

FUNDS FLASH

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

OCTOBER 22, 2009

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

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.



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



United Way of the Mid-South

Spotlight On: BELZ ENTERPRISES



Left, UW General Campaign Chairman **Jerry Collins, Jr., P.E.** addresses the large crowd at the Belz Enterprises kickoff. At right, **Ron Belz** gets a laugh from Collins' humorous and encouraging words to Belz employees. Once again, Belz Enterprises employees have responded to the needs of their neighbors, friends and family by generously supporting United Way's fundraising drive.

Belz Enterprises continues to demonstrate its leadership in our community as employees contributed significant time and support for the United Way of the Mid-South campaign, reaching an exemplary **100% participation rate** and raising a total of **\$176,325!**

Ron Belz, President of Belz Enterprises, is a regional leader in our United Way movement, having served as a General Campaign Chairman, former Chairman of the Board, and honoree of UW's 2008 Tocqueville Award, the single highest honor the organization can bestow on a volunteer. (See more about Ron Belz and other United Way volunteer leaders on the next page).

Belz employees participated in a number of attention-generating activities for the campaign drive. At the campaign's start, Belz said the focus should be on encouraging employees to support people in need.

Employees demonstrated their support with contributions of \$71,325. Even more impressive, employee participation held steady at 100%! One-third of Belz Enterprises employees are Leadership Givers, contributing \$500 or more to the campaign. Leadership gifts accounted for \$49,530. In addition, the organization's corporate gift increased to \$105,000.

Jack Belz and the Tocqueville Society

Jack A. Belz is one of seventeen founding philanthropists who created United Way of the Mid-South's **Tocqueville Society** 25 years ago.



The Society is made up of local citizens giving \$10,000 or more to United Way in a single year. In 2008, the Society had over 200 members contributing a total of nearly \$4 million to improve education, income & health through United Way.

Belz employees enjoyed different awareness-building and fun activities including a golf tournament which raised \$7,300. Other events included an Autographed Basketball Auction which raised \$215, a Game Time Luncheon which brought in \$710, a Media Bake Sale which cooked up \$710.50 and a Candy Guess Jar which sweetened the campaign by another \$124.

"When we're running a campaign, there are ideas and activities that help spread the word," Belz said. "It's a combination of leadership and enthusiasm that makes it all work."

Belz observed that United Way and its agencies work hard to spread the word about the needs of the Mid-South, adding "when you give and volunteer with United Way you make the largest contributions and have the most stories to tell. There is never enough money to solve every problem, but when we give and volunteer we know we're making a difference in our community."



The Drive for 100% Support!

From left, UW Loaned Executive volunteer **Lloyd Stovall**, United Way President **Harry Shaw**, Belz Enterprises Steering Committee member **Randy McKnight**, **Jack Belz** and **Ron Belz** help energize a crowd of employees to support the Belz Enterprises fundraising drive to support our community through United Way.

BELZ ENTERPRISES

TOTAL GIVING \$176,325

Employee Gifts **\$71,325**

Corporate Gift **\$105,000**

Number of Leadership Givers **42**

Belz Enterprises 2009 Steering Committee

Lucie Anderson	Jackie Sheard
Carolyn Bradshaw	Kim Thomas
Jeff Gaudino	Jay Vaughn
Randy McKnight	Debbie Weinberg
Rosie Rufus	Barbara Wilson

"We have a lot to be proud of in our history. We continue doing things that make a difference. We need to go out and learn more about the agencies we're working with. We need to be out in the field, and see what's going on and see how we are making our community better."

