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## Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

OMB No 1545-0047

2010

Open to Public  
Inspection

► The organization may have to use a copy of this return to satisfy state reporting requirements

A For the 2010 calendar year, or tax year beginning		7/1/2010	and ending	6/30/2011		
B Check if applicable		C Name of organization		UNITED WAY OF ROCK RIVER VALLEY	D Employer identification number	
<input type="checkbox"/> Address change		Doing Business As		36-2167843		
<input type="checkbox"/> Name change		Number and street (or P O box if mail is not delivered to street address)		Room/suite	E Telephone number	
<input type="checkbox"/> Initial return		612 N MAIN STREET		300	815-968-5400	
<input type="checkbox"/> Terminated		City or town, state or country, and ZIP + 4		G Gross receipts \$ 4,907,023		
<input type="checkbox"/> Amended return		ROCKFORD IL 61103		F Name and address of principal officer		
<input type="checkbox"/> Application pending		PAUL A. LOGLI 612 N MAIN STREET #300, ROCKFORD, IL 61103		H(a) Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
I Tax-exempt status		<input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) ( ) <input type="checkbox"/> (insert no) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527	H(b) Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No		If "No," attach a list (see instructions)	
J Website: ► WWW.UNITEDWAYRRV.ORG				H(c) Group exemption number ►		
K Form of organization <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ►		L Year of formation 1920		M State of legal domicile IL		

## Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: To improve life in the Rock River Valley by mobilizing the caring power of the community. The United Way of Rock River Valley focuses on the three impact areas of Education, Income and Health. These core impact areas drive the "Campaign for the Common Good".				
	2 Check this box ► <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets	3	27		
	3 Number of voting members of the governing body (Part VI, line 1a)	4	27		
	4 Number of independent voting members of the governing body (Part VI, line 1b)	5	0		
	5 Total number of individuals employed in calendar year 2010 (Part V, line 2a)	6	2,025		
	6 Total number of volunteers (estimate if necessary)	7a	0		
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7b	0		
Revenue	b Net unrelated business taxable income from Form 990-T, line 34				
	8 Contributions and grants (Part VIII, line 1h)		4,303,287		4,261,158
	9 Program service revenue (Part VIII, line 2g)		45,775		0
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)		31,785		102,112
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		65,513		0
Expenses	12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)		4,446,360		4,363,270
	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		2,697,735		2,677,078
	14 Benefits paid to or for members (Part IX, column (A), line 4)		0		0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		826,433		768,686
	16a Professional fundraising fees (Part IX, column (A), line 11e)		0		0
	b Total fundraising expenses (Part IX, column (D), line 25)				
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)		654,069		538,206
Net Assets or Fund Balances	18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		4,178,237		3,983,970
	19 Revenue less expenses. Subtract line 18 from line 12		268,123		379,300
	20 Total assets (Part X, line 16)		4,386,324		4,873,578
	21 Total liabilities (Part X, line 26)		1,498,999		1,391,320
	22 Net assets or fund balances. Subtract line 21 from line 20		2,887,325		3,482,258

## Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here JUN 1 Paid Preparer's Use Only	Signature of officer Paul A. Logli		Date 3-28-12
	Type or print name and title		President and C.E.O.

Paid Preparer's Use Only	Print/Type preparer's name	Preparer's signature SELF-PREPARED RETURN	Date	Check <input type="checkbox"/> if self-employed	PTIN
	Firm's name ►	Firm's EIN ►			
	Firm's address ►	Phone no			

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

For Paperwork Reduction Act Notice, see the separate instructions.  
(HTA)

Form 990 (2010)

4917

## Part III

## Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III 

1 Briefly describe the organization's mission:

To improve life in the Rock River Valley by mobilizing the caring power of the community

The United Way of Rock River Valley focuses on the three impact areas of Education, Income and Health. These core impact areas drive the "Campaign for the Common Good". This focus strives to improve the quality of life for the common good.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No

If "Yes," describe these changes on Schedule O.

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code: ) (Expenses \$ 3,194,682 including grants of \$ 2,677,078 ) (Revenue \$ 0 )

Grants to local 501(c)(3) organizations that in partnership with United Way focus on advancing the common good by creating opportunities for a better life for all. The programs focus on the impact areas of Education, Income, and Health. Because Education is an essential building block for a good life, the programs focus on helping children become successful in school. The Income Impact Programs focus on helping individuals and families become independent and financially stable, because people need predictable resources to meet their basic needs, provide for emergencies, improve quality of life, and make ongoing investments in lifelong learning in order to achieve economic and financial security. United Way believes in helping drive sustainable change in the health of our community. The Health Impact Programs include services for victims of abuse, addiction treatment, mental illness services, and prescription drug coverage. Through FamilyWize, a prescription drug program, families and individuals in the Rock River Valley have saved a total of \$807,278 on prescription medicines.

4b (Code: ) (Expenses \$ 145,991 including grants of \$ 0 ) (Revenue \$ 0 )

United Way Community Services - Serves the community through community needs assessment that focuses on bringing resources together to address the most pressing needs in the community. Labor services include the letter carrier food drive that collects food that is distributed to the local food banks. Diversity board development focuses on giving the underserved segments of the community a voice. Youth outreach focuses on preparing children for academic success. The United Way Community Service function additionally serves the local not for profit community by coordinating the efforts of the local FEMA board which directs food to the local food banks and resources to individuals in emergencies. The volunteer program coordinates the recruitment of volunteers for agencies in need. The iRead program has successfully matched volunteers with school age children as reading mentors in an effort to raise the reading level so children are prepared to succeed.

4c (Code ) (Expenses \$ 50,859 including grants of \$ 0 ) (Revenue \$ 127,249 )

Education Impact Initiative - Success By Six - The primary goal of Success by 6, a United Way of Rock River Valley early childhood initiative, is to ensure that all children from birth to age 6 have the educational, social-emotional, and positive experiences necessary to enter kindergarten ready to succeed. The majority of brain development occurs between birth and age five. Quality early learning and care programs have a profound impact on lifelong success and support cognitive, social, and emotional development. A volunteer advisory council of community-based business leaders, educators, and early childhood advocates, lead the initiative.

4d Other program services. (Describe in Schedule O.)

(Expenses \$ 0 including grants of \$ 0 ) (Revenue \$ 0 )

4e Total program service expenses ► 3,391,532

**Part IV Checklist of Required Schedules**

1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A . . . . .

2 Is the organization required to complete Schedule B, Schedule of Contributors? (see instructions) . . . . .

3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I . . . . .

4 **Section 501(c)(3) organizations.** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II . . . . .

5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III . . . . .

6 Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I . . . . .

7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II . . . . .

8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III . . . . .

9 Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV . . . . .

10 Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V . . . . .

11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable . . . . .

a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI . . . . .

b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII . . . . .

c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII . . . . .

d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX . . . . .

e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X . . . . .

f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X . . . . .

12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII . . . . .

b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional . . . . .

13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E . . . . .

14a Did the organization maintain an office, employees, or agents outside of the United States? . . . . .

b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Parts I and IV . . . . .

15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV . . . . .

16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Parts III and IV . . . . .

17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions) . . . . .

18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II . . . . .

19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III . . . . .

20a Did the organization operate one or more hospitals? If "Yes," complete Schedule H . . . . .

b If "Yes" to line 20a, did the organization attach its audited financial statements to this return? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions) . . . . .

	Yes	No
1	X	
2	X	
3		X
4		X
5		X
6		X
7		X
8		X
9		X
10	X	
11a	X	
11b		X
11c		X
11d	X	
11e	X	
11f	X	
12a	X	
12b		X
13		X
14a		X
14b		X
15		X
16		X
17		X
18		X
19		X
20a		X
20b		

## Part IV Checklist of Required Schedules (continued)

		Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II . . . . .	21	X
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III . . . . .	22	X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J . . . . .	23	X
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25 . . . . .	24a	X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? . . . . .	24b	
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? . . . . .	24c	
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? . . . . .	24d	
25a	<b>Section 501(c)(3) and 501(c)(4) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I . . . . .	25a	X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I . . . . .	25b	X
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II . . . . .	26	X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III . . . . .	27	X
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV . . . . .	28a	X
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV . . . . .	28b	X
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV . . . . .	28c	X
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M . . . . .	29	X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M . . . . .	30	X
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I . . . . .	31	X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II . . . . .	32	X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I . . . . .	33	X
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1 . . . . .	34	X
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)?	35	X
a	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2 . . . . .		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
36	<b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2 . . . . .	36	X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI . . . . .	37	X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O . . . . .	38	X

## Part V

## Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V. 

		Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a	2
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b	0
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	X
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a	0
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? <i>Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file. (see instructions)</i>	2b	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	X
b	If "Yes," has it filed a Form 990-T for this year? <i>If "No," provide an explanation in Schedule O</i>	3b	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a	X
b	If "Yes," enter the name of the foreign country: ► <i>See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.</i>	5a	X
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5b	X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5c	
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	6a	X
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible?	6b	
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	7a	X
7	<b>Organizations that may receive deductible contributions under section 170(c).</b>	7b	
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7c	X
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7d	
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7e	X
d	If "Yes," indicate the number of Forms 8282 filed during the year	7f	X
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7g	
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7h	
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	8	
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	9a	
8	<b>Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.</b> Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	9b	
9	<b>Sponsoring organizations maintaining donor advised funds.</b>	10a	
a	Did the organization make any taxable distributions under section 4966?	10b	
b	Did the organization make a distribution to a donor, donor advisor, or related person?	11a	
10	<b>Section 501(c)(7) organizations.</b> Enter:	11b	
a	Initiation fees and capital contributions included on Part VIII, line 12	12a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	12b	
11	<b>Section 501(c)(12) organizations.</b> Enter:	13a	
a	Gross income from members or shareholders	13b	
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	13c	
12a	<b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?	14a	X
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	14b	
13	<b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>		
a	Is the organization licensed to issue qualified health plans in more than one state? <i>Note. See the instructions for additional information the organization must report on Schedule O.</i>		
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans		
c	Enter the amount of reserves on hand		
14a	Did the organization receive any payments for indoor tanning services during the tax year?		
b	If "Yes," has it filed a Form 720 to report these payments? <i>If "No," provide an explanation in Schedule O</i>		

**Part VI**

**Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI.

**Section A. Governing Body and Management**

1a Enter the number of voting members of the governing body at the end of the tax year. **1a** 27  **1b** 27

2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? **2** X

3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? **3** X

4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? **4** X

5 Did the organization become aware during the year of a significant diversion of the organization's assets? **5** X

6 Does the organization have members or stockholders? **6** X

7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body? **7a** X

b Are any decisions of the governing body subject to approval by members, stockholders, or other persons? **7b** X

8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:

a The governing body? **8a** X

b Each committee with authority to act on behalf of the governing body? **8b** X

9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O **9** X

	Yes	No
<b>1a</b>	27	
<b>1b</b>	27	
<b>2</b>	X	
<b>3</b>	X	
<b>4</b>	X	
<b>5</b>	X	
<b>6</b>	X	
<b>7a</b>	X	
<b>7b</b>	X	
<b>8a</b>	X	
<b>8b</b>	X	
<b>9</b>	X	

**Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code )**

10a Does the organization have local chapters, branches, or affiliates? **10a** X

b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization? **10b**

11a Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? **11a** X

b Describe in Schedule O the process, if any, used by the organization to review this Form 990. **12a**

12a Does the organization have a written conflict of interest policy? If "No," go to line 13. **12a** X

b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts? **12b** X

c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done. **12c** X

13 Does the organization have a written whistleblower policy? **13** X

14 Does the organization have a written document retention and destruction policy? **14** X

15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? **15a** X

a The organization's CEO, Executive Director, or top management official. **15b** X

b Other officers or key employees of the organization. If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.) **16a** X

16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? **16a** X

b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements? **16b**

	Yes	No
<b>10a</b>	X	
<b>10b</b>		
<b>11a</b>	X	
<b>12a</b>	X	
<b>12b</b>	X	
<b>12c</b>	X	
<b>13</b>	X	
<b>14</b>	X	
<b>15a</b>	X	
<b>15b</b>	X	
<b>16a</b>	X	
<b>16b</b>		

**Section C. Disclosure**

17 List the states with which a copy of this Form 990 is required to be filed ► IL

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.

