



UNITED WAY
Abilene



**WELCOME TO THE
LOANED EXECUTIVE PROGRAM**

WELCOME!



Welcome to the United Way of Abilene Loaned Executive Program! I am excited that you will be joining us in our efforts to change lives and make a difference in our community. I appreciate the commitment you are making and hope your experience as a Loaned Executive will be valuable to you both personally and professionally.

While the LE program comes with many responsibilities, being a volunteer for United Way can be an exceptionally fulfilling and rewarding experience. The following information and presentations over the coming days will help outline your functions as a LE and the role of United Way in our community.

Our United Way is proud to have dedicated and active volunteers representing our area. I am looking forward to another great year of making a difference in our community!

Sincerely,

A handwritten signature in black ink that reads 'Cathy Ashby'.

Cathy Ashby
President/CEO

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ABOUT THE UNITED WAY OF ABILENE OFFICE

Most United Way of Abilene meetings are held in United Way's Community Conference Room located on the 2nd floor of 240 Cypress. Limited parking is available on Cypress Street, but we recommend parking in the lots available at the corner of North 2nd and Cedar Streets.

RESPONSIBILITIES

- Participate fully in all trainings, meetings, and United Way events
- Attend program site visits
- Make face-to-face visits to all assigned accounts
- Participate in the design and implementation of the employee campaigns at each of the assigned accounts
- Review employee/corporate investment history; tailor strategies for increased giving
- Facilitate the successful completion of all responsibilities
- Report activity on each account on a weekly basis
- Act in the best interest of the community, the United Way of Abilene, and your employer

A message from our CAMPAIGN CHAIRS

Your willingness to give, volunteer, and advocate for positive change in Abilene is inspiring! We are excited that you will be part of the team that makes a bold difference in our community. Without the power of volunteers like you – our LEs – United Way would be unable to duplicate the passion, community ownership, and production that you will undertake this year. With that said, we would like to say “welcome!”

The LE program is demanding. It is also a powerful experience to you both as a professional and as a member of our community. As you learn more about your role, your responsibilities, and the role of United Way in our community, we hope that we may be a resource of support for you as you need it.

We are proud to work alongside you as – together – we will do good in our community.

Ron and Lorilei Butler
2027 Campaign Chairs



KEY DATES

Pacesetter Campaigns
Return no later than 9/8

Campaign Kickoff
September 10

Winter Lightfest
Opens 11/28

Annual Meeting
March 2027

UNITED WAY OF ABILENE 101

The mission of the United Way of Abilene is to improve lives by mobilizing the caring power of the West Central Texas area. We will do this by actively seeking to leverage the intellectual, organizational, institutional, financial, faith-based and personal resources of our communities as the best means to make positive, measurable and lasting change for the communities we serve.

United Way of Abilene will focus community resources and partners to leverage services for positive impact on individuals, families and neighborhoods. Through the collaborative efforts of our entire community, we envision a West Central Texas

- where basic human needs are met for all citizens;
- where our students complete high school and are prepared for work or higher education;
- where our senior adults live independently and stay connected;
- where our families are self-sufficient;
- where our neighborhoods are safe and family-friendly.

HOW WILL WE DO THIS?

By collaborating with individuals and companies across all sectors, we are able to leverage resources to accomplish our mission to build a stronger community.

Each year, United Way volunteers across the area create relationships with businesses that result in Employee Campaigns and Corporate Gifts. Other volunteers coordinate investments from individuals. Those gifts are pooled in United Way of Abilene's Community Fund.

At the same time as volunteers are raising dollars, another group of volunteers is assessing non-profit programs that are seeking funding. The volunteers are members of the Community Impact Review Teams (CIRT) and Stewardship Teams. CIRT members analyze the outcomes and need for each program, while Stewardship members study the financial stability of applying agencies. The two teams come together to determine how to efficiently and effectively invest dollars raised in the annual campaign.

An investment in United Way is an investment in a diverse portfolio. United Way volunteers ensure that your dollar produces results that improve education, income, and health. This builds a stronger community, which is your return on investment.

