

BUILDING FOR THE FUTURE



The Need

In Monterey County, one in three households do not earn sufficient income to meet their basic needs. This amounts to nearly 38,000 households that cannot afford essential expenses like housing, food, and child care. With the high cost of living in our region, a family of four would need to hold more than three full-time, minimum-wage jobs to achieve economic security.

In some local regions, economic hardship is even more pervasive. For example, in the city of Salinas, nearly half of all households are unable to meet their basic needs.

United Way's Board of Directors had a vision to build a Community Impact Center that would be a site for even greater collaboration between United Way and local nonprofit organizations we support so that we drive solutions to address the need in our County.

Our Vision

With their vision in mind, the United Way Board searched for a space and has found the ideal location in the commercial property located at 247 Main Street and 236 Monterey Street in Salinas. United Way Monterey County is Building for the Future and with the acquisition and transformation of this property, we will provide a Community Impact Center located in the heart of Salinas, serving all of Monterey County.

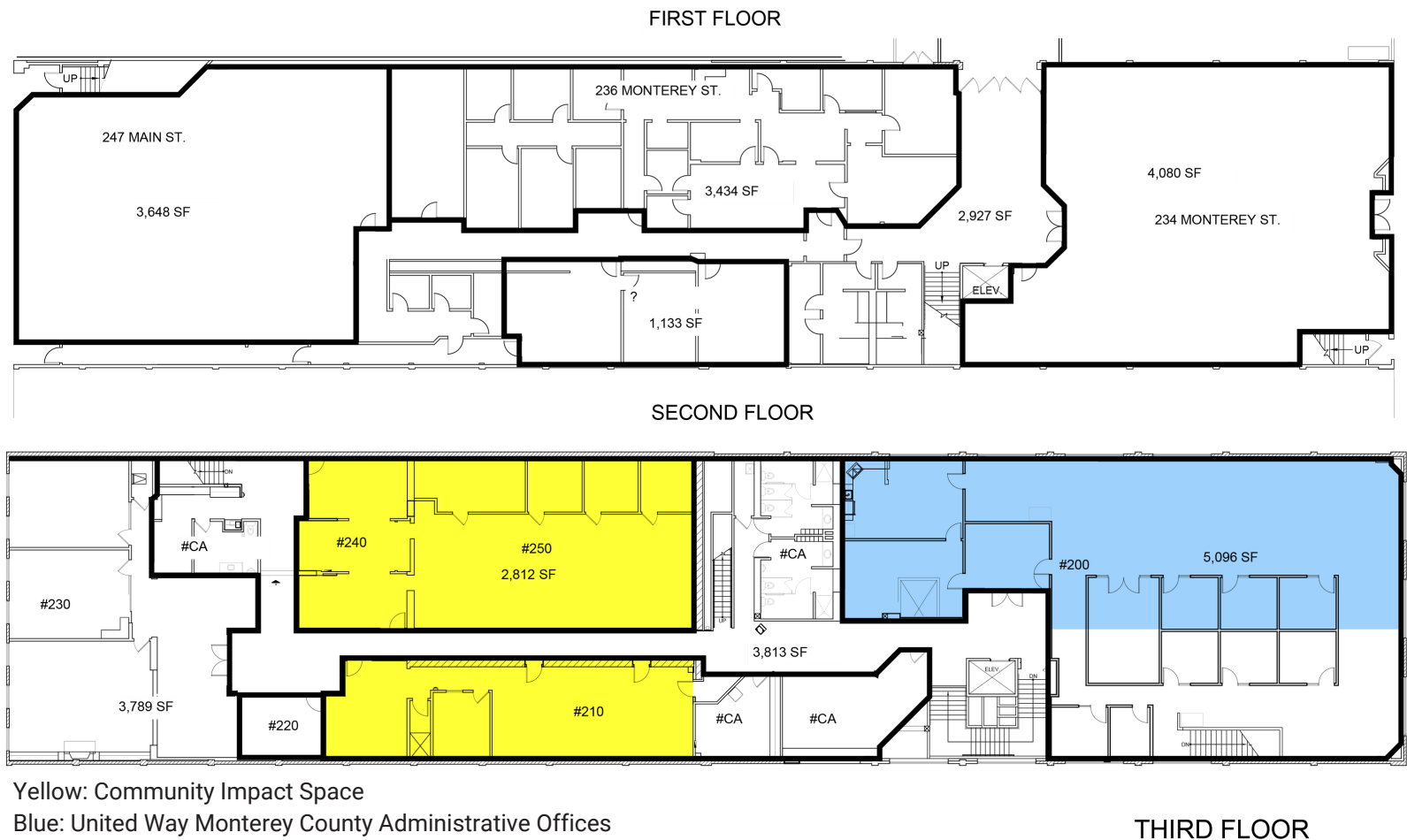


This centrally located synergistic space would combine both United Way offices, and be the new and permanent home for our organization. It will host innovative and high-quality social and human services, benefiting all of Monterey County today and tomorrow.

