



CAMPAIGN OF ROCK

A GUIDE TO ROCK CAMPAIGN



2024



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OF ROCK**

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Thank you to our Presidential Sponsors!





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EXECUTIVE SPONSORS

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LIVE UNITED SPONSORS

Thank you to our Live United Sponsors!

Amarillo College	Butler Benefits
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Bell Flight	Leslie Massey Farmers Insurance
BSA Health System	Valero
Budweiser Distribution Co.	The English Rose

ADVOCATE SPONSORS

Thank you to our Advocate United Sponsors!

Cactus Cove	KAMR Local 4/ FOX 14
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George Distributors	Oceans Behavioral Hospital
Great Plains Crop Services	Pak-A-Sak
Happy State Bank	Reed Beverage
Joseph Peterson - Edward Jones	Tyson Foods Forward Warehouse



EXECUTIVE BOARD

Thank you to the support of our Executive Board!

Mary Emeny, Ranch Manager/Community Volunteer - Board Chair
Billy May, Farmers Insurance - Community Impact Co-Chair
Cecil Glover, AW Broadband - Member at Large
Dane Williams, Community Volunteer - Planning Chair
Jeremy Pepper, Pantex - Member at Large
Judy Day, Community Volunteer - Governance Chair
Kyla Hanks, Vertical Thoughts - Board Chair-Elect
Laura Storrs, City of Amarillo - Treasurer
Leslie Massey, Leslie Massey Farmers Insurance - Immediate Past Board Chair
Mary Coyne, MCMC - Marketing & Communications Chair
Roland Romo, Affiliated Foods - Resource & Development Chair
Shannon Mullins, Atmos Energy - Community Impact Co-Chair
Steve Stockton, United Supermarkets – Secretary

BOARD OF TRUSTEES

Thank you to the support of our Board of Trustees!

Adam Schaer, KB Recycling
Allen Hare, Caviness Beef
Andrew Freeman, City of Amarillo
Brad Baldrige, Xcel Energy
George Pacheco Jr., West Texas A&M University
Jennifer Gallardo, Amarillo National Bank
John Betancourt, Dignity Memorial
Jordan Herrera, Amarillo College
Joseph Anguiano, AFLAC
Joseph Peterson, Edward Jones Investments
Julian Reese

Kacie Foust, Whitney Russell
Kyle Ingham, Xcel Energy
Martha Del Toro, Northwest Texas Healthcare System
Matthew Marrs, Cactus Cove
Robyn Cranmer, Canyon ISD
William Bailey, Allstate Alarm Company



ITINERARY

WEDNESDAY, JULY 24

11:30 AM Arrive in OKC at the Skirvin Hotel

11:50 AM Grand Entrance

Noon - 1 PM Welcome, *Jason McCoy, Sr. Director of Resource Development*

- Introduction to Board Members, Staff, Volunteer Leadership
- Bathrooms/Mailboxes
- Prizes
- Sit Down Song
- Traveling Trophy, Brag Jar, \$5 Fines
- Why You Are Here? (Crafting your Rally Message)
- What does it mean to be an LE?

Training Expectations - *Heather Bailey, Campaign Director*

Protecting the Brand - *Makayla Barrientos, Director of MarCom*

Who is Alice? Why is helping ALICE important? - *Adam Leathers, Director of Community Impact*

Welcome to the Campaign of Rock - *Billy, Amy, William*

- Review Why Are You Here?
- Importance of LEs
- Expectations of support/Overcoming fears
- What does it mean to be an LE?
- Team Building #1 - Team Jingle

ECC Role - *Darla & Kelly*

- Importance of ECC/LE relationship
- Share Data
- Communication Exercise



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ITINERARY

WEDNESDAY, JULY 24

- 1:00 - 1:15 PM** Break
- 1:15 - 2:15 PM** Branding Message - *RD + MarCom*
- 2:15 - 2:30 PM** Break
- 2:30 - 4:00 PM** Crafting Your Message Part 1, *Jason*
ECC Breakout 1, *Darla & Kelly*
- 4:00 - 4:15 PM** Touchbase, *Heather*
- Wear LIVE UNITED Shirts for dinner for Group Photo
 - Mock Rally
 - Evaluation
- 4:15 - 6:00 PM** Check-in to Hotel + Free Time
- 6:00 - 6:30 PM** Group Photo, *Makayla*
- 6:30 - 8:00 PM** Dinner, Campaign video, Mock Rally, and Review of the Day
Billy, Amy, William, Darla, Kelly
- 8:00 - 10:00 PM** Hospitality Room



