

Johnson City Area United Way Inc.
“The Purpose Was Greater Than The Goal”

Helen Keller once said “Many people have a wrong idea of what constitutes true happiness. It is not attained through self-gratification, but through fidelity to a worthy purpose.” This idea of purpose truly sums up our Fall 2007 campaign. Early in the campaign Mark Eads let the community know that even though \$2,000,000 dollars was the goal, it was not the purpose for the campaign. The purpose was to help more people than we have ever been able to help before. I am very proud to report that the Johnson City/Jonesborough/Washington County community understood that statement, met the challenge and surpassed the loftiest fund raising goal in the history of our United Way Organization. The Board of Directors and Campaign team celebrated a record fund raising total of \$1,819,771.91 or 91% of the goal at the December 13th luncheon. The Johnson City/Jonesborough/Washington County Area was asked to raise \$2,000,000.00. As the team moved into uncharted waters of 2008, this great community invested a final \$2,001,238.90, to support our health and human services agency partners, to again show the power of “Sharing Our Blessings” in order that we can continue “Making Lasting Changes, Right Here Where We Live”.

I want to thank Preston McKee, Mark Eades and the Board of Directors for the commitment that they showed in making the annual campaign another successful one. Mark’s team including Vice Chairs, Honorary Chairs and Board supporters did a great job of reminding the community “What Matters”. The leadership team reminded the community that the campaign is always about the services provided by our partner agencies. Our Agency Partners are by far the best examples of caring and professional leaders of health and human services providers in this region. The works that they do on a daily basis truly make the work of our campaign team and staff easy to market to our contributors. Thank you for all you do in our community.

The leadership of our Allocation team led by Bobby Brown and John Taylor worked with our Directors to assure that this United Way and the dollars provided throughout this community would be used with an emphasis on “Accountability” and “Community Impact”. I want to thank Bobby and John for continuing a very important process that is seen by many in our community as a model for distribution of funds. Thanks for a job well done.

To Judy Moss and Scott Folsom, the theme will change for 2008. As you prepare to reveal your new theme, this great community will continue to be reminded that our focus on services to youth, the elderly and those in crisis make our organization and our community stronger through our caring. We look forward to working with you both and your team of volunteers.

The Johnson City Area United Way United Way staff supports the work of the President & CEO, the Board, the Campaign Committee and the Allocations-Community Impact team. Alice, Susan and Catrina are committed to doing the things that will make this organization even stronger while working professionally to maintain the highest levels of accountability. I want to personally thank each of you and Linda Hoit who worked with us for a time as the Community Impact Coordinator and the other volunteers for making the work of this organization easier.

As always, I want to thank my very loving and supportive family for all of their prayers and support. My wife Stephanie, my son Demetrius and daughter Catrina keep a constant hedge of prayer around me and this organization. You truly understand the value of purpose. Thank you for your prayers for me and this organization. I love you and thank God for you.

A new year is with us, along with new challenges and opportunities. Let's keep the purpose before us and the goals for this year and into the future will be a natural result of looking to the needs of others. Let us always remember the history of our local organization and the wealth of opportunities that have been created through its very visionary volunteer leadership. We stand on the shoulders of giants and because of that we can see our community doing even greater things. Thank you for truly understanding "What Matters"

Lester D. Lattany
President-CEO,
Johnson City Area United Way, Inc.