

For Immediate Release
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United Way of Greater Kansas City Kicks Off 2010 Fundraising Campaign With a Goal of Recruiting 25,000 New Donors

(Greater Kansas City)----United Way of Greater Kansas City is looking for 25,000 good men and women who care about their community, think *we* instead of *me*, and who are willing to help their friends and neighbors who are struggling during these difficult times. United Way of Greater Kansas City launched its 2010 fundraising campaign today, announcing a goal of recruiting 25,000 new United Way donors. Campaign leaders say they are confident that through the generosity of new and existing donors, United Way can raise the money needed to help people who are struggling and support more than 300 health and human service programs that are crucial to the health and stability of our community.

More than 700 United Way supporters gathered at the Westin Crown Center Hotel this morning to kick off the 2010 United Way of Greater Kansas City fundraising campaign. Campaign co-chairs Mark Jorgenson and Patrick "Duke" Dujakovich painted a realistic picture, acknowledging that our many in our community are still feeling the effects of the recession. But, they said the worst is behind us, business is picking up, and they believe it will have a positive impact on this year's fundraising effort.

One of the reasons for their optimism has been the success of this year's Pacesetter companies, which conducted early United Way campaigns to help jump-start the fundraising effort. Thirteen organizations, representing a cross-section of industries, ran their company campaigns in July and August, asking their employees to consider giving to United Way. Together, they raised \$5,596,388. Four of the companies had more than a 20% increase compared to the amount they raised last year.

Leading the Pacesetter fundraising effort was Hallmark Cards, where the company and its employees pledged \$2,640,000. Hallmark had 58% participation including 19 new Women's Leadership Council members, 31 new Young Leaders Society members and four new Tocqueville Society members. Other Pacesetter results include:

- KCP&L and the IBEW raised \$788,400. Their total included more than half-a-million dollars from employees and a 50% company match. KCP&L had 33 new Leadership Donors.
- JE Dunn Construction Group reports pledges of \$579,719. The Kansas City construction company had 128 Leadership Donors and a \$988 average gift.
- Waddell & Reed and Ivy Funds pledged \$329,441, which is 20% more than the company raised last year. Their fundraising slogan was "We don't just say it, we do it!"
- Deloitte raised \$243,475, with 74% of its employees giving to United Way in 2010. Their average gift was \$1,423.
- US Bank raised \$211,166, which is 11% more than last year. US Bank had United Way meetings in all departments and reports a 36% increase in Leadership Donors.
- Swiss Reinsurance collected \$203,736 in pledges, including \$30,000 raised through special events.
- Stinson Morrison Hecker LLP saw the number of people making pledges to United Way increase from 56% to 72%, with their average gift increasing by \$32, as the law firm raised \$171,090.
- Truman Medical Center and University Physicians Associates together raised a total of \$139,370 this year, including \$35,000 from special events.
- HNTB blocked off the street in front of their Quality Hill headquarters with their them, "Taking it to the Streets", raised \$120,020 for United Way. That was a 24% increase over 2009.
- InkCycle/LaserCycle used an ESPN competition among employees. It worked, as the company raised \$41,938, twice last year's total. Their average gift was up 22%, with 106 new donors.

- During United Way of Greater Kansas City's internal campaign, employees pledged \$97,391. Forty percent of United Way staff increased their pledge by 20% or more.
- Westin Crown Center Hotel donated 10% of its food proceeds from Benton's Prime Steakhouse for a month, raising \$5,196. Overall, Westin and its employees raised \$30,625, a 59% increase.

In talking about this year's fundraising effort, Campaign Co-chair Mark Jorgenson suggested that everyone attending the kickoff breakfast talk with their co-workers, friends and neighbors and tell them about the good work of United Way. Jorgenson said, "As an organization, United Way is clearly the most effective health and human service organization around. In addition to connecting people to the help they need, it connects the community's passion and resources to address our community's needs. Once people understand that, I'm convinced they will sign up to give."

Campaign Co-chair Patrick Dujakovich told the crowd that he has his own reasons for encouraging people to become United Way donors. "In my job as a firefighter, I see families in some pretty tough situations. A lot of those people---for whatever reason---don't know that help is out there. We encourage them to call United Way 2-1-1 to find the help that they need. Quite often, that help comes from a program funded by United Way."

Dujakovich said while the goals of United Way are serious and important, there's no reason we shouldn't inject a little fun into the fundraising campaign. With that in mind, United Way will once again be sponsoring a Live United Week (September 27 – October 4), which this year includes:

- A partnership with several area restaurants called *Eat. Drink. Live United*. Participating restaurants have agreed to donate 10% of their food proceeds for a week to United Way.
- A jeans day on Wednesday, September 29th when companies are encouraged to allow their employees to wear jeans to work in exchange for an extra \$5 contribution to United Way.
- A special effort called United We Care, encouraging companies, schools, government agencies and even neighborhoods to collect personal care items such as shampoo, conditioner, deodorant, razors, shaving cream, toilet paper, feminine hygiene items, etc. for local emergency shelters funded by United Way. Regional collection spots will be announced where companies can drop off the items on Monday, October 4th.

One other activity adding fun and excitement to this year's campaign is the fact that United Way of Greater Kansas City is giving away a 2011 Dyna Wide Glide motorcycle donated by Harley-Davidson's Kansas City plant. The motorcycle, which has a retail value of \$15,000, will be given away to a lucky United Way Shareholder donor, which is defined as someone contributing at least 1% of their salary to United Way. The drawing will take place in March of next year.

The 2010 United Way of Greater Kansas City fundraising campaign will last for 10½ weeks, with a Victory Celebration at the Hyatt Regency Crown Center Hotel on November 19th. That is when United Way campaign leaders will announce how much money the campaign raised.

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