a team and making things happen is what truly matters.

As a leadership giver, you have demonstrated that you are a part of the caring spirit that has long been a Kingsport tradition. Thank you for your leadership gift. Thank you for inspiring hope and creating opportunities for a good life for all.

Pat Kane

2010 Campaign Chair

— ∞ —

Leadership Giving

— ∞ —

A tribute to our Community and its Leaders . . .

As leaders in giving, you are making a significant impact—helping children and youth succeed, strengthening and supporting families, promoting self-sufficiency, building vital and safe neighborhoods, and supporting vulnerable and aging populations.

Thank you for LIVING UNITED – for giving, advocating and volunteering. You are making the hope of a better life a reality not just a possibility.

Leadership Giving Societies

Contributors of \$500 or more are recognized for their spirit of community by membership in one of the following Leadership Giving Societies:

Alexis de Tocqueville Society

\$10,000 +

Signature Club

\$1,000 to \$9,999

Initial Club

\$500 to \$999

Leaders possess a passion for excellence

... a clear compelling vision for the future and an ability to shape values.

United Way of Greater Kingsport acknowledges the generosity of our Leadership Givers, who share a commitment to our community, its people and its future.

The group of leaders highlighted in this publication provide a shining example for all of humanity.

The Benefits of Giving

It is said that those who bring sunshine to the lives of others cannot keep it from themselves. There are great benefits to Leadership Giving, and these include the following:

Personal satisfaction

Your generous gift touches thousands of lives each day.

Setting a fine example

A true leader possesses commitment and integrity, and is willing to serve as a positive example to others in the community.

Sharing in our community's success

United Way promises to update you throughout the year about the many ways we are using your contribution to help people. We welcome and encourage your feedback as you are a key stakeholder in United Way and our community.

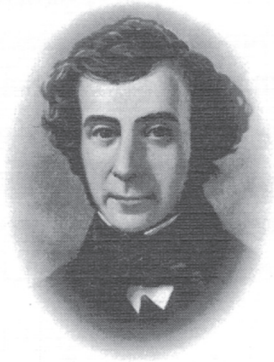
United Way honors members of our three prestigious Leadership Giving Societies, the Alexis de Tocqueville Society, the Signature Club and the Initial Club:

- All members have the option of being published in the United Way of Greater Kingsport Leadership Giving roster.
- Alexis de Tocqueville Society members are listed in the national Alexis de Tocqueville Society roster.
- All members are cordially invited to a special Leadership Giving reception, a thank you event honoring our community's most prominent givers.



Alexis de Tocqueville Society

Distinguished giving of \$10,000 and above



“When an American asks for the cooperation of his fellow citizens, it is seldom refused; and I have often seen it afforded spontaneously and with great good will.”

—Alexis de Tocqueville,
Democracy in America

Extraordinary commitment:

The Alexis de Tocqueville Society bears the Fleur de Lis symbol, representing faith, wisdom and valor. Members have the ability, the generosity and the courage to place themselves at the pinnacle of charitable giving and community service.

The society derives its name from Alexis de Tocqueville, a French aristocrat of the 1800s who was inspired by the American spirit of philanthropy. His observations formed the basis of *Democracy in America*, a detailed study of American society and politics, published in two volumes, in 1835 and 1840.

Tocqueville wrote extensively on the power of voluntary giving for the common good. Today, his ideals continue with the LIVE UNITED theme, a call to action to advance the common good by giving, advocating, and volunteering. When we reach out a hand to one, we influence the condition of all.

2010-2011 Membership



Greg and Judy Nelson
2010 Alexis de Tocqueville Chairs



Ron and Julie Bennett with family
2010 Alexis de Tocqueville Vice-Chairs

Our deepest appreciation to each member listed below, as well as those who prefer to remain anonymous.

ORDRE DE LIBERTÉ

\$25,000 - \$49,999

Jim and Laura Rogers



Jim and Laura Rogers

MEMBRES DE LA SOCIÉTÉ

\$10,000 - \$24,999

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* Charter Member



Signature Club

Distinguished giving of \$1,000 to \$9,999



**United Way of
Greater Kingsport**

*Thank you for reaching out a
hand to one and influencing
the condition of all.*

In June of 1989, the United Way of Greater Kingsport founded the Signature Club to honor the men and women of our community who demonstrated a willingness to build our United Way's capacity to meet the future. Affiliation with the Signature Club signifies an individual commitment by each member to make a difference in our community, just as a signature signifies a commitment in name and in deed.