Current long-term tenants include the Alliance on Aging, SVMH Marketing and Health Promotion Department, the Monterey County Social Services Department, and Rabobank Agribusiness. Additional space will be allocated for UWMC administrative uses, leaving 4,700 square feet of currently vacant space available for new programming to initiate the Community Impact Center concept.

United Way and partners will work collaboratively to address emerging needs and leverage resources for the common good. The Impact Center will benefit our community with a central location, high quality human services, and a resource for innovative programs.

Our Plan



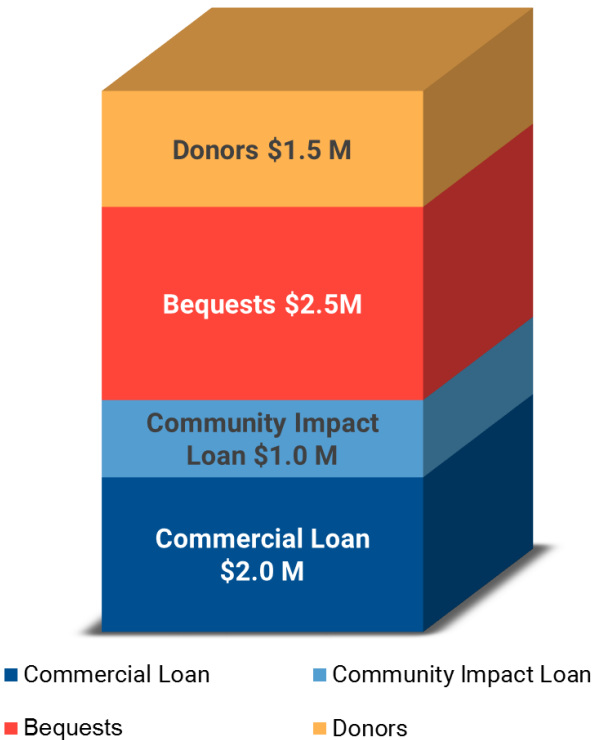
The Center's 31,000 square foot design will:

- Consolidate United Way's two offices into one central location
- Enable us to serve a greater number of Monterey County residents in need
- House offices of mission-aligned nonprofits
- Provide space for partners to host meetings and trainings
- Serve as an incubator for innovative solutions to our community's greatest needs

Financials

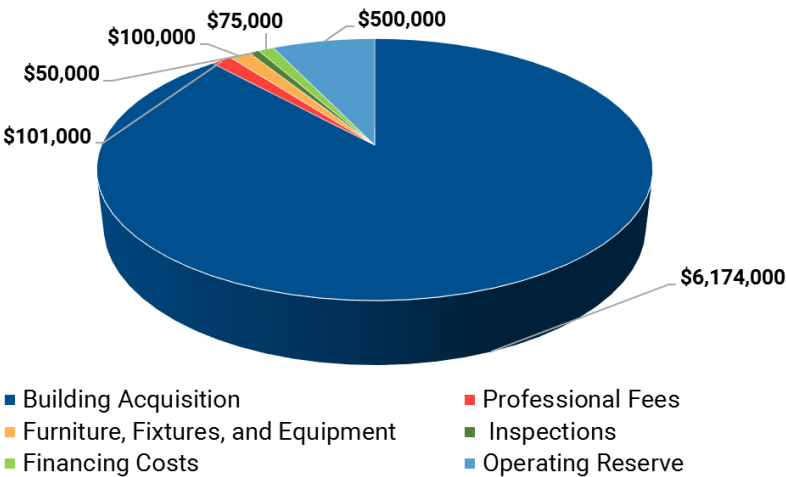
The total budget for our capital campaign is \$7 million. United Way Monterey County has received several generous bequests in recent years and has designated \$2.5 million to acquire the property. We have also secured a \$1 million loan from the Community Foundation for Monterey County. In addition, United Way is leveraging below-market financing and new capital gifts to invest in this project. Owning a building that includes rentable office space will help to diversify United Way Monterey County’s income while supporting a larger community impact.

