



United Way Recognizes U.S. Bank with its Highest National Award

ALEXANDRIA, VA — United Way Worldwide recently announced it is honoring **U.S. Bank** with its 2011 Spirit of America Award to recognize the company and its employees' commitment to improving the financial stability of individuals, families and local communities. U.S. Bank's support of United Way of Greater Kansas City was a factor in the company winning United Way's most prestigious national award for corporations. Microsoft Corporation, Bank of America and Dominion Resources, Inc. also received Summit Awards for generosity, volunteerism and measurable community impact.

"At a time when many families need extra help, U.S. Bank has demonstrated true leadership by dedicating their resources and people to improve financial stability through program grants, training, financial education and assistance, community service, and more," said Brian Gallagher, president and CEO of United Way Worldwide. "Their commitment, and that of these other model corporate citizens, is truly improving lives."

As part of the 2010 U.S. Bank United Way campaign, Richard Davis, chairman, president and chief executive officer for U.S. Bancorp, the parent company of U.S. Bank, called U.S. Bank employees to action, asking them to "Dare to Dream" of a community where everyone could live a healthy life. Employees responded wholeheartedly, leading U.S. Bank to a \$12.5 million United Way campaign – an 11% increase from the previous year. In 2010, U.S. Bank provided \$38 million in total charitable giving (including United Way), an increase of 24%. Further, over 36,000 U.S. Bank employees (60%) volunteered, helping hundreds of thousands of people with home buying, basic banking and more.

"It is an honor to be recognized by United Way, an organization that truly makes a difference by providing a wide variety of services and assistance to those in need in communities across the country," said Davis. "I am especially proud of our employees whose contributions, service and partnership with United Way have helped to make our communities stronger, healthier and more vibrant places to live, work and play."

Here in our community, U. S. Bank Regional President Mark Jorgenson co-chaired the successful 2010 United Way of Greater Kansas City fundraising campaign which raised \$35.1 million. Jorgenson was actively involved in helping local CEOs and business leaders better understand the important role United Way plays in strengthening the community, urging them to encourage their employees to support United Way. U.S. Bank led by example, raising \$211,166 locally for United Way, which was 11% more than the company and its employees raised the previous year.

Nationally, U.S. Bank provided \$25.8 million to support programs focused on financial education, job training, affordable housing and more – representing 75% of the bank's overall charitable giving. Plus, U.S. Bank boosted its fundraising efforts for United Way and 25,000 other qualifying charities by offering triple FlexPoints to customers who used their FlexPerks Visa card to make charitable contributions. Donations made via the card increased overall by 22% and donations specifically to United Way increased 45%.

In addition to the 2011 Spirit of America Award, United Way presented Summit Awards for exceptional community results to:

- **Bank of America** for Volunteer Engagement and Community Impact. Bank of America has invested more than \$450 million with United Way since 1999. The bank was the first financial institution to nationally support United Way's Financial Stability Partnership by providing grants totaling \$4.5 million and recruiting employee volunteers who provided free tax preparation and filing assistance to lower-income working families, resulting in 1.5 million free tax returns and \$2 billion in total tax refunds.
- **Microsoft** for Community Impact and Philanthropic Engagement. The software giant partnered with United Way in multiple ways including Gulf Coast oil spill support, software and grants, plus a company-wide auction, and employee donations – overall providing \$14.3 million in cash, software and in-kind donations to United Way, part of the \$603 million in cash, software, and matching of employee contributions to charitable organizations and causes around the world in 2010.
- **Procter & Gamble** for Community Impact and Volunteer Engagement. P&G and its employees demonstrated their commitment to touch and improve lives by contributing time, cash and product to United Way organizations around the world last year, including raising almost \$16 million for local communities through employee campaigns. P&G is committed to helping children get off to a healthy start through education that can help them build skills for life. P&G has provided support for the creation of United Way chapters in Panama and Honduras, and supported ongoing efforts in Mexico, Chile, Brazil, Canada, and the U.S. Through efforts like these P&G has benefited more than 210 million children globally since 2007.
- **Dominion** and its philanthropic arm, The Dominion Foundation, for Community Impact. Dominion, granted \$24 million in 14 states, including supporting United Way of Southeastern Connecticut's heating assistance program and food center. Dominion also provided \$4.5 million in EnergyShare heating and cooling assistance. In 2010, Dominion employees volunteered 150,000 hours, a 20% increase over 2009. Dominion piloted a higher education grants program focusing on workforce development. The program has now been expanded to 10 states for 2011.

The Spirit of America and Summit Awards program, now in its 24th year, is United Way's highest national honor for corporations, recognizing the companies with the most comprehensive commitment to improving lives and strengthening communities. Applicants are evaluated by corporate peers, labor representatives and local United Ways.

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