Own website  Another's website  Upon request

19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: ► THERESA J MERRIMAN 815-986-4813  
612 N. MAIN STREET, ROCKFORD, IL 61103

## Part VII

## Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII 

## Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's **five current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former** directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees, and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)					(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated			
(1) Mr. Stephen Balogh III Vice President/ Secretary	4	X		X			0	0	0
(2) Ms. Patti Bigger Immediate Past Chair	4.	X		X			0	0	0
(3) Mr. Rick Brattland Treasurer	4.	X		X			0	0	0
(4) Mr. Craig Carlson Director	1.	X					0	0	0
(5) Ms. Nancy Conry Director	1.	X					0	0	0
(6) Mr. Earl Dotson Jr. Director	1.	X					0	0	0
(7) Ms. Idalis Egren Director	1.	X					0	0	0
(8) Mr. Bill Derry Director	1.	X					0	0	0
(9) Ms. Linda Gerber Director	4.	X		X			0	0	0
(10) Mr. Gary Halbach Director	1.	X					0	0	0
(11) Ms. Roberta Holzworth Director	1.	X					0	0	0
(12) Mr. Wray Howard Director	1.	X					0	0	0
(13) Mr. Cedric Lewis Director	1.	X					0	0	0
(14) Mr. Phillip Johnson Director	1.	X					0	0	0
(15) Mr. Harlan Knuth Director	1.	X					0	0	0
(16) Mr. Nick Lauer Director	1.	X					0	0	0

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)									
(A) Name and title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)			(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)			
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former		
(17) Ms. Pam Maher Director	1. X						0	0	0
(18) Mr. Dan Parod Director	1. X						0	0	0
(19) Mr. Jim Ryan Director	1. X						0	0	0
(20) Ms. Marilyn Spradling Director	1. X						0	0	0
(21) Ms. Andrea Ward Director	1. X						0	0	0
(22) Ms. Linda Zuba Chair	4. X	X					0	0	0
(23) Mr. Edward Zurowski Jr. Director	1. X						0	0	0
(24) Mr. Pat Morrow Director	1. X						0	0	0
(25) Mr. Brent Bernardi Director	1. X						0	0	0
(26) Mr. Darrin Golden Director	1. X						0	0	0
(27) Mr. John Kane Director	1. X						0	0	0
(28) Ms. Lucy Rivas Director	1. X						0	0	0
<b>1b Sub-total</b>							0	0	0
<b>c Total from continuation sheets to Part VII, Section A</b>							164,115	0	38,437
<b>d Total (add lines 1b and 1c)</b>							164,115	0	38,437
<b>2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization</b>							1		
<b>3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual</b>								3	X
<b>4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual</b>								4	X
<b>5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person</b>								5	X
<b>Section B. Independent Contractors</b>									
<b>1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization.</b>									
(A) Name and business address	(B) Description of services				(C) Compensation				
								0	
								0	
								0	
								0	
<b>2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization</b>								0	

Part VIII Statement of Revenue		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, gifts, grants and other similar amounts	1a Federated campaigns . . . . .	1a 0				
	b Membership dues . . . . .	1b 0				
	c Fundraising events . . . . .	1c 13,726				
	d Related organizations . . . . .	1d 0				
	e Government grants (contributions) . . . . .	1e 3,846				
	f All other contributions, gifts, grants, and similar amounts not included above . . . . .	1f 4,243,586				
	g Noncash contributions included in lines 1a-1f: \$ . . . . .	\$ 0				
	<b>h Total. Add lines 1a-1f . . . . .</b>	<b>► 4,261,158</b>				
Program Service Revenue	Business Code					
	2a . . . . .					
	b . . . . .		0			
	c . . . . .		0			
	d . . . . .		0			
	e . . . . .		0			
	f All other program service revenue . . . . .		0			
	<b>g Total. Add lines 2a-2f . . . . .</b>	<b>► 0</b>				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts) . . . . .	► 29,713			29,713	
	4 Income from investment of tax-exempt bond proceeds . . . . .	► 0				
	5 Royalties . . . . .	► 0				
	6a Gross Rents . . . . .	(i) Real	(ii) Personal			
	b Less: rental expenses . . . . .					
	c Rental income or (loss) . . . . .	0	0			
	d Net rental income or (loss) . . . . .	► 0				
	7a Gross amount from sales of assets other than inventory . . . . .	(i) Securities	(ii) Other			
b Less: cost or other basis and sales expenses . . . . .	616,152	0				
c Gain or (loss) . . . . .	543,753	0				
d Net gain or (loss) . . . . .	► 72,399				72,399	
8a Gross income from fundraising events (not including \$ 0 of contributions reported on line 1c). See Part IV, line 18 . . . . .	a	0				
b Less: direct expenses . . . . .	b	0				
c Net income or (loss) from fundraising events . . . . .	► 0					
9a Gross income from gaming activities. See Part IV, line 19 . . . . .	a	0				
b Less: direct expenses . . . . .	b	0				
c Net income or (loss) from gaming activities . . . . .	► 0					
10a Gross sales of inventory, less returns and allowances . . . . .	a	0				
b Less: cost of goods sold . . . . .	b	0				
c Net income or (loss) from sales of inventory . . . . .	► 0					
Miscellaneous Revenue		Business Code				
11a . . . . .						
b . . . . .						
c . . . . .		0				
d All other revenue . . . . .		0				
e Total. Add lines 11a-11d . . . . .	► 0					
<b>12 Total revenue. See instructions . . . . .</b>	<b>► 4,363,270</b>		<b>0</b>	<b>0</b>	<b>102,112</b>	

## Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21 . . . . .	2,677,078	2,677,078		
2 Grants and other assistance to individuals in the U.S. See Part IV, line 22 . . . . .	0			
3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16 . . . . .	0			
4 Benefits paid to or for members . . . . .	0			
5 Compensation of current officers, directors, trustees, and key employees . . . . .	228,983	128,230	34,347	66,406
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) . . . . .	0			
7 Other salaries and wages . . . . .	389,258	217,986	58,388	112,884
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions) . . . . .	996	558	149	289
9 Other employee benefits . . . . .	93,756	52,504	14,063	27,189
10 Payroll taxes . . . . .	55,693	31,186	8,356	16,151
11 Fees for services (non-employees):				
a Management . . . . .	0			
b Legal . . . . .	0			
c Accounting . . . . .	17,800	9,968	2,670	5,162
d Lobbying . . . . .	0			
e Professional fundraising services. See Part IV, line 17 . . . . .	0			
f Investment management fees . . . . .	0			
g Other . . . . .	23,614	13,224	3,542	6,848
12 Advertising and promotion . . . . .	12,142	6,800	1,821	3,521
13 Office expenses . . . . .	25,416	14,233	3,813	7,370
14 Information technology . . . . .	19,735	11,052	2,960	5,723
15 Royalties . . . . .	0			
16 Occupancy . . . . .	44,842	25,112	6,726	13,004
17 Travel . . . . .	15,954	8,934	2,393	4,627
18 Payments of travel or entertainment expenses for any federal, state, or local public officials . . . . .	0			
19 Conferences, conventions, and meetings . . . . .	4,030	2,257	604	1,169
20 Interest . . . . .	0			
21 Payments to affiliates . . . . .	46,197	25,870	6,930	13,397
22 Depreciation, depletion, and amortization . . . . .	22,924	12,837	3,439	6,648
23 Insurance . . . . .	7,247	4,058	1,087	2,102
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24f. If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O.)				
a Subscriptions, Publications, Dues . . . . .	20,279	11,356	3,042	5,881
b Initiative Expenses . . . . .	69,261	56,324	4,325	8,612
c Uncollectable Pledges . . . . .	146,365	81,965	21,954	42,446
d Campaign Expenses . . . . .	62,400			62,400
e . . . . .	0			
f All other expenses . . . . .	0			
25 Total functional expenses. Add lines 1 through 24f . . . . .	3,983,970	3,391,532	180,609	411,829
26 Joint costs. Check here ► <input checked="" type="checkbox"/> if following SOP 98-2 (ASC 958-720). Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation . . . . .				

