



November 18, 2011

## United Way of Greater Kansas City Raises More Than \$36.2 Million During 2011 Fundraising Campaign

(Greater Kansas City)-----United Way volunteers, who've been working tirelessly for the past 10 weeks asking friends, neighbors and co-workers to help those in need by giving to United Way, have reason to celebrate today. Campaign leaders announced that United Way volunteers raised more than \$36.2 million, which is \$1.1 million more than United Way raised last year. It is welcome news for a community still feeling the effects of continued high unemployment, foreclosures and economic turmoil.

Campaign Co-chairs Peggy Dunn and Jay Lind made the announcement during a noontime celebration at the Westin Crown Center Hotel today attended by more than 700 United Way supporters, volunteers and community leaders. Dunn and Lind received help unveiling the total from members of United Way's volunteer Campaign Cabinet, who played a crucial role in helping to make the 2011 United Way of Greater Kansas City fundraising campaign a success. Campaign Cabinet members rolled over giant building blocks labeled education, income and health, representing United Way's three impact areas, to reveal the total of \$36,277,414. The money was raised through the efforts of thousands of volunteers who organized and conducted campaigns at Kansas City area companies, schools, nonprofit agencies and government offices.

The announcement was the culmination of a challenge issued back in September, when the 2011 United Way fundraising campaign began, in which Dunn challenged local companies to try to increase their commitment to United Way by five percent. The increase could involve raising five percent more money, increasing the number of givers by five percent, or both. As of today, 200 Kansas City area companies and government agencies have met or exceeded the five percent challenge, with some reporting double-digit increases.

Talking about those who increased their giving this year, Dunn said, "I am amazed by your generosity. I am humbled by this community's willingness to step up and make sacrifices to help neighbors in need." Campaign Co-chair Jay Lind added, "We want to thank the volunteers in management and labor who devote countless hours coordinating United Way campaigns in companies and organizations throughout Greater Kansas City. Each year, you are the ones who truly make the campaign a success."

Once again, **Hallmark Cards** and **Sprint** led the way this year in terms of dollars raised. Both companies met the five percent challenge, with Hallmark and its employees pledging \$2.76 million and Sprint raising a total of \$1.76 million, which was a 14% increase. Another company that had a remarkable United Way campaign this year was **Black & Veatch**. Last year the company and its employees pledged \$800,000, this year the company raised \$1,124,531, which was a 41% increase. Black & Veatch becomes the fourth Kansas City area company to ever break the \$1 million mark in contributions to United Way in a single year.

Another critical element that contributed to the success of this year's fundraising effort was a 9% increase in giving by members of United Way's Tocqueville Society, which includes households pledging \$10,000 or more to United Way annually. This year Tocqueville Society members pledged nearly \$4.6 million, with 56 couples or individuals giving at the Tocqueville level for the first time.

Also key to the community-wide fundraising effort was the \$4.5 million pledged to support local nonprofit agencies by federal employees through the Combined Federal Campaign. More than \$1.8 million was also raised through individual gifts from people who are retired, self-employed or working for companies that don't run United Way campaigns.

Their generosity was matched by a number of Kansas City area companies that demonstrated compassionate and caring hearts. Fifteen companies received awards during the luncheon for employee giving, employee participation and executive support, when compared with similar sized companies. The award winners were:

### Excellence in Employee Giving

- Large---**Black & Veatch** has seen steady growth in its employee giving with about \$761,000 of the \$1.12 million Black & Veatch raised this year coming from its employees.
- Mid-sized---**BKD, LLP** had a 31% increase in employee giving, raising \$223,365, which was 38% more than the company raised last year.
- Small---**IMA, Inc.** had a 54% increase in employee giving this year, raising \$24,831.

### Excellence in Employee Participation

- Large---**Lockton Companies, LLC** continues to be a participation leader with more than 93% of its employees giving to United Way, pledging \$716,793, about 8% more than last year.
- Mid-sized---**CommunityAmerica Credit Union** reports that 82% of its employees are giving to United Way this year, helping the financial institution raise \$77,173.
- Small---**Marsh & McLennan Companies** more than doubled its number of givers, raising \$22,940.