\$7 M Capital Campaign Goal



Within our capital campaign budget, we have a goal to raise \$1.5 million from foundations, corporations, and individual donors. This will enable us to complete the acquisition and provide for additional operating funds to cover expenses and reserves.

Capital Campaign Project Budget



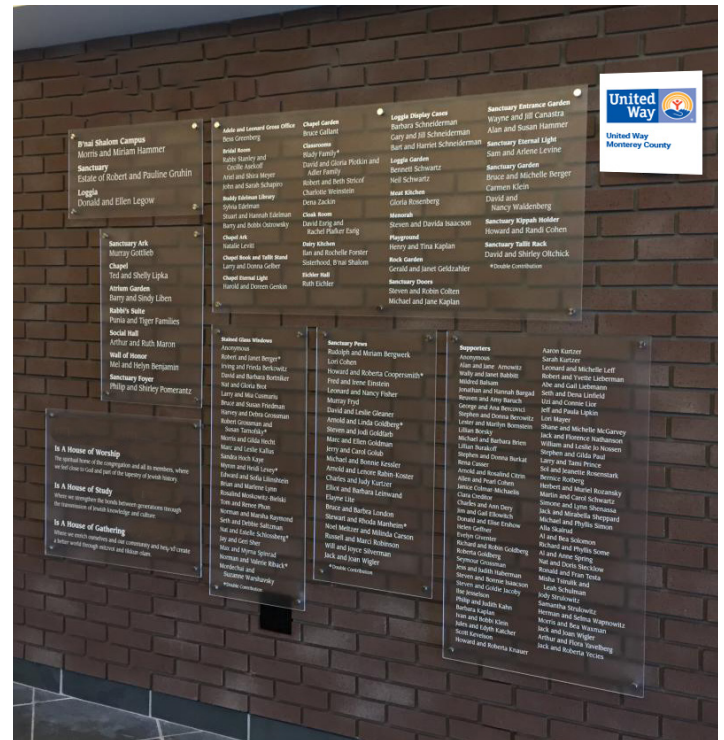
Donor Recognition

We invite you to be part of this unique opportunity to contribute to our Capital Campaign. Your one-time gift will provide financial stability to United Way and expand our services to accomplish our shared aspiration for our communities: create a County where children succeed, families are economically self-sufficient, and each of us can lead healthy, productive lives.

All Capital Campaign donor names will be listed on the United Way Monterey County website.

A **Donor Wall** has been designated to display a wall-mounted donor recognition plaque as follows:

- \$1,000 - \$4,999 Community Supporter
- \$5,000 - \$9,999 Community Builder
- \$10,000 - \$24,999 Community Leader
- \$25,000 - \$49,999 Community Champion



To honor major donors, there will also be naming rights available for various spaces in the building such as the mezzanine, conference rooms, and the innovation center.

Room Naming Rights:

- 1 x \$250,000 - Mezzanine
- 2 x \$150,000 - Community Room and Innovation Center
- 3 x \$100,000 - Small Conference Rooms
- 4 x \$50,000 - UWMC Business Offices

Dedicated to Emilie "Dolly" Koontz & Jack R. Killian



Emilie Koontz, a first-generation American, pursued her life here in 1950's Monterey as a strong-minded woman determined to accomplish business success and financial independence. As a successful real estate professional, she had her own brokerage and held leadership positions in homeowners and neighborhood associations. She also served on the Board of Directors of United Way Monterey County and other charitable organizations.

Jack R. Killian was a veteran of the Korean War, a mathematician, a scientist, and a beloved middle school teacher for 35 years. Mr. Killian was a respected member of the Salinas community, a talented trumpet player, golfer, and a bridge player. Above all, he was a caring community member and left a lasting legacy with United Way and many other local organizations.



Board Members

Sam Chaidez
Sandi Eason
Steve Emerson
Warren Hoy
Ann Kern
Willard Lewallen
Stefan Lorch
Jacob Martinez
René Mendez
Juan P. Rodriguez
Deborah Sober
Monica Tovar
Shannan Watkins

Capital Campaign Committee Members

Sam Chaidez, co-chair
Monica Tovar, co-chair
Raymond Costa
Brett Harrell
Willard Lewallen
Cheryl Moore
Joanne Storkan
Joseph W. Heston*
Elizabeth H. Heston*

*Alexis de Tocqueville Society co-chair