## Part X Balance Sheet

		(A) Beginning of year		(B) End of year
Assets	1 Cash—non-interest-bearing . . . . .	150	1	150
	2 Savings and temporary cash investments . . . . .	1,000,454	2	1,231,087
	3 Pledges and grants receivable, net . . . . .	1,728,766	3	1,699,352
	4 Accounts receivable, net . . . . .	7,131	4	6,116
	5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L . . . . .		5	
	6 Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) . . . . .		6	
	7 Notes and loans receivable, net . . . . .	0	7	0
	8 Inventories for sale or use . . . . .		8	
	9 Prepaid expenses and deferred charges . . . . .	33,841	9	53,067
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 233,672		
	b Less: accumulated depreciation . . . . .	10b 177,147	58,716	10c 56,525
	11 Investments—publicly traded securities . . . . .	933,756	11	1,138,475
	12 Investments—other securities. See Part IV, line 11 . . . . .	0	12	0
	13 Investments—program-related. See Part IV, line 11 . . . . .	0	13	0
	14 Intangible assets . . . . .	0	14	0
	15 Other assets. See Part IV, line 11 . . . . .	623,510	15	688,806
	16 Total assets. Add lines 1 through 15 (must equal line 34) . . . . .	4,386,324	16	4,873,578
Liabilities	17 Accounts payable and accrued expenses . . . . .	117,983	17	86,474
	18 Grants payable . . . . .	1,251,096	18	1,193,640
	19 Deferred revenue . . . . .		19	
	20 Tax-exempt bond liabilities . . . . .		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D . . . . .		21	
	22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L . . . . .		22	
	23 Secured mortgages and notes payable to unrelated third parties . . . . .	0	23	0
	24 Unsecured notes and loans payable to unrelated third parties . . . . .	0	24	0
	25 Other liabilities. Complete Part X of Schedule D . . . . .	129,920	25	111,206
	26 Total liabilities. Add lines 17 through 25 . . . . .	1,498,999	26	1,391,320
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here ► <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets . . . . .	1,130,836	27	1,439,492
	28 Temporarily restricted net assets . . . . .	1,508,555	28	1,792,960
	29 Permanently restricted net assets . . . . .	247,934	29	249,806
	Organizations that do not follow SFAS 117, check here ► <input type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds . . . . .		30	
	31 Paid-in or capital surplus, or land, building, or equipment fund . . . . .		31	
	32 Retained earnings, endowment, accumulated income, or other funds . . . . .		32	
	33 Total net assets or fund balances . . . . .	2,887,325	33	3,482,258
	34 Total liabilities and net assets/fund balances . . . . .	4,386,324	34	4,873,578

**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response to any question in this Part XI 

1	Total revenue (must equal Part VIII, column (A), line 12) . . . . .	1	4,363,270
2	Total expenses (must equal Part IX, column (A), line 25) . . . . .	2	3,983,970
3	Revenue less expenses. Subtract line 2 from line 1. . . . .	3	379,300
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)) . . . . .	4	2,887,325
5	Other changes in net assets or fund balances (explain in Schedule O) . . . . .	5	215,633
6	Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B)) . . . . .	6	3,482,258

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response to any question in this Part XII 

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? . . . . .	2a	X
b	Were the organization's financial statements audited by an independent accountant? . . . . .	2b	X
c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? . . . . . If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	2c	X
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both: . . . . .	3a	X
	<input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	3b	
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? . . . . .		
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.		

# Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

**2010**

Open to Public  
Inspection

Name of the organization

UNITED WAY OF ROCK RIVER VALLEY

Employer Identification number

36-2167843

## Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

1  A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).  
 2  A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)  
 3  A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).  
 4  A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: \_\_\_\_\_  
 5  An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)  
 6  A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).  
 7  An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)  
 8  A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.)  
 9  An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)  
 10  An organization organized and operated exclusively to test for public safety. See section 509(a)(4).  
 11  An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h.  
 a  Type I      b  Type II      c  Type III—Functionally integrated      d  Type III—Other  
 e  By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).  
 f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box. \_\_\_\_\_   
 g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?  
 (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? \_\_\_\_\_  
 (ii) A family member of a person described in (i) above? \_\_\_\_\_  
 (iii) A 35% controlled entity of a person described in (i) or (ii) above? \_\_\_\_\_

	Yes	No
11g(i)		
11g(ii)		
11g(iii)		

h Provide the following information about the supported organization(s).

(I) Name of supported organization	(II) EIN	(III) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(IV) Is the organization in col (I) listed in your governing document?	(V) Did you notify the organization in col (I) of your support?	(VI) Is the organization in col (I) organized in the U.S.?		(VII) Amount of support
					Yes	No	
(A)							0
(B)							0
(C)							0
(D)							0
(E)							0
<b>Total</b>							0

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") . . . . .	4,684,935	5,273,174	4,430,175	4,303,287	4,363,270	23,054,841
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . . . .	0					0
3 The value of services or facilities furnished by a governmental unit to the organization without charge . . . . .	0					0
4 Total. Add lines 1 through 3 . . . . .	4,684,935	5,273,174	4,430,175	4,303,287	4,363,270	23,054,841
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) . . . . .						69,276
6 Public support. Subtract line 5 from line 4. ►						22,985,565

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
7 Amounts from line 4 . . . . .	4,684,935	5,273,174	4,430,175	4,303,287	4,363,270	23,054,841
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources . . . . .	71,523	73,072	28,246	20,532	29,713	223,086
9 Net income from unrelated business activities, whether or not the business is regularly carried on . . . . .						0
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.) . . . . .	11,430	21,324	72,784	111,288	72,399	289,225
11 Total support. Add lines 7 through 10. ►						23,567,152
12 Gross receipts from related activities, etc. (see instructions) . . . . .					12	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here . . . . .						► <input type="checkbox"/>

**Section C. Computation of Public Support Percentage**

14 Public support percentage for 2010 (line 6, column (f) divided by line 11, column (f)) . . . . .	14	97.53%
15 Public support percentage from 2009 Schedule A, Part II, line 14 . . . . .	15	98.11%
16a 33 1/3% support test-2010. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization . . . . .	► <input checked="" type="checkbox"/>	
b 33 1/3% support test-2009. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization . . . . .	► <input type="checkbox"/>	
17a 10%-facts-and-circumstances test-2010. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization . . . . .	► <input type="checkbox"/>	
b 10%-facts-and-circumstances test-2009. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization . . . . .	► <input type="checkbox"/>	
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a ,or 17b, check this box and see instructions . . . . .	► <input type="checkbox"/>	

**Part III Support Schedule for Organizations Described in Section 509(a)(2)**

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II.  
If the organization fails to qualify under the tests listed below, please complete Part II.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►

1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.") . . . . .  
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose . . . . .  
3 Gross receipts from activities that are not an unrelated trade or business under section 513 . . . . .  
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . . . .  
5 The value of services or facilities furnished by a governmental unit to the organization without charge . . . . .  
6 Total. Add lines 1 through 5 . . . . .  
7a Amounts included on lines 1, 2, and 3 received from disqualified persons . . . . .  
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year . . . . .  
c Add lines 7a and 7b . . . . .  
8 Public support (Subtract line 7c from line 6 ) . . . . .

	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1	0					0
2	0					0
3	0					0
4	0					0
5	0					0
6	0	0	0	0	0	0
7a						0
b						0
c	0	0	0	0	0	0
8						0

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►

9 Amounts from line 6 . . . . .  
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources . . . . .  
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 . . . . .  
c Add lines 10a and 10b . . . . .  
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on . . . . .  
12 Other income Do not include gain or loss from the sale of capital assets (Explain in Part IV ) . . . . .  
13 Total support. (Add lines 9, 10c, 11, and 12 ) . . . . .  
14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here . . . . . ►

	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
9	0	0	0	0	0	0
10a						0
b						0
c	0	0	0	0	0	0
11						0
12	0					0
13	0	0	0	0	0	0
14						0

**Section C. Computation of Public Support Percentage**

15 Public support percentage for 2010 (line 8, column (f) divided by line 13, column (f)) . . . . . 15 0.00%  
16 Public support percentage from 2009 Schedule A, Part III, line 15 . . . . . 16 0.00%

**Section D. Computation of Investment Income Percentage**

17 Investment income percentage for 2010 (line 10c, column (f) divided by line 13, column (f)) . . . . . 17 0.00%  
18 Investment income percentage from 2009 Schedule A, Part III, line 17 . . . . . 18 0.00%

19a 33 1/3% support tests—2010. If the organization did not check the box on line 14, and line 15 is more than 33 1/3% and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization . . . . . ►   
b 33 1/3% support tests—2009. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization . . . . . ►

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions . . . . . ►

## Part IV

**Supplemental Information.** Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

Part II Line Line 10 \$72,399 is derived from the sale of publicly traded securities.

**SCHEDULE D**  
(Form 990)Department of the Treasury  
Internal Revenue Service**Supplemental Financial Statements**

OMB No 1545-0047

**2010**Open to Public  
Inspection

Name of the organization

UNITED WAY OF ROCK RIVER VALLEY

Employer identification number

36-2167843

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year . . . . .		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year) . . .		
4 Aggregate value at end of year . . . . .		

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? . . . . .  Yes  No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? . . . . .  Yes  No

**Part II Conservation Easements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

Preservation of land for public use (e.g., recreation or education)  Preservation of an historically important land area

Protection of natural habitat  Preservation of a certified historic structure

Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
2a	0
2b	
2c	
2d	

a Total number of conservation easements . . . . .

b Total acreage restricted by conservation easements . . . . .

c Number of conservation easements on a certified historic structure included in (a) . . . . .

d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register . . . . .

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ►

4 Number of states where property subject to conservation easement is located ►

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? . . . . .  Yes  No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ►

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ► \$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? . . . . .  Yes  No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenues included in Form 990, Part VIII, line 1 . . . . . ► \$

(ii) Assets included in Form 990, Part X . . . . . ► \$

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenues included in Form 990, Part VIII, line 1 . . . . . ► \$

b Assets included in Form 990, Part X . . . . . ► \$

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)**

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

a <input type="checkbox"/> Public exhibition	d <input type="checkbox"/> Loan or exchange programs
b <input type="checkbox"/> Scholarly research	e <input type="checkbox"/> Other _____
c <input type="checkbox"/> Preservation for future generations	

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?  Yes  No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?  Yes  No

b If "Yes," explain the arrangement in Part XIV and complete the following table:

Amount	
1c	0
1d	
1e	
1f	0

2a Did the organization include an amount on Form 990, Part X, line 21?  Yes  No

b If "Yes," explain the arrangement in Part XIV.

**Part V Endowment Funds.** Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance . . . . .	1,007,630	862,794	1,026,894		
b Contributions . . . . .	50,053	100,291			
c Net investment earnings, gains, and losses . . . . .	190,325	98,136	-117,096		
d Grants or scholarships . . . . .	49,346	46,740	40,510		
e Other expenditures for facilities and programs . . . . .					
f Administrative expenses . . . . .	7,284	6,851	6,494		
g End of year balance . . . . .	1,191,378	1,007,630	862,794		

2 Provide the estimated percentage of the year end balance held as:

a Board designated or quasi-endowment ► %  
 b Permanent endowment ► 17%  
 c Term endowment ► 83%

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

(i) unrelated organizations . . . . .  
 (ii) related organizations . . . . .

Yes	No
3a(i) X	
3a(ii)	

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R? . . . . .

