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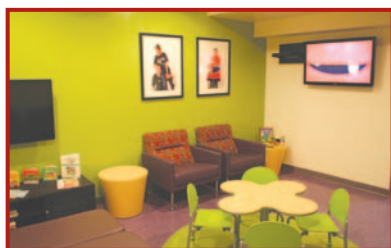
Winter 2011

UMOM Celebrates the Renovation and Licensure of Wellness Center

In September UMOM New Day Centers and Phoenix Children's Hospital (PCH) celebrated the grand opening of their newly remodeled Wellness Center on the main campus of the largest homeless shelter for families in Arizona.

"We are thrilled to celebrate the opening of this facility," said Darlene Newsom, CEO of UMOM New Day Centers. "Through our partnership with Phoenix Children's we will now be able to serve homeless families in need of medical care and prevent emergency room visits and illness in this population."

PCH and UMOM have partnered for eight years to provide medical services for youth living in UMOM shelters through the Crews'n Healthmobile, a fully equipped medical clinic housed in a large bus. Now that the UMOM clinic is fully-licensed and remodeled to fit hospital standards, the Crews'n Healthmobile will be able to provide more services through neighborhood outreach while the children at UMOM receive services right on campus at the Wellness Center.



Inside the newly renovated waiting room of the UMOM Wellness Center.

The center received full state licensure in April of 2011 and began a full remodeling project funded

by Johnson Controls soon after. Johnson Controls is the facilities management company for PCH. The Wellness Center is funded primarily by PCH, the BHHS Legacy Foundation, the Board of Visitors,



Chapin Bell (UMOM Board President and Patron), Darlene Newsom (UMOM CEO), Dr. Randy Christensen (Medical Director, UMOM Wellness Center), Dr. Dennis Lund (Surgeon in Chief, Phoenix Children's Hospital), Mary Thomson (BHHS Legacy Foundation), Phil Francis (UMOM Patron and CEO of PetSmart), Rick Smith (Director of Healthcare Energy Solutions, Johnson Controls)

Healthways Foundation and the Wal-Mart Foundation.

Last year the Wellness Center:

- conducted 145 health assessments on men, women and children.
- provided intervention services for 75 children with developmental delays.
- provided 128 families with supplemental vouchers for healthy food, nutrition education and breastfeeding support.
- Partnered with Community Dental Foundation to provide dental services for 44 adults and children.
- Facilitated workshops and health education classes attended by 420 residents.

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Message from the CEO



I am proud to say that 2011 has been an incredible year for UMOM New Day Centers. Despite continued budget cuts at the state, local and federal levels our agency has been able to continue to serve homeless families and individuals to help them reach their true potential.

UMOM now raises 50% of our annual revenue from donors just like you. We are truly grateful for the immense support we receive from individual donors, corporations, foundations, and the faith community. We are proud to share our success stories and achievements with you this holiday season.

One of the most exciting developments here at UMOM is the licensure and remodel of the Wellness Center, which we operate in partnership with Phoenix Children's Hospital. The new center is beautiful and incredibly functional – it is such a blessing for our families to be able to receive quality medical care right here on campus.

We are also celebrating the launch of three new programs to help homeless veterans and

their families. These programs are helping families who have made the ultimate sacrifices for our country and we are proud to partner with the Department of Veteran's Affairs to give these parents and their children the tools they need to rebuild their lives.

Many of you came out and supported UMOM at our 3rd Annual Women's Auxiliary Walk for Homeless Families presented by GoDaddy.com. It was a wonderful and inspirational morning where over 650 walkers helped to raise funds and awareness for UMOM.

The 2nd Annual Buckles and Bangles Dinner, presented by GoDaddy.com, was held in late October at the beautiful J.W. Marriott Camelback Inn. Over 480 guests had a fabulous time dancing to the music of Mogollon and honoring our Heart for the Homeless Award winners: Gary and Diane Tooker.

It was also my distinct honor to accept the 2011 Athena Award for the Public Sector in October. Presented by the Greater Phoenix Chamber of Commerce, the award recognizes women in our community for the leadership, mentoring, and community service. I am certainly humbled to be recognized by my peers in this way, and I really consider it an honor for the entire agency.

We have much to celebrate this holiday season, but we do so with a heavy heart. The waiting list for UMOM services has doubled over recent months. We now, on average, have over 175 families waiting for our services every day. I hope you will think of

Our Mission:

To provide homeless families and individuals with safe shelter, housing and supportive services to assist them in reaching their greatest potential.

them this season and consider how you can help UMOM as we end this year and begin a new one. Whether it is volunteering your time, giving your gently used clothing or household items, or giving financially – it is needed – and it is appreciated.