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ITINERARY

THURSDAY, JULY 25

7:30 - 8:00 AM	Breakfast
8:00 - 9:30 AM	Branding Message Review + Review the Day, <i>Heather + Makayla</i>
9:30 - 9:45 AM	Poverty Simulation Part 1, <i>Panhandle Community Services</i>
9:45 - 11:15 AM	Break
11:15 - 11:30 AM	Poverty Simulation Part 2, <i>Panhandle Community Services</i>
11:30 - 11:45 AM	Break
11:45 - 1:45 PM	Lunch + Review of Message, <i>RD + MarCom</i>
12:00 - 12:15 PM	Break
12:15 - 1:45 PM	Allocations Simulation, <i>Adam + Billy</i>
1:45 - 2:15 PM	Team Building #2 Commercial, <i>Billy, William, Amy</i>
2:15 - 2:30 PM	Break
2:30 - 4:00 PM	Crafting Your Message Part 2, <i>Billy, William, Amy</i>
4:00 - 4:15 PM	ECC Breakout #2, <i>Darla + Kelly</i>
4:15 - 8:00 PM	Review of the Day, <i>Heather</i>
8:00 - 10:00 PM	Free Time
8:00 - 10:00 PM	Hospitality Room



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ITINERARY

FRIDAY, JULY 26

- | | |
|-------------------------|--|
| 7:30 - 8:15 AM | Breakfast + Bring Luggage |
| 8:15 - 9:00 AM | Branding Message Review + Review the Day, <i>Heather + Makayla</i>
Team Building #3 Communication, <i>Darla + Kelly</i> |
| 9:00 - 10:00 AM | Highlight Presentations, <i>Billy, William, Amy</i> |
| 10:00 - 10:30 AM | Graduation, <i>Billy, Amy, William, Darla, Kelly</i> |
| 10:30 - 10:45 AM | Break |
| 10:45 - Noon | <i>Surprise Closing Activity</i> |
| Noon - End | Review + Inspire, <i>Billy, Amy, William, Darla, Kelly</i>
Clean-up
Lunch & Load the Bus |



CAMPAIGN OF ROCK

UNITED WAY STAFF



Kiley Murray
President & CEO



Jason McCoy
Sr. Resource Development Director



Adam Leathers
Sr. Community Impact Director



Audrey Bullock
Sr. Finance Director



Makayla Barrientos
Director of Marketing & Communications



Heather Bailey
Campaign Director



Jeff Whitsell
Development Coordinator



Haley Stoddard
Community Initiative Manager



Janell Menahem
2-1-1 Director



Adriana Galindo
Administrative Assistant



Josephine Fabela
Accounts Receivable Coordinator



Connie Kelley
Accounts Payable Coordinator



Yvette Alvarado
2-1-1 Resource Database Curator



Carlos Varela
2-1-1 Bilingual Resource Specialist



Sofia Herrera
2-1-1 Bilingual Resource Specialist



Regan Sullivan
2-1-1 Resource Specialist



David Ramos
2-1-1 Resource Specialist



CO-CHAIRS

LOANED EXECUTIVE CO-CHAIRS TEAM: RUN D.M.C.



Billy May
Farmers Insurance



Amy Edwards
Valero



William Bailey
ASI

EMPLOYEE CAMPAIGN COORDINATOR CO-CHAIRS TEAM: JUKE BOX HEROES



Darla Fish
Pantex



Kelly Preston
First Bank Southwest



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LOANED EXECUTIVES TEAM: ACDC



Team
Lead

Dru Chidester
Xcel Energy



Elsa Porras
Atmos Energy



Jim Womack
Oceans



James Diaz
AutoInc.