3b
----

4 Describe in Part XIV the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.** See Form 990, Part X, line 10.

	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land . . . . .	0	1,000		1,000
b Buildings . . . . .	0	0	0	0
c Leasehold improvements . . . . .	0	0	0	0
d Equipment . . . . .	0	232,672	177,147	55,525
e Other . . . . .	0	0	0	0
<b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).) . . . . .				56,525

**Part VII Investments—Other Securities.** See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives . . . . .	0	
(2) Closely-held equity interests . . . . .	0	
(3) Other . . . . .	0	
(A) . . . . .	0	
(B) . . . . .	0	
(C) . . . . .	0	
(D) . . . . .	0	
(E) . . . . .	0	
(F) . . . . .	0	
(G) . . . . .	0	
(H) . . . . .	0	
(I) . . . . .	0	
<b>Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.) ►</b>	<b>0</b>	

**Part VIII Investments—Program Related.** See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) . . . . .	0	
(2) . . . . .	0	
(3) . . . . .	0	
(4) . . . . .	0	
(5) . . . . .	0	
(6) . . . . .	0	
(7) . . . . .	0	
(8) . . . . .	0	
(9) . . . . .	0	
(10) . . . . .	0	
<b>Total. (Column (b) must equal Form 990, Part X, col. (B) line 13.) ►</b>	<b>0</b>	

**Part IX Other Assets.** See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) Corbett Trust . . . . .	688,806
(2) . . . . .	0
(3) . . . . .	0
(4) . . . . .	0
(5) . . . . .	0
(6) . . . . .	0
(7) . . . . .	0
(8) . . . . .	0
(9) . . . . .	0
(10) . . . . .	0
<b>Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) . . . . .</b>	<b>688,806</b>

**Part X Other Liabilities.** See Form 990, Part X, line 25.

(a) Description of liability	(b) Amount
(1) Federal income taxes . . . . .	0
(2) Other Payables . . . . .	111,206
(3) . . . . .	0
(4) . . . . .	0
(5) . . . . .	0
(6) . . . . .	0
(7) . . . . .	0
(8) . . . . .	0
(9) . . . . .	0
(10) . . . . .	0
(11) . . . . .	0
<b>Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ►</b>	<b>111,206</b>

**2. FIN 48 (ASC 740) Footnote.** In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740).

**Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements**

1 Total revenue (Form 990, Part VIII, column (A), line 12) . . . . .	1	4,363,270
2 Total expenses (Form 990, Part IX, column (A), line 25) . . . . .	2	3,983,970
3 Excess or (deficit) for the year. Subtract line 2 from line 1 . . . . .	3	379,300
4 Net unrealized gains (losses) on investments . . . . .	4	223,680
5 Donated services and use of facilities . . . . .	5	
6 Investment expenses . . . . .	6	-8,047
7 Prior period adjustments . . . . .	7	
8 Other (Describe in Part XIV.) . . . . .	8	
9 Total adjustments (net). Add lines 4 through 8 . . . . .	9	215,633
10 Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9 . . . . .	10	594,933

**Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return**

1 Total revenue, gains, and other support per audited financial statements . . . . .	1	4,005,774
2 Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a Net unrealized gains on investments . . . . .	2a	223,680
b Donated services and use of facilities . . . . .	2b	
c Recoveries of prior year grants . . . . .	2c	
d Other (Describe in Part XIV.) . . . . .	2d	
e Add lines 2a through 2d . . . . .	2e	223,680
3 Subtract line 2e from line 1 . . . . .	3	3,782,094
4 Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a Investment expenses not included on Form 990, Part VIII, line 7b . . . . .	4a	8,047
b Other (Describe in Part XIV.) . . . . .	4b	573,129
c Add lines 4a and 4b . . . . .	4c	581,176
5 Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.) . . . . .	5	4,363,270

**Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return**

1 Total expenses and losses per audited financial statements . . . . .	1	3,410,841
2 Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a Donated services and use of facilities . . . . .	2a	
b Prior year adjustments . . . . .	2b	
c Other losses . . . . .	2c	
d Other (Describe in Part XIV.) . . . . .	2d	
e Add lines 2a through 2d . . . . .	2e	0
3 Subtract line 2e from line 1 . . . . .	3	3,410,841
4 Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a Investment expenses not included on Form 990, Part VIII, line 7b . . . . .	4a	
b Other (Describe in Part XIV.) . . . . .	4b	573,129
c Add lines 4a and 4b . . . . .	4c	573,129
5 Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.) . . . . .	5	3,983,970

**Part XIV Supplemental Information**

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

Part XII Line 4b The financial statement total revenue and total expense are reported net

of contributions designated by donors in the amount of \$426,764. The uncollectable pledge

estimate of \$146,365 is netted against revenue in the Audited Financial Statement. On the

990 it has been added back to contributions and added to the statement of functional

expenses.

Part V Line 4 Endowment earnings are used to fund the annual campaign for grants.

Part X Line 2 The organization was formed as a tax-exempt entity under Section 501 (c) (3)

of the Internal Revenue Code. Management believes the Organization continues to qualify as

**Part XIV Supplemental Information (continued)**

a tax-exempt entity. The Organization accounts for income taxes in accordance with Financial Accounting Standard Board (FASB) Accounting Standards Codification (ASC) Topic 740, Accounting for Uncertainty Income Taxes. The standard provides detailed guidance for the financial statement recognition, measurement and disclosure of uncertain tax positions recognized in an enterprise's financial statements and requires an entity to recognize the financial statement impact of a tax position when it is more likely than not that the position will be sustained upon examination.

Part X Line 2 Management doesn't believe any uncertain tax positions exist at June 30, 2011. The organization's tax years that remain open and subject to possible examination by federal and State of Illinois jurisdictions include the tax years of 2008 through 2010.

Part XIII Line 4b The financial statement total revenue and total expense are reported net of contributions designated by donors in the amount of \$426,764. The uncollectable pledge estimate of \$146,365 is netted against revenue in the Audited Financial Statement. On the 990 it has been added back to contributions and added to the statement of functional expenses. □□

**SCHEDULE I  
(Form 990)**

OMB No 1545-0047

**2010**Department of the Treasury  
Internal Revenue Service  
Name of the organization**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.

► Attach to Form 990.

**UNITED WAY OF ROCK RIVER VALLEY**Employer identification number  
36-2167843**Part I General Information on Grants and Assistance**

- 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
- 2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II Grants and Other Assistance to Governments and Organizations in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Part II can be duplicated if additional space is needed. ► 

1 (a) Name and address of organization or government	2 (b) EIN	3 (c) IRC section if applicable	4 (d) Amount of cash grant	5 (e) Amount of non-cash assistance	6 (f) Method of valuation (book, FMV, appraisal, other)	7 (g) Description of non-cash assistance	8 (h) Purpose of grant or assistance
(1) American Red Cross 727 North Church Street Rockford IL	53-0196605	501 (c) (3)	51,577	0			Program Support
(2) Angelic Organics Learning Cen 1547 Rockton Road Rockford IL	36-4288904	501 (c) (3)	41,801	0			Program Support
(3) Barbara Olson Center of Hope 3206 North Central Ave Rockford IL	36-2212474	501 (c) (3)	44,287	0			Program Support
(4) YMCA- Big Brothers Big Sisters 200 Y Blvd Rockford IL 61107	36-2174838	501 (c) (3)	68,695	0			Program Support
(5) Blackhawk Learning Connectio 421 Buckbee Street Rockford IL 6	36-2719365	501 (c) (3)	28,731	0			Program Support
(6) Booker Washington Center 524 Kent Street Rockford IL 6110	36-2200240	501 (c) (3)	34,329	0			Program Support
(7) Boy Scouts of America 1800 Seventh Ave. Rockford IL 6	36-2169127	501 (c) (3)	121,020	0			Program Support
(8) Boys and Girls Club of Rockfor 4920 Forest Hills Rockford IL 61	36-2167840	501 (c) (3)	247,560	0			Program Support
(9) Catholic Charities Diocese of R P.O. Box 7044 Rockford IL 61125	36-2181998	501 (c) (3)	50,246	0			Program Support
(10) Careers Etc 5301 East State Street Rockford IL	36-3385878	501 (c) (3)	33,137	0			Program Support
(11) Childrens Home & Aid 910 Second Ave. Rockford IL 611	36-2167743	501 (c) (3)	64,862	0			Program Support
(12) Easter Seals Development Cen 650 North Main Street Rockford IL	36-2169153	501 (c) (3)	34,740	0			Program Support
2 Enter total number of section 501(c)(3) and government organizations							76
3 Enter total number of other organizations							3

For Paperwork Reduction Act Notice, see the Instructions for Form 990.  
(HTA)

**Part III Grants and Other Assistance to Individuals in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 22

Part III can be duplicated if additional space is needed

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
1	0	0	0	0	
2	0	0	0	0	
3	0	0	0	0	
4	0	0	0	0	
5	0	0	0	0	
6	0	0	0	0	
7	0	0	0	0	

**Part IV Supplemental Information.** Complete this part to provide the information required in Part I, line 2, and any other additional information.

Part II Line 1 The United Way makes grants to local agencies. The agencies undergo a screening that includes an application process.

financial review of the organization, and verification of current status as a 501 (c) (3) organization. The organization is also monitored for program results and compliance with the terms of the grant

Part II Line 1 Organizations receiving donor designations are required to verify current status as a 501 (c) (3) organization.

Part II Line 1 Some donor designations are paid directly to the designated agency by a third party, those designations total \$157,958

## Continuation Sheet for Schedule I (Form 990)

Page 1 of 4  
Employer identification number  
36-2167843

Name of the organization

UNITED WAY OF ROCK RIVER VALLEY

### Part III Continuation of Grants and Other Assistance to Governments and Organizations in the United States

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(13) Family Counseling Services of North 210 North Longwood Ave Rockford, IL 61105	36-2167065	501 (c) (3)	141,745	0			Program Support
(14) Focus House 322 N 9th Street Rockelle, IL 61068-976	30-0285702	501 (c) (3)	21,675	0			Program Support
(15) Girl Scouts of Northern Illinois 2820 Mc Farland Road Rockford, IL 61111	36-2358083	501 (c) (3)	115,011	0			Program Support
(16) Goodwill of Northern Illinois 6115 North Longwood Rockford, IL 61107	36-2167846	501 (c) (3)	20,539	0			Program Support
(17) Hope of Ogle County P O Box 131 Rockelle, IL 61068	36-3304863	501 (c) (3)	26,416	0			Program Support
(18) Home of Hope Cancer Wellness Ctr 1637 Pluck Road Dixon, IL 61021	01-0743626	501 (c) (3)	5,246	0			Program Support
(19) Hub City Senior Center 401 Cherry Ave. Rockelle, IL 61068	36-3531683	501 (c) (3)	11,423	0			Program Support
(20) Janet Wattles Center 526 West State Street Rockford, IL 61110	36-2862928	501 (c) (3)	119,403	0			Program Support
(21) Ken Rock Community Center 3218 11th Street Rockford, IL 61109	36-2204841	501 (c) (3)	87,683	0			Program Support
(22) La Voz Latina 412 Market Street Rockford, IL 61107	36-2810675	501 (c) (3)	45,861	0			Program Support
(23) Lifescape Community Services 705 Kilburn Ave. Rockford, IL 61101	36-3303361	501 (c) (3)	93,662	0			Program Support
(24) Lutheran Social Services 1311 Parkview Ave. Rockford, IL 61107	36-2584799	501 (c) (3)	11,196	0			Program Support
(25) Mt. Morris Senior Services 9 East Front Street Rockford, IL 61054	36-2938190	501 (c) (3)	6,566	0			Program Support
(26) Northwest Community Center 1325 Johnston Ave Rockford, IL 61101	36-2588247	501 (c) (3)	59,427	0			Program Support
(27) Ogle County Hospice 421 West Pines Road Rockford, IL 61106	36-3286347	501 (c) (3)	11,239	0			Program Support
(28) Ogle County Probation 106 South 5th Street, Suite 100 Rockelle	30-0285702	501 (c) (3)	11,956	0			Program Support
(29) Patriots Gateway Community Center 615 South Fifth Street Rockford, IL 61101	36-4048431	501 (c) (3)	22,461	0			Program Support

