

For Immediate Release
February 16, 2010



United Way of Greater Kansas City Announces Co-Chairs of 2010 Fundraising Campaign

(Greater Kansas City)---One is a business leader, who fell in love with our community after moving here for a job 28 years ago. The other is a labor leader, born and raised in Kansas City, who would never dream of living anywhere else. Although they come from different backgrounds, they share a strong sense of community and a desire to help those in need. With that purpose in mind, Mark Jorgenson and Patrick "Duke" Dujakovich have agreed to lead the 2010 United Way of Greater Kansas City (UWGKC) fundraising campaign.

Jorgenson is the regional president and CEO of U.S. Bank in Kansas City and is involved in many community organizations. He is vice-chair of the Civic Council, on the board of the Kansas City Area Development Council and is on the board of Midwest Research Institute. He is actively involved in many local charities and has served as a United Way campaign volunteer, chairing the Major Accounts group in 2007 and serving as Leadership Giving Chair of the 2009 campaign. He lives and works in Johnson County, Kansas.

Dujakovich is the newly-elected president of the Greater Kansas City AFL-CIO. He is also the president of the International Association of Firefighters (IAFF) Local #3808, a trustee on the Kansas City, Missouri Health Insurance Board and member of the UWGKC Board of Trustees. Dujakovich continues to work as a Kansas City, Missouri firefighter, where he has served with distinction for the past 22 years. He works in mid-town Kansas City and lives north of the river.

In agreeing to serve as co-chair of the upcoming campaign, Jorgenson said it wasn't a hard decision. "I can't think of any other organization that is more comprehensive and effective in its approach to problem-solving than United Way. People receive a direct benefit from United Way-funded programs, but many of those programs also give the needy the ability and opportunity to pull themselves up by their bootstraps. That's an empowering, respectful way to address the needs of our community."

Jorgenson added, "We are not alone in this effort. We have an army of United Way volunteers at local companies who never get recognition, but are involved because it's the right thing to do and they have the spirit to complete the task. They do it because they want to help people and make a positive impact on our community."

Dujakovich said he is honored to serve as co-chair for this year's campaign because he knows it's important and he believes in United Way. "Community volunteers are the backbone of United Way. In addition to the time invested in raising money, they spend many hours reviewing funding requests from worthy local charities. They do the due diligence to make sure the money is being spent wisely, in the best interests of the overall community. United Way is a model that works, actually increasing the impact of each dollar by forging partnerships with other community organizations that are dedicated to helping people."

Dujakovich says working as a Kansas City firefighter gives him a unique perspective on the importance of United Way. "Responding to emergencies and going into people's homes in depressed areas of our city has opened my eyes about the way some people are forced to live. We often find people who either don't know help is available or don't think they qualify. As firefighters, we have the ability to direct people to services at United Way agencies, which I have done. I've seen first-hand the difference United Way can make in their lives."

United Way's fall fundraising campaign officially begins on September 8th with a kickoff luncheon at the Westin Crown Center and will conclude with a Victory Celebration on November 19th.

For further information, contact: Ron Howard
United Way of Greater Kansas City
(816) 559-4644