



November 17, 2009

United Way of Greater Kansas City Volunteers Raise More than \$35.1 Million During 2009 Fundraising Campaign

(Overland Park, KS)----Today was a day to celebrate the hard work and success of thousands of United Way campaign volunteers. During a luncheon at the Overland Park Convention Center, campaign leaders announced that the 2009 United Way of Greater Kansas City (UWGKC) campaign raised \$35,121,654, which will help provide vital services to thousands of people in our community who have lost their jobs, or are just struggling to make ends meet. It is quite an accomplishment considering everything that has happened during the past year.

From the beginning, leaders of this year's fundraising effort predicted that volunteers would face a very challenging environment given the economy, rising unemployment and uncertainty in the minds of many about what tomorrow would bring. That is why United Way of Greater Kansas City decided to focus on recruiting 25,000 new United Way donors instead of setting a specific monetary goal for the campaign.

Campaign Co-Chair, Ed Tervol says, "It turned out to be a very important strategy, to balance the impact of many longtime corporate supporters of United Way who reduced the size of their workforce because of the economy. This year, with campaign envelopes still coming in, we are on track to add at least 23,000 new donors, and our 25,000 goal is still within reach." Tervol added, "We are hopeful that this is only the beginning of an effort that will continue to grow in years to come. We need to spread the word about United Way and give everyone the opportunity to participate. That is the only way we will be able to meet all the needs in our community."

Campaign Co-Chair David Fowler said, "This year we faced a storm of circumstances that, while it made our work more challenging, it made our work more important than ever." Fowler thanked the many volunteers who helped make this year's United Way campaign a success. "As always, the unsung heroes are the men and women who conducted workplace campaigns at companies; in federal, state and local government offices; at local union halls; and in school districts and nonprofit agencies. They worked extra hours to get the job done." Fowler added, "Our goal of 25,000 new donors served as a rallying point, giving people a reason to ask their friends, neighbors and co-workers whether they give to United Way and the courage to ask those who weren't donors, to consider giving this year."

One area where "asking everyone" paid huge dividends was United Way's Tocqueville Society which reports 31 new members. Some were already United Way contributors, who increased their gifts to the \$10,000 level. Nine were new United Way donors this year. Overall, 330 Tocqueville Society members pledged a total of \$4 million.

Another important factor was United Way's new Women's Leadership Council which aims to focus the philanthropy interests and power of women. More than 160 women have joined, each pledging at least \$2,400. Together, their gifts total \$905,000, including \$151,700 in new or increased donations to United Way.

This year's United Way campaign also received a big lift from Combined Federal Campaign (CFC). The CFC, representing 30,000 federal employees in the metro area, raised more than \$3.56 million. Leading the way were Whiteman Air Force Base which raised \$134,185, a 29% increase and the Department of Homeland Security, which this year collected pledges of \$115,338. It is the fifth straight year they've had at least a 25% increase.

In his remarks, David Fowler reminded everyone that in addition to the \$35.1 million volunteers raised during this year's annual fundraising campaign, United Way and 16 community partners raised another \$2.3 million for emergency assistance needs during the *United for Hope/United to Help* campaign during the spring. UWGKC also received more than \$559,000 in grants from local foundations and companies to support a number of community initiatives. Fowler pointed out, "When you combine those dollars with the \$35.1 million collected during this year's annual fundraising campaign, the total UWGKC actually raised is about \$38 million. It is comparable to the amount United Way raised last year and will all be used to meet important community needs."

This year's United Way campaign began with a bang, as seven pacesetter companies announced they had raised \$4.4 million before the campaign had officially begun. The pacesetter total included \$2.6 million from **Hallmark Cards**, \$773,000 from **Kansas City Power & Light and the IBEW** and \$463,808 from **UMB**.

As the campaign officially got rolling, other impressive results started coming in. **Sprint** may have fewer employees but their generosity continues to shine. An online auction, jeans day and a tricycle race helped raise nearly \$24,000 from special events. Overall, Sprint and its employees pledged \$1,432,236 to this year's United Way campaign.