## Continuation Sheet for Schedule I (Form 990)

Page 2 of 4

Name of the organization

UNITED WAY OF ROCK RIVER VALLEY

Employer identification number

36-2167843

### Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States

(a) Name and address of organization or government	(b) EIN	(c) IRC section, if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(30) Prairie State Legal Services, Inc. - 303 N. Main Street, Suite 600 Rockford, IL 61107	37-1030764	501 (c) (3)	70,158	0			Program Support
(31) Ramp 202 Market Street Rockford, IL 61107	36-3149827	501 (c) (3)	14,234	0			Program Support
(32) Remedies Renewing Lives 516 Green Street Rockford, IL 61102	36-2464898	501 (c) (3)	86,905	0			Program Support
(33) Rochelle CAN 735 N. Second Street Rochelle, IL 61068	36-3904110	501 (c) (3)	5,079	0			Program Support
(34) Rock River Center 215 Washington Street Oregon, IL 61061	36-2882818	501 (c) (3)	22,881	0			Program Support
(35) Rockford Meld 3703 North Main Street, Suite 103 Rockford, IL 61105	36-3347409	501 (c) (3)	54,247	0			Program Support
(36) Rockford Sexual Assault Counseling 4990 East State Street Rockford, IL 61105	36-2969015	501 (c) (3)	58,335	0			Program Support
(37) Saint Elizabeth Catholic Community 1536 South Main Street Rockford, IL 61105	36-2171737	501 (c) (3)	56,886	0			Program Support
(38) Salvation Army, The 500 South Rockford Ave. Rockford, IL 61105	36-2167910	501 (c) (3)	159,554	0			Program Support
(39) Literacy Council, The 982 North Main Street Rockford, IL 61105	36-3412185	501 (c) (3)	40,235	0			Program Support
(40) Shelter Care Ministries 412 North Church Street Rockford, IL 61105	36-3374370	501 (c) (3)	38,989	0			Program Support
(41) Shining Star Childrens Advocacy 215 East First Street Rockford, IL 61021	30-0135798	501 (c) (3)	8,431	0			Program Support
(42) Village of Progress 710 13th Street Oregon, IL 61061	36-2919569	501 (c) (3)	13,700	0			Program Support
(43) Sterling Big Brothers - Big Sisters 130 West Fifth Street Davenport, IA 52801	36-2852862	501 (c) (3)	237	0			Program Support
(44) Youth Services Network 3703 North Main Street Rockford, IL 61105	36-3297042	501 (c) (3)	19,114	0			Program Support
(45) Zion Development Corp. 910 Fifth Ave. Rockford, IL 61104	36-3229794	501 (c) (3)	25,414	0			Program Support
(46) Comprehensive Community Solution 917 South Main Street Rockford, IL 61105	36-3842309	501 (c) (3)	40,530	0			Program Support

## Continuation Sheet for Schedule I (Form 990)

Page 3 of 4  
Employer identification number  
36-2167843

Name of the organization  
**UNITED WAY OF ROCK RIVER VALLEY**

### **Part II**

### **Continuation of Grants and Other Assistance to Governments and Organizations in the United States**

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(47) CASA - 15th Judicial Circuit Court 113 South Peoria Ave. Dixon, IL 61021	36-3641086	501 (c) (3)	7,352	0			Program Support
(48) Lydia Home Association 2323 South Sixth Street Rockford, IL 61111	36-1412810	501 (c) (3)	62,335	0			Program Support
(49) Harlem Community Center 900 Roosevelt Road Machesney Park, IL	36-2706406	501 (c) (3)	14,917	0			Program Support
(50) Genoa Kingston United Way P.O. BOX 5 Genoa, IL 60135	36-3003094	501 (c) (3)	52	0			Donor Designations
(51) Great Rivers United Way 1855 E. Main Street Onalaska, WI 54650	39-0848188	501 (c) (3)	50	0			Donor Designations
(52) Kishwaukee United Way P.O. Box 131 Dekalb, IL 60115	36-6158489	501 (c) (3)	4,599	0			Donor Designations
(53) Stateline United Way 400 E Grand Ave. Beloit, WI 53511	39-0902267	501 (c) (3)	5,432	0			Donor Designations
(54) Greater Twin Cities United Way 404 S. 8th Street # 100 Minneapolis, MN	41-1973442	501 (c) (3)	192	0			Donor Designations
(55) United Way of Boone County 220 West Locust Street Belvidere, IL 61111	36-2700861	501 (c) (3)	43,071	0			Donor Designations
(56) United Way of Bureau County P.O. Box 308 Princeton, IL 60135	51-0245216	501 (c) (3)	240	0			Donor Designations
(57) Northwest Suburban United Way P.O. Box 294 Mt. Prospect, IL 60056	23-7116020	501 (c) (3)	255	0			Donor Designations
(58) United Way of Broome County P.O. Box 550 Binghamton, NY 13902	15-0564074	501 (c) (3)	96	0			Donor Designations
(59) United Way of Central Carolinas, Inc. P.O. Box 601942 Charlotte, NC 28202	56-0529948	501 (c) (3)	39	0			Donor Designations
(60) United Way of Central Kane County P.O. Box 473 St. Charles, IL 60174	23-7101039	501 (c) (3)	348	0			Donor Designations
(61) United Way of Whiteside County P.O. Box 806 Sterling, IL 61081	36-6009102	501 (c) (3)	912	0			Donor Designations
(62) United Way of Dane County P.O. Box 7548 Madison, WI 53707	39-0817532	501 (c) (3)	1,113	0			Donor Designations
(63) United Way of Delaware, Inc. 625 North Orange Street Wilmington, DE	51-0073399	501 (c) (3)	410	0			Donor Designations

## Continuation Sheet for Schedule I (Form 990)

Page 4 of 4  
Employer identification number  
36-2167843

Name of the organization  
**UNITED WAY OF ROCK RIVER VALLEY**

### **Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States**

(a) Name and address of organization or government	(b) EIN	(c) IRC section, if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(64) <u>United Way of DuPage Area</u> P.O. Box 5317 Hinsdale, IL 60522	45-1534557	501 (c) (3)	192	0			Donor Designations
(65) <u>United Way of Walworth County</u> P.O. Box 1020 Elkhorn, WI 53121	39-1471340	501 (c) (3)	768	0			Donor Designations
(66) <u>United Way of Porter County</u> P.O. Box 2028 Valparaiso, IN 46384	35-6006484	501 (c) (3)	104	0			Donor Designations
(67) <u>United Way of Northwest IL</u> P.O. Box 415 Freeport, IL 61032	36-2218134	501 (c) (3)	7,578	0			Donor Designations
(68) <u>United Way of Green County</u> P.O. Box 511 Monroe, WI 53566	39-6060531	501 (c) (3)	240	0			Donor Designations
(69) <u>United Way of Greater Houston</u> 50 Waugh Drive Houston, TX 77007	74-1167964	501 (c) (3)	192	0			Donor Designations
(70) <u>United Way of Jefferson, North Wall</u> 734 Madison Ave, Fort Atkinson, WI 53531	39-6046361	501 (c) (3)	360	0			Donor Designations
(71) <u>United Way of Lake County</u> 330 South Greenleaf Street Gurnee, IL 60031	36-2167949	501 (c) (3)	96	0			Donor Designations
(72) <u>United Way of Lee County</u> P.O. Box 382 Dixon, IL 61021	36-6009288	501 (c) (3)	907	0			Donor Designations
(73) <u>United Way of McHenry County</u> 4508 Prime Parkway McHenry, IL 60050	36-6147909	501 (c) (3)	3,468	0			Donor Designations
(74) <u>United Way of North Rock County</u> 205 N. Main Street Janesville, WI 53545	39-6006734	501 (c) (3)	3,071	0			Donor Designations
(75) <u>United Way of New York City</u> 2 Park Ave 2nd Floor New York, NY 10016	13-2617681	501 (c) (3)	104	0			Donor Designations
(76) <u>United Way of Nevada County</u> P.O. Box 2733 Grass Valley, CA 95945	68-0007201	501 (c) (3)	260	0			Donor Designations
(77) <u>Third Party Payments</u>				157,958	0	0	Donor Designations
(78) .....				0	0	0	
(79) .....				0	0	0	
(80) .....				0	0	0	

**Continuation Sheet for Schedule I (Form 990)**

Page 1 of 1  
Employer identification number  
36-2167843

Name of the organization  
**UNITED WAY OF ROCK RIVER VALLEY**

**Part III Continuation of Grants and Other Assistance to Individuals in the United States**

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
8	0	0	0	0	
9	0	0	0	0	
10	0	0	0	0	
11	0	0	0	0	
12	0	0	0	0	
13	0	0	0	0	
14	0	0	0	0	
15	0	0	0	0	
16	0	0	0	0	
17	0	0	0	0	
18	0	0	0	0	
19	0	0	0	0	
20	0	0	0	0	
21	0	0	0	0	
22	0	0	0	0	
23	0	0	0	0	
24	0	0	0	0	
25	0	0	0	0	
26	0	0	0	0	

**SCHEDULE O**  
(Form 990 or 990-EZ)

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.  
► Attach to Form 990 or 990-EZ.

OMB No 1545-0047

**2010**

Open to Public  
Inspection

Name of the organization

UNITED WAY OF ROCK RIVER VALLEY

Employer identification number

36-2167843

Form 990 Part VI Section A Line 6 Any individual that contributes is a member; however,

members don't have voting rights.

Form 990 Part VI Section B Line 11a The 990 is reviewed by the Finance Committee, the

Executive Committee, and the Board of Directors prior to filing.

Form 990 Part VI Section B Line 12c Compliance with the conflict of interest policy is

monitored by the Board of Directors.

Form 990 Part VI Section B Line 15a The Executive Committee is responsible for setting the

compensation of the President/ C.E.O., the meeting is documented.

Form 990 Part XI Line 2c The Audit Committee is comprised of current Board Members.

Form 990 Part VI Section C Line 19 The governing documents, conflict of interest and financial

statements are available upon request.

Form 990 Part VI Section A Line 3 The United Way of Rock River Valley has a contract with

Staff Management, whereby the staff of Rock River Valley are employees of Staff Management via

a Professional Employer Agreement. All wage and tax informational returns are filed under the

FEIN # of Staff Management.

Form 990 Part V Line 2a The United Way of Rock River Valley has a contract with Staff

Management, whereby the staff of Rock River Valley are employees of Staff Management via a

Professional Employer Agreement. All wage and tax informational returns are filed under the

FEIN # of Staff Management.

Form 990 Part XI Line 5 Other changes in net assets = \$ 215,633; see detail in 1-4 below.

Form 990 Part XI Line 5 1. Unrealized gain on investment securities of \$12,462; unrestricted

net asset class.

Form 990 Part XI Line 5 2. Change in beneficial interest in trust of \$114,653; temporarily

restricted net asset class.

