

# MISSION UNITED BUSINESS PLAN



**United  
Way**



United Way of Citrus County



Proudly Serving Those Who Have Served™

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# Executive Summary

*The United Way of Citrus County is committed to creating Real, Lasting Change in Citrus County by radically improving the lives of those in need.*

Knowing that our population includes 26,000 Veterans, our organization decided to take a closer look at how these honorable men and women are being served in our community. The Office of Veterans Affairs is committed to helping military personnel and offers a wide variety of benefits and services. However, accessing these services can be difficult and very overwhelming. Our local Veterans Services Office has a staff of 4 and provides services to nearly 5,000 Veterans per year. While these dedicated staff members are highly committed to providing the best service possible, they have identified several gaps and opportunities for other community partners to step in and help.

This document will outline the details of how United Way will be able to step in and assist in three primary areas: Social Services Needs Management, Application Navigation and Processing, and Community Coalescing through advocacy and volunteer management.

Ensuring that those in need are served with commitment and integrity is vital to the success of our community. With the knowledge that 18% of our population has served our country, United Way is honored and proud to launch this new initiative; Mission United.

# Current Organizational Structure

*The United Way of Citrus County is led by 20 dedicated members of our Board of Directors.*

## Executive Committee Members

Board Chair	Mike Bays of Michael D. Bays State Farm
Board Vice Chair	Buddy Grant of the Citrus County Sheriff's Office
Treasurer	Anthony Holte of SunTrust Banks
Secretary	Ashley Crisci of Publix Supermarkets
Finance Chair	Ray Thompson of Capital City Bank
Nominating Chair	Theresa Foster of West Central Solutions
Policy Chair	Linda VanAllen of VanAllen-Acentria Insurance Agency

## Board of Directors

Ralph Aleman	HCA
Lace Blue-McLean	Inverness Yoga and Wellness
Austin Brown	Seven Rivers Regional Medical Center
Bo Bush	Publix Supermarkets
Scott Carnahan	Board of County Commissioners
Lesley Decator	Vantiv
Phyllis Dixon	Duke Energy
Mike Hall	Nature Coast EMS
Beverly Howard	Retired
Mike McCarthy	Sibex
Sandra Oller	ERA Suncoast Realty
Abby Runk	Cornerstone On Demand
Laura Sullivan	Cypress Cove Care Center

*The United Way of Citrus County is managed by two Executive Level staff members; Amy Meek, CEO and Meghan Pitzer, Operational Manager.*

# Market Needs Analysis



**Our analysis of our community found that Citrus County has the 2nd highest number of Veterans in the state of Florida. 70% of our local Veterans are over the age of 65.**

## The VSO and staff identified 4 key areas of service gaps

- 1** Access to Home Health or Adult Day Care – with 70% of our Veterans over the age of 65, many are facing medical needs. The prevalence of relative care givers is increasing and is not always the most optimal for the Veteran's specific medical needs. An "Adult Health Care Program" is not available in Citrus County.
- 2** Financial Literacy Training – Many Veterans applying for assistance struggle to manage household budgets and are in need of training in this area. Those Veterans under the age of 62 are not yet eligible for SSI and many face income struggles.
- 3** Access to Legal Aide – Pro Bono Legal Services through traditional Legal Aide Non-Profits are hard to access with long waiting lists. The VSO would like to access a group of local attorneys who would be willing to take on a limited number of Pro Bono cases, representing local Veterans.
- 4** Affordable Home Repairs – Veterans who face financial and physical challenges are often in need of home repairs or retro-fitting for handicaps. These can be costly and require extensive orchestration to complete.

A recent search of the VA website found a listing of 529 different forms. They range from forms for the Veteran, spouse and/or children, forms for disabilities, for medical information, employment, the list goes on and on. Our discussions with the VSO, local Veterans and their families revealed that Veterans are not fully aware of all of the benefits that they are entitled to, they are unsure of which forms to choose and can be overwhelmed by the process.

Our research also revealed a significant need for a Veterans Social Worker. Many Veterans are facing many challenges that require the help of a professional who can help the Veteran solve and cope with problems in their everyday lives.

# Program Description

***Our goal is to work in concert with the Veterans Services Office and take referrals from their staff. This would help us to ensure that we are providing services to qualified Veterans who have an identified need. Once the Veteran is referred to Mission United, one of 3 staff members would be assigned to assisting the Veteran through our 3 identified areas of need:***

## Social Services Needs Management

Mission United would employ a professional Social Worker, preferably with a military background. This would allow the VSO to transition high need Veterans to a professional who can assess and assist with a holistic approach, which requires more time and expertise than the VSO can currently provide. This would ensure that high need Veterans have all of their needs met to optimize success. Our goal is for this person to aide approximately 150 Veterans per year. Caseload will be determined by the severity of the cases and prevalence of face-to-face visits, which will increase success.

## Application Navigation and Processing

With 529 different VA forms to choose from, complete, submit and follow up on, applying for benefits can be an overwhelming task. Mission United would employ a dedicated Application Specialist to provide assistance in selecting, completing and submitting the correct forms to the VA. This person would also assist the Veteran with follow up. Our goal is for this person to assist 500 Veterans per year. However, the outcomes for success will be based on the financial value of the benefits provided to the Veteran. Optimally, we will assist local Veterans to garner up to \$1,000,000 in financial benefits.

## Community Coalescing Through Advocacy and Volunteer Management

Mission United will rely heavily on volunteers to help our local Veterans. Our volunteer manager will recruit, train and utilize 100 volunteers in the following areas:

- Coordinating with local banks for financial literacy training
- Organizing commitments from local attorneys to provide pro bono legal aide
- Working with local contractors and sub-contractors to provide home repairs and retro-fits for handicap accessibility, and request this services be offered at no or low cost.
- Coordinating with local home health providers to assist with home health and adult day-care services
- Scheduling State VA representatives to conduct classes on VA benefits and accessibility
- Coordinating monthly comradery events for younger Veterans and their families
- Organizing Advocacy days to encourage state legislators to bring needed services, like an Adult Health Care Program and Family Endeavors to our community
- Data gathering for promotions, awareness campaigns and advertising
- Coordination with other local service providers to supplement specific needs

# Financial Requirements

*This program will require financial support and long term planning for sustainability*

## ESTIMATED EXPENSES

### Social Worker

Salary	\$42,000
Benefits, Taxes etc.	\$3,500
Phone	\$1,200
Computer/Office Supplies	\$2,500
<b>Total</b>	<b>\$49,200</b>

### Application Specialists

Salary	\$32,500
Benefits, Taxes etc.	\$2,700
Phone	\$1,200
Computer/Office Supplies	\$5,000
<b>Total</b>	<b>\$41,400</b>

### Community and Volunteer Coordinator

Salary	\$30,000
Benefits, Taxes etc.	\$2,500
Phone	\$1,200
Computer/Office Supplies	\$5,000
<b>Total</b>	<b>\$38,700</b>

<b>Grand Total for Estimated Expenses</b>	<b>\$129,300</b>
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# THANK YOU

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