

FUNDS FLASH

Reports on major United Way fundraising campaigns across the Mid-South



Leadership that unites the Mid-South

The 2009-10 United Way of the Mid-South fundraising drive is led by **General Campaign Chairman Jerry Collins, Jr., PE.** Collins and his team of volunteers are raising critical funds for United Way's network of nonprofit partners.



JANUARY 12, 2010

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

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

United Way of the Mid-South

Spotlight On: SHELBY COUNTY SHERIFF'S OFFICE



(From left) Tamara Thompson, Keba Walton, Chris Gwen, Mary Ross, Debra Hammons, Eunice Simmons, Brenda Veasy and Kasey Freeman shared with Shelby County Sheriff's employees what United Way is doing to improve education, income and health across our community.



Correction Deputy Keba Walton (at podium) encourages employees to give to United Way's network of nonprofit agencies campaign while Lt. Debra Hammons shows a popular t-shirt that was used to raise interest in the Sheriff's Department UW fundraising campaign.

"Our employee committees do an awesome job of coordinating our workers. Lt. Debra Hammons did an awesome job of coordinating the other committee members and Mary Ross helped us organize our people and increase our Leadership giving."

Hulon said, "the sheriff's office was able to generate United Way support by showing how local nonprofit agencies help County law officers and their families. In addition, office employees always respond well to help improve people's lives across our community."



Sheriff Mark Luttrell

Sheriff Mark Luttrell added, "at the Shelby County Sheriff's Office we've earned an excellent reputation for caring about the communities where we live and work. And as responsible citizens, it's up to us to muster the volunteer energy and financial support United Way needs to carry on its good work. United Way is the best way we know to help the most people. When we contribute we're getting the best buy for our charitable dollars. I'm very pleased that once again we have been able to show that the Shelby County Sheriff's Office and United Way can help meet our community's needs together."

The Shelby County Sheriff's Office, under the leadership of longtime United Way volunteer Sheriff Mark Luttrell, raised an impressive \$89,260, more than \$25,000 over last year's total, and far surpassing their goal of \$65,000. Sheriff's Office employees gave in an exciting, meaningful and rewarding way, and created many incentives to raise awareness of the fundraising drive.

"United Way has a remarkable approach to fulfilling the community's need," said Sheriff Mark Luttrell. "It has won the voluntary support of people from all walks of life; it matches contributed dollars to local needs, and it is there when we need help."

Shelby County Sheriff's Office United Way campaign leaders Maurice Hulon, Lt. Debra

Hammons and Mary Ross spearheaded this year's efforts with the help of generous employees.

"We used incentives such as earned days off to raise awareness of the campaign, and we increased interest in being a Leadership Giver,"

Hulon said. Leadership Givers donate \$500.00 or more to United Way in a single year.

"We also had a contest to win a personalized autographed basketball signed by University

of Memphis basketball coach Josh Pastner," Hulon added.

The Sheriff's Department also offered a casual "Jeans Day" to those who gave, and had people talking about the fundraising drive by using Memphis Grizzlies basketball tickets and certificates to top local restaurants.

Hulon has worked the last three years as Employee Campaign Chairman for the Sheriff's Office United Way drive, and has served our entire community for several years as a United Way Loaned Executive. He says United Way campaigns really started to increase once Luttrell became Sheriff. United Way's work to improve education, income and health complements the work performed by the Shelby County Sheriff's Office.



Maurice Hulon

SHELBY COUNTY SHERIFF'S DEPT.

TOTAL GIVING \$89,260

Leadership Givers **51**

SHELBY COUNTY SHERIFF'S DEPARTMENT CAMPAIGN COMMITTEE

- | | |
|---|--|
| Maurice Hulon <i>United Way Loaned Executive</i> | Tamara Thompson Officer Kimberly Thomas |
| Lt. Debra Hammons Employee Campaign Manager | Officer Keba Walton <i>Jail Division</i> |
| Mary Ross Leadership Givers Coordinator | Brenda Veasy <i>Patrol/Support Services</i> |
| Funtella Killebrew <i>BPSI Commission and Compliance</i> | Michael Taylor <i>CHRI</i> |
| LaTonya Williams <i>Communication</i> | Tracey Redmond |
| Lt. Perry McEwen <i>Special Operations</i> | Barbara Ballard <i>Narcotics</i> |
| Eunice Simmons <i>Information Systems</i> | Sgt. Beverly Cobb <i>Homeland Security</i> |
| Dorothy Coney Kasey Freeman | Chris Gwen <i>Civil Levy</i> |
| | PTLW Amy Chaffin <i>Criminal Court</i> |
| | PTLW Mary Evans <i>Training</i> |