Form 990 Part XI Line 5 3. Unrealized gain on investment securities of \$ 96,565; temporarily

restricted net asset class.

Name of the organization

UNITED WAY OF ROCK RIVER VALLEY

Employer identification number

36-2167843

Form 990 Part XI Line 5 4. Total investment expenses of (\$8,047); (\$762) in unrestricted net

assets and (\$7,285) in temporarily restricted net assets

Form 990 The United Way of Rock River Valley in compliance with membership requirement A for

the United Way Worldwide calculates the overhead percentage at 13.58%. The total expenses for

M&amp;G and Fundraising as found on Part IX, line 25 Column C and D (\$592,438) divided by the

total income found on Part VIII, line 12 Column A (\$4,363,270) provide the 13.58%

(\$592,438/4,363,270).



**UNITED WAY OF ROCK RIVER VALLEY  
FINANCIAL REPORT**

**June 30, 2011**



Wipfli LLP  
4949 Harrison Avenue  
Suite 300  
Rockford, IL 61108-7987  
PO Box 5407  
Rockford, IL 61125-0407  
815 399.7700  
fax 815 399.7644  
[www.wipfli.com](http://www.wipfli.com)

## INDEPENDENT AUDITOR'S REPORT

Board of Directors  
United Way of Rock River Valley  
Rockford, Illinois

We have audited the accompanying statement of financial position of United Way of Rock River Valley as of June 30, 2011, and the related statements of activities, functional expenses and cash flows for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit. The prior year summarized comparative information has been derived from the Organization's 2010 financial statements, which were audited by Lindgren, Callihan, Van Osdol & Co, Ltd., whose practice was acquired by Wipfli LLP as of October 1, 2010 whose report dated September 24, 2010, expressed an unqualified opinion on those financial statements.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of United Way of Rock River Valley as of June 30, 2011, and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

*Wipfli LLP*

Rockford, Illinois  
September 24, 2011

**UNITED WAY OF ROCK RIVER VALLEY**

**STATEMENT OF FINANCIAL POSITION**

Year ended June 30, 2011

(with comparative totals for 2010)

<b>ASSETS</b>	<b>2011</b>	<b>2010</b>
Cash and cash equivalents	\$ 1,231,237	\$ 1,000,604
Campaign pledges receivable, less allowance for uncollectible pledges of \$308,000 and \$332,000 respectively	1,649,914	1,631,147
Unconditional promises to give, net of discount	49,438	97,619
Prepaid expenses	53,067	33,841
Investment securities, at market value	1,138,475	933,756
Other assets	7,116	8,131
Equipment, at cost, less accumulated depreciation	55,525	57,716
Beneficial interest in trusts, at fair value	<u>688,806</u>	<u>623,510</u>
 Total assets	 <u>\$ 4,873,578</u>	 <u>\$ 4,386,324</u>
 <b>LIABILITIES AND NET ASSETS</b>		
 Liabilities		
Payable to other organizations	\$ 111,206	\$ 129,920
Accounts payable and accrued expenses	86,474	117,983
Grants payable	<u>1,193,640</u>	<u>1,251,096</u>
 Total liabilities	 <u>1,391,320</u>	 <u>1,498,999</u>
 Net Assets		
Restricted		
Temporarily	1,792,960	1,508,555
Permanently	249,806	247,934
Unrestricted		
Board designated	158,644	88,982
Undesignated	<u>1,280,848</u>	<u>1,041,854</u>
 Total net assets	 <u>3,482,258</u>	 <u>2,887,325</u>
 Total liabilities and net assets	 <u>\$ 4,873,578</u>	 <u>\$ 4,386,324</u>

**UNITED WAY OF ROCK RIVER VALLEY**  
**STATEMENT OF ACTIVITIES**  
For the year ended June 30, 2011  
(with comparative totals for 2010)

	2011	2010
<b>Changes in unrestricted net assets</b>		
Unrestricted support and other revenue		
Total campaign efforts	\$ 3,885,945	\$ 3,958,575
Less Amounts designated by donors for specific organizations	426,764	477,640
Public support - annual campaign, net	3,459,181	3,480,935
Endowment trust & estate income	53,918	121,491
Initiative Funding	21,895	69,734
Unrealized gain (loss) on investment securities	12,462	(1,129)
Realized gain on investment securities/funds held in trust	5,199	2,210
Investment income (expense) net of fees of \$762 and \$458, respectively	2,866	1,563
Administrative fees on designations by donors for specific organizations	0	5,491
Other income	35,273	11,073
<b>Total Unrestricted support and other revenue</b>	<b>3,590,794</b>	<b>3,691,368</b>
Net assets released from restrictions		
Net Assets released from restrictions		
Satisfaction of purpose restrictions	30,000	
Satisfaction of time restrictions	98,703	97,871
<b>Total unrestricted support and revenues</b>	<b>3,719,497</b>	<b>3,789,239</b>
Grants to agencies, other organizations and expenses		
Total funds granted to agencies and other United Ways	2,677,078	2,692,244
Less Amounts funded through donors designations	426,764	472,149
Grants to agencies, net	2,250,314	2,220,095
Payments to affiliated organizations	41,807	44,003
Program services	609,077	667,366
Campaign	357,259	392,409
Management and general	152,384	170,285
<b>Total grants to agencies, other organizations and expenses</b>	<b>3,410,841</b>	<b>3,494,158</b>
Change in unrestricted net assets	308,656	295,081
Change in temporarily restricted net assets		
Contributions, net of discount	115,890	30,000
Unrealized gain on investment securities	96,565	69,515
Realized gain on investment securities	67,200	9,043
Investment income, net of fees of \$7,285 and \$6,851, respectively	18,800	11,660
Change in Beneficial Interest in Trust	114,653	83,341
Net assets released from restrictions		
Satisfaction of purpose restrictions	(30,000)	
Satisfaction of time restrictions	(98,703)	(97,871)
Change in temporarily restricted net assets	284,405	105,688
Change in permanently restricted net assets	1,872	11,772
Change in total net assets	594,933	412,541
Total net assets beginning of the year	2,887,325	2,474,784
<b>Total net assets the end of the year</b>	<b>\$ 3,482,258</b>	<b>\$ 2,887,325</b>

**UNITED WAY OF ROCK RIVER VALLEY**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
Year ended June 30, 2011  
(with comparative totals for 2010)

	Program	Campaign	Management & General	2011 Totals	2010 Totals
<b>Salaries</b>	<b>\$ 317,467</b>	<b>\$ 164,403</b>	<b>\$ 85,036</b>	<b>\$ 566,906</b>	<b>\$ 616,432</b>
Employee Health	68,043	35,237	18,226	121,506	113,959
Employee Retirement	558	289	149	996	17,487
Payroll Taxes, and other	44,396	22,990	11,892	79,278	78,555
<b>Supplies</b>	<b>430,464</b>	<b>222,919</b>	<b>115,303</b>	<b>768,686</b>	<b>826,433</b>
Telephone	6,593	3,414	1,766	11,773	12,948
Postage	2,183	1,130	585	3,898	2,703
Occupancy and rental	5,457	2,826	1,462	9,745	15,361
Equipment Repair and Maintenance	25,112	13,004	6,726	44,842	47,115
Campaign Expense	11,052	5,723	2,960	19,735	23,583
Subscriptions, Publications, Dues	0	62,400	0	62,400	49,964
Non Campaign Printing and & Events	11,356	5,881	3,042	20,279	17,885
Initiatives and Events	6,800	3,521	1,821	12,142	18,013
Local Travel	56,324	8,612	4,325	69,261	111,039
Training and out of town travel	8,934	4,627	2,393	15,954	12,003
Support of State Organization	2,257	1,169	604	4,030	3,434
General Insurance	2,458	1,273	659	4,390	4,530
Insurance for the Board	1,313	680	352	2,345	2,317
Professional Fees	2,745	1,422	735	4,902	4,808
<b>Total Before Depreciation</b>	<b>23,192</b>	<b>12,010</b>	<b>6,212</b>	<b>41,414</b>	<b>56,677</b>
<b>Depreciation</b>	<b>12,837</b>	<b>6,648</b>	<b>3,439</b>	<b>22,924</b>	<b>21,247</b>
<b>Total Functional Expenses</b>	<b>\$ 609,077</b>	<b>\$ 357,259</b>	<b>\$ 152,384</b>	<b>\$ 1,118,720</b>	<b>\$ 1,230,060</b>

**UNITED WAY OF ROCK RIVER VALLEY**  
**STATEMENT OF CASH FLOWS**  
Year ended June 30, 2011  
(with comparative totals for 2010)

	<b>2011</b>	<b>2010</b>
<b>Cash flows from operating activities:</b>		
Change in total net assets	\$ 594,933	\$ 412,541
Adjustments to reconcile change in total net assets to net cash provided by operating activities		
Depreciation	22,924	21,247
Unrealized gain on investment securities	(109,027)	(68,385)
Realized gain on investment securities/funds held in trust	(72,252)	(11,173)
Changes in assets and liabilities		
Pledges receivable	(18,767)	98,181
Other Unconditional Promises to Give	48,181	138,543
Prepaid expenses	(19,226)	(397)
Other assets	1,015	170
Beneficial interest in trusts	(65,296)	(32,210)
Grants payable	(57,456)	28,799
Payable to other organizations	(18,714)	(24,983)
Accounts payable and accrued expenses	<u>(31,509)</u>	<u>31,157</u>
<b>Net cash provided by operating activities</b>	<u>274,806</u>	<u>593,490</u>
<b>Cash flows from investing activities:</b>		
Purchase of equipment	(20,733)	(6,643)
Purchase of investment securities	(639,592)	(773,360)
Proceeds from sale of investment securities	<u>616,152</u>	<u>698,226</u>
<b>Net cash used in investing activities</b>	<u>(44,173)</u>	<u>(81,777)</u>
Increase in cash and cash equivalents	230,633	511,713
Beginning	<u>1,000,604</u>	<u>488,891</u>
Ending	<u>\$ 1,231,237</u>	<u>\$ 1,000,604</u>

**UNITED WAY OF ROCK RIVER VALLEY**

**NOTES TO FINANCIAL STATEMENTS**

June 30, 2011

**Note 1. Significant Accounting Policies**

**Nature of Activities:**

The Organization was formed to conduct annual campaigns throughout the year to raise support for subsequent grants to participating agencies in Winnebago and Ogle Counties in Illinois. Pledges, primarily from residents and businesses of northern Illinois communities, are recorded in the statement of financial position as pledges receivable, and allowances are provided for amounts estimated to be uncollectible.

**Basis of Presentation:**

Net assets, revenues, support, expenses, gains and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of United Way of Rock River Valley and changes therein are classified and reported as follows:

**Unrestricted net assets:**

Net assets that are not subject to donor-imposed stipulations. The Board has designated an amount that requires Board approval prior to use. The balance of the unrestricted net assets are undesignated.