- Ron Belz

Information based on results available as of 10-28-2009

United Way

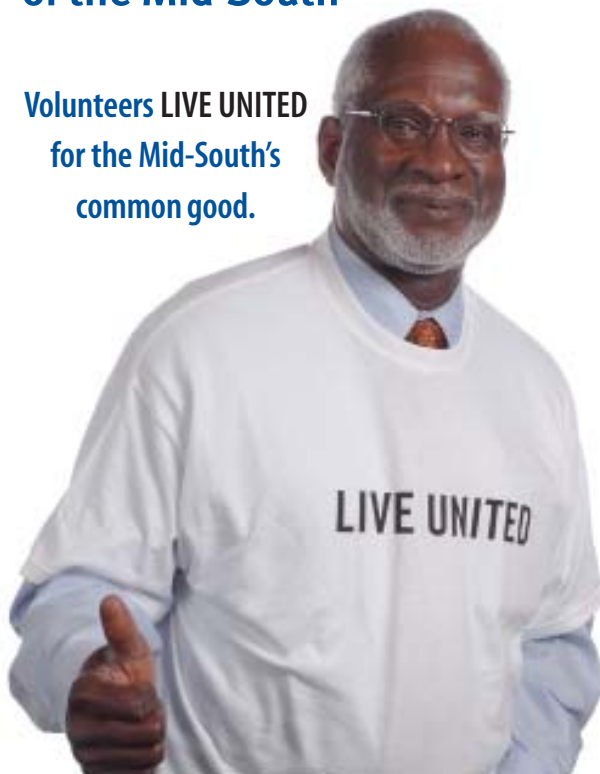


VOLUNTEER SPOTLIGHTS

United Way of the Mid-South serves the people of Crittenden, DeSoto, Fayette, Lauderdale, Shelby, Tate, Tipton and Tunica counties.

United Way of the Mid-South

Volunteers LIVE UNITED for the Mid-South's common good.



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Improving people's lives by mobilizing community resources

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Ron Belz As President and Chief Operating Officer for Belz Enterprises, Ron has been much more than a traditional United Way volunteer. He's that rarest of leader-servants; over the last 22 years he has become a true champion for United Way.

Ron led UW's region-wide campaign as General Campaign Chairman in 2001, the same year as the Sept. 11 attacks. In fact, the kickoff that year's campaign was only 3 days after that unforgettable day. Many wondered if it was safe to go ahead with the start of a fundraising campaign that week. The answer was a resounding "yes don't delay the event, we need something positive right now." And so, only 72 hours after the attacks, Ron kicked off our fundraising campaign and spoke to a tired but dedicated group of United Way volunteers.

In 2004, Ron was named Chairman-Elect of the Board for United Way, and two years later became Board Chairman. In 2008, Ron became Nominating Committee Chairman, ensuring our Board has top quality volunteers. Ron also serves on UW's Finance Committee and Investment Committee.

Dave Parks Dave is a retired Plant Manager from Eaton Corporation and has long exemplified volunteerism for United Way. Parks became involved with United Way when he moved to Memphis in 1999 from Oklahoma.

"I have been very blessed in my life," Parks said. "I was brought up knowing how to give back. There is a substantial need in the Memphis and Mid-South area. I want to help put the dollars we raise through United Way to work in the best places possible."



Parks began as a fundraising volunteer then moved over to the fund distribution/ allocations side, giving him a valuable frame of reference for how funds are both raised and distributed.

"My background taught me to know the importance of hard-earned dollars and where those dollars will be needed the most," he said. "I am so glad to serve with other volunteers on UW's Strengthening Families and Neighborhoods impact area."



Tina Stokes Tina has served in many capacities for United Way of the Mid-South in DeSoto County including County Fundraising Campaign Chair and County Allocations Committee member. She also helps lead the fundraising campaign at her employer, Schnuck's Market. At Schnucks, she ensures that her fellow employees are informed about what United Way is doing in the community and has an opportunity to contribute. Perennially, her Schnucks store raises more money than any other retail store in DeSoto County!

Tina gives all the credit for her success as a volunteer to her Schnuck's store volunteers, "they're just the best," she says, adding, "We are successful in our campaigns because my associates really give their all. We have huge campaigns every year and they help with the fundraising, putting events together and really know how to run a great fundraising effort."

Tina also enjoys working on United Way's Allocations Committees because she knows the importance of where the donated funds are going.

Tina's connection to the work of United Way's network of health and human service care is very personal. As a financially-struggling single mother in 1985, Tina needed United Way's services because she could not

afford to work and also pay for day care for her son and daughter. She qualified for help from a United Way network partner and was able to receive help.

Since 1993, Tina has been a tremendous United Way advocate and volunteer because she wants to give back to the same community that helped her when she was in a time of need.



READ ABOUT MORE VOLUNTEERS:
Read about United Way Community Impact Chairwoman **MARTHA PERINE BEARD** in this season's UWMS IMPACT newsletter!



Do you want to tell us about an outstanding United Way volunteer at your organization? Visit uwmidsouth.org and use the "contact" button to tell us!