Tim Kirsch
United Supermarkets



Board
Member

Joseph Anguiano
Aflac

TEAM: ZZ TOP



Team
Lead

Brad Baldridge
Xcel Energy



Board
Member

Petra Kommavongsa
Amarillo National Bank



Amanda Williams
Keller Williams



Tony Oronia
Tyson



Itzel Lopez
United Supermarkets



Board
Member

Roland Romo
Affiliated Foods

TEAM: SWIFTIES



Team
Lead

Janell Menahem
United Way of Amarillo & Canyon



Sydnee Baten
Street Toyota



Samantha Morris
First Bank Southwest



Caden Keenan Kingston
KAMR



Heidi Gruner
Xcel



Ashley Howard
Maverick



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LOANED EXECUTIVES TEAM: GUNS N' ROSES

Team
Lead



Pam Madden
Amarillo College



Hector Mendoza
City of Canyon



Heather Wingert
City of Amarillo



Jerica Hunter
Pantex



Sabrina Mena
Pantex



Shawn Strange
Pantex



Stacey Parker
Pantex



Takara Riedinger
Pantex

TEAM: THE WHO

Team
Lead



Izzy Cabello
United Supermarkets



Ben Huebner
First United Bank



Yvette Alvarado
United Way of Canyon & Amarillo



Aspen Edgar
News Channel 10

TEAM: QUEEN

Team
Lead



Lili Cadena
Amarillo National Bank



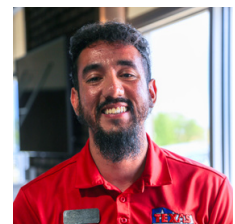
Connie Hernandez
Tyson



Karla Brim
Valero



Jeri Tyler
BCS



Justin Rocha
AutoInc.



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EMPLOYEE CAMPAIGN COORDINATORS

TEAM: JUKEBOX HEROES



Darla Fish
Pantex



Kelly Preston
First Bank Southwest



Stacy Ruiz
AutoInc.



