

For Immediate Release
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Kansas City Area United Way Campaign Surpasses its Goal Raising a Record \$40.5 Million

(Greater Kansas City)---No one said it would be easy, and it wasn't. Working in the shadow of a plunging stock market and faltering economy, United Way volunteers reached out to individual donors and knocked on thousands of "corporate doors," asking for a chance to tell employees about the important work of United Way. After totaling all of the gifts and pledges, fundraising leaders today announced that United Way volunteers raised an amazing \$40,529,036, setting a new record for the Kansas City area.

United Way Campaign Co-Chairs Peter deSilva and Ed Tervol, Jr., announced the good news during a noontime Victory Celebration at the Downtown Kansas City Marriott attended by more than 700 United Way supporters and volunteers. In announcing the results, deSilva said, "I am extremely grateful for the generosity of so many individuals and corporations. Although many are facing their own tough economic times, they responded by digging a little deeper, knowing so many families and individuals in our community really need a hand."

"As the economy faltered, we tried to raise awareness of the difficult situation facing local nonprofit agencies in our community through Live United Day," deSilva said. "A number of local corporations also stepped forward to help. Some companies extend their campaigns, while others increased their corporate gifts. The Hall Family Foundation, Sprint and Burns & McDonnell all responded with additional gifts of \$100,000 or more. Some individuals even sent in checks without being directly asked. But the biggest reason for our success was the hard work of so many United Way volunteers and staff. They helped carry the message to our community and open many new doors."

Campaign Co-Chair Ed Tervol called the success of fundraising volunteers "a reflection of the community spirit that binds us together and makes the Kansas City area resilient and strong." Tervol said, "My family was personally touched by the work of United Way. As a United Way volunteer, I was also touched by the compassion and generosity of the men, women and even children who reached into their pockets to give. I know it will make a big difference for those who have lost their jobs, as well as those who still have jobs but are struggling to pay their rent, cover their utilities or put food on the table for their families. We should all feel good about the way organized labor and management work together on the United Way campaign with a shared goal of making our community a better place to live."

Pledges made through United Way's Tocqueville Society proved to be an important part of this year's fundraising effort. Tocqueville Society members are individuals or couples who pledge \$10,000 or more to United Way in a single year. This year, there are 42 new Tocqueville Society members, bringing the total to 349 in the Kansas City area. Together, they pledged more than \$4.5 million to United Way this year. One Tocqueville Society member more than doubled her gift in response to the overwhelming demand being felt by Kansas City area nonprofit agencies. Although she has requested that the amount remain confidential, it is one of the largest single-year gifts from an individual the Kansas City area United Way campaign has ever received.

Leadership Giving was another area of emphasis for United Way this year, encouraging people to donate \$1,200 or more. Overall, 50 Kansas City area companies are now running internal leadership campaigns.

This year's United Way fundraising campaign got off to a fast start with eleven Pacesetter companies raising \$4.72 million. Leading the way was **Hallmark Cards** which pledged \$2,868,666 with 59% of Hallmark employees participating. Other Pacesetter companies included **Burns & McDonnell Engineering**, which pledged \$702,185, a whopping 43% increase over last year and **MarketSphere Consulting**, which had a 38% increase in giving, raising \$111,004 for United Way.

Another shot in the arm for this year's United Way campaign came from **Sprint** and its employees, who together pledged more than \$2 million. Sprint encouraged employees to "live united" and "be the difference" in making our community a better place to live. The company joined in by increasing its corporate gift.

The Combined Federal Campaign (CFC) provided another big boost to this year's fundraising effort. The area's 27,000 Federal employees pledged more than \$3.5 million to United Way and area nonprofit agencies through the CFC campaign.

There is no doubt that the struggling economy made 2008 a challenging year for United Way volunteers. Nevertheless, a number of local companies responded to the challenge, stepping up to help in a big way.

