

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.



DECEMBER 2, 2009

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: FIRST TENNESSEE / FTN FINANCIAL



First Tennessee and FTN Financial UW campaign leaders (from left), Chip Knight, Executive Vice President, Commercial Banking Line of Business Manager; Lori Guy, First Tennessee's United Way Employee Campaign Manager; Charles Burkett, First Tennessee Bank President and UWMS Chairman of the Board; Jerry Collins, UW General Campaign Chairman; with Kevin Black, Campaign Cabinet Member.



The presentation of First Tennessee and FTN Financial's final total was greeted with clear appreciation and gratitude in late November. From left, Jerry Collins, Jr., P.E., Milton Todd, Angel Dabney, Sally Pace (FTN Financial), Leeann Buttram and Ging Ging Yii.



Charles Wallace with daughters Kiersten and Haley, and wife Glenda. The Wallaces have fostered 30 children over the last 10 years, receiving help from many nonprofit partner agencies supported by your gifts to United Way of the Mid-South.

First Tennessee/FTN leaders in United Way's region-wide work



Charles Burkett is Chairman of United Way of the Mid-South's Board of Directors. The UW Board provides the leadership and oversight that allows our local United Way to impact the education, income and health of eight counties in our region.

Frank Gusmus is the 2009 Tocqueville Chairman for United Way. He recruits people to give to United Way at \$10,000 or higher levels. Burkett, Gusmus and the Society's other members demonstrate their generosity, care and commitment for people in a way that creates positive results for local people in need.



United Way of the Mid-South

FIRST TENNESSEE

TOTAL GIVING.....\$1,955,737

Employee Gifts.....**\$1,295,837**

Corporate Gift.....**\$659,900**

Tocqueville Givers.....**51**

FIRST TENNESSEE FTN FINANCIAL UW CAMPAIGN CABINET

- Chip Knight
Chairman
- Thomas Eldred
- Jerome Luke
Co-Chairman
- Sharon Favazza
- Lori Guy
Employee Campaign Manager
- Debbie Forrester
- Gayle Adams
- Kathy Ginn
- Jean Anderson
- Jackie Harris
- Scott Baggett
- Janet Hendrix
- Alan Balducci
- Valerie Hall
- Kevin Black
- Rebecca Jewel
- Allyson Carroll
- Sandra LaBarreare
- Damon Bell
- Robin Markle
- Steve Bieber
- Charles McCraw
- Lester Brown
- Sally Pace
- Claudia Caughlin
- Adrianne Poirier
- Cindy Cleveland
- Sonny Sonnenstein
- Paul Craft
- Dennis Spivey
- Marilyn DeShazer
- Bill Stanfield
- Daniel Dent
- Phil Stevenson
- Takeisha Woodson

Employees of **First Tennessee and FTN Financial**, the two core business segments of First Horizon National Corporation, contributed \$1,295,737 to this year's United Way campaign, significantly up from last year's generous \$920,000! Employee contributions are generously matched 50 cents on the dollar by the corporation's foundation raising the total gift to **\$1,955,737!**

Fifty-one First Tennessee/FTN Financial employees are members of the prestigious United Way Tocqueville Society, giving \$10,000 or more in one year. **Frank Gusmus**, President of FTN Financial is the region-wide Tocqueville Chairman (see side article).

Charles Burkett, First Tennessee Bank President and UWMS Board Chairman helped

kick off the organization's campaign with additional presentations from General Campaign Chairman **Jerry Collins** and First Tennessee Campaign Chair **Chip Knight**.

First Tennessee/FTN Financial shared the story of **Charles Wallace**, a 26-year veteran in the technology division of First Tennessee, who has served as a foster parent for over a decade. Wallace found United Way helped his family in a time of need.

"There are several United Way agencies that have helped my wife and me as foster parents," Wallace said.

Wallace explained that his family has benefited from the services of four United Way partner agencies during the ten years they have

provided care for 30 foster children. A few years ago they began caring for two new fosterdaughters, Haley and Kiersten. Since that time, both girls have been adopted.

"Without the help of United Way's partner agencies, our life would be very troubled," Wallace added. "We would have to be doing everything for the children ourselves, and we are not doctors. We're not therapists. We have to depend on the United Way agencies to do those types of things for us. Without the United Way agencies helping foster parents like us, many of these kids would probably be left out in the cold."

"Our employees and our company have a reputation for giving," said **Bryan Jordan**, CEO of First Horizon National Corp. "We

believe that giving to the United Way is the most efficient way to support the agencies meeting the most critical needs in our community."

Your support builds a better future.



Haley, youngest of the Wallace's children, shows her United Way spirit at the fundraising kickoff!



VOLUNTEER SPOTLIGHTS

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

United Way



DECEMBER 2, 2009

Improving the lives of Mid-Southerners by mobilizing community resources

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

Doug Brooks leads the United Way fundraising campaign at Cargill Corn Milling located on President's Island in Memphis. Brooks has served our community by leading this campaign for the last 15 years.



BROOKS

Amazingly, the Cargill Inc. campaign has steadily grown to become one of UW's top ten regional campaigns in spite of the fact that they are not one of the region's ten largest employers. Cargill locally has 280 employees, but the organization has raised millions for United Way's work in the years Brooks has led the fundraising campaign.

Brooks gives the credit to his fellow Cargill Corn Milling employees.

"Our employees show great support of our local United Way fundraising work with generous and impressive campaign totals year-in and year-out," he said. "Every year, we develop a strong committee using a cross section of employees from across our facility. We develop lots of different ideas that prove to be very successful. When Cargill sets its employee giving goal, employees answer the call with care and compassion. Our employees are committed and understand the needs of our community," Brooks said.

Brooks has also served as a Facilitator for UW's Campaign Leader Training sessions, helping give practical and useful advice to hundreds of volunteers about the best ways to run a strong United Way campaign.

Vince DeGutis has served in several different roles to help United Way's fundraising campaigns over the years. Since 2006, DeGutis has served as Employee Campaign Chairman for Deloitte's UW campaign. In that time, Deloitte's number of Tocqueville givers (gifts of \$10,000 or

more) has grown from 2 to 10 and from \$20,000 to over \$100,000. Overall giving in the Deloitte campaign has increased from \$55,000 to over \$130,000 in that same time period.

DeGutis also served as a Division Chairman in United Way's regional Fundraising Campaign Cabinet in the Enterprise division, and is a long-time member of the Tocqueville Society.

During a discussion on employee involvement in the campaigns each year, DeGutis says,

"We encourage *early* participation, and learning how donations make a difference. During our campaign kickoff meetings at Deloitte, we hear testimonies from fellow employees who are involved in seeing how United Way dollars make a difference with nonprofit agencies across the region."



DEGUTIS



FLANAGAN

Jim Flanagan has played a vital role in expanding United Way's fundraising efforts in DeSoto County, MS. As part of his career work, Flanagan recruits companies to relocate and/or expand their operations in DeSoto County. Because of this experience, Flanagan is very well connected in to business community in DeSoto.

Over the last 10 years, Flanagan has helped UW in many roles including DeSoto Campaign Chairman, DeSoto County Advisory Committee Chairman, and currently serves as a member of UW's Board of Directors.

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visit our website at

uwmidsouth.org



Season's Greetings!

"I am very happy to work with businesses throughout DeSoto County that do so much through their gifts to United Way," Flanagan said. "The generous United Way contributions of many DeSoto County businesses, schools and employees help bring much needed funding to DeSoto nonprofit agencies. All the contributions add up to make a difference in our community, bringing much needed help to organizations helping children, the elderly, and families throughout DeSoto."

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!

