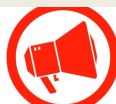




▶ NEWS FROM EXECUTIVE DIRECTOR....1



▶ SAVE THE DATES.....1



▶ TAX HELP & INSURANCE2

▶ 2-1-1 DIAL DIRECT3



SERVING THE PEOPLE OF VENICE, OSPREY,

United Way South Sarasota County



May 2016 Executive Director Message— Maryann Terry



Happy May! The smell of suntan lotion is back in the air, coinciding with the escalating temperatures triggering our air-conditioners to run continuously, truly launching our summer season here in South Sarasota County. Ready or not summer time is here!

Summer time also kicks off the season where many of South County residents start to see their work hour's decrease, even though they still have to find a way to pay for the everyday, basic necessities like housing, food, health care and transportation costs. If they have children and are lucky to find some part time work, the children need lunch, a safe place to go or something to do during the summer. Hopefully they saved for their constantly increasing electric bills and pray their cars won't need new tires or AC work, or that no one gets sick or heaven forbid their landlord raises the rent out of area demand. Sound familiar? No? Well then you must not be part of the 45% of South County working households that make under \$50, 000 a year. This is the "ALICE" demographic that United Way is highlighting due to their sheer numbers, recognizing that area jobs barely allow them to financially survive year round without some assistance. *Asset Limited Income Constrained, yet Employed residents like these, are vital to the Florida economy. They pay taxes and provide many of our local amenities, but are not paid enough to afford the basics when a crisis comes along. It is hard to save money at \$10 to \$14 an hour when rents take upwards of 40% of your income. Florida's reputation as the number one tourist destination in the U.S, creates a large dependency on these lower paying service jobs that have far out pacing higher skilled jobs, with tourism and retirement employment positions now reaching 69% of all jobs in Florida. With that insight, one can see how important it is for UWSSC to help level the playing field for residents who don't have the same socio-economic balances in life. Our mission is to increase the capacity of our neighbors to care for our neighbors in need.*

Your campaign donations help fund programs that generate many small miracles every day for local children, adults and seniors. Like paying utilities while formulating saving plans, giving children the chance to go to camp and showing them how to be safe; feeding seniors unable to venture out or cook and preventing abuse and isolation at every level, for any age.

Help Be the Change with a donation today because the reality is 45% of households in Florida struggle to support themselves and we need to care about our future together.

- **2016 Fish United Way Tournament Date: May 21st on FPL's Cooling Pond in Parrish, go to www.fishunitedway.com**
- **Agencies 3rd & 4th Quarterly reports due no later than May 30th & Aug. 30th, 2016**
- **All Agency meetings May 13th & Aug. 13th, 2016 @ Salvation Army/ Venice Facility**
- **UWSSC 2016-2017 Campaign Kick off Luncheon September**





Thank you Sponsors and Walkers for participating in our 2016 Walks in Venice and North Port.

From your generosity this year we raised over \$23,000 to help support, educate, feed, shelter and offer proper services to those who need it the most in South County. Giving here, stays here!

LIVE UNITED™



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941-308-4357 Dial Direct for Information on all Community Resources



United Way

2-1-1

Sarasota

Manatee

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UWSSC raises funds and awareness for 28 local human service nonprofit agencies that strive to improve and impact the educational readiness, income stability and healthy lifestyles choices for our local children adults, families and seniors in South Sarasota County. Visit www.uwssc.org or on Facebook.

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