

FUNDS FLASH



Leadership that unites the Mid-South.

The 2008-09 UW fundraising drive is being led by Kathy Buckman Gibson of Buckman Laboratories. She is leading our community with a goal of raising **\$26.6 million** for United Way's network of health and human care charitable agencies.



OCTOBER 2, 2008

Visit United Way of the Mid-South online at www.uwmidsouth.org

United Way of the Mid-South is improving lives by uniting community resources. Serving Crittenden, DeSoto, Fayette, Lauderdale, Shelby, Tate, Tipton and Tunica counties.

Spotlight On: MEDTRONIC



Dramatic increase during condensed campaign:

Rob Varner from Medtronic speaks to a large crowd at United Way Day of Caring about the amazing increase in Medtronic's fundraising campaign. Medtronic raised **\$195,487** for United Way in 2008, a **45%** increase over its strong 2007 results.

Medtronic, a company that strives to improve the health of people and communities across the world, inspired its 1,500 Memphis employees to support the 2008 United Way campaign with spectacular results!

Led by UW Campaign Chairman Rob Varner, Vice President of Logistics and

Customer Service, Medtronic saw an amazing 45% jump in overall giving, reaching a total of \$195,487! This result is all the more impressive when one learns that Medtronic did not have a lot of time to raise the funds.

"We ran a very quick and condensed campaign, a grass roots campaign," Varner said. "Since we only had two weeks, we knew we needed a good, concise communication plan. We started

with attention-getting emails sent to all our employees." The messages stressed the need to give, and give even more to support people in need during difficult economic times.

"The message to our employees was that we are all very fortunate to work for Medtronic," Varner said. "The Memphis community especially is very dependent on others, and we wanted our employees to step up and do more. And that is what they did."

A company-wide breakfast and luncheons also helped spread awareness of the campaign at the company's three offices.

Varner said there were many awareness-building giveaways for Medtronic employees. The company offered free vacation days for employees, reserved "prime" parking spots in the company garage (with United Way signs on the spaces), suite space at Memphis Redbirds games, free gas cards, airline tickets, and even golf games with company executives.

"This year, we focused on capturing our employees' attention so they would realize the importance of giving, and giving more," Varner said. "Times are tough, the economy is sour and the Memphis community needs more help than a lot of other communities."

"Fortunately for us, our Medtronic corporate offices have been supporting United Way campaigns for a long time. We made sure we had our campaign leaders go to all the different departments of the company, and we had United Way contacts at each department. These contacts, called 'matchmakers,' made sure people who had never given before had an opportunity to hear United Way's message and fill out a pledge form. We knew it was important to have a spokesperson in each department who could see, hear and relay our overall message."

Medtronic also saw an increase in the number of Leadership Givers who give \$500 or more to the campaign in a single year. Medtronic now has 47 Leadership Givers, up from 27 last year.

Medtronic's United Way campaigns all over the country ran at the same time this year, promoting the same message of increased giving during difficult times.

In addition to playing a key role in the fundraising campaign at Medtronic, Varner is a member of the regional fundraising cabinet that raises support across the entire region. Varner is also a member of the United Way of the Mid-South Board of Directors.

United Way of the Mid-South

Flash Facts: MEDTRONIC

TOTAL GIVING..... \$195,487

Employee Gift \$98,854

Corporate Gift \$96,633

Leadership Givers 47

Key volunteers involved in this year's Medtronic campaign:

Matchmaker Chairman:
Steve Franklin

Community Leadership Chairman:
Jackie Owens

Reporting and Technology Chairman:
Arthur Zheng

Administrative Support:
Karen Baker

Does your workplace run a United Way fundraising campaign? Do you need information to get one started? Call 901.433.4300 and ask for our Fundraising Department!