Brittainy Barber
Pantex



Alma Gutierrez
Tyson



Stephanie Pena
Xcel Energy



Tami Lofgren
BSA



Kara McElya
Atmos Energy



Shanna Boily
Bell



Feather Cortez
BCS

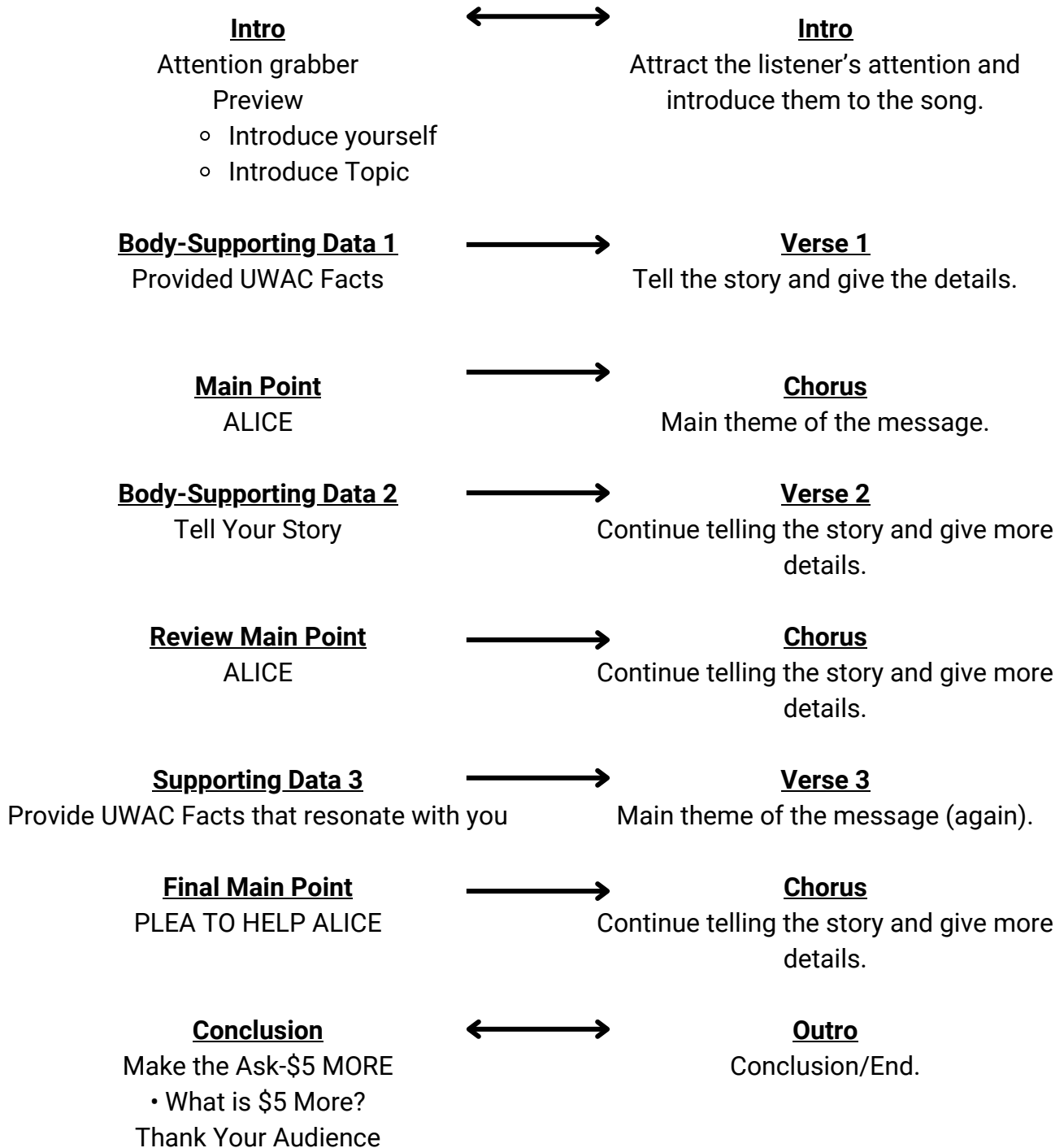


Debra Burnett
Valero



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CRAFTING YOUR MESSAGE / SONG STRUCTURE





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CRAFTING YOUR MESSAGE

INTRO

- ATTENTION GRABBER-RALLY VIDEO
- PREVIEW
 - Tell them why you are there
 - Introduce yourself & thank the company for letting you be there.

BODY-SUPPORTING DATA

- United Way of Amarillo & Canyon funded programs helped 71,434 people in our community last year.
- 98% of the money donated to the United Way of Amarillo & Canyon, stays here.
- For \$49 a year, ONE life can be changed!

MAIN POINT-ALICE

ALICE stands for “Asset Limited Income Constrained & Employed”. These are people who live above the federal poverty line and don’t qualify for most governmental assistance but live beneath the cost of living. Many of times they struggle due to no fault of their own.

They are our neighbors who work hard, yet they are unable to afford the basic necessities, such as housing, food, childcare, healthcare and transportation. We see people who represent ALICE every day. They work to keep our economy running. ALICE is our friends, family and the people we rely on day in and day out to provide essential services. Yet they struggle to make ends meet and are one medical emergency, car repair or job loss away from crisis.

SUPPORTING DATA 2

TELL YOUR STORY! YOU WILL BE AMAZING!

REVIEW MAIN POINT

United Way of Amarillo & Canyon’s mission is to help ALICE, which is 56% of our community’s population receive the help they need. With your assistance, we can make our community stronger. The goal is to move ALICE out of poverty through services that focus on health, education, financial stability, and basic needs

SUPPORTING DATA 3

- United Way of Amarillo & Canyon provided 21,208 direct services for victims of family violence and sexual assault and family members, last year.
- United Way of Amarillo & Canyon provided nearly 5,000 nights of shelter for domestic violence victims last year.

REVIEW MAIN POINT-ALICE

- 20% of Potter County lives in poverty. 32% live in ALICE
- 7% of Randall County lives in poverty. 24% live in ALICE

CONCLUSION-FINAL STATEMENT

- **MAKE THE ASK \$5 MORE:** Ask each and every one of them to join you in supporting the United Way this year. If they gave last year, could they give the same amount plus \$5 more per paycheck?
- THANK THEM



