

# 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., P.E.** 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](http://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

### SMITH & NEPHEW

**TOTAL GIVING ..... \$439,000**  
 Employee Gifts ..... **\$227,204**  
 Company Match.....\$111,776  
 Corporate Gift..... **\$100,000**  
 Leadership Givers (\$500 or more) ..... **193**

### Smith & Nephew Campaign Committee

- |   |   |
|---|---|
| Mark Stephens<br><i>Employee Campaign Chairman</i>  | Emily Dawley<br>Sonja Dowell<br>Lonnie Gaines |
| Austin Byrd<br><i>Leadership Breakfast Chairman</i> | Candace Gregory<br>Linda Hardaway             |
| Betty Magee<br><i>Employee Campaign Manager</i>     | Dayna Hayes<br>Darlene McClure                |
| Amy Arterburn                                       | Frank Navarra<br>Sheila Pino                  |
| Arun Ashokan  | Kathy Richardson                              |
| Tonya Autry   | Carla Samuels<br>Donna Sandlin                |
| Jerry Barton  | Katrina Smith                                 |
| Takeisha Butler                                     | Lisa Tubbs                                    |
| Dave Carlson  |   |

## Spotlight On: SMITH & NEPHEW

Smith & Nephew has shown their organization's generosity is stronger than these challenging economic times, raising a total of \$439,000 for our community through their 2009-10 United Way fundraising campaign. Smith & Nephew employees gave \$227,204. The company made a generous pledge of \$100,000 and matched employee giving at 50 cents on the dollar (\$50 or more) for an additional \$111,776.



Smith & Nephew employees gave time and physical effort during United Way's Day of Caring in September to help improve landscaping at Memphis Athletic Ministry's Sports Park. As a result of their work, children can safely participate in outdoor sportsmanship activities.

Mark Stephens, Senior Vice President Human Resources, Internal Communications and Community Relations, summarized the campaign this way: "In our quest to always improve upon status quo we certainly had high expectations going into the campaign. Realistically, however, we recognized 2009 as being a difficult year for United Way and all non-profits given the country's recessionary environment, high unemployment rates and global economic conditions. And while these conditions may have had a minor impact on our campaign, we were pleased overall with the results."

Smith & Nephew kicked off their fundraising drive with a Leadership Givers Breakfast in September, where Stephens and Austin Byrd, Senior Vice President, Ethics and Compliance, served as campaign leaders and talked with employees about the value of working together with United Way to help improve education, income and health in the Mid-South. Driving the

point home, employees learned how support from the 2008 campaign was used to help 8 local nonprofit agencies give 764 people financial counseling during the current foreclosure crisis.

Smith & Nephew also supports United Way in the area of community leadership. In addition to being campaign leader, Stephens is also a local United Way leader through his service on the United Way Board of Directors.

Employees participated in different awareness-building activities including *Grab-a-Snack*, *Grab-a-Fact*, casual days (employees were allowed to wear jeans to the office) and *Great Packet Return Day*.

A key strategy in leading this campaign was putting a focus on Smith & Nephew Leadership Givers ( those who give \$500 or

more) and to encourage people at Leadership levels to consider raising their gift. The organization also worked to increase the number of employees giving at other levels.

"Smith & Nephew has a strong, dedicated group of Leadership Givers—193 to be exact—and their loyalty is always a tremendous asset in this campaign, but the campaign's overall success is attributed to the generosity of every single employee who made a pledge, bought Jeans Day tickets, or raised money through site bake sales and various other fundraising activities," Byrd said.

Smith and Nephew's use of information and strategy produced great results for our community. We thank them for their work on this year's campaign, and for continuing their work of caring across the Mid-South.



### Leadership making a difference by supporting United Way of the Mid-South

**Mark Stephens**  
Senior Vice President  
Human Resources,  
Internal Communications  
and Community  
Relations



**Austin Byrd**  
Senior Vice President,  
Ethics and Compliance



(From left) Anna Eckhardt, Carla Samuels, Betty Magee and Keshia Richmond participated in United Way's Day of Caring by sorting library books and interacting with children at the Memphis Jewish Community Center.



The Smith & Nephew Sensations performed at the region-wide United Way campaign Day of Caring event and brought the crowd to its feet with singing and dancing, bringing sunshine on a day that was filled with rainy weather.

**Join us for our Annual Meeting and Campaign Celebration luncheon, Thursday, February 25th!**

(Visit [uwmidsouth.org](http://uwmidsouth.org) for details, registration required)

Information based on results available as of 1-12-2010