### Excellence in an ECM or Campaign Committee

- Large---**Burns & McDonnell** had employees from all levels on its committee, training solicitors in every department and encouraging competition, to result in \$931,634 raised.
- Mid-sized---**New Directions Behavioral Health** held numerous campaign rallies for its staff, 80% of whom are call center operators. The committee's can-do spirit helped them raise \$19,603, about 28% more than last year.
- Small---**Sullivan Higdon & Sink** used food as a uniting factor to encourage support of United Way. They sold pizza, ice cream, hot apple cider and held a chili cook-off, raising \$22,809.

### Excellence in Executive Support

- Large---**Sprint** recruited a large team of ambassadors and team leaders to solicit all its employees. Every team was led by an executive. Sprint offered a step-up program to help executives become United Way Tocqueville Society members (\$10,000) as Sprint raised \$1,763,682.
- Mid-sized---**Bank of America** involved executives on a joint campaign committee. They held a special leadership event at Boulevard Brewery and a thank-you event at the campaign chair's home for committee members and leadership donors, raising \$245,228, a 13% increase.
- Small---**Bank of Kansas City's** CEO hosted a leadership happy hour at Hallbrook to encourage leadership giving. It helped triple the number of leadership givers as the bank raised \$53,038.

### Excellence in Leadership Giving

- Large---**Hallmark Cards, Inc.** has a strong tradition of supporting United Way. The executive champion spoke to more than 50 employee groups as more than 370 donors gave at the leadership level, including 24 who gave at the Tocqueville level, helping Hallmark raise \$2.76 million.
- Mid-sized---Although **Deloitte** employees are often out of the office working with clients, they manage to have a strong leadership campaign. This year, 84% of the \$283,117 they raised came from leadership donors. That includes 16 Tocqueville Society members.
- Small---There is a youth movement for United Way at **Mariner**, as 16 of 18 leadership givers are members of United Way's Young Leaders Society. Mariner employees pledged \$57,271, a 46% increase over 2010.

Building on the early success of Pacesetter companies that raised more than \$6.7 million before the United Way campaign officially began on September 8<sup>th</sup>, many other Kansas City area companies and organizations also stepped up their fundraising efforts to help those in need in our community.

- With an average gift of more than \$900, **JE Dunn Construction Group, Inc.** raised \$614,325.
- **QuikTrip** provided a dollar-for-dollar match as the company and its employees pledged \$601,970 with 71% participation.
- **BlueScope Steel** employees had a \$706 average gift as the company raised \$181,631.
- **KPMG** boosted its employee participation to 90% which helped it raised more than \$301,000.
- **KCP&L and the IBEW** finished their campaign, raising a total of \$767,727 for United Way.
- **UMB Financial** had 440 employees either make a pledge to United Way for the first time or increase their gifts as they pledged more than \$566,545.
- **Waddell & Reed and the Ivy Funds** has increased giving 34% over the past two years. This year, the financial services company raised \$354,766.
- **US Bank** had a 42% increase in employee giving, as US Bank and its employees raised \$273,182.
- **Saint Luke's Health Systems** increased giving 23% as St. Luke's and its employees pledged \$213,213.
- **MRIGlobal** has increased its United Way contributions 87% over the past three years, including a 14% increase this year as MRIGlobal raised \$134,867.
- **Kiewit Power** supercharged its United Way campaign with a 28% increase in participation which helped the power company increase its overall total by 17% as the company raised \$144,638.
- **HNTB** focused on the increased need in our community, raising \$135,613, up 10% from 2010.
- **Layne Christensen Company** says 75% of its employees now give to United Way with an average gift of \$712, which translates to an 18% increase as the drilling company raised \$142,299.
- **Williams Foods, Inc.** had a red hot campaign, raising \$45,212, nearly 90% more than last year.
- **Dr. Pepper/Snapple** increased giving five-fold this year, raising \$18,134 for United Way.

Money raised during this year's United Way of Greater Kansas City fundraising campaign will go to help support more than 300 local health and human service programs at 145 nonprofit agencies and to also fund a variety of community change strategies in the areas of education, income and health.

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