The quill symbol of the Signature Club represents each member's ability to leave a signature of caring on the community. Signature Club members demonstrate a unique level of concern for their neighbors in need and exemplify the leadership qualities that are necessary to move others ahead in difficult times.

United Way of Greater Kingsport's Signature Club members have impacted hundreds of lives each year for 20 years. Your participation in the club signifies that you are among the group of leaders and visionaries who are actively creating a better future for us all.

Signature Club 2010–2011 Membership

This roster recognizes those who gave at the Signature Club level in the fall of 2010 to support United Way services in 2011. To all who give generously for the good of our community, we are most grateful.



Fred and Dorothy Wallin
2010 Signature Club Chairs



Harry and Pat Turner
2010 Signature Club Vice-Chairs

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You Gave Me the Courage to Lead

Leadership evolves through experience and Small Miracles Therapeutic Equestrian Center's Experiential Learning has proven to be a catalyst.

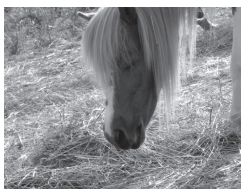
In order to become a leader, one has to be provided the opportunity and make a decision to “go for it”. For quite some time, Mikael, a client at Small Miracles, seemed to be striving for his independence. “Never in our wildest imaginations did we perceive Mikeal ready to gallop past us and lead the human herd,” said Sherri Russell, Program Director at Small Miracles.

On a Friday afternoon this past November, Mikeal transitioned into a great leader at a disability awareness visit by a Kingsport Cub Scout Pack. The Cub Scouts arrived and Ms. Russell explained to Mikeal, “we really need your assistance, would you be willing to help?” Mikeal became very quiet but he mumbled yes. Russell then proceeded to explain what activities were planned for the pack. Mikeal respectfully suggested to Sherri what she should do instead. Mikeal explained how afraid of the horses he used to be and that the Cub Scouts might have the same fears. He suggested the Cub Scouts first meet the ponies in the indoor arena, then the horses later. The Scouts could experience how wonderful the ponies are and learn they had nothing to fear. Over the next fifteen minutes, the group of eight or nine visitors grew to about twenty as parents and siblings joined to experience Small Miracles’ ponies.



Next, Sherri planned to turn the horses out to pasture for the night and then clean and prepare the barn for the weekend. “Little did I know that was my last moment of leadership”, smiled Ms. Russell. “I was about to direct our next activity and Mikeal spoke up quite firmly and with authority: ‘Guys come over with me and I will show you what to do!’ I stood in total disbelief, my mouth gaped open – thank goodness fly season was over!”

The rest of the afternoon and evening was directed by Mikeal, every suggestion, and activity relevant; the Cub Scouts could not experience enough of Mikeal and Small Miracles. The pack never once questioned or challenged Mikeal’s ability to lead them. Mikeal’s Mom was present to witness his rise to leadership; she kept crying and stating over and over “I can’t believe this is my son!” A leader was born on that unsuspecting fall day.



To understand the significance of this story, one must know a little bit about Mikael’s journey. Sherri explains, “To his first lesson, Mikeal wore huge construction type gloves as he was so afraid of having contact with the horse. When I said hello to Mikeal, there was no response or eye contact, just what appeared to be an empty shell of a person who had given up. Mikeal’s Mom stated they had tried all other therapies and nothing helped; Small Miracles was their last hope.

As time progressed, so did Mikeal. He agonizingly climbed each step of the ladder called hope and connected with the staff, both human and equine at Small Miracles. Mikeal has learned to socialize with others; he’ll sit down and eat a meal with people he doesn’t know - something he would never do before. Mikeal has developed empathy and concern for the horses and fellow students. He’ll help others, intervene on their behalf, and yes, lead the way! In fact, Mikeal seeks out opportunities to lead and is very intuitive. He volunteers to care for the horses and barn area on Fridays with JR, the barn manager. Mikeal hopes to one day drive as he just turned 16. And so the journey with Mikeal continues at Small Miracles. . .filled with hope.”

