

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 4, 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.

Spotlight On: BUCKMAN

Fourteen Buckman associates competed in the Chili-cookoff, with the winner chosen by popular vote. Everyone enjoyed sampling the entrees, then voting for their favorite. From left, Michael Cerrito, Claudette Fowlkes, Nancy Glover



Buckman associates participate in the United Way 2009 Day of Caring spending the day at the DeNeuille Center. From left to right: Marcus Smith, Sid Thomas, Susan Deloach, Gerald Minor, Leann Buttram (UW Loaned Executive), Calvin Boyd, Beth Bazar, Rhonda Kerley, Lisa Taylor



Over 200 burgers were served to Buckman associates at the kickoff/cookout. Left to Right: Rhonda Kerley, Milton Todd (United Way), Leann Buttram (UW Loaned Executive), Calvin Boyd, Susan Deloach, Bob Scarlett, Lisa Taylor, Nancy Glover, Beth Bazar

Buckman's 2009 United Way Campaign was a huge success! This year's goal of \$90,000 was exceeded by 19.5% with associates' pledging a generous \$107,515. Together with the corporate pledge, Buckman's total contribution to United Way for the 2009 campaign is \$157,515. Special thanks go to Beth Bazar, Buckman's 2009 United Way Campaign Chairman, and Steering Committee members Calvin Boyd, Tameka Daniels, Susan Deloach, Andre Gibson, Nancy Glover, Rhonda Kerley, Gerald Minor, Pat Plunk, Bob Scarlett, Paula Volner, and Shawn King for their dedication and enthusiasm.

Buckman's "Packet Partners" worked hard hand-delivering United Way information packets and pledge forms one-on-one to Buckman employees and talking about the positive impact United Way is having on our community. All their hard work paid off – there were 80 Leadership Givers (\$500 or more) this year. Kathy Buckman Gibson hosted a celebration dinner for all the 2009 Leadership Givers at her home after the conclusion of the campaign.

The Day of Caring team spent the day working with the DeNeuille Learning Center, scraping and painting one of their buildings. The work was hard, but it was a very rewarding

experience, and a wonderful way to give back to our community. Team members were Beth Bazar, Calvin Boyd, Susan Deloach, Rhonda Kerley, Gerald "Coldwater" Minor, Marcus Smith, Lisa Taylor, and Sid Thomas.

Other highlights of this year's campaign included a special thank you breakfast for last year's Leadership Givers, a Kickoff-Cookout, a Book Fair, and a Chili Cookoff.

During Buckman's campaign finale, Dr. Linda Moses, from the Moses Community Coalition, talked to Buckman employees about one way our United Way dollars are working to improve

our community. She spoke to Buckman employees about the severity of infant mortality in Memphis, and their efforts to combat this devastating problem, in part with support from United Way.

Kathy Buckman Gibson, Buckman's Chairman of the Board and also a United Way Board member, was on hand to announce the campaign results at the finale. She thanked everyone for their pledges and re-emphasized how important it is, especially in these challenging economic times, that we work together to help those less fortunate, and how proud she is of Buckman associates for stepping up to meet that need.

United Way of the Mid-South

BUCKMAN

TOTAL GIVING.....	\$157,515
Employee Gifts.....	\$107,515
Corporate Gift.....	\$50,000
Leadership Givers.....	77



Kathy Buckman Gibson

Kathy Buckman Gibson is on United Way of the Mid-South's Board of Directors and was 2008 General Campaign Chairman. She is also a Tocqueville member (\$10,000 or more) and has had a long-standing support of United Way.



VOLUNTEER SPOTLIGHTS

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



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Improving the lives of Mid-Southerners by mobilizing community resources

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United Way of the Mid-South

Charles Burkett

leads United Way as Chairman of United Way of the Mid-South's Board of Directors. Every year, United Way looks for one leader to step forward and serve our community by leading our fundraising and Burkett, President of First Tennessee did just that for UW's 2004 campaign, breaking our record and bringing in over \$24 Million! But he continues to lead our effort even through 2009 as chairman of the Board of Directors.



BURKETT

Burkett is one of many local leaders who helped people across our community by supporting United Way's fundraising drive year after year. Many charities over the last few years have reported decreases in their fundraising results but under Burkett's leadership and volunteerism, United Way of the Mid-South has avoided decline and year after year celebrates record breaking campaigns.

Burkett's enthusiasm, personality, energy and strong sense of humor gives inspiration to others in our community to fulfill the needs of a community that can sure use help! Burkett has shown genuine concern and personal attachment to the work of United Way and continues to help UW staff and volunteers focus on achieving our mission of improving health, education and income in our community. Because of Burkett's hard work and tireless leadership, hundreds of programs, agencies and initiatives have vital resources so they can focus on what matters. United Way gratefully acknowledges Burkett and salutes his team of volunteers from First Tennessee/FTN Financial who work with him to impact the lives of people in need.

Rev. Marilyn Sasportas Robinson

will be named as the new Community Impact Chair for United Way in 2010. As a volunteer, she has served on the United Way Board of Directors, helped support the fundraising campaign at Saint Francis Healthcare, and participated in United Way's Day of Caring and Annual Meeting events, often providing the invocation prayers.



ROBINSON

Robinson grew up in The Bronx, New York, where she remembers how the public library's Bookmobile regularly came into her public housing complex. Energized by the power of reading, she excelled scholastically. Upon graduation from the prestigious Bronx High School of Science, she left New York for her Bachelor of Arts degree (cum laude) from Harvard-Radcliffe College and a Master of Public Health degree from the Yale School of Public Health, where she was awarded the coveted E. Richard Weinenmen Award honoring the graduate school's most outstanding student.

Robinson's career in Hospital Administration has involved working with hospital associations, primary care practices, and academic health centers. She is now Senior Vice President at Saint Francis Healthcare, responsible for marketing, governmental affairs, and the hospital's external communications. She also supervises Pastoral Services at the hospital.

Robinson is Co-Pastor of St. Andrew AME Church in Memphis with her husband, Rev. Kenneth Robinson, MD. In addition to her service on the United Way of the Mid-South Board, she provides leadership to The Circles

of Success Learning Academy and The Works, Inc., and serves on the Memphis Area Chamber of Commerce Governmental Affairs Review Committee.

Greg Gough

has played a vital role in expanding United Way's fundraising efforts in Tate County, MS. As part of his work as Branch President of People's Bank, Gough has expanded his knowledge of banking to lead Tate County as UW's Allocations Chair and currently sits on United Way's Board of Directors. Because of this experience, Gough is very well connected in to business community in Tate County.



GOUGH

Over the last few years, Gough has helped UW and continues to work with business's throughout Tate County helping steer the generosity of Tate Countians in the right direction with their gifts.

"The generous United Way contributions of our Tate County businesses, schools and employees help bring much needed funding to nonprofit agencies in our county and that makes what I do very worthwhile," Gough said. All the contributions bring much needed help to organizations helping children, the elderly, and families throughout Tate County."

By helping Tate County volunteer speakers conduct worksite meetings at all hours of the day and night and sharing the importance of working together to help people in need in Tate County, Gough has shown that his volunteer

efforts are critical to the needs of nonprofits all throughout Tate. Working together but also facing many obstacles in Tate, Gough and his team of volunteers have charted a definite course about where Tate Countians who need the most help will get it. Gough leads the way in building a stronger, healthier and more compassionate Tate County and he believes that teamwork will help achieve the best outcomes through the most efficient use of resources and volunteers.

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