A final note of remembrance: In November the UMOM family lost one of its own. The Director of our Child Development Center, Becky Lyddon, passed away. We are all deeply saddened by the loss. Becky was the heart and spirit of the UMOM child care facility – and she will be greatly missed. Please join us in keeping her family and friends in your thoughts and prayers.

On behalf of those we serve,



Darlene Newsom accepts the 2011 Athena Award for the Public Sector from the Greater Phoenix Chamber of Commerce on October 25, 2011.

Vision: To be a leader in breaking the cycle of homelessness

The Recipe for Success — Leah's Story

One of our residents, Leah Frank Coney, recently completed the UMOM Job Club Boot Camp, a program that engages UMOM residents in intensive training on job skills, resume writing, interview techniques and other critical skills for obtaining employment.

Leah had expressed an interest and had experience in baking, so one of her target companies to apply with was My Goodness Cakes in Phoenix. Leah requested that our Career Development Coordinator, Sue Gitell, reach out to invite My Goodness Cakes to come out to the shelter to participate in the mock interviews. Sue reached out to the owner, Brian, who was more than willing to help out.

At the mock interviews, Leah and Brian hit it off and Brian invited Leah to train with him to learn several of the techniques of cake decorating that Leah was interested in. Leah began volunteering/training in early August of 2011. Brian taught Leah everything from the basics of cake decorating to the more complex cakes, and he was impressed with her ability to learn quickly. He had her accompany him to the Moulin Rouge Bridal Show and even trusted her to decorate a \$500 wedding cake!

Brian is so happy with Leah's work that he is finally comfortable to make his dream of expanding his business to include coffee and cupcakes, and Leah



Leah and one of her creations!

is leading the way! The new shop opened in early October and is located at 1301 W. Grand Avenue – please stop by to say “hi” to Leah and support a wonderful local business.

Zimmerman Chapel of Hope Rededication

This October UMOM was pleased to welcome more than 65 supporters from the faith based community around the Valley to dedicate the Zimmerman Chapel of Hope on UMOM's main campus.

“Today, we gather to rededicate our new chapel in loving memory of DeWane Zimmerman. This is also a day to celebrate UMOM's United Methodist roots and the growth over the years of all the faith based supporters from various denominations and faiths,” said Chapin Bell, President of UMOM's Board of Directors.

The Zimmerman Chapel of Hope was built on the original UMOM New Day Center campus as a safe space to provide residents with a reverent environment for reflection and solitude. The chapel was named after DeWane Zimmerman, a former Central East Superintendent of the Desert Southwest Conference of the United Methodist Church.

“We are honored to have Betty Zimmerman Myers here today,” said Darlene Newsom, CEO of UMOM. “Betty and DeWane gave the first gift to the Chapel Campaign back in 1999 and through their support and the entire faith community we have been able to continue to provide our residents with voluntary spiritual opportunities right here on campus.”

The Zimmerman Chapel of Hope will serve as an interfaith meeting place to help meet the spiritual needs of the residents. If your congregation would like



UMOM CEO Darlene Newsom, Betty Zimmerman Myers, and Bishop Minerva G. Carcaño of the Desert Southwest Conference of the United Methodist Church at the Rededication service.

to find out more about hosting a volunteer spiritual program on campus please contact Nichole Barnes, Faith-Based Support Coordinator, at 602-889-0686 or nbarnes@umom.org. For additional faith based opportunities, check out the Faith Based section of UMOM's website at www.umom.org/faith_based

UMOM Event Update



Golfers Bill Seiferth, Brian Hilton, David Neuer and Gary Tooker pause for a photo on the 18th green of the UMOM Children's Charity Golf Event in 2011.

Hitting the Links for UMOM!

The 2011 Children's Charity Golf Event was a tremendous success! Held in May at the Gainey Ranch Golf Club the event combined a round of golf with a fun dinner event featuring a live and silent auction. The event raised over \$140,000 for UMOM programs. A big thanks to our Platinum Sponsor: Cigna Healthcare of Arizona, our Gold Sponsor: Blue Cross Blue Shield of Arizona, and our Dinner Sponsor: Sysco; as well as all the other sponsors: Eaton & Associates, The NRP Group, Scottsdale Insurance, Coca-Cola/Best Western, and Rimini Street

Mark Your Calendar: The 2012 Golf Event will be Friday, May 4 at Grayhawk! See umom.org for more details and sponsorship opportunities.



