Other milestones in 2008-2009:

We honored five outstanding individuals for their service to the community. Cesar Alvarez, chief executive officer, Greenberg Traurig, received our Tocqueville Award for Outstanding Philanthropy; David Lawrence, president and CEO, Early Childhood Initiative Foundation received our Dorothy Shula Award for Outstanding Volunteerism; Daniella Levine, president and CEO, Human Services Coalition, received our Essie Silva Community Builder Award; Geppie Metelus received our Monsignor Walsh Outstanding Human Services Professional Award; and David Akinin received our Outstading Youth Volunteer Award for his efforts to send shoes to people in Africa.

In spite of a difficult economy, total revenues for United Way reached $54.2 million. Miami-Dade County Public Schools at that level. Adrienne Arsht became the newest contributor at the $5 million level.

When hurricanes devastated the Caribbean last fall, we activated operation Helping Hands, to help storm victims in Haiti, the Turks and Caicos and other hard-hit areas.

We expanded our online presence with a first-time online fundraising effort and a campaign on Facebook causing.

Advancing the common good

Working to advance the common good is at the heart of our work. It’s our strategic approach to delivering measurable results in education, income and health – the basic building blocks for a good life.

Our goal is to create long-lasting changes that prevent problems from happening in the first place.

Why education, income and health? Education is the foundation for a good life. It leads to better jobs with better pay, the key to achieving financial stability. Good health allows children to learn better, adults to increase their income through productive work and seniors to remain independent in their homes.

Following is a snapshot of the work we are doing in each of the areas:

**Transportation**

- Expanded our online presence with a first-time online fundraising effort and a campaign on Facebook.
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Education
The United Way Center for Excellence in Early Education is the cornerstone of our work in the education arena. The Center is a national teaching and learning initiative dedicated to elevating the quality of early childhood education for all children in Miami-Dade and throughout the nation. It continues to capture the attention of local and national like-minded leaders who see the Center as a tool for demonstrating best practices and training others on their implementation, as well as a platform for changing the way we deliver early education in this country. Some examples:
- The Center continues to serve as the home base for Dr. David Perkins, Harvard professor and director of Project Zero, in his efforts to bring his visible thinking project to early education centers. Working in collaboration with United Way, Florida International University and five local early learning centers, Perkins is piloting in Miami his research-based approach to learning that helps children communicate their thought process through pictures.
- The Fundación Cisneros has brought its international flagship visual arts education program, Piensa en Arte, to the Center. Like the visible thinking program, this is the first time the Piensa en Arte program is being implemented at the early education level.
- University of Miami Frost School of Music also selected the Center as one of the implementation sites of its literacy-based music curriculum, U-Move.
- With the Buffett Early Childhood Fund and the Bounce Learning Network, we continue to work together on the practice of quality early care and education and the policies required – both at the state and national level – to create a national agenda around quality early education. The Center became the Bounce Learning Network’s seventh Educare Center in the country.
- On the local level, we continue to partner with The Children’s Trust, the Early Childhood Initiative Foundation, the Early Learning Coalition, Miami-Dade County Public Schools and Miami-Dade County on a number of fronts, particularly around training and development for early education teachers and administrators and a quality rating system for early education facilities.

Income
The tough economy took its toll on struggling families. Calls to the United Way-funded helpline increased by approximately 700 calls a month compared to the previous year. Helping people get out of crisis and become financially stable remained a top priority. Some examples:
- Through United Way-funded programs, more than 4,000 individuals received financial education and/or counseling. Another 1,400 received assistance with rent, mortgage, utilities and/or food. 3,200 individuals with disabilities were placed in competitive employment.
- In addition to providing funding for emergency assistance, United Way distributed another $2.1 million to address economic emergencies for individuals and families through the Emergency Food and Shelter Program which United Way manages on behalf of the Federal Emergency Management Agency.
- In June, United Way selected South Florida Urban Ministries as the operator of United Way’s new Center for Financial Stability, one of two such pilot centers in the country. This one-stop financial center will expand on our current work in this area by offering a full range of financial help – from financial coaching and case management to free tax prep and benefits enrollment to employment services – all in an effort to help people gain long-term financial stability. Bank of America is a key national sponsor for this initiative.

Health
Providing individuals and families with access to health care is our primary focus in this area – a focus that becomes all the more important during challenging economic times. Some examples:
- By partnering with the FamilyWize Prescription Drug Discount Card program, we helped participants in Miami-Dade save an average of 40 percent in prescription drug costs. This free program is designed to reduce the cost of medicine for children, families and individuals with no prescription drug coverage.
- The United Way system scored a public policy victory when President Obama signed into law the Children’s Health Insurance Reauthorization Act of 2009. In addition to reauthorizing SCHIP, Congress increased funding by $32.8 million which will provide coverage for an additional 41.1 million uninsured children in our country. For more than three years, United Way of America, working with local United Ways across the country including Miami-Dade, has been urging Congress to significantly expand the SCHIP program. In October 2007, our United Way organized a delegation of women who met with members of the U.S. House and Senate to advocate for the bill’s passage.
- In addition, this past year, United Way-funded programs provided 3,870 women with life-saving breast and cervical cancer screenings, more than 10,000 older adults with daily, nutritious hot meals, and more than 2,000 people with HIV/AIDS tests among other health-related services.