- **Embarq** emphasized the growing number of people in need and the strain being felt by social service agencies in our community as the company and its employees pledged \$851,421.
- **Black & Veatch** urged its employees get involved in "Building a World of Difference." Black & Veatch and its employees pledged \$850,000, an 11% increase compared to 2007.
- **Kansas City Power & Light** working in partnership with the **International Brotherhood of Electrical Workers** raised a total of \$788,302. KCP&L matched all employee pledges at 50%.
- **DST Systems** employees recognized the positive impact of United Way and decided making a donation was a good investment. Together the company and its employees pledged \$724,666.
- **JE Dunn Construction Company** increased its corporate gift and encouraged employees to give generously. Together they raised \$735,669. The company's average employee gift was \$835.
- Nearly 97% of employees at **Lockton Companies** gave to United Way this year, with an average gift of \$680. It certainly added up, as Lockton Companies raised \$639,446.
- **QuikTrip Corporation** continues to match employee pledges dollar-for-dollar, which meant a lot as the company collected \$480,542 for United Way.
- **Garmin** workers heard from some of their co-workers whose lives have been touched by United Way. It had an impact as Garmin raised \$406,505, nearly doubling pledges in the past 2 years.
- **AT&T and the Communications Workers of America** teamed up to raise \$401,143 from employee contributions. A corporate gift will be coming later.
- **YRC Worldwide and the Teamsters** put their campaign into high gear, as the Overland Park-based trucking company and its employees raised \$479,906 for United Way.
- **UMB Bank** sold Live United t-shirts to employees and encouraged everyone to get involved in giving this year. Together, UMB and its employees pledged \$395,786, up 21% over 2007.
- **Commerce Bank** also had a good United Way campaign as employee giving increased 9%. Together, Commerce and its employees pledged \$398,000.
- **Bank of America** and its employees stepped forward to help, pledging \$179,460.
- **GEHA (Government Employees Hospital Assoc.)** proved they are living united by raising \$183,570. That was also a 21% increase over what employees pledged last year.

- **The Kansas City Star** donated a lot of free advertising space to keep the United Way campaign visible to the community, while Star employees pledged \$168,098.
- **Time Warner Cable** was another active media partner, running hundreds of *pro bono* United Way Public Service Announcements, while employees gave nearly \$160,000.
- **Johnson County Government** had 21 leadership givers and raised a total of \$151,353.
- **ATK Lake City Ammunition Plant** stepped up to the plate with employees pledging \$114,472. That was a 32% increase over last year.
- **Assurant Employee Benefits** had a great campaign, raising \$11,241, a 13% increase over last year.
- **Plastic Enterprises** had 97% participation in raising \$71,000, which is an 11% increase over 2007.
- **Olathe School District** became the first Kansas City area school district to crack the \$100,000 mark, raising \$106,700.
- **Johnson County Community College** did very well, raising \$68,819, a 22% increase over 2007.
- **North Kansas City School District** increased giving 63%, raising \$60,960.
- Staff and faculty of the **Independence School District** pledged \$54,740, up 30% over last year.

A number of smaller companies and nonprofit agencies also played a big part in this year's campaign. Several key examples include:

- **Samuel U. Rodgers Health Center**, which nearly doubled its number of donors, raising \$33,083.
- **KVC Behavioral Health** sold ice cream and pies and held a chili cook-off raising over \$18,000.
- **Costco Wholesale** had a 56% increase in giving, raising \$13,690.
- **Cargill** had a great campaign, raising \$10,393, an incredible 208% increase compared to 2007.
- **Kocher & Beck, USA, LLP** increased giving 161% raising \$9,174.
- **Trozzolo Communications** collected pledges of \$5,042, up 64% over last year.
- **Full Employment Council** nearly doubled its campaign, raising \$7,600 this year.

Another important part of this year's United Way fundraising effort was New Account Development. United Way staff and volunteers succeeded in recruiting 70 new companies to run first-time employee campaigns. So far those new campaigns have raised more than \$130,000. But even more importantly, they have opened the door for United Way to approach employees about giving in the future. Some key first time company campaign results include:

- **KOKAM**, a new battery manufacturing facility in Lee's Summit, MO, that raised \$11,780.
- **Handmark**, which has only 90 employees, collected pledges of \$10,560.
- **Lansing Trade Group**, a commodities trading company in Overland Park, KS, raised \$10,300.
- **Hotel Phillips** got involved for the first time, with employees pledging \$8,056.
- **Mediware** in Lenexa, KS, which has just 53 employees, collected \$4,200.

One other significant gift that helped United Way's fundraising efforts came from the Harley-Davidson Motorcycle Company. Harley-Davidson donated a 2009 V-Rod motorcycle valued at more than \$15,000. It is being used as an incentive to encourage donors to contribute 1% of their salary or more to United Way. The Shareholder donors will automatically be entered into a drawing for the motorcycle this spring.

Included in this year's \$40.5 million Kansas City area United Way fundraising total is \$2.39 million raised by United Way of Wyandotte County volunteers. They announced the results of their efforts yesterday.

Thousands of volunteers were involved in this year's successful United Way campaign. Money raised during the 11-week community-wide fundraising effort will help support more than 350 health and human service programs throughout the Kansas City area. It comes at a time when many nonprofit agencies are experiencing a drop in donations and unprecedented increases in demand for services.

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