

United Way of Waco-McLennan County

A bi-weekly campaign briefing
September 14, 2010

Campaign Clips



United Way Campaign Kick-Off a Tremendous Success

The 2010 United Way employee campaign has officially started and we could not be more excited! On Wednesday September 8th a kick-off luncheon was held in the Galloway Suite of Floyd Casey Stadium and despite the rainy weather we had over 160 loyal United Way supporters in attendance. Loaned Executives, Donors and Volunteers all came together to celebrate a 9.2% increase in giving during last year's campaign and to challenge each other to increase this year's campaign even more. We would like to give special thanks to Baylor University Athletics, ARAMARK Higher Education and all of the exceptional Baylor University employees whose combined efforts allowed our campaign kick-off to be an unforgettable event.

Each year, United Way and its 22 member agencies faithfully serve over 40,000 individuals within our community and provide hope and help to those who need it. The purpose of the campaign kick-off is not only to build excitement for the upcoming campaign, but also to remind us all that without the dedication of our United Way supporters several deserving individuals would not receive necessary health and human services. It is truly remarkable to see how caring and giving the members of our community are and all of us at United Way are looking forward to a stellar 2010 campaign.

As you begin your campaigns, feel free to contact this United Way office for campaign ideas and resources such as agency speakers or tours. Educating your employees about the United Way network is one of the best ways to improve giving totals as well as employee participation. If you would like to arrange to have a speaker at your campaign meetings or would like to set up an agency tour contact Keith Richardson at 254.752.2753.

Need additional pledge forms, brochures or campaign videos??? Contact Keith Richardson at 254.752.2753 or keithrichardson@unitedwaywaco.org

Leadership in Giving: Midway I.S.D.

In addition to providing quality education for students, the Faculty and Staff at Midway I.S.D. demonstrate a caring attitude towards those in need within our community. Led by United Way Board Member Dr. Brad Lancaser and Loaned Executive Mary Lou Glaesmann, Midway I.S.D. had a campaign total of \$31,858.00 which is a 25% increase in giving over last year! To inspire giving among employees, Glaesmann invited Head Lady Bears Basketball coach Kim Mulkey and UW Board President Ivan Green to speak at their convocation. Thanks Midway for your leadership and support of United Way.

Leadership in Giving: National Lloyds Insurance

As a longtime supporter of United Way, Loaned Executive Nancy Hollinger is no stranger to the employee giving campaign. Combining her creative ideas and dedication to United Way, Hollinger and the employees at National Lloyds raised \$15,356.16 which is an 8.3% increase in giving over last year! With 89% of employees giving and 79 fair share givers at National Lloyds, Hollinger encourages involvement no matter the amount given. Thanks to Hollinger and the employees of National Lloyds for helping people here.

Homer's Corner

In order to save donors money, and many other considerations, your local United Way office is located in the Red Cross building. We have enjoyed this relationship and hope it continues.

When disaster strikes, I witness first hand the tremendous amount of caring that Red Cross volunteers express as they are out and about helping those in need. Volunteers, of course, serve without pay.

Recent rains have created a problem for some residents particularly in Bell and Hill counties.

United Way has supported Red Cross disaster efforts for many years to help local residents. You would be proud of the volunteers and staff who work hard to insure others have a better life tomorrow.

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

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