**Temporarily restricted net assets:**

Net assets subject to donor-imposed stipulations that may or will be met either by actions of United Way of Rock River Valley and/or the passage of time.

**Permanently restricted net assets:**

Net assets subject to donor-imposed stipulations that they be maintained permanently by United Way of Rock River Valley. Generally, the donors of these assets permit all or part of the income earned on related investments for unrestricted or temporarily restricted purposes.

**Basis of accounting:**

The Organization follows standards for accounting and financial reporting prescribed for voluntary health and welfare agencies. The financial statements are on the accrual basis of accounting in which revenue is recognized when earned and expenses are recognized when incurred.

**Contributed support:**

The Organization recognizes all contributed support received as income in the period received. Contributed support is reported as unrestricted or as restricted depending on the existence of donor stipulations that limit the use of the support. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Support that is restricted by the donor is reported as an increase in unrestricted net assets if the restriction expires in the reporting period in which the support is recognized.

**UNITED WAY OF ROCK RIVER VALLEY  
NOTES TO FINANCIAL STATEMENTS**

June 30, 2011  
(CONTINUED)

**Note 1. Significant Accounting Policies (Continued)**

Contributed support (Continued):

Long-lived assets acquired with gifts of cash restricted for those acquisitions are reported as unrestricted or as temporarily restricted depending on whether there is an explicit, donor-imposed time requirement as to how long the assets must be maintained. Absent any donor-imposed time requirement, the Organization reports expirations of donor restrictions when long-lived assets are placed in service.

Campaign funding designated for other organizations is not included in the total revenue and support on the statement of activities. Such amounts are deemed revenue and support of the recipient organization.

Allowance for Doubtful Accounts

The Organization uses the allowance method to record possible uncollectible campaign pledges receivable.

Donated Services and Other In-Kind Support:

The Organization records in-kind support for professional services and materials when received. Contributed professional services are recognized if the services (a) create or enhance long-lived assets or (b) require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation. Contributions of tangible property are recognized at fair market value when received. The Organization receives a significant amount of skilled, contributed time in the Organization's program services and in its fundraising campaigns which does not meet the criteria described above. Accordingly, the value of this contributed time is not reflected in the accompanying financial statements.

Use of Estimates:

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Cash and Cash Equivalents:

For purposes of reporting the statements of cash flows, the Organization includes all cash accounts, which are not subject to withdrawal restrictions or penalties, and all certificates of deposit with an original maturity of three months or less as cash and cash equivalents on the accompanying statements of financial position.

**UNITED WAY OF ROCK RIVER VALLEY  
NOTES TO FINANCIAL STATEMENTS**

June 30, 2011  
(CONTINUED)

**Note 1. Significant Accounting Policies (Continued)**

**Grants Payable:**

Grants of support to United Way funded organizations are determined on an annual basis. The Organization communicates the support grant commitment for the forthcoming twelve month period on or around June 30th each year. The commitment for the later six months of the twelve month period is contingent upon adequate direct public support from the annual fundraising campaign held later that year. Accordingly, the Organization records six months of the support grant commitment as a liability at June 30th. The later six months of the commitment is paid contingent on the outcome of the campaign.

**Federal Income Tax Status:**

The Organization was formed as a tax-exempt entity under Section 501(c) (3) of the Internal Revenue Code. Management believes the Organization continues to qualify as a tax-exempt entity.

The Organization accounts for income taxes in accordance with Financial Accounting Standard Board (FASB) Accounting Standards Codification (ASC) Topic 740, *Accounting for Uncertainty Income Taxes*. The standard provides detailed guidance for the financial statement recognition, measurement and disclosure of uncertain tax positions recognized in an enterprise's financial statements and requires an entity to recognize the financial statement impact of a tax position when it is more likely than not that the position will be sustained upon examination. Management does not believe any uncertain tax positions exist at June 30, 2011. The organization's tax years that remain open and subject to possible examination by federal and State of Illinois jurisdictions include the tax years of 2008 through 2010.

**Investment Securities:**

Investments in marketable securities with readily determinable fair market values and all investments in debt securities are reported at their fair market values in the statements of financial position. Unrealized gains and losses are included in the change in net assets. Premiums and discounts on debt securities are amortized or accreted and recorded to interest income over the remaining maturity period using the effective yield method.

**Equipment:**

All equipment used in operations with a purchase price of \$500 or more and with an estimated useful life of at least three years is capitalized. Depreciation is provided on a straight-line basis over the estimated useful lives of the assets. The estimated useful lives of the assets range from three to eight years.

**Expense Allocation:**

The costs of providing program services and other activities have been summarized on a functional basis in the Statement of Activities and in the Statement of Functional Expenses. Accordingly, certain costs have been allocated among the program and supporting services benefited. The expenses allocated to the Campaign are considered fund raising related costs.

**UNITED WAY OF ROCK RIVER VALLEY**  
**NOTES TO FINANCIAL STATEMENTS**

June 30, 2011  
 (CONTINUED)

**Note 2. Cash, Cash Equivalents and Short-term Investments**

Cash, cash equivalents, and short-term investments consisted of the following at June 30.

	2011	2010
<b>Cash and cash equivalents:</b>		
Cash on hand	\$150	\$150
Checking accounts, as agent	15,757	339
Checking/sweep accounts	671,514	837,260
Money Market	332,259	
Certificate of Deposit	203,124	152,586
<b>Trust and Investment funds:</b>		
Accrued Income	627	1,309
Money market funds	7,806	8,960
<b>Total cash and cash equivalents</b>	<b>\$1,231,237</b>	<b>\$1,000,604</b>

The checking accounts' balances of \$15,757 and \$339 in 2011 and 2010, respectively, represents unremitted funds collected by the Organization that are payable to other not-for-profit organizations.

As of June 30, 2011, the carrying amount of the Organizations deposits in checking, money market and certificates of deposit was \$1,231,237 and the bank balance was \$1,233,697. Of the bank balance \$82,259 was not covered by federal depository insurance.

**Note 3. Campaign Pledges Receivable**

Net campaign pledges receivable at June 30, 2011, consisted of the following:

	2011	2010
Campaign pledges receivable	\$1,957,914	\$1,963,147
Less allowance for uncollectible pledges	308,000	332,000
<b>Net campaign pledges receivable</b>	<b>\$1,649,914</b>	<b>\$1,631,147</b>

All pledges receivable are expected to be collected within one year.

Bad debt expense charged against campaign revenue was \$146,365 and \$206,439 at June 30, 2011 and 2010, respectively.

**UNITED WAY OF ROCK RIVER VALLEY****NOTES TO FINANCIAL STATEMENTS**

June 30, 2011

(CONTINUED)

**Note 4. Unconditional Promises to Give**

During 2008, the Organization received a \$250,000 permanently restricted promise to give to establish an endowment. The promise to give is expected to be received in annual installments of \$50,000 through 2012. At June 30, 2011 and 2010, \$49,438 and \$100,000, respectively of this promise to give was outstanding, with a discounted value of \$49,438 and \$97,619 respectively.

The present value of unconditional pledges to give at June 30, 2011 and 2010 is as follows:

	2011	2010
Receivable in less than one year	\$49,438	\$50,000
Receivable in more than one year and less than five years	0	47,619
	<b>\$49,438</b>	<b>\$97,619</b>

Unconditional promises to give that are receivable more than a year from their initial receipt have been discounted to a net present value using an estimated risk-free rate of return. The estimated risk-free rates of return used for the year ended June 30, 2011 and 2010 was 0% and 5%, respectively.

**Note 5. Investment Securities**

The Organization's investments are stated at fair market value and consist of the following at June 30, 2011 and 2010

	2011		
	Cost	Fair Market Value	Unrealized Gain (Loss)
<b>Mutual Funds:</b>			
Equities	\$663,936	\$760,239	\$96,303
Fixed income	371,713	378,236	6,523
<b>Total investment securities</b>	<b>\$1,035,649</b>	<b>\$1,138,475</b>	<b>\$102,826</b>
 <b>2010</b>			
	Cost	Fair Market Value	Unrealized Gain (Loss)
<b>Mutual Funds:</b>			
Equities	\$617,085	\$601,250	\$(15,835)
Debt and fixed income	282,726	291,347	8,621
	899,811	892,597	(7,214)
<b>Debt Securities:</b>			
U.S. Agencies	40,147	41,159	1,012
<b>Total investment securities</b>	<b>\$939,958</b>	<b>\$933,756</b>	<b>\$(6,202)</b>

**UNITED WAY OF ROCK RIVER VALLEY**  
**NOTES TO FINANCIAL STATEMENTS**

June 30, 2011  
 (CONTINUED)

**Note 5. Investment Securities (Continued)**

The Organization maintains its investment securities in two separate investment accounts. Account A is for the temporarily restricted investment and the unappropriated net appreciation of the investment. Account B is for amounts designated by the Board of Directors that require board approval prior to use. Investment activity for the year ended June 30, 2011 is summarized in the table below.

	Account A	Account B	Total
Investment securities, at the beginning of year	\$846,105	\$87,652	\$933,757
Gifts available for investment	50,000	50,000	50,000
<b>Investment returns:</b>			
Dividends, interest, and capital gain distributions	18,947	2,002	20,949
Realized and unrealized gains	163,618	17,661	181,279
Total return on investments	182,565	19,663	202,228
Amounts transferred to cash		(532)	(532)
Amounts transferred from cash	2,368		2,368
Amounts designated for grants	(49,346)		(49,346)
<b>Investments securities, at end of year</b>	<b>\$981,692</b>	<b>\$156,783</b>	<b>1,138,475</b>

**Note 6. Fair Value**

Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) 820, Fair Value Measurements and Disclosures, provides the framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (level 1 measurements) and the lowest priority to unobservable inputs (level 3 measurements).

The three levels of fair value hierarchy under FASB ASC 820 are described as follows:

**Level 1:** Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Organization has the ability to access.

**Level 2:** Inputs to the valuation methodology include; quoted prices for similar assets or liabilities in active markets; quoted prices for identical or similar assets or liabilities in inactive markets; inputs other than quoted prices that are observable for the asset or liability; or inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the level 2 input must be observable for substantially the full term of the asset or liability.

**Level 3:** Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

The asset or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

The fair value of the Organization investment securities are primarily determined by level 1 pricing, or quoted market which the Organization has the ability to access as of the measurement date.