HOW DO I GET INVOLVED?

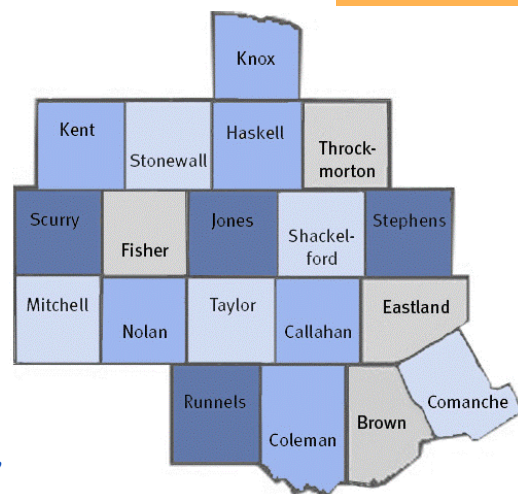
Over the coming days and weeks, you will have the opportunity to increase your knowledge about United Way, our community, and our Partners. United Way staff and our volunteer Campaign Cabinet will guide you in your Loaned Executive role. Following your work as a LE, you can become plugged in to other volunteer areas of United Way.

- Participate fully and openly in meetings; share insights, ideas, and suggestions.
- Network and collaborate with other United Way volunteers.
- Learn about the purpose, goals, objectives, programs and procedures of United Way. Become an educated advocate for the organization.
- Work with your campaign team and assigned accounts.
- Never hesitate to ask questions or request information!

OUR PARTNERSHIPS

In 2026 United Way of Abilene is investing **\$1.5+ million** through partnerships with local non-profits whose programs address the most pressing community needs. Community Partners receiving investment must focus their programs and work on the building blocks for a good life: Education/ Youth Success, Health, and Financial Stability. Our programs provide individuals and families in the 19 counties of West Central Texas with opportunities to be successful. **United Way of Abilene has invested more than \$70 million in community programs in the organization's 70 year history.**

United Way of Abilene volunteers determine how to best invest gifts made to the United Way Annual Campaign. Through in-depth research and vetting, these volunteers determine which programs can best address our focus areas. The volunteer review process ensures that United Way invests only in programs that produce positive results through agencies that are fiscally responsible.



2026 COMMUNITY PARTNERS

Abilene Hope Haven
Alliance for Women & Children
Alzheimer's Association
American Red Cross
Betty Hardwick Center
Big Brothers Big Sisters
Big Country CASA
Boys & Girls Club
Cancer Services Network
Center for Contemporary Arts
Christian Service Center

Communities in Schools
Day Nursery of Abilene
Dyess Youth Programs
Girl Scouts - Texas Oklahoma Plains
Noah Project
Presbyterian Medical Care Mission
Regional Victim Crisis Center
ResourceCare
Texas Trails Council, Scouting America
The Salvation Army
Youth Voice

QUICK FACTS

**\$1.5 MILLION
INVESTED**

**22 COMMUNITY
PARTNERS**

**25 FUNDED
PROGRAMS**

2-1-1 TEXAS A CALL FOR HELP

2-1-1 Texas A Call for Help Community Resource Center is a collaboration of United Way of Abilene the Texas Health & Human Services Commission. The number one commitment at A Call for Help is to answer 2-1-1 calls providing quality information and referral for all callers. 2-1-1 provides One Call for Help and Hope.

In 2025, 2-1-1 Texas A Call for Help handled 35,000+ calls. Our 2-1-1 team manages the Basic Needs Network, a network community resource providers that distribute food, clothing, and other basic needs services.

DOLLY PARTON'S IMAGINATION LIBRARY

Dolly Parton's Imagination Library is offered to children aged 0-5 in the Big Country. We know that early literacy is crucial for a child's success, and our partnership in this international initiative mails free books to children from birth until their fifth birthday. The Imagination Library is under our Built by Books literacy umbrella. For information about the program or to register, visit the United Way of Abilene website.