CRAFTING YOUR MESSAGE | FACTS & FIGURES

- United Way of Amarillo & Canyon funded programs helped 71,434 people in our community last year. 19% increase over the previous year.
- 1/3 of Amarillo used United Way Program Providers last year.
- For \$49 a year, ONE life can be changed!
- 20% of Potter County lives in poverty. 32% live in ALICE
- 7% of Randall County lives in poverty. 24% live in ALICE
- 24 local programs from 18 organizations currently receive funding from the United Way of Amarillo & Canyon Allocations.
- 98% of the money donated to the United Way of Amarillo & Canyon stays here.
- 51.4% of Amarillo ISD students qualify for free or reduced lunch (up from last year.)
- United Way of Amarillo & Canyon provided 21,208 direct services for victims of family violence and sexual assault and family members, last year.
- United Way of Amarillo & Canyon provided nearly 5,000 nights of shelter for victims of domestic violence last year.
- United Way of Amarillo & Canyon provided 700,188 meals to children, senior community members, struggling families, and homeless individuals, last year.
- United Way of Amarillo & Canyon provided 19,061 nights of shelter for people living without homes, last year.
- United Way of Amarillo & Canyon provided 33,546 sessions for family counseling, or transition counseling/ crisis services, last year.
- United Way of Amarillo & Canyon provided 367,703 sessions for after-school, mentor programs, and youth development, last year.
- United Way of Amarillo & Canyon provided 209 kids with affordable childcare and 3,912 sessions for our Veteran Community, last year.
- Because of United Way of Amarillo & Canyon, 154 foster children were represented in the court system with 3,655 hours of advocacy, last year.
- ALICE stands for "Asset Limited Income Constrained & Employed." These are people who live above the federal poverty line and don't qualify for most governmental assistance but live beneath the cost of living.
- United Way of Amarillo & Canyon supports a grant-funded program called Community Youth Development, a juvenile delinquency prevention program, that served over 1,311 local at-risk kids, last year.
- United Way of Amarillo & Canyon's Youth Program worked with and empowered over 13,000 local youth to engage their community in philanthropy last year.
- The number of children living in poverty in Potter County is 9,792- a 29.2% rate.
- The number of children living in poverty in Randall County is 4,577- an 11.6% rate.
- In Potter County, 20% of the median income is spent on childcare.



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Brand Wheel

Health

Amarillo Wesley Community Center
Senior Citizen Programs
Coalition of Health Services
Nurse-Family Partnership
Family Care Foundation
Dental Assistance
Family Support Services
Counseling
Panhandle Behavioral Health Alliance System
Change

Education

Buckner Children & Family Services
FYI Center
Family Support Services
Education & Prevention Programs
Amarillo Wesley Community Center
Behind the Scenes Modeling & Mentoring/Wrestling Club
Boys Scouts, Golden Spread Council
Cub Scouts Scoutreach
Girl Scouts of TX/OK Plains
Girls at School
Maverick Boys & Girls Clubs of Amarillo
Academic Success

Financial Stability

Children's Learning Centers of Amarillo
Low-Income Childcare
Family Support Services
Veterans Resource Center
Goodwill of NW Texas
Job Training/Placement

Basic Needs

2-1-1
Specific Aid
Amarillo Area CASA
Volunteer Recruitment
American Red Cross
Home Fire Campaign
Catholic Charities of the TX Panhandle
Interfaith Hunger Project
The Market on Tierra Blanca
Food Pantry
PRCP/Area Agency on Aging
FoodNet
The Salvation Army
Emergency Shelter Services
City of Amarillo - Community Development
Coming Home Project
Family Support Services
Crisis/Domestic/Sexual Assault
Guyon Saunders Resource Center
Community Day Room



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PROGRAM PROVIDERS

Education - Pick one that resonates with you

Program Provider	Who they impact	Ways they impact
Amarillo Wesley Community (Behind the Scenes)	At risk youth are living in poverty (5-20)	Mentoring
Amarillo Wesley Community (Wrestling)	At risk youth are living in poverty (4-15) Boys and Girls	Wrestling
Boy Scouts, Golden Spread (Scoutreach)	Youth in urban and rural areas.	Various Initiatives
Buckner Children & Family (FYi Center)	Individuals just exiting the foster care system, age 18-21	Life Skills
Family Support Services (Education)	Families in need of prevention and various educational services	Life Skills
Girl Scouts (At School)	Girls in school, mostly lower income	Various Initiatives
Maverick Boys & Girls Clubs (Academic Success)	Youth and teens, with no place to go after school	Various Initiatives



