

FUNDS FLASH

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



Leadership that unites the Mid-South.

The 2010-11 United Way of the Mid-South fundraising drive is led by our General Campaign Chairman Shannon A. Brown, from FedEx. Brown and his team of volunteers are raising critical funds for United Way's network of nonprofit partners that improve education, financial stability and health across the region.



**United Way
of the Mid-South**

OCTOBER 12, 2010

Visit United Way of the Mid-South 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: MEDTRONIC



Medtronic's Day of Caring volunteer team showed up ready to work!

Medtronic's United Way fundraising drive was already in full motion when our region kicked off the campaign last September. Early reports of Medtronic's success were shared with our Day of Caring volunteer army, receiving great applause from the entire crowd.

Continuing their demonstration of dedication to our local community, Medtronic's Spine and Biologics divisions in Memphis made a generous contribution to United Way's 2010-11 fundraising drive. Medtronic employees are committed to improving the health of people and communities throughout the world, and they helped kick off this year's campaign to help United Way with an early campaign that raised \$291,173, for a 136% increase over the business unit's pledge goal of \$123,397!

With only two weeks to raise funds, Jackie Owens (Medtronic's United Way campaign coordinator) knew the

committee needed a solid and concise communications plan. Using fundraising strategies that worked well in the past, the company sent out attention-getting e-mails. They emphasized how giving to United Way helps families gain stability in their lives because United Way programs focus on basic human needs such as education and health. They also communicated how gifts to local United Ways go a long way to improving local lives through the work of United Way's network of nonprofit agencies.

"Overall, we conducted an awesome campaign," Owens said. "We collected more than \$40,000 in pledges in just the first three days! And, we were able to keep the momentum going with hourly prize drawings, employee lunches and other activities such as our popular 'Jersey, Jeans and Sneakers Day,' where employees can donate \$5 to wear their favorite football jersey. We also had a lot of fun with our Guessing Game, Football Toss, 'Minute to Win It' games and the Dunk Tank, which netted over \$1,200." Medtronic also hosted an eAuction, where employees could bid on reserved or "prime" United Way parking

spaces in the company's parking garage. Other awareness building auction items included hotel stays, gift certificates, car detailing, and many more.

"Through the bidding on eAuction items, we raised an additional \$5,718, which also was donated to the United Way fundraising campaign," Owens added.

United Way is Medtronic's only national employee-giving campaign. "We want to do our share in giving back to our communities," Owens said.

Across the nation, Medtronic's business units will donate a combined total of \$6.12 million to United Way this year, surpassing last year's total by more than \$550,000.



Rob Varner is V.P. of Logistics and Customer Service at Medtronic, and serves on the UW Regional Campaign Cabinet and United Way Board of Directors.



Medtronic volunteers joined people from across the Mid-South on September 17th during United Way's campaign kickoff and Day of Caring work activities. In total, approximately 1500 volunteers engaged in hands-on work at local nonprofits.

Above, a hard-working group of Medtronic volunteers were painting at the historic Fontaine House in Memphis.

MEDTRONIC

TOTAL GIVING \$291,173

Employee Gifts and funds raised
by special events \$149,055

Corporate Gift \$142,118

Number of Leadership Givers 45

Key Medtronic Campaign Leaders:

UW Memphis Campaign Chairman
Doug King

Community Leadership Chairman
Jackie Owens

Council Chairman
Steve Franklin

Reporting & Technology Chairman
Arthur Zheng

Administrative Support
Karen Baker

Communications Lead
Victor Rocha

All information in this report is
based on results available as of 10-12-2010