A sampling of other company results that were a crucial part of this year's fundraising effort includes:

- **Burns & McDonnell** recruited 250 new United Way donors, including four new Tocqueville Society donors. Its pledges totaled \$689,444, a 15% increase over last year.
- **AT&T and the Communications Workers of America** invited United Way to conduct employee meetings at many of their sites. It definitely helped as they raised \$650,261, more than 30% over last year.
- **Lockton Companies**, where 97% of employees made pledges, raised a total of \$641,600. In addition, Lockton Companies donated a new car to be used as an incentive to recruit new donors.
- **Black and Veatch** continues to be a strong United Way supporter, topping their goal of \$750,000.
- **JE Dunn Construction** employees' pledges to United Way averaged \$931. They raised a total of \$630,208.
- **KPMG LLP** hosted a poverty simulation as part of its campaign to help employees understand what it means to be poor. It had an impact, as KPMG and its employees raised \$310,899.
- **Garmin** embraced the new donor challenge, signing up 690 new donors. Garmin employees pledged \$233,705. When combined with a dollar-for-dollar company match Garmin raised \$482,151, an 18% increase.
- **CenturyLink**, formerly EMBARQ, is still philanthropically-minded. This year's pledges total \$367,555.
- **QuikTrip** leads by example, asking everyone, including those working part-time. QT employees pledged \$259,183. With a dollar-for-dollar company match QuikTrip raised \$518,366, up 7%.
- **Citigroup** and its Kansas City area employees raised \$263,696. Citi's national CEO came to town to personally present a \$50,000 corporate gift.
- **Commerce Bank** employees are clearly living united, raising \$426,052 this year, an 8% increase.
- **Bank of America** allowed United Way to make presentations at more than 50 of its Kansas City area branches, which was very effective as BOA and its employees raised \$232,385, a 30% increase over last year.
- **US Bank** brought all their employees together for an after-hours event to share United Way's message. The bank and its employees raised \$187,254 compared to \$170,000 last year.
- **GEHA** mixed fundraising and fun with a Hawaiian luau and drawing for a trip to Hawaii as employee giving went up 27%. This year, GEHA raised a total of \$211,996 for United Way.
- **Swiss RE** also put fun into its campaign with an executive tricycle race. Swiss RE raised a total of \$200,352.
- **Bayer Animal Health** employees played "Deal or no Deal" with United Way trivia, injecting fun and excitement into the campaign. With its matching corporate gift, Bayer raised \$175,038, up 10%.
- **Butler Manufacturing/Blue Scope Steel** saw their average gift go up for the fifth consecutive year to \$711. As of today, Butler/Blue Scope and its employees have raised \$176,348 for United Way.
- **Assurant Employee Benefits** used departmental competition and signs on shuttle buses encouraging employees to get on board with this year's campaign. They raised \$139,008, up 18% over last year.
- Every **Capitol Federal Saving Bank** employee toured a United Way agency to give each person a better idea of how their donations are helping the community. With a 100% corporate match, Cap Fed raised \$131,676.
- **ATK Lake City Army Ammunition Plant** held a golf tournament, motorcycle rally and rib-a-thon to build enthusiasm and support. ATK recruited 165 new donors raising \$125,429, an 11% increase over last year.
- At **Kansas City University of Medicine and Biosciences (KCUMB)** employees gave an average of \$738 as KCUMB raised a total of \$134,396 for United Way this year.
- **BKD, LLP** had 100% participation and a \$650 average gift as they raised \$127,807, a 26% increase.
- **Harley-Davidson Motor Company** in partnership with the **International Association of Machinists and United Steel Workers** did amazingly well. With half the number of employees they had last year, Harley and its employees pledged \$114,874, a 24% increase compared to 2008.
- **Quik N' Tasty**, the bakers and chefs who make all the food for area QuikTrip stores, collected \$105,194 this year for United Way. That's a 45% increase over last year.
- **Enterprise Rent-A-Car** has a smaller K.C. area workforce, but still increased giving 12%, raising \$110,000.
- **Plastic Enterprises** had 97% participation, with pledges totaling \$90,000, a 25% increase over last year.
- **Midwest Research Institute's** committee met employees at the door with orange juice, donuts and a message about the importance of United Way. It was effective as they raised \$92,920, a 9% increase over 2008.