PROGRAM PROVIDERS

Income - Pick one that resonates with you

Program Provider	Who they impact	Ways they impact
Children's Learning Centers (Low Income Child Care)	Families who need child care but can't afford it	Childcare to enable income
Family Support Services (Veterans Resource Center)	Veterans and their families	Training
Goodwill Industries (Job Training/Placement)	Lower income under/unemployed	Training

Health - Pick one that resonates with you

Program Provider	Who they impact	Ways they impact
Coalition of Health Services - (Nurse Family Partnership)	Brand new and impoverished Mom's through age 2 of the child	Various Initiatives
Family Support Services (Counseling)	Individuals, couples, and families who need counseling, on a pay scale.	Counseling
Wesley Community Center (Senior Citizen Program)	Older folks who cannot afford care	Heath Base Care
Panhandle Behavioral Health Alliance	Residents who need mental health services	Mental Health Information



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PROGRAM PROVIDERS

Basic Needs - Pick one that resonates with you

Program Provider	Who they impact	Ways they impact
Amarillo CASA	Foster care children	Advocacy
Amarillo Coming Home	individuals who are experiencing homelessness	Rehousing and aftercare
American Red Cross (Disaster Services)	Families who have just encountered disaster (mostly house fires)	Basic Needs
Catholic Charities (InterFaith Hunger Project)	Impoverished and hungry people (mostly older)	Food
Family Care Foundation (Dental Assistance)	People who need dental care but have no insurance and cannot afford it	Dentistry
Family Support Services (Crisis Services: Family Violence)	Supporting victims & supporting recovery of perpetrators	Shelter
Family Support Services (Crisis Services: Sexual Assault)	Supporting victims & supporting recovery of perpetrators	Shelter
Guyon Saunders Resource Center (Community Day Room)	Homeless individuals	Shelter
Panhandle Regional Planning Commission / Area Agency on Aging (FoodNet)	Elderly people who need food and care. (60+ or disabled)	Food/Community
The Salvation Army (Emergency Shelter Operations)	Homeless individuals	Food/Community



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Logo Breakdown



Orange Rainbow - HOPE

The orange rainbow in the United Way logo symbolizes hope and optimism. It reflects our commitment to creating brighter futures and inspiring positive change in our community. This vibrant hue embodies the promise of a better tomorrow, illustrating our dedication to supporting individuals and families as they strive for success and well-being.



Red Person - ALICE

The red person at the center of the United Way logo represents ALICE (Asset Limited, Income Constrained, Employed). This figure embodies the hardworking individuals and families in our community who are struggling to make ends meet despite being employed. The red color signifies urgency and the importance of supporting ALICE households to ensure they have the resources and opportunities needed to thrive.



Blue Hande - Helping Hand

The blue hand at the bottom of the United Way logo represents a helping hand, symbolizing our commitment to providing support and assistance to those in need. It signifies unity, compassion, and the collective effort to lift up our community, ensuring everyone has access to the resources and opportunities they need to succeed.

How does 211 help?

211

Get Connected. Get Help.™

It's a vital part of United Way's efforts to build stronger communities and fight for the Health, Education, Financial Stability, & Basic Needs of every person in Amarillo and Canyon. 211 makes the social services ecosystem/network more efficient by ensuring people in need are connected to agencies that can help them.

Services 211 Provides:

- Food Assistance
- Health Services
- Mental Health Services
- Counseling
- Clothing
- Employment Help
- Child Care & Education
- Veteran Assistance
- Elderly Resources
- Emergency Shelter
- And More



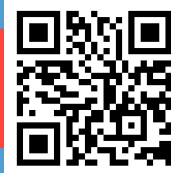
How we've helped?

A real testimony

The Smith family, residents of Randall County, are a family of four. Both parents work multiple jobs to support their household. Their three-year-old son was born with a heart defect, and their newborn daughter has a skull irregularity requiring a specially designed helmet, which is not covered by insurance. Prioritizing their children's health, the Smiths found themselves unable to afford their next mortgage payment. Thanks to the United Way of Amarillo & Canyon's Specific Aid Rent/Utility Assistance program, the Smiths received support for a month's mortgage. This assistance allowed them to maintain a stable home for their young children.



24/7
Call 211 | 211Texas.org



Nationally accredited confidential helpline operated by United Way of Amarillo & Canyon.