**UNITED WAY OF ROCK RIVER VALLEY**  
**NOTES TO FINANCIAL STATEMENTS**

June 30, 2011  
 (CONTINUED)

**Note 6. Fair Value (Continued)**

The following table sets forth by level, within the fair value hierarchy, the Organization's assets at fair value as of June 30, 2011:

Description	Fair Value June 30, 2011	Fair Value		
		Level 1	Level 2	Level 3
Mutual Funds	\$1,138,475	\$1,138,475		
Other unconditional promises to give	49,438			\$49,438
Beneficial Interest in Trusts	688,806			688,806
<b>Total</b>	<b>\$1,876,719</b>	<b>\$1,138,475</b>		<b>\$738,244</b>

Description	Fair Value June 30, 2010	Fair Value		
		Level 1	Level 2	Level 3
Mutual Funds	\$892,597	\$892,597		
U.S. Agencies	41,159	41,159		
Other unconditional promises to give	97,619			\$97,619
Beneficial Interest in Trusts	623,510			623,510
<b>Total</b>	<b>\$1,654,885</b>	<b>\$933,756</b>		<b>\$721,129</b>

The proceeding methods described may produce a fair value calculation that may not be indicative of net realizable value or reflective of future fair values. Furthermore, although the Organization believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

The following table sets forth a summary of changes in the fair value of the Organization's Level 3 assets for the years ended June 30, 2011 and 2010:

	2011	2010
Balance, beginning of year	\$721,129	\$827,463
Payments	(50,053)	(150,317)
Realized and unrealized gain	114,653	83,341
Income recognized	1,872	11,772
Distributions	(49,357)	(51,130)
<b>Balance, end of year</b>	<b>\$738,244</b>	<b>\$721,129</b>

**UNITED WAY OF ROCK RIVER VALLEY  
NOTES TO FINANCIAL STATEMENTS**

June 30, 2011  
(CONTINUED)

**Note 7. Equipment**

At June 30, 2011 and 2010 equipment, at cost, consisted of the following:

	2011	2010
Equipment	\$232,672	\$211,939
Less accumulated depreciation	177,147	154,223
<b>Net</b>	<b>\$55,525</b>	<b>\$57,716</b>

**Note 8. Restricted Net Assets**

Temporarily restricted net assets as of June 30, 2011 and 2010 were as follows:

	2011	2010
Gift restricted to initiatives	\$115,891	30,000
Future operations	988,263	\$855,045
Present value of beneficial interest in charitable trust held by third party	688,806	623,510
<b>Total temporarily restricted net assets</b>	<b>\$1,792,960</b>	<b>\$1,508,555</b>

Permanently restricted net assets consist of contributions restricted by the donors for permanent endowment. The contributions must be held in perpetuity and the investment earnings and net appreciation are expendable for grants to participating agencies.

**Note 9. Beneficial Interest in Trusts/ Endowment Income**

Community Foundation of Northern Illinois (CFNI) administers a designated \$1,000,000 endowment. Payments to United Way of Rock River Valley are determined by the CFNI trustees. Because of the variance powers granted by the CFNI trustees, income is recognized as payments are accrued. Payments received and recognized for the years ended June 30, 2011 and 2010 were \$53,917 and \$49,911 respectively.

In September 1995, the Organization was named a beneficiary of the Willard J. Corbett and Alice C. Corbett Charitable Trust, which is administered by AMCORE Trust. According to the trust agreement, payments to the Organization are made annually each July 1 for 25 years starting July 1, 1996. Payments are to equal 5% of the trust's allocable principal balance and accumulated earnings in the trust valued on June 1st of each year. The Organization received distributions of \$49,357 and \$51,130 for the years ended June 30, 2011, and 2010, respectively, of such payments.

In addition, the change in the asset value resulting from the increase (or decrease) in the present value of future estimated cash flows from the Trust over its remaining life using a discount rate of seven percent were \$65,296 and \$32,190 for the years ended June 30, 2011 and 2010, respectively. The discount rate is an estimate of future return; actual results could differ materially from this estimate in the near-term future.

**UNITED WAY OF ROCK RIVER VALLEY  
NOTES TO FINANCIAL STATEMENTS**

June 30, 2011  
(CONTINUED)

**Note 9. Beneficial Interest in Trusts/ Endowment Income (Continued)**

The present value of unconditional promises to give under the Corbett Charitable Trust at June 30, 2011 and 2010 is as follows:

	2011	2010
Receivable in less than one year	\$55,528	\$49,357
Receivable in one to five years	190,755	175,339
Receivable in more than five years	442,523	398,814
	<hr/> <b>\$688,806</b>	<hr/> <b>\$623,510</b>

**Note 10. Endowment Funds**

The Organization's endowments consist of two funds; the Gloyd Family Endowment and the Holmbeck Endowment. Both endowments were established to assure ongoing support of the annual campaign. As required by generally accepted accounting principles, net assets associated with the endowment funds, are classified and reported based on the existence or absence of donor-imposed restrictions.

The Organization's management has interpreted the Illinois Prudent Management of Institutional Funds Act (IL UPMIFA) as requiring the preservation of the fair value of the original gift as of the gift date of the donor-restricted endowment funds absent explicit donor stipulations to the contrary. As a result of this interpretation, the Organization classifies as permanently restricted net assets (a) the original value of gifts donated to the permanent endowment, (b) the original value of subsequent gifts to the permanent endowment, and (c) accumulations to the permanent endowment made in accordance with the direction of the applicable donor gift instrument at the time the accumulation is added to the fund. The remaining portion of the donor-restricted endowment fund that is not classified in permanently restricted net assets is classified as temporarily restricted net assets until those amounts are appropriated for expenditure by the Organization in a manner consistent with the standard of prudence prescribed by IL UPMIFA. In accordance with IL UPMIFA, the Organization considers the following factors in making a determination to appropriate or accumulate donor-restricted endowment funds: (1) the duration and preservation of the various funds, (2) the purposes of the donor-restricted endowment funds, (3) general economic conditions, (4) the possible effect of inflation and deflation, (5) the expected total return from income and the appreciation of investments, (6) other resources of the Organization, and (7) the Organization's investment policies.

**Investment Return Objectives, Risk Parameters and Strategies.** The Organization has adopted investment and spending policies, approved by the Board of Trustees, for endowment assets that attempt to provide total return utilizing capital growth strategy to achieve a balanced level of current income and the opportunity for future long term growth of capital. Accordingly, the Board recognizes a moderate level of portfolio volatility is inherent with such an investment strategy utilizing investment in stocks and/or mutual funds, bonds and/or bond mutual funds, and cash reserves and the Board has indicated a willingness to tolerate periodic declines in the value of the portfolios. Unless otherwise noted of dividend and/or income derived as a result of investment activity in the portfolios will be reinvested.

**UNITED WAY OF ROCK RIVER VALLEY  
NOTES TO FINANCIAL STATEMENTS**

June 30, 2011  
(CONTINUED)

**Note 10. Endowment Funds (Continued)**

Spending Policy. The Organization has a policy of appropriating for distribution each year 5% of its temporarily restricted endowment fund market value, following valuation of the fund at December 31, to support the annual campaign. In establishing this policy, the Organization considered the long-term expected return on its investment assets, the nature and duration of the individual endowment funds, all of which must be maintained in perpetuity because of donor-restrictions, and the possible effects of inflation. The Organization expects the current spending policy to allow its endowment funds to grow annually at a nominal average return. This is consistent with the Organization's objective to maintain the purchasing power of the endowment assets as well as to provide additional real growth through new gifts and investment return.

Endowment net asset composition by type of fund as of June 30, 2011 is as follows:

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<b>Total Endowment Net Assets</b>
Donor-restricted endowment funds	\$ 0	\$988,263	\$249,806	\$1,238,069
<b>Total funds</b>	<b>\$ 0</b>	<b>\$988,263</b>	<b>249,806</b>	<b>\$1,238,069</b>

Changes in Endowment net assets as of June 30, 2011 are as follows:

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<b>Total Endowment Net Assets</b>
Endowment net assets, beginning of year	\$0	\$855,045	\$247,934	\$1,102,979
Interest, dividends and realized gains losses, net	0	86,000		86,000
Unrealized gains	0	96,564	1,872	98,436
Amounts appropriated for expenditure	0	(49,346)		(49,346)
<b>Endowment net assets, end of year</b>	<b>\$ 0</b>	<b>\$988,263</b>	<b>\$249,806</b>	<b>\$1,238,069</b>

**Note 11. Federal Emergency Management Agency Funds (FEMA)**

During 2011 and 2010, the Organization received \$3,846 and \$6,063 respectively, for administration costs and supplying personnel to serve the local FEMA board. The FEMA board consists of numerous local individuals allocating FEMA dollars to community agencies.

**UNITED WAY OF ROCK RIVER VALLEY  
NOTES TO FINANCIAL STATEMENTS**

June 30, 2011  
(CONTINUED)

**Note 12. Retirement Plan**

The Organization has established a defined contribution plan to provide continued benefit to substantially all of its employees. United Way makes contributions to the plan based on a percentage of the participant's salary or wages. Participants may also make voluntary contributions which will be matched by United Way up to a certain percentage. For the year ended June 30, 2011, and 2010, employer contributions to the plan were \$996 and \$17,137 respectively.

**Note 13. Operating Lease**

On January 1, 2009 the Organization entered into a five-year operating lease for office space. The lease payment includes utilities, property taxes and maintenance expenses. The Organization incurred \$42,600 and \$42,600 in rent expense for the years ended June 30, 2011 and June 30, 2010, respectively. Required lease payments are as follows:

2012	\$42,600
2013	42,600
2014	21,300
<hr/>	
	\$106,500

**Note 14. Line of Credit**

The Organization has a credit line of \$300,000 from Alpine Bank & Trust Co. dated October 09, 2010. The note bears interest at an initial rate of 4.50% and is collateralized by substantially all assets of the Organization. Total principal and accrued interest balance was \$0 at June 30, 2011 and 2010.

**Note 15. Unemployment Compensation**

Prior to January 1, 2008 the Organization was self-insured with regard to unemployment compensation insurance. Accordingly, all claims for unemployment compensation were paid from the unrestricted net assets as claims are incurred. The Organization has not incurred any claims for the years ended June 30, 2011 and 2010, respectively.

**Note 16. Annual Campaign**

Included in the public support-annual campaign for the years ended June 30, 2011, and 2010, are pledges from a major contributor and its employees of approximately \$642,352 (14.53%) and \$608,262 (13.28%), respectively. The balance of this contributor's pledges receivable was \$431,974 and \$298,427 at June 30, 2011 and 2010, respectively. No other contributors accounted for 10% or more of the annual campaign support in 2010 or 2009.

**Note 17. Comparative Amounts**

The amounts shown for 2010 in the accompanying financial statements are included to provide a basis for comparison with 2011 and are not intended to present all information necessary for fair presentation of 2010 information in accordance with accounting principles generally accepted in the United States of America.

**UNITED WAY OF ROCK RIVER VALLEY**

**NOTES TO FINANCIAL STATEMENTS**

June 30, 2011

(CONTINUED)

**Note 18. Staffing Contract**

The Organization has a contract with an outside staffing agency, whereby the staff at the Organization are employees of the staffing agency. The agency is responsible for the payment of all related employee wages and benefits that are then billed to the Organization. The Organization is charged an annual fee based on the terms of the contract.

**Note 19. Subsequent events**

The Organization has evaluated subsequent events through, September 24, 2011, which is the date these financial statements were available to be issued. All subsequent events requiring recognition as of June 30, 2011 have been incorporated herein. There are no subsequent events that require disclosure.