



## United Way IWV

- There is strength in community. We can do together what we can never do alone.
- Through United Way, you can help build a community where people come together to help care for one another.
- United Way IWV supports member agencies that provide services in Ridgecrest, Inyokern, Trona and surrounding areas.
- When you give to United Way, you choose how your money is spent.
- Join United Way as it reaches out to "Touch a Life".

### Inside this Issue:

- Community Leaders Brainstorm for United Way 2
- B-Mountain Foundation Gives to BHS Students 2
- Meet the IWV Search & Rescue 3
- Hello from UW's New Executive Director 3
- Prostate Cancer Survivors Group Is Here to Help 3
- Faller Elementary PTO Says Thanks for the Support 4

## of Indian Wells Valley

Volume 3, Issue 1

Spring 2009

## Celebrating the End of the 2008 Campaign Season

Supporters and area residents helped United Way Indian Wells Valley (UWIWV) raise nearly \$95,000 in the recent campaign. This outpouring of support helped to ensure success at a time when a sluggish national economy was the topic of many headlines. Thank you to all of our volunteers and our many supporters. This campaign is a testament to the generous nature of the Indian Wells community.

UWIWV Board President Felice McLane said, "People understand and respond to the needs of our community." Reflecting on the campaign, President McLane added, "We can make steady and lasting improvements in our community by working together. The outcome of this

campaign is proof of that."

The funds will go to UWIWV's member agencies and used to further local UW goals.

Many thanks to all of the companies that participated in our campaign. The following companies and their employees were recently recognized for their exceptional level of total giving: Arcata, Cerro Coso Community College, Constellation Energy, DCS Corp., Enterprise-Rent-A-Car, Indian Wells Valley Water District, Jacobs, L-3 Communications,

NDTI, Ridgecrest Physical Therapy, Ridgecrest Regional Hospital, SCE, Sierra Sands Unified School District and UPS.



**DSC Corporation receives "The Rock" for the largest contribution from employees and corporation. L to r: Andy Pfaal (DSC), Chuck Faris (DSC), Felice McLane (UWIWV), Arnie Johnson (DSC) and Marla Erwin (UWIWV).**

## Welcome to the New Executive Director

On behalf of the United Way board of directors, it is my pleasure to announce that Marla Erwin has been selected to be the Executive Director of United Way of the IWV. We are glad to have her on board and look forward to working with her in this very important role.

If you have not yet met Marla, I encourage you to do so. Contact her at 375-1920 to say hi or to set up an



appointment to meet with her.

During the past several years, our community has suffered a serious downturn in the amount of money do-

ated to our local United Way member agencies.

As a result, these member agencies have less money available for valuable services and programs to the

community. Without more resources, our ability to "Touch a Life" will become severely impacted.

**Continued, page 2**

## Community Leaders Brainstorm UW Strategies

The United Way IWW Board of Directors recently convened a Community Leadership Advisory Conference. Several community leaders were invited and graciously agreed to come to offer ideas for upgrading and expanding United Way's fundraising efforts and community outreach. The goal was to find ways to improve the success of UW's campaigns so that the community and its many service and support groups can be better served.

The SpringHill Suites by Marriott donated the use of one of its stunning new meeting rooms for the event. The 90 minute meeting was extremely productive. Many energizing new ideas were brainstormed and numerous innovative strategies were developed.

The new concepts will be further refined by the body into a series of options for the United Way Board to consider for future implementation. The likely prod-

ucts coming from this stimulating effort range from new fundraisers to expanded services to be offered to the community, UW supporters and member agencies.

One breakout group pointed out the importance United Way holds for each of us because "we don't know when we, our families or our friends may need the services of one of the many UWIWV member agencies in the future."



### Welcome, cont'd. page 1

We must not allow this to happen. So, in an effort to find solutions to this urgent situation we brought together some of our community's most successful and innovative people to help us come up with unique ways to solve this problem.

Please contact Marla Erwin, Executive Director of United Way of the IWW if you have ideas that you would like us to consider. We would welcome your suggestions. Call Marla at 375-1920.

Our local United Way is a vital element in making our region a great place to live and to conduct business. We need your support to help us continue to be an important component in keeping our community's quality of life vibrant and flourishing.

~Felice McLane,  
UWIWV President

**Burroughs students  
Noah Blackman,  
Derick Brewster,  
Nick Wigton, and  
Dustin Anderson  
show off the  
equipment and  
software they can  
use, thanks to the  
B-Mountain  
Foundation**



## B-Mountain Foundation Helping BHS Support Local Students

The B-Mountain Foundation is helping Burroughs High School support its students' educational growth. Since 1992 the Foundation has spent more than \$100,000 to this end. Foundation Board Member and BHS teacher Jeff Prusa explained, "It's a way of getting innovative programs into the classrooms more quickly."

Recently, laser-engraving equipment and software for the school's shop classes

were purchased. This technology allows students to embellish their projects with creative, professional-quality designs. "The technology that we use in Wood Shop makes the class much more interesting," said senior David Hillis.

To encourage cultural enrichment opportunities, the Foundation will host the San Francisco Shakespeare Company at BHS next school year. This will allow high school students not only to attend a per-

formance, but the company's actors will work with the school's English and drama students in a post-production workshop.

In the English Department, the Foundation sponsored Burroughs' participation in the national WordMasters Challenge. Burroughs has had several teams and students rank nationally in the competition.

