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## Hard Work Pays Off as United Way of Greater Kansas City Volunteers Raise \$35.1 Million

(Greater Kansas City)---We live in challenging times. While some see it as an excuse if things don't go as planned, others say it just means we have to work smarter and harder to accomplish our goals. This year's United Way campaign volunteers clearly fell into the second group, coming to work early and staying late to help United Way of Greater Kansas City (UWGKC) raise \$35,133,727 during this year's fundraising campaign.

Campaign Co-chairs Mark Jorgenson and Patrick "Duke" Dujakovich announced the fundraising total during a lunchtime Victory Celebration today, attended by nearly 800 United Way volunteers and supporters. It was the culmination of an intensive 10½-week fundraising effort involving thousands of United Way volunteers.

Acknowledging the economic uncertainty many people and companies are still facing, Jorgenson applauded the hard work done by volunteers. Jorgenson said, "You have done a remarkable job of reaching out to the community and communicating the need that exists. As a result, we are on track to add 16,000 new United Way donors, which had a huge impact on how much we raised this year. Through your efforts, tens of thousands of people in Greater Kansas City will receive the help they need and perhaps more importantly, they will receive the hope and opportunities they deserve."

Campaign Co-chair Dujakovich said, "The recipe for a successful campaign includes many ingredients. It includes teamwork from management and labor; passion and dedication by volunteers; involvement of United Way partner agencies, describing the growing needs; and strong media support, providing visibility for the campaign. All were essential ingredients in our success."

This year's campaign got off to a fast start with UWGKC Pacesetter companies raising \$5.6 million out of the gate. **Hallmark Cards** (\$2.6 million), **KCP&L and the IBEW** (\$788,400), **JE Dunn Construction Group** (\$579,719) and **Waddell & Reed and the Ivy Funds** (\$329,441) led the way.

The 2010 campaign also received a big boost from United Way's Tocqueville Society, which includes donors who give \$10,000 or more in a single year. This year's Tocqueville Society has 325 members who donated nearly \$4.2 million. It includes 43 new members.

Of course, the bulk of money raised by United Way this year came from workplace campaigns. **Sprint** followed the success of Pacesetter companies with a tremendous campaign of its own, focusing on how United Way helps provide financial stability for families who are struggling. Sprint also incorporated several fun activities, including an executive tricycle race, as Sprint employees donated more than \$1 million. Combined with a 50% company match, Sprint raised \$1,558,028, a 9% increase over last year.

Sprint's success was matched by dozens of other companies that helped make this year's United Way of Greater Kansas City campaign a winner. They included:

- **Black & Veatch** is "Building a World of Difference" by supporting United Way. Employees had an average gift of \$767 in raising more than \$800,000.
- **Burns & McDonnell** beat last year's total, raising a total of \$752,880.
- **Lockton Companies, LLC** had 95% employee participation in collecting pledges of \$660,227, which was up 7% over last year. The average gift from those who gave was \$725.
- **QuikTrip** employees continue their strong support of United Way, pledging \$283,440. With a 100% corporate match, this year QuikTrip and its employees raised \$566,516, a 9% increase.

- **UMB Financial Corporation** employees did their part, pledging \$528,582, a 14% increase from last year.
- **Commerce Bank** has fewer employees, but still increased its Leadership donors by 15% as the company and its employees pledged \$448,526.
- **Garmin** had 124 new donors and a 28% increase in Leadership donors as the company and its employees pledged \$510,435, an 8.5% increase compared to their totals in 2009.
- **KPMG LLP** employees had a \$1,100 average gift, as the Kansas City office raised \$300,195.
- **BlueScope Steel North America** topped its goal and last year's total in raising \$245,204.
- **Bayer Crop Science** had a great year, with a 57% increase in the number of United Way donors, and a 50% corporate match to raise \$194,224. That's a 41% increase over last year.
- **Saint Luke's Health System** exceeded last year's total by 12%, raising \$170,500.
- **BKD, LLP** rolled up their sleeves, collecting \$158,635, a 22% increase compared to last year.
- **Midwest Research Institute** increased the number of Leadership givers by 50% and raised \$6,843 from special events, as their total giving jumped 45% to \$118,680.
- **The Kansas City Star** has fewer employees, but still managed to raise almost as much money as they did last year. This year, Kansas City Star employees pledged of \$117,284.
- **Plastic Enterprises Co. Inc.** followed up last year's 25% increase in giving with another 14% increase. With nearly everyone giving this year, the company raised a total of \$105,000.

There were also a number of smaller-sized companies that played an important part in this year's campaign's success, including:

- **Nordstrom** invited all its associates to a Saturday morning campaign rally, giving away Chiefs tickets for giving at a certain level. They raised \$75,000, which was \$10,000 more than last year.
- **Spencer Fane Britt & Browne LLP** raised \$66,471 this year, a 42% increase.
- **Labconco Corporation** saw giving increase 32% this year as the company raised \$57,662.
- **Community America Credit Union** increased employee participation by 20%, encouraging completion between branches. It worked, as they raised \$64,894 or 20% more than last year.
- **Compass Minerals** saw giving increase 10% as employees pledged \$64,894.
- **McCownGordon Construction LLC** used a kiss-the-pig contest and drawing for a trip to Hawaii to generate excitement, as the company raised \$59,280, an increase of 8% over last year.
- **Kansas City Area Transportation Authority (KCATA)** employees donated \$24,057, which is a 28% increase over 2009.
- **Parris Communications** had 100% participation as their staff of 13 pledged \$21,494. That's a 34% increase compared to last year.
- **Bernstein-Rein** has a smaller staff this year, but giving increased 74%. After volunteering at reStart and hearing from co-workers helped by United Way, employees pledged \$22,772.
- **Gateway Packaging Co.** went from having 18 United Way donors to having 71. The company increased giving five-fold, raising \$18,526 compared to \$3,068 last year.
- **Open Air Equity Partners** ran its first United Way campaign this year, raising \$20,500.
- **New Directions Behavioral Health** flew past its \$6,500 goal, raising \$16,457. That was 218% more than New Direction employees pledged last year.
- **Sun Publications** went from raising \$700 to raising more than \$6,000 in their second United Way campaign.
- **Alterra Bank** conducted its first United Way campaign this year, raising more than \$9,000.
- **Central Bank of Kansas City** saw pledges increase 235%, raising \$4,071.
- **AdamsGabbert** employees pledged \$12,655, which was a 17% increase over last year.
- **Burlington Northern Santa Fe (KC Area)** employees donated \$8,598, up 27% from 2009.
- **Bank of Kansas City** reports an increase in giving of 18%, in raising \$38,040 for United Way

Federal employees definitely did their part to help with this year's fundraising effort. Through the Combined Federal Campaign, federal employees pledged \$4.35 million. Some CFC highlights were:

