



## United Way Announces a Record \$40.5 Million Fundraising Goal for Greater Kansas City

(Greater Kansas City)---Kansas City area United Way volunteers today launched the 2008 United Way campaign, announcing a record \$40.5 million goal. Campaign leaders call it a challenging goal that reflects both the growing needs in our community and the reality of raising money during tough economic times.

More than 800 United Way volunteers and supporters gathered at the Hyatt Regency Crown Center this morning to kick off this year's community-wide fundraising effort. Campaign co-chairs Peter deSilva and Ed Tervol, Jr. said this year especially, a lot of people are depending on United Way. Together, the two men, representing business and organized labor, say they are determined to see that United Way reaches its goal.

"As a community, we have a lot at stake with this year's United Way campaign, said deSilva, who is Chairman and CEO of UMB Bank. "We must remember those who have lost their jobs; those who are sick and injured, but who have no health insurance; and those people who do have jobs but still don't make enough money to pay their rent, buy groceries and afford school supplies for their children. We have our work cut out for us, but I believe we have assembled an amazing team of volunteers who can and will get the job done." Expressing his confidence deSilva added, "The people of Greater Kansas City are among the most generous in the world. They think *we* before *me*, and care about the wellbeing of the community as a whole."

Tervol, who is a board member of the International Association of Machinists and Aerospace Workers, Local #778 said, "Hardly a week goes by that I don't hear about someone receiving help from a United Way agency. It's not just homeless people or those who are unemployed, it's people with jobs who have health problems but no insurance or single parents looking for a mentor for their son." Tervol added, "As a member of organized labor, I believe United Way is the best way to help the greatest number of people in our community and that is why I will be encouraging everyone I meet to give to United Way."

Campaign leaders agree this will be a challenging year, but they are confident people in the Kansas City area will respond to the challenge, as they have in the past. This year's early United Way campaign results are proving their point. Eleven Kansas City area companies that have already completed their United Way employee campaigns announced their results today. Together, the Pacesetter companies raised \$4.72 million which is more than 11% of this year's goal.

The Pacesetter company results included:

- **Hallmark** increased its employee participation to 59% and added 7 new Tocqueville Society members in raising \$2,858,181
- **Burns & McDonnell** had a 17% jump in participation, raising nearly \$110,000 in new dollars. Overall reports a 22% increase raising \$600,000.
- **Deloitte** announced an 8% increase in giving, raising \$208,497
- **Federal Reserve Bank of Kansas City** used a American Idol theme in raising \$192,921.
- **Stinson, Morrison, Hecker** had more than 50 leadership givers who helped the Kansas City law firm raise \$157,895.
- **US Bank** recruited scores of new leadership donors that helped them raise \$164,784.