"The support we receive from B-Mountain positively impacts our campus on a

daily basis," said Principal Dave Ostash. "Throughout every department and program, students and teachers have received monetary support to enhance programs and opportunity. And, heading into difficult economic times, B-Mountain will be more vital than ever to the continuity of our instructional program."

To learn more about the B-Mountain Foundation and how you can support it, call United Way at 375-1920.

## Meet the Indian Wells Valley Search and Rescue

The Indian Wells Valley Search and Rescue Team is one of the United Way's amazing member agencies.

This dedicated group has served our valley since 1963 and works on a "call-out" basis with Kern County and neighboring areas. This group is responsible for almost impossible rescues from mine shafts and desert areas. According to the Kern County Sheriff, its reputation is "so well known it is regularly asked to assist other

counties and states."

IWVS&R's work in the community aims to prevent the need for search and rescue intervention by educating the public about wilderness and mine safety. The team also can be found participating in local parades and events.

Contributions received by the IWV Search and Rescue are used for training and to purchase equipment. Community gifts have purchased quads, re-breathers, under-

ground cameras, telephone systems, air compressors, shovels and even vehicles. Donations also provided training in mine safety, underground tunneling and other hazards the team may face.

As with most agencies, the IWV Search and Rescue Team is in need of volunteers, equipment and funding. Contact UWIWV to find out how you can support this vital organization.



**IWV Search & Rescue**

**is responsible for  
"almost impossible  
rescues from  
mine shafts . . ."**



## Hello from United Way IWV's New Executive Director

Greetings to all,

These past few months have been a whirlwind for me. I have learned two different tracking programs, Campaign Direct and CFC Assistance. In addition, I have brushed up on my Quicken, traveled to New Orleans and Sacramento, figured out 1<sup>st</sup> quarter disbursements for the CFC and UW Community campaigns, undergone a total office makeover, and attended 6

weeks of grant writing classes at the college. This is just a portion of what I have been up to my first 4 ½ months as Executive Director.

I am very anxious to learn what else is ahead of me in this journey. I am already having such a good time and campaign season has not even started yet!!

~ Marla

## Prostate Cancer Survivors Group is Here to Help

Do you know a man newly diagnosed or repeat diagnosed with prostate cancer? The Prostate Cancer Survivors Group, a United Way member agency, is here for him. Formed in 1996, the group of about 75 members provides up-to-date information about available treatments because there are many cures available besides surgery.

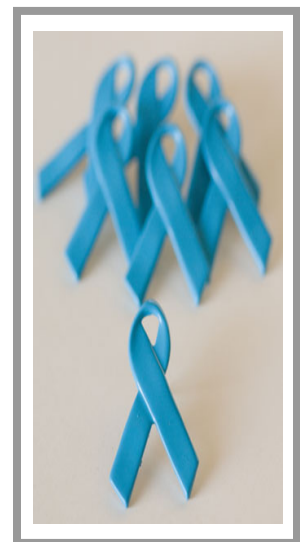
The group also strives to motivate men with prostate cancer to seek treatment.

Locally, it is not uncommon for a wife to visit the group before her husband does. Many men need help but will not seek it out on their own.

According to PCSG leaders, the group does not have a high profile locally "because people don't become aware of us until it becomes personal." Membership has no requirements except for meeting attendance at least once a year. Meetings are structured to provide education and information about

treatment methods and research updates. PCSG interacts with the National Us-Too organization, the Tehachapi and Palmdale survivor groups, the local American Cancer Society (ACS) and Creating Healthy Lives.

The PCSG receives its revenue from member donations, WACOM, ACS and United Way. For more information about this group or how to support it, please contact UWIWV.





**UNITED WAY  
INDIAN WELLS  
VALLEY**

206 N. Balsam Street  
Ridgecrest, CA 93555

Phone: 760-375-1920  
E-mail: [uwiwv@iwwisp.com](mailto:uwiwv@iwwisp.com)

We're on the web!  
[www.iwwunitedway.org](http://www.iwwunitedway.org)

## Faller Elementary PTO Sends Thanks to UW Contributors

The Faller Parent-Teacher Organization (PTO) finds fun ways to use United Way donations to promote student participation in school programs and events. While a majority of its United Way funds are used in its reading program and for school T-shirts, United Way gifts are also used to sponsor four "Family Nights" for parents and students and for monthly "Popcorn with the Principal" events.

"Faller Readers Are Out of This World" was the PTO's theme for its 2008-2009 reading program. To promote involvement in the all-school reading program, Faller PTO gives each of the school's 500 children a lim-



ited edition school T-shirt. To show support for their school, all students, teachers and staff are encouraged to wear the Faller T-shirts on Friday for Pride Day.

This year's T-shirt was designed by a Faller student, making it extra special. Fifth grader Areli Munoz (pictured third from the left) was se-

lected as the first place contest winner. Congratulations also went to Mariah Castleberry (second place), Edwin Winkel (third place), Brooklyn Coolidge (fourth place) and Savannah Ham (fifth place). When the freshly printed shirts were passed out to the students, the

school displayed a large banner stating, "**Thank you PTO and United Way!**"

Faller PTO salutes the community's generous United Way supporters. To donate funds toward the Faller PTO, which is a United Way member agency, contact Marla Erwin, Executive Director of United Way IWV (375-1920).