

FUNDS FLASH

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



Leadership that unites the Mid-South

The 2009 United Way fundraising drive was led by General Campaign Chairman **Jerry Collins, Jr., P.E.** Collins and his team of volunteers raised over \$25.6 million for United Way's nonprofit network. Our 2010 fundraising drive is led by General Campaign Chairman **Shannon Brown** from FedEx.



United Way



APRIL 2, 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: MORGAN KEEGAN



John Carson Jr., Chief Executive Officer at Morgan Keegan, speaks with employees about challenging economic times and why giving to support United Way is important. Carson reminded employees that when the economy stumbles, it is often people with fewer resources that suffer the most. Employees responded to this message with a generous showing of \$777,000 for our community.



Employee Campaign Chairman Brian Fowler (right) explains details about the campaign to fellow workers at a planning meeting. Fowler's team found new ways to streamline the campaign without sacrificing tried-and-true practices this year.

Morgan Keegan employees found inspiration from its leadership both past and present for the United Way fundraising campaign this year. In addition to employees raising \$777,777, a corporate gift of \$70,000 was given by the company for a total of \$847,000!

"The founding fathers of Morgan Keegan set a shining example of how we as an organization can impact the community through our support of the United Way," said Brian Fowler, Morgan Keegan's Director of Wealth Management Services and Employee Campaign Chairman for Morgan Keegan's United Way campaign.

"We see it as our duty to continue their efforts and level of giving for many years to come."

Employees sent out the powerful message that they were willing to give dollars, time and best ideas in solutions to the issues our community cares about the most.

Once again, Morgan Keegan reported one of the highest employee participation rates in the region with 99% of its employees giving to UW's fundraising effort. Fowler said this year his intentions were to shorten the campaign and be more precise about collecting funds without sacrificing tried-and-true practices like kickoffs with

team captains, messaging emails and a campaign celebration after the drive. John Carson, Jr., Chief Executive Officer at Morgan Keegan said, investing with United Way is a good idea because UW works with many local charities and is an efficient way to cover a broad range of activities.

"As a community, we cannot exist separately. The last few years have been hard, anxious times for our economy, but we are fortunate as Morgan Keegan's employment increased. It's important that each of us do what we can to help. We may not be the biggest company out

there, but we are all blessed to be in this industry," Carson said.

"At the end of the day, we remember that we are fortunate and with that knowledge comes responsibility to help people who are struggling," Carson said. "There is no corporate requirement for you to give, but it is important that we try and do what we can. United Way has always been Morgan Keegan's 'favorite' way to give back to our community and get help to people who really need it. United Way examines and works with the most worthy charities for the benefit of our community."

LEADERSHIP IMPACTING OUR MID-SOUTH COMMUNITY

Charles D. Maxwell

Morgan Keegan's Chief Financial Officer, Maxwell also serves our community as a member of the United Way of the Mid-South Board of Directors.



Volunteer Team Captains

These Morgan Keegan employees led the way in energizing their co-workers to support the 2009-10 fundraising campaign for United Way:

- Brian Fowler
2009 Chairman
- Lawson Arney
- Candy Bennett
- Eric Bran
- Jim Burnett
- Joel Cochran
- Brenda Conti
- Karen Doss
- David Edelson
- Linda Harwood
- Clay Hickman
- Shea Hicks
- Kristin Hope
- Hope MacDermant
- Sonya Magness
- Jane Mayer
- Brian Mellone
- Burton Milnor
- Jane Pienaar
- Julie Reitan
- Jon Sanderson
- Richard Simmons
- Joey Vandergrift
- George Wilson

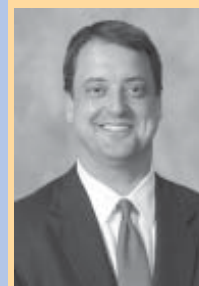
MORGAN KEEGAN

TOTAL GIVING \$847,000
Employee Gifts **\$777,000**
Corporate Gift **\$70,000**



Allen B. Morgan, Jr.

Allen B. Morgan, Jr., Chairman Emeritus of Morgan Keegan and Vice Chairman of Regions Financial Corporation, always shows tremendous support and is a champion for using United Way as the single campaign for payroll deduction giving.



R. Patrick Kruczek

R. Patrick Kruczek, President and Chief Operating Officer of Morgan Keegan, is dedicated to maintaining the high level of support and response to the Firm's annual United Way campaign. United Way wishes to thank all the employees of Morgan Keegan who support our community through their gifts to United Way.