

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: ITW/PASLODE (Tipton County)



(From left) United Way President Bryce Haugsdahl, ITW/Paslode Plant Manager DeShaunne Bailey, ITW/Paslode Plant Manager Skip Sage, UW Campaign Chairman Shannon Brown and UW Senior Vice President of Fundraising, Faye Carter celebrate ITW/Paslode's triumphant fundraising campaign. Once again, ITW/Paslode is Tipton County's single largest contributing organization.

The ITW Paslode Covington Tennessee facility surprised United Way of the Mid-South announcing they surpassed their goal this year of \$17,358 for the 2010-11 campaign by bringing in over \$30,000! DeShaunne Bailey (Plant Manager) and Skip Sage (Production Manager) for ITW Paslode Covington, a company that manufactures nails and other fastener solutions, attended the recent countdown meeting and represented the 50+ employees.

"We were concerned this year because we had a smaller workforce," Bailey said. "With fewer people, we challenged ourselves to increase participation and meet our goal for the needs of our local United Way families."

Bailey and Sage said they were proud to have 100% participation through payroll deduction, with even some employees still donating after experiencing temporary layoff. ITW Paslode Covington also held cookouts, raffles and other events to generate additional funds. Sage, who has worked for the company, said ITW (Illinois Tool Works) matches what the employees give to get the total donation. "We are a small factory, just north of Covington," Sage stated, "whose workforce realizes the role they play in the community. In past campaigns, 90% of the total funds raised for Tipton county were from ITW Paslode Covington."

Sage added that although the workforce had always given through payroll deductions and fundraising

events, payroll participation has only been between 50% and 70%. "There is a definite need in Tipton County," Sage said. "Our employees are proud of their efforts to help this community. Our people are energized and it has really become a great effort. We knew it would be a challenge so this year we started working hard and early to generate the funds and the 100% participation. Our Community Relations team, led by Cathy Adams (Campaign Chairperson), has continued to do a great job coordinating this effort. "We are so proud of our workforce," Bailey added. They are truly dedicated to United Way!"



Sage (left) announced the totals of the ITW Paslode campaign during a Campaign Countdown meeting with United Way staff, Loaned Executives and local volunteers. Shannon Brown (right) congratulated the organization for its caring and dedication.

VOLUNTEER SPOTLIGHTS