FOUNDATION & SOCIETIES

UNITED WAY FOUNDATION OF ABILENE

In 2014 the United Way Foundation of Abilene was established to build a permanent, sustainable avenue of support for the future of our area. This avenue of support will generate income to fund the annual operating expenses of United Way of Abilene. In turn, this will allow all campaign dollars to go directly to Community Partner program investments.

Dr. Sara Trammell, **Chair**
Dr. Cathy Ashby, **President**
Hillary Moore, **Vice Chair**
Carolyn Beckham, **Secretary**
Lon Biebighauser, **Treasurer**

Geoff Haney, **Past Chair**
Scott Dueser, **Chair Emeritus**
Corby Flanagan
Lee Hampton
Susan Watts

LEADERSHIP GIVING SOCIETIES

United Way of Abilene recognizes individuals and couples making investments of \$1,200+ as members of a Leadership Giving Society. Leadership Giving Societies include Alexis de Tocqueville (\$10,000+), Wooten (\$7,500-\$9,999), Swenson (\$5,000-\$7,499), Paramount (\$3,500-\$4,999), Elks (\$2,000-\$2,499), Cypress (\$1,500-\$1,999), and Texas & Pacific (\$1,200-\$1,499).

TOCQUEVILLE LEGACY CIRCLE

The Tocqueville Legacy Circle honors individuals who have made lifetime commitments of \$100,000 or more to United Way of Abilene.

UNITED WAY LIFE

Another option for you to fulfill your philanthropic goals is to secure a new policy through our United Way Life® program with United Way as the beneficiary. This policy can help you make a substantial investment in communities to strengthen and improve the lives of individuals and families by supporting our vital mission of improving the health, education and financial stability of our community.



UNITED WAY GLOSSARY

We know we use a lot of unfamiliar terms and that can be confusing! Here's a breakdown of some terminology you may hear often. If you hear something not outlined here, just ask!

Alexis de Tocqueville Society - A national major gifts society facilitated by United Way Worldwide. Members of the Alexis de Tocqueville Society contribute \$10,000 or more annually.

Campaign - An intensive, time-limited fundraising endeavor to meet a specific financial goal.

Campaign Cabinet - Volunteer division leaders that meet regularly to work on the Annual Campaign.

Combined Federal Campaign (CFC) - The giving campaign for federal government employees, such as individuals who work at the Post Office. This campaign is controlled by federal law and managed independently.

Community Fund - All funds in the Campaign go into the Community Fund. The Community Fund is the best way to help the most people.

Community Impact - The term that United Way uses to describe how United Way uses all available resources to create sustained improvements in community conditions.

Community Partner - The local, non-profit agencies that receive program-specific United Way funds.

Corporate Donation - A donation made by a business (not an employee donation).

Dolly Parton's Imagination Library / Built by Books - An international initiative started by Dolly Parton that mails free books to children aged 0-5 in the Big Country.

Fair Share Giving - Generally, individuals who choose to give either 1% of their annual salary or one hour's pay per month to United Way. Some companies have their own definition of fair share giving.

Leadership Givers - United Way of Abilene donors who give more than \$1,200 a year to the Annual Campaign.

Loaned Executives - Volunteers 'loaned' from area companies to assist United Way with the Annual Campaign. They receive extensive training and are an invaluable resource. They help Campaign Coordinators with workplace campaign activities and meetings, answer questions about United Way, and provide additional resources and supplies to companies as needed.

Loyal Contributor - A donor that has been giving to United Way for 10 years or more. These donors can self-identify on the pledge form.

Speakers Bureau - Volunteer speakers that are available to attend workplace campaign meetings. These trained volunteers include Community Partner staff, community volunteers, and people who have been served by a United Way Community Partner agency.

State Employee Charitable Campaign (SECC) - A separate workplace campaign for state workplaces such as Texas Tech and Texas Department of Transportation. SECC campaigns are regulated and managed separately.

Did you know?

United Way of Abilene United Way of Abilene maintains the highest standards in community accountability and transparency. United Way of Abilene is recognized as a Four Star Charity by Charity Navigator and holds the Platinum Transparency seal from Candid - their highest rankings.

