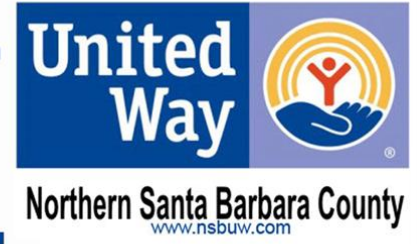


# GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™



*"Building strong communities by providing opportunities for people to improve their lives"*



**Education**  
Imagination Library  
Power Reading Plus  
Born Learning

**Imagination Library**— nearly **600 preschoolers** currently enrolled. The Imagination Library encourages parents to read with their child by providing a brand new, age appropriate, book every month from birth to age 5.

**Power Reading Plus**® picks up where phonics and oral reading instruction leave off, providing structured practice leading to rapid and sustainable comprehension and silent reading fluency. **Students average 1.5 - 2 grade level improvement / semester.**

**It costs less than \$1 per week to support a child for an entire year!**

**Financial Stability**  
VITA / CASH  
Gifts in Kind

**VITA (Volunteer Income Tax Assistance) Program**  
Offers FREE tax preparation to individuals and families with low-to moderate incomes (under \$49,000 a year). The VITA program served over 1,300 families in 2010 with a community economic impact of more than \$3.2 Million.

**CASH (Creating Assets, Savings & Hope) Program**  
Helps to increase the stability of low-to-moderate income families by increasing access to tax credits and income supports; improving financial literacy, and providing opportunities for other asset development.

**Health**  
Prescription Card  
Benefits CalWin

**United Way's Coast2Coast Rx Card** -  
**Saves SB County residents over \$85,000/month** (in partnership with SB County)  
Free discount prescription card that includes participation by most pharmacies to provide savings up to 45%.  
Money is available for other necessities.

**Benefits CalWIN - In Partnership with United Way**  
This new service administered by the County of Santa Barbara, Department of Social Services provides an easy way for clients to learn more about, and apply on-line for assistance services.

**Basic Needs**  
Agency Designations  
Neighbor to Neighbor

**Gifts in Kind (GIK/ N2N) Product Distribution Program**  
**Distributed over \$1.2 Million in Products in 2010.**  
Matches charities with retail stores in their local communities for ongoing product donation pick-ups. Product donations can be used to serve youth, the ill or the needy, or in the case of office products, to assist the administration of charities.

**Designations to non-profit organizations**—agencies, churches and schools are paid thru a partnership network of United Ways and other 3rd party payers around the country.



## FROM THE PRESIDENT

### OF THE NSBCUW BOARD OF DIRECTORS

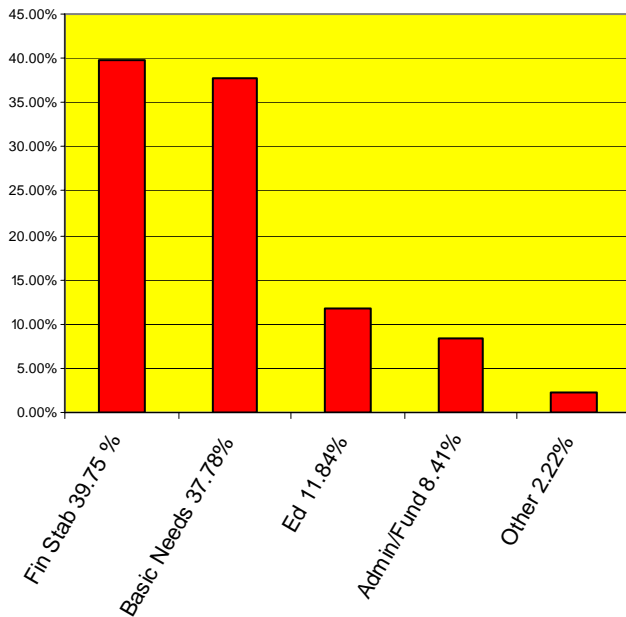
The past year has seen incredible success for our Live United programs. The Imagination Library is providing books for very young children to help them learn to love reading, Reading Plus is helping ensure students in our community can read at grade level and perform better in school, and our VITA program continues to bring significant dollars into the community.

This year we'll continue to build on our Live United efforts. Our focus on education, family financial stability and health programs is improving lives and creating a better community for all of us.

We all recognize the real magic and power of the United Way is our extraordinary volunteers. I thank and commend each of you who are committing your time and talents to help us transform our Live United campaign from a concept to reality.

**Sandra Dickerson, Board President**

### Statement of Functional Expenses for Program and Support Services



## Statement of Financial Condition

As of December 31, 2010

### Assets

#### Current assets

Cash	\$	274,312
Accounts Receivable		31,076
Promises to give		40,000
Deposits		2,189
Prepaid expenses		6,320
<b>Total Current Assets</b>		<b>353,897</b>

#### Fixed assets

Fixed assets, at cost		738,472
Less: Accumulated depreciation		(111,886)
<b>Net fixed assets</b>		<b>626,586</b>

#### Other assets

Promises to give		66,163
Endowment		138,226
<b>Total other assets</b>		<b>204,389</b>

**Total assets** **1,184,872**

### Liabilities and net assets

#### Current Liabilities

Accounts payable	\$	6,806
Payroll liabilities		7,887
Accrued interest		1,535
Security deposits		5,500
Deferred revenue		2,200
Mortgage payable		10,598
<b>Total current liabilities</b>		<b>34,526</b>

#### Long-term liabilities

Mortgage payable		515,708
<b>Total liabilities</b>		<b>550,234</b>

#### Net assets

<b>Total liabilities and net assets</b>	<b>\$</b>	<b>1,184,872</b>
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Our sincere thanks to the dozens of program partners, more than 4,500 individuals & corporate campaign partners and the 100's of volunteers contributing 1,000's of hours to **Live United**...

*"if we all do a little, we will accomplish great things together".* Eddie Taylor, CEO