2011 Auxiliary Walk Presented by GoDaddy.com!

Over 650 walkers came out early Saturday October 1 to support UMOM. A great time was had by all! Music was provided by KEZ

99.9 and longtime Valley radio personality Marty Manning served as our emcee. New Day Gourmet provided breakfast snacks and Fry's provided bottled water and fruit for walkers. A big thanks to our presenting sponsor, GoDaddy.com – who brought over 100 walkers to the event! Thank you all our sponsors: Emerson Network Power, Comerica Bank, Old Republic Title Agency, Robson Communities, and Sonic Wall.



UMOM Auxiliary member Anthea Dyer gets the walk started with UMOM Board members Bob and Joan Morgan.



The Best Shindig in Town! Buckles and Bangles 2011

The second annual Buckles and Bangles gala presented by GoDaddy.com was an incredible success. Almost 500 guests enjoyed a starlit dinner on the terrace of the JW Marriott Camelback Inn,

danced to the music of Mogollon, and bid on fabulous silent auction items in the Corner Corral and live auction items after dinner. The dinner raised a record amount for UMOM – over \$400,000! Plus UMOM received an additional \$200,000 from an anonymous donor match that evening.



Deborah Bateman, Executive Vice President of National Bank of Arizona and Debbie Gaby, President of Sleep America and a UMOM Patrons Circle member, enjoy the evening at Buckles and Bangles.



UMOM CEO Darlene Newsom accepts the Athena Award

Darlene Newsom, CEO of UMOM New Day Centers, was named the 2011 Athena Award recipient for the public sector by the Greater Phoenix Chamber of Commerce this afternoon. "I am so surprised and overwhelmed by this honor," said Darlene Newsom, CEO of UMOM. "I love my work and feel so blessed to have worked for over 35 years helping vulnerable families transform their lives."

The Greater Phoenix Chamber of Commerce recognizes three women each year as Athena recipients for leadership in their industry, community service, and mentoring of other women.

One honoree is named a Youth Athena, one is from the public sector and one is from the private sector.

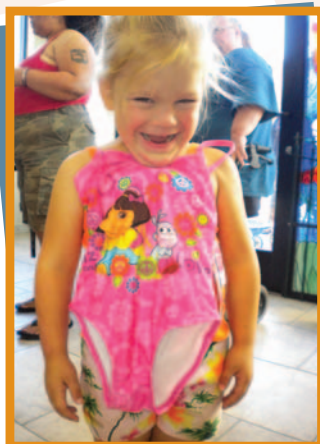


"I am so proud of Darlene today," said Doug Parker, Chairman and CEO of US Airways and Chair of the UMOM Patrons Circle. "Darlene has done an incredible job leading UMOM for the past nine years, and our community is better for it."

Meaningful Moments at UMOM



Moms enjoyed makeovers on Mother's Day at the Family is Forever celebration.



At the Fun in the Sun event all UMOM children received new swim suits, sunscreen, and other warm weather essentials.



Ready for school with backpacks and school supplies from the Read to Me Back to School Block Party.



Kids at UMOM had a great time at a carnival hosted by the American Legion Auxiliary in September!



Four graduates of the UMOM Culinary Program celebrate their success in October.

~ Awards ~

Please join UMOM in congratulating the following volunteers, community partners and staff on their recent recognitions:

Darlene Newsom 2011 Athena Award, Public Sector

Awarded by the Greater Phoenix Chamber of Commerce

2012 Piper Fellowship

Awarded by the Virginia G. Piper Charitable Trust

Doreen Nicholas

Lifetime Achievement Award

Awarded by the Arizona Coalition Against Domestic Violence

Kathy Rosenzweig Volunteer of the Year

Awarded by the Arizona Coalition to End Homelessness

Kathy Rosenzweig Bank of America Local Hero

Biltmore Properties Business Partnership of the Year

Awarded by the Arizona Coalition to End Homelessness

Marjorie Fink 2011 Senior Star

Awarded by CareMore and KTVK Channel 3

Bank of America Volunteer Project of the Year, Heart of Business Award

Awarded by the Phoenix Business Journal

Program Spotlight: Ending Veteran Family Homelessness

Unfortunately, the number of veteran families experiencing homelessness is rising. As veterans return from combat in Iraq and Afghanistan they are finding their jobs have been downsized, their rents increased, and the cost of everything from food to health care is higher.

UMOM has applied for and received three separate grants from the U.S. Department of Veteran's Affairs to help combat veteran homelessness and help these families rebuild their lives.

Transitional Housing Program

UMOM has designated eight units of Transitional Housing for veterans and their families as part of the Grant Per Diem program. Veterans must be determined eligible by the VA Hospital, able to live independently, and have dependent children. We currently have eight families living in these units and they can stay for up to two years while receiving cooperative case management from the VA and UMOM.