There were also a number of other, smaller-sized companies with impressive campaign results, such as:

- **Mariner Wealth Advisors** raised \$1,016 last year. This year employees pledged \$32,366, a 3,000% increase.
- **Woodbridge Corporation** more than doubled the amount it collected last year, raising \$21,004.

- **Parris Communications** raised \$20,778 from 12 employees and challenged each staff member to recruit five new donors for United Way.
- **Bushnell Outdoor Products** invited its employees to “Be Kids Again” with a fort-building competition, carnival and executives serving them lunch. The “Bushnell Kids” raised \$55,837, a 35% increase.
- **Williams Foods** competed with offices in other cities. They raised \$43,341, a 26% increase over last year.
- **Westin Crown Center Hotel** increased giving 524%, raising \$19,990.
- **Hotel Phillips** held a Live United Happy hour donating \$1 to United Way for each drink and entrée sold. The result was a 44% increase, as they raised \$11,587.
- **Target Regional Stores** got involved in a big way, raising almost \$78,000. Several stores tripled donations.
- **Reach Health Care** employees pledged \$11,200 in their “sock it to poverty” campaign, a 45% increase.
- **Global Prairie Communications** nearly doubled their total from last year, raising \$11,171 in 2009.
- **Mast Technology**, conducting its first ever United Way campaign, raised \$4,795.

A number of public sector and nonprofit groups also played important an important part, in this year’s campaign.

- **Johnson County Government** had 75 new donors who joined their co-workers in raising \$165,471.
- **Shawnee Mission School District** more than doubled last year’s total, raising \$114,592.
- **Olathe School District** employees and students raised \$107,317, their second year over \$100,000.
- **Independence School District** had 225 new donors which helped the district raise \$52,743.
- **Johnson County Community College** also had a great campaign, as employees pledged \$77,435, up 13%.
- **City of Leawood, KS** recruited 24 new donors, on its way to raising \$14, 819, a 16% increase over 2008.
- **City of Blue Springs, MO** also reports 24 news donors, raising a total of \$10,586, a 25% increase in donations.
- Employees of **The Full Employment Council** were moved by a co-worker who described how United Way- funded programs helped her family. They responded by pledging \$14,836, a 93% increase over last year.

All new donors who contributed at least \$144 to this year’s United Way of Greater Kansas City campaign will automatically be entered into a drawing for a new car. People still have until February 5, 2010, to make their donations to qualify for the drawing. The 2009 Chevrolet Aveo was donated by Lockton Companies, as an incentive to help United Way recruit new donors.

United Way of Greater Kansas City is also giving away a 2010 Harley-Davidson V-Rod Muscle bike to one lucky donor. Everyone who pledged 1% of their salary or more to this year’s United Way campaign will automatically be entered in that drawing. It is the fifth year in a row that Harley-Davidson Motor Company has donated a motorcycle to United Way as a tool to increase donations. Both the drawing for the car and the motorcycle will take place in March 2010.

The money raised during this year’s United Way of Greater Kansas City fundraising campaign will go to help support more than 300 health and human service programs in the community and be used to implement strategic community initiatives aimed at helping children and youth become more successful, giving people the tools they need to become financially stable and improving the community’s health.

United Way of Wyandotte County will announce its fundraising totals tomorrow adding to the amount raised in the metro area. United Way of Wyandotte County set a campaign goal of \$2.4 million this year.

For further information, contact:

Ron Howard
 United Way of Greater Kansas City
 (816) 559-4644