

United Way of Waco-McLennan County

A bi-weekly campaign briefing
November 22, 2010

Campaign Clips



Leadership in Giving: HEB

Many of you are HEB shoppers. And many of you know that HEB is one of the largest (if not the largest) grocery retailers in the State of Texas. You see their signs on trucks and on a constant basis HEB serves the needs of different communities in a variety of ways. They sponsor an annual Thanksgiving Dinner for hungry families, Food for Families, etc.

In addition to the above, they are great supporters of the annual United Way campaign. Ed Page, District Manager, and former UW campaign chair and UW president, will be the last one to take credit for the success of the annual campaign--he will defer to his team members and generous employees for all that they do. Special thanks to Loaned Executive Kristy Goldenburg and her team of 8 coordinators for their combined efforts.

This year, approximately 80% of their local employees contributed \$182,051.00 to the annual United Way campaign to help our 22 partner agencies and people in need.

Congratulations to HEB employees for caring and sharing!

As of Monday November 22, 2010 the United Way campaign is at \$1,434,403.45
We are continually grateful for your support and please contact us at 752.2753 with any questions.

Homer's Corner

As we enter the Thanksgiving and Christmas Holidays, we need to be thankful for the gifts that we have received as individuals and as a family, for the jobs that we have, and most importantly, for being asked to share whatever we can with others who are less fortunate. There is no greater gift than sharing and caring.

My staff and I experience phone calls almost daily from people who need some kind of help--medical, rent, food, etc. We share with them whatever information we have, but ultimately we have to refer them to the appropriate United Way agency. United Way agencies are much better prepared and better trained to know people's needs--what questions to ask, what specific resources are available, etc. From talking to them, we learn that people in need for a specific identified problem by them, really have multiple needs--hence our agency membership and network.

We are grateful for your continued support and we are looking forward to another successful campaign to help the less fortunate.

Campaign News & Updates

Heart of Texas Council of Governments

Thanks to the leadership of United Way Board Member Gary Luft along with Loaned Executive Mary McDow, the employees at HOT COG achieved a campaign total of \$2,784.00 which is a 27% increase over last year!

Brazos River Authority

By combining fundraisers, agency speakers and campaign meetings Loaned Executive Crystal Bashore and United Way Board Member John Hawes, III achieved a campaign total of \$12,657.16! This is a 13% increase over last year's giving total.

Campaign Clips comments or questions? Contact Keith Richardson
At 254.752.2753 or keithrichardson@unitedwaywaco.org

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