

November 15, 2007
For Immediate Release



United Way Campaign Sets Record---\$40.4 Million: Biggest Percentage Increase Since 1999

(Greater Kansas City)---Inspired by the outstanding results achieved by 13 Pacesetter companies, Kansas City area United Way campaign volunteers went the distance, raising a record \$40,410,986, the most money ever raised by United Way in Greater Kansas City. Campaign leaders announced the total during a noontime Victory Celebration, dedicated to thanking those who gave and recognizing the volunteers who worked so hard to help United Way surpass this year's goal. The \$40.4 million total is \$1.9 million more than United Way volunteers raised during last year's community-wide fundraising campaign and is the largest percentage increase in eight years. The results mean that United Way will be able to help thousands of additional people who need assistance in Greater Kansas City.

Campaign co-chairs Karen Pletz and Louie Wright said there were several key factors that contributed to the campaign's success, including the energy generated by the Five to Fifty initiative and the merger of four Kansas City area United Ways into one organization, the United Way of Greater Kansas City. Pletz said, "Many volunteers put their personal lives on hold for 10 weeks, while raising money for United Way became their number one priority. Now their sacrifice and hard work has paid off, raising more than \$40 million to help people in need in our community."

Other factors that made a difference in the success of this year's fundraising effort were:

- A concerted focus on the escalating needs in our community and setting an ambitious goal to meet those needs.
- Engaging a greater number of companies in United Way campaigns, which resulted in 34 new employee campaigns that have already raised \$150,000 in new money, with a number of the campaigns still to run.
- A strong effort to increase the number of major donors who give \$10,000 or more annually. United Way's Tocqueville Society gained 55 new members, resulting in \$477,605 new dollars pledged to United Way. Together, the 327 Tocqueville Society members pledged more than \$4.3 million, or 11% of the total raised by United Way this year.

Pletz said, "The theme for this year's fundraising effort was 'Going the Distance' and donors stepped up to the challenge, many increasing their pledges by 5% or more. That is what it will take each year for United Way to reach our five-year to \$50 million goal in the Greater Kansas City area. We personally thank everyone for embracing Five to Fifty in order to address the needs of 30,000 to 60,000 more people. The commitment to caring for others in our community is breathtaking."

Wright echoed those comments saying, "The people of Greater Kansas City continue to amaze me with their compassion for others. Whether it's responding to a specific crisis or supporting United Way, which makes a difference in the lives of so many people every day." Wright said, "We live in a community where people are willing and even anxious to work together for the common good, whether they are members of organized labor, white collar workers or upper management. That teamwork was the key to our success."

This year, for the first time, three Kansas City area companies and their employees each pledged more than \$1 million to United Way. Leading the way were **Hallmark Cards** at \$2.8 million, **Sprint** at \$2.1 million and **EMBARQ** at \$1 million.

The **Combined Federal Campaign**, representing more than 27,000 federal employees in the Kansas City area, also played an important part in this year's campaign success, raising \$3,024,986, surpassing its goal.

Those major gifts, along with the \$6.9 million from 13 Pacesetter companies, helped jumpstart the fundraising effort. Other standout results this year include:

- **Lockton Companies** had 98% participation and nearly 200 Leadership Givers in raising \$604,800, more than a 20% increase for the second year in a row.
- **Black & Veatch** matched the first \$144 for new donors and 50¢ for every \$1 above that. They raised \$750,000, a 13% increase over last year.
- **QuikTrip** matched employee giving 100%, raising a total of \$529,148, more than a 9% increase compared to last year.
- Employees of **The Kansas City Star** believe in "The Art of Giving," pledging \$271,805, a 10% increase. Add a \$100,000 corporate gift and The Star raised \$371,805 for United Way.
- **UMB** had great support from upper management in raising \$329,404, a 10% increase.
- **Garmin** continues to expand as the #1 GPS manufacturer in the nation and so does its support of United Way. Garmin and its employees pledged \$340,000, a 55% increase over last year.
- **Swiss Re Kansas City** is in the business of insuring against disaster, so it's no surprise that employees dug deep when asked to give to United Way, raising \$234,190, up 16%.
- **Butler Manufacturing** giving increased 21% and with a 33% Butler Foundation match, raised a total of \$207,000 for United Way.
- **US Department of Agriculture** gathered \$211,000 in pledges, 11% more than last year.
- **Stinson Morrison Hecker, LLP** reports a 34% increase in employee giving and a 50% increase in corporate gift for a total of \$193,834.
- **Time Warner Cable** used a "Compete and Win" theme, holding a Texas Hold'em Tournament and also sold United Way cookbooks to raise \$181,533, up 15%.
- **Bayer Animal Health** combined a "Survivors" competition with information about United Way agencies, raising \$160,482; half from employees, the rest from a 100% corporate match.
- **Capital Federal Savings & Loan** showed that its employees know the importance of investing in the community, raising \$123,600, nearly a 13% increase over 2006.
- **Environmental Protection Agency** raised a record \$122,617, an 11% increase.
- **Polsinelli Shalton Flanigan Suelthaus, PC** was another KC area law firm that did well, raising \$119,573 for United Way, up 15% from last year.
- **Blackwell Sanders, LLP** had significant increases in every aspect of its campaign. That translates into an 11% overall increase, or \$115,000 for United Way.
- **National Bank of Kansas City** employees increased their giving 13%, raising \$106,178.
- **Shook Hardy Bacon, LLP** had a 34% increase in giving, raising \$97,332.
- **Quick N' Tasty** employees answered the call, pledging almost triple the amount they did last year. When combined with a 100% corporate match, they raised \$72,597.
- **Department of Homeland Security-National Benefits Center** pledged \$67,124, up 22%.
- **Argosy Casino** had a dedicated employee committee that worked hard to get the message of United Way out to co-workers. The result was an 80% increase, as they collected \$37,142.
- **SPX** saw donations increase 70%, going from \$30,324 to \$51,500.

- **North Kansas City Hospital** more than doubled employee donations raising \$31,173.
- **The City of Belton** had a 750% increase in giving, collecting \$10,015 compared to \$1,344 last year.

The effort to recruit new companies to run first-time United Way employee campaigns meant 2,000 potential new donors were given the opportunity to make a pledge to United Way. Among those companies completing their first campaign, **Citizen's Bank & Trust** employees pledged \$40,141 with 89% participation, **Hofer Wysocki** collected \$20,854 in pledges, **Gateway Packaging** raised \$24,481, **JMW & Associates** has 100% participation and pledged \$14,646, **Parris Communications** also had 100% participation, raising \$14,176, **ITW Labels** collected \$13,170, and **Davidson Brown** raised \$6,264 from just 25 employees.

Kassie Ashley, the mother of a two-year-old Independence boy born with progressive hearing loss and other complications, drove home the point of why the success of this year's United Way campaign was so important. Her son, Alex, has received treatment and therapy from two United Way funded agencies almost from the time he was born. Her husband, who was serving in the army, was killed earlier this year in Iraq. Speaking to the room-full of United Way volunteers and supporters, Ashley thanked them for their generosity and hard work, and for everything they've done to help her and her son.

More than 25,000 volunteers were involved in the 2007 Kansas City area United Way campaign, which helps United Way minimize its fundraising costs and direct more money to helping people like Alex Ashley and others in our community who need a hand. Money raised during this year's campaign will go to help support more than 350 programs at nearly 150 nonprofit agencies in Greater Kansas City.

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