Supportive Services for Veteran Families (SSVF)

This program assists military families with housing needs and

case management services. The program is headquartered in two locations, at the UMOM main campus for Central Phoenix and West Valley families and at Save the Family in Mesa to serve the East Valley. UMOM has hired five specialized staff to provide the following services: community



A transitional unit all ready for a veteran family.

outreach, case management, community resource and referral, and financial assistance for eviction prevention and rapid re-housing.

Permanent Supportive Housing

This grant allows UMOM to serve up to ten disabled veteran homeless families with supportive services on a satellite basis now and a permanent basis upon the completion of the Madison Pointe

Apartment community. Madison Pointe Apartments is an affordable housing community that is expected to be completed in the summer of 2012. This community is located near the Phoenix VA hospital and will have a tenant preference established for military families. This program allows us to provide permanent housing, subsidy and support services to ten families within the Madison Pointe complex.

To learn more about UMOM's Veteran Programs please visit: www.umom.org/veterans

Statistics on Veteran Homelessness

- Roughly 107,000 veterans are homeless on any given night. (Source: Department of Veteran's Affairs)
- 11% of homeless veterans receiving housing assistance are female. (Source: Women's Veteran Forum 2010 Report, Dept. of Veteran's Affairs.)
- There are currently eight families living in UMOM's Veteran Transitional Housing program.

To learn more about veteran programs at UMOM visit: www.umom.org/veterans

Thank You GoDaddy.com!

UMOM New Day Centers would like to recognize GoDaddy.com for their immense contributions to UMOM in 2011. Whether it was bringing over 100 walkers out to our Walk for Homeless Families or helping us present the best Buckles and Bangles dinner ever, GoDaddy.com has been a fantastic partner in the mission to break the cycle of homelessness. We are grateful for their support and look forward to continued partnerships in 2012!



UMOM CEO Darlene Newsom with Renee Parsons at Buckles and Bangles

Thank you to our UMOM Volunteers!

These are just a few of the volunteer groups who have served at UMOM recently. Thank you to everyone who has given their time over the recent months!

We can't help homeless families reach their greatest potential without you. To learn more about volunteer opportunities at UMOM please visit www.umom.org/volunteer or call 602-889-0859. Thank you!



Shepard of the Hills
United Methodist Church



FedEx



Board of Visitors



Bank of America



Safeway



Mountain View
Presbyterian Church

Capital Campaign Update

Many of you have been able to visit the new UMOM main campus near 32nd Street and Van Buren. If you have not, please visit our website at www.umom.org or call 602-275-7852 to schedule a tour! If you have been to the campus you know that Phase I of the HELP Capital Campaign went towards renovating and building a beautiful space for residents and staff that is functional, safe, and attractive.

Phase I of the campaign successfully raised \$18 million to cover the initial costs of renovation and building of the 7.2 acre campus. Phase II is now underway and will raise \$5 million to help pay off expenses incurred during



The courtyard at UMOM's new main campus.

the renovation and move-in process. Because of the continued economic downturn it has been more difficult to raise the second phase dollars. UMOM's Executive Team, Patrons Circle and Board of Directors are committed to working hard and

reaching out to new donors. All are committed to ensuring UMOM remains a safe and supportive shelter for homeless families for years to come.

Once Phase II is complete UMOM can focus solely on raising dollars for operating expenditures and expanded services for families. All of this is made possible by the investment of your Capital Campaign dollars in the buildings and environment on the new campus. Naming rights are still available. For more information on making a Capital Campaign gift please call 602-275-7852 or visit our website: www.umom.org.



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Where families break the cycle of homelessness.

Sign Up for Monthly E-Newsletter

We like to keep our supporters up-to-date and there is no better way than to receive our UMOM Happenings!

To sign up, send an email to umom@umom.org and place UMOM HAPPENINGS in the subject line. It is that easy!

We look forward to staying in touch!



Give Back to UMOM — and lower your Arizona taxes!

Find out more about the Arizona Working Poor Tax Credit at www.umom.org/arizona_tax_credit

Your contribution of up to \$200 (individuals) or \$400 (married couples filing jointly) can help break the cycle of homelessness.



Save-The-Dates

Join the UMOM Women's Auxiliary for the Annual Birdsong Luncheon

Saturday, March 3, 2012
11:00 am
McCormick Ranch
Golf Club

Visit:
www.umom.org/birdsong_luncheon
or call 602-889-0678
for more information and sponsorship opportunities!



27th Annual UMOM Children's Charity Golf Tournament

Friday, May 4th, 2012
Grayhawk Golf Club

Visit:
www.umom.org/golf_tournament
or call 602-889-0678
for more information and sponsorship opportunities!

