

FUNDS FLASH

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

OCTOBER 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.



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

Spotlight On: MEDTRONIC



17% giving increase despite smaller workforce!

Medtronic Senior Program Manager **Steve Franklin** (right) addresses the large crowd at the United Way Day of Caring kickoff rally Friday, Sept. 18. Franklin announced Medtronic's 17% increase for their 2009 fundraising campaign. Holding Medtronic's contribution check are UW General Campaign Chairman Jerry Collins, Jr., P.E. (center) and UW President Harry Shaw (left).

Medtronic strives to improve the health of people and communities across the world, and demonstrated its commitment to our local community this year as its 1,500 Memphis employees supported our 2009/2010 United Way campaign despite strong challenges!

Medtronic reports an amazing **17% increase** in giving this year with a generous contribution of **\$230,000!** "Medtronic's 2008 campaign was very impressive. To see this large of an increase in 2009, despite having a smaller workforce - that's just outstanding," said UW President Harry Shaw.

With only two weeks to raise funds, **Jackie Owens**, Medtronic's UW campaign coordinator, knew the committee needed a good, concise communication plan. Attention-getting emails from James Dallas, Campaign Chairman for Medtronic's national UW campaign, were sent to all Medtronic employees. (Medtronic's national campaign raised \$5.5 million this year!) Dallas stressed the need to give, and give even more to help people during difficult economic times. "We are all very fortunate to work for Medtronic," Owens said. "The Memphis community is especially dependent on charitable giving, and we wanted our employees to step up and do more."

Medtronic used fun, attention-getting promotions to spread awareness about the campaign. They held a company-wide breakfast and held employee lunches, used a dunk tank to sink their "favorite" co-workers, provided free



Medtronic Campaign Committee members **Karen Baker** (Administrative Support) and **Victor Rocha** (Communications Lead) show off United Way's popular LIVE UNITED t-shirt.

vacation days, created prime parking spots in the company garage with United Way signs, and used other fun ideas at their Memphis sites.

The campaign was led by Medtronic's UW Campaign Chairman **Rob Varner**. Varner is Vice President of Logistics and Customer Service at Medtronic, and serves on the UW Regional Campaign Cabinet and United Way Board of Directors.



"Our campaign result is all the more impressive when one learns that Medtronic did not have a lot of time to raise the funds. Times are tough, and our Memphis community needs more help."

- Rob Varner

Rain? What rain?

Medtronic employees **Huzefa Mamoola** (left) and **Tim Gentry** braved record-setting rainy weather to participate in United Way's Day of Caring kickoff rally and worksite efforts with a team of Medtronic volunteers.



MEDTRONIC

TOTAL GIVING \$230,000

Employee Gifts and funds raised by special events **\$117,610**

Corporate Gift **\$113,156**

Number of Leadership Givers **45**

Key Medtronic Campaign Volunteers:

UW Campaign Chairman
Rob Varner

Community Leadership Chairman
Jackie Owens

Matchmaker Chairman
Steve Franklin

Reporting & Technology Chairman
Arthur Zheng

Administrative Support
Karen Baker

Communications Lead
Victor Rocha