

Campaign Briefing

September 20th, 2011



Leadership In Giving: Midway ISD

Continuing their tradition of generous giving to United Way, the employees at Midway ISD reached an impressive campaign total of \$36,570.00 which is a 15% increase from last year! When asked to comment on the success of their employee campaign this year, Loaned Executive Mary Lou Glaesmann had this to say:

"I asked Midway Mom Kim Mulkey to come and speak to the staff during our convocation about United Way. After many months of impending state budget cuts to education, she helped our staff see how blessed we were to be in the position to receive raises and to be able to give back to those in need. She challenged the staff to give more than they gave last year and the staff responded resoundingly. Midway is proud that we could support United Way more than ever, especially while Tightening our own belts" - Mary Lou Glaesmann, Assistant Superintendent for Human Resources, Midway ISD.

We would like to thank Midway Superintendent and United Way Board Member Dr. Brad Lancaster, Loaned Executive Mary Lou Glaesmann and the entire faculty/staff of Midway ISD for helping people here!



(Pictured Above: Midway Assistant Superintendent for Human Resources Mary Lou Glaesmann and Midway Mom Kim Mulkey.)

2011 United Way Donor Appreciation Day



Special thanks to all of the United Way Donors who supported our Baylor Ticket Voucher fundraiser!!! 12,029 vouchers were issued to our donors for a \$2 donation benefiting United Way. The number compares to 9,913 vouchers issued last year.

2011 United Way Campaign Kick-Off



Thanks to the 235 United Way volunteers and donors who attended this year's kick-off luncheon! This year's campaign is for the benefit of our 23 partner agencies who serve over 41,000 individuals within McLennan County each year.

Campaign Chair Pattie Orr's Message

To read a very special message from our 2011-2012 Campaign Chair Pattie Orr, VP for Information Technologies and Dean of University Libraries at Baylor University, click here!

[United Way in the News](#)

Homer's Corner

There appears to be a desire by many people to reduce local, state, and federal government. As this actions are undertaken, many of our local agencies are experiencing serious reductions in funding. And when reduction in funding takes place, it happens suddenly. There is no gradual withdrawal.

Serious reductions in funding have affected agencies like Family Abuse, Salvation Army, Advocacy Center, Freeman Center, and MHMR. Not only are programs affected, but staff size as well. Our agencies cope with these changes the best that they can. They continue to provide services under the best circumstances possible.

Our campaign is about private sector initiative—sharing our dollars—entrusting our agencies—to serve those in need.

Your continued help is very much appreciated.

Comments or questions??? Contact Keith Richardson at 254.752.2753 or keithrichardson@unitedwaywaco.org

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