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Ken Sadeckas, Atlanta Housing Authority
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of Science and Mathematics

COBB COUNTY 2011 CAMPAIGN CABINET

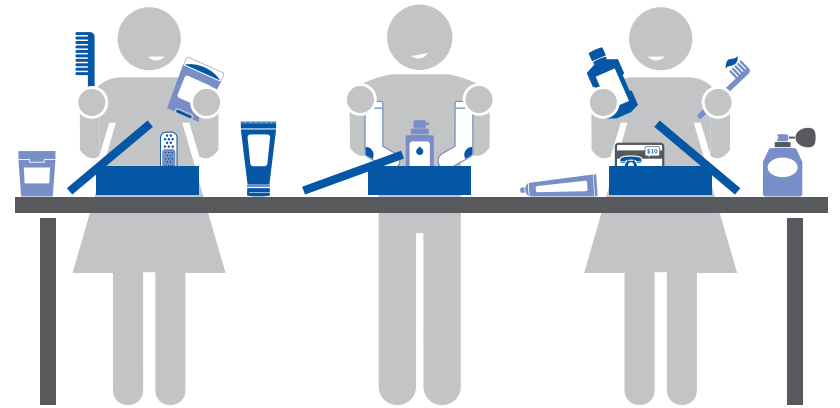
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Holly Bass, Cobb County Convention
and Visitors Bureau
Demming Bass, Cobb Chamber of Commerce
Karen Caro, Cobb Galleria Centre
Pedro Cherry, Georgia Power
Bruce Clayton, Genuine Parts Company
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Vaughn Williams, Kennesaw State University,
Athletics Department

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Catherine Owens, regional director
Ashley Hungerford, development officer
Ofelia Nuñez, regional coordinator

COBB COUNTY PACKING SHOEBOXES OF HOPE



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**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED**

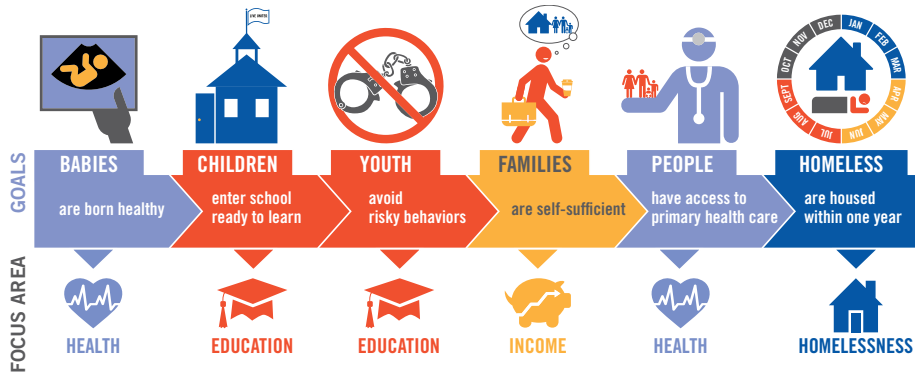


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WHY UNITED WAY

United Way improves lives by mobilizing the caring power of our community to advance the common good. We focus on the building blocks for a good quality of life — education, income, health and ending homelessness. United Way unites nonprofits, businesses, government, donors and volunteers to keep kids learning and in school, help people achieve financial stability, strengthen our health safety net, and end chronic homelessness. Join us and become a part of the lifeline.



COMMUNITY PARTNERS IN COBB

American Cancer Society
 American Red Cross
 Austell Early Learning Initiative
 Atlanta Urban League
 Big Brothers Big Sisters of Metro Atlanta
 Boy Scouts Atlanta Area Council
 Boys & Girls Clubs of Metro Atlanta
 Catholic Charities Atlanta
 The Center for Family Resources
 Cherokee Family Violence Center
 Cobb County Center for Children & Young Adults
 Communities in Schools of Marietta / Cobb County
 Diabetes Association of Atlanta
 Easter Seals North Georgia
 The Edge Connection
 Families First
 Franklin Road Early Learning Initiative
 Girl Scout Council of Northwest Georgia

Girls Incorporated
 Goodwill of North Georgia
 Harmony House
 Jewish Family & Career Services
 Latin American Association
 Link Counseling Center
 Marcus Jewish Community Center
 MUST Ministries – Marietta
 Pathways Community Network
 Planned Parenthood of Georgia
 Quality Care for Children
 The Salvation Army
 Sheltering Arms Early Education & Family Centers
 Sickle Cell Foundation of Georgia
 Sweetwater Valley C.A.M.P
 Travelers Aid of Metropolitan Atlanta
 Vision Rehabilitation Services of Georgia
 YWCA of Northwest Georgia

PACKING SHOEBOXES OF HOPE

Just a handful of everyday items we often take for granted — lotion, soap, a toothbrush — can mean the world to a homeless person. That's the idea behind the **United Way Shoebox Project**, which collects thousands of creatively decorated boxes each year filled with toiletries for homeless women and children.



The Shoebox Project is a way for companies to engage year-round with United Way in addition to running an employee campaign.

The driving force behind the Shoebox Project success: volunteers.

“People are looking for ways that they can make a difference, even with little time or resources,” says Lea Rolfes, director of volunteerism for United Way of Metropolitan Atlanta. “Donating a shoebox filled with new items you may have around the house is one way to make a difference in a small amount of time.”

In 2011, metro Atlanta donated more than 18,000 decorated shoeboxes. That's a 3,500-unit increase from the year before and the most collected during any one campaign. The gifts went to 67 agencies in the region.

In Cobb County, individuals, companies and groups donated more than 3,100 boxes. That's in large part because to people like Rachel Rhodes.

Rhodes, who learned about the Shoebox Project while serving on United Way Cobb County's Campaign Cabinet, helped lead her employer, Comcast, to an impressive donation of 2,200 boxes metro-wide. Many boxes were assembled at company shoebox parties.

“Comcast really wanted to become involved because the Shoebox Project complemented Comcast Cares Day, which is our annual day of service giving back to our communities,” Rhodes says. “The program is successful because our employees are very much involved in their communities and are always looking for opportunities to give back.”

Through that kind of support from local companies, faith-based organizations and community partners, United Way can help meet the needs of homeless people.

The shoeboxes came in all shapes and sizes, including boxes shaped like purses and Barbie cars. Some boxes included letters of encouragement.

And they do encourage. Rolfes says, “One woman couldn't help but hug the agency representative that gave her the box because she knew that underneath the lid was a culmination of love and support from the community.”