

# 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 in raising funds for United Way's network of health and human care charitable agencies.



**United Way  
of the Mid-South**

**DECEMBER 4, 2008**

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: SMITH & NEPHEW



### Leadership making a difference:

Joe DeVivo, President, Orthopedics Reconstruction and Trauma for Smith & Nephew gave inspirational words for supporting United Way and introduced special guests during the company's leadership breakfast and campaign kickoff rally this year.

Smith & Nephew understands that when economic times are difficult, times for people in need are often even more challenging. With that understanding, the spirit of giving has truly made itself known at Smith & Nephew as the organization is reporting a **22%** increase in giving for 2008.

Smith & Nephew raised a grand total of **\$449,500** for United Way of the Mid-South's annual fundraising campaign. Employees pledged an incredible \$233,900, which was paired with Smith & Nephew's generous corporate gift of \$100,000 and a new corporate match program for another \$115,600. Smith & Nephew matched any gift of \$50 or more at a 50% rate.

The number of employees who contribute at Leadership Giving levels (\$500 or more) increased over 2007's campaign results, and previous Leadership Givers increased the amount they gave from last year.

Smith & Nephew also created special events to motivate employees to participate in the campaign, and learn more about how donations to United Way make a difference in our Mid-South community. They started their drive with a

leadership breakfast and campaign kickoff featuring special guest appearances.

Coach John Calipari from University of Memphis laughed and joked with Smith & Nephew employees about Tiger basketball, but also focused his speech on the importance of giving to United Way.

Other special guests at the campaign kickoff included Beryl White, Community Relations Associate for the Memphis Child Advocacy Center and Amerah Shabazz-Bridges, a key volunteer with the Center. Shabazz-Bridges shared her inspiring story of overcoming personal obstacles that were created by abuse in her childhood.

Smith & Nephew also created special events that entertained and inspired employees including a United Way Open House and Ice Cream Social and a Fan Day event, where employees who donated \$5 to United Way could wear jeans to work and "sport" their favorite team's colors. This fun day to help address community needs raised an additional \$1,366 for the campaign.

### Smith & Nephew recruited Memphis heroes to raise employee awareness of the United Way fundraising campaign:

University of Memphis men's basketball head coach John Calipari gives a pep talk to Smith and Nephew employees at the United Way campaign leadership breakfast and kickoff about the importance of supporting United Way and our Mid-South community.



Amerah Shabazz-Bridges was a special guest at the leadership breakfast and campaign kickoff, telling her personal story of overcoming childhood abuse to employees at Smith & Nephew. Her community work was recently recognized at Memphis Child Advocacy Center's Honor's Day.

## FlashFacts:

**TOTAL GIVING ..... \$449,500**

Employee Giving ..... \$233,900  
Corporate Giving ..... \$100,000  
New Matching Gift Program Total ..... \$115,600  
Number of Leadership (\$500+) Givers ..... 195

### Key volunteers involved in the campaign:

- David Farmer (Campaign Chairman)
- Betty Cole (Campaign Co-Chair)
- Katrina Smith
- Donna Sandlin
- Jerry Barton
- Tonja Autry
- Melanie Travis
- Eric Turner
- Darlene Heath
- Tamara Baggett
- Frank Navarra
- Faith Robinson
- Neal Maxwell
- Amy Arterburn
- Jennifer Thomas
- Sonja Dowell
- Jennifer Dudgeon
- Linda Hardaway
- Wayne Wong
- Kathy Richardson
- Sheila Pino
- Kim Miller
- Emily Dawley
- David Ware
- Robert McClatchey
- Darlene McClure
- Jerrilyn Rushing

**Learn more about United Way of the Mid-South at [www.uwmidsouth.org](http://www.uwmidsouth.org)**