Signature Club / Initial Club

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A “Little Brother” Learns How to Lead from His “Big Brother”

After his parents divorced in 1980, Bryan Wilder had minimal contact with his father, and his mother knew he needed a positive male role model in his life. Little did he know six years later, a man would enter his life and alter it forever.

“I would have missed a great part of my life without Dave,” said Bryan, who was matched with Dave Hrivnak in the Big Brothers Big Sisters of East Tennessee (BBBSETN) program in 1986. “Boys have certain things they want to do, and mothers aren’t always able to give that to them. But I definitely got to experience and learn things that I wouldn’t have learned otherwise. He’s such a blessing in my life.”



The pair, who met 25 years ago last month, bonded easily and never lacked for things to do together. They shared a love for the outdoors, science fiction movies and cars. Hrivnak even taught Wilder, who now works at Champion Chevrolet in Johnson City, Tenn., how to change the oil in his first car and how to do his first burnout.

Hrivnak, an avid runner and cyclist, discovered early on that Wilder had a passion for cross country running. “He would challenge me to do better with my running,” Wilder said. “I remember one time I had a big meet coming up. He said, ‘If you can run around Bays Mountain Park in 20 minutes, I’ll buy you a new pair of running shoes for your next meet.’ I was able to do it in four tries.”

Wilder said Hrivnak was always there for him, through both good and bad times. “He was right there when my mother passed away, and when I say right there, I mean within an hour’s time of her passing. That’s just the kind of relationship I had with Dave.” So it made sense then why Hrivnak was there for Wilder’s wedding and the birth of his first child, something Little Brother Bryan said he’d never forget.

“I’m just really thankful the Big Brothers Big Sisters agency exists. It’s still very active in my life today. You can’t put a price on something like that,” said Wilder, who now serves as an unofficial Big Brother to his three nephews.

Hrivnak, a systems analyst for Eastman Chemical Company in Kingsport, Tenn., said Big Brothers Big Sisters gave him an opportunity to make an impact in the community.

“Big Brothers Big Sisters gives you a chance to do two things: Have fun and make a difference,” Hrivnak said. “It’s so neat to see Bryan’s solid success. I’m proud to call him my Little Brother.”

Wilder now serves as an unofficial Big Brother to his sister’s children, taking what he learned from Hrivnak and the Big Brothers Big Sisters program to the next level.

“It’s just a huge blessing, and I want to pass that along,” Wilder said.

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The Legacy Society

In 2008, United Way of Greater Kingsport established an endowment with the East Tennessee Foundation, under the umbrella of the Kingsport Community Foundation. The Legacy Society recognizes those who have made a current gift to the endowment fund or who have made a planned gift in their will or estate plan. Such a gift is made in perpetuity and ensures that the work of United Way will continue to be relevant as the needs change. Thank you to the following donors for leaving a lasting legacy to the greater Kingsport community.

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Olan Jones Leads by Example

A Loyal Contributor for 33 years

A Kingsport native who spent a lot of time at the Boys Club while growing up, Olan Jones values United Way's mission and the organizations it helps to fund. "As a young boy, I participated in sports as well as other team based activities at the downtown Kingsport Boys Club. Not only did I develop lasting friendships, but the Boys Club also introduced me to many positive role models. My experiences at the Boys Club helped to mold the person I am today."

Believing in United Way's focus to improve lives and build stronger communities, Olan and his wife Sylvia have personally supported United Way of Greater Kingsport since he took a job with Eastman Kodak in 1977. Spinning off from Eastman in 2002, Olan, who has been President/CEO of Eastman Credit Union (ECU) since 1998, couldn't be more proud that ECU carried on the same tradition and became a corporate sponsor of United Way. In addition to being a pacesetter organization for several years, Eastman Credit Union gave an additional \$10,000 to the United Way of Greater Kingsport's endowment in 2009 commemorating both organizations 75th anniversaries.

"I am grateful for the partnership between United Way and the agencies it assists. It is by these partnerships, organizations such as Boys and Girls Club can continue to have a positive and lifelong influence on young people growing up in our area."

Want to be a part of ensuring United Way's work in the future? Contact United Way of Greater Kingsport today (378-3409, ext. 13) to find out how you can leave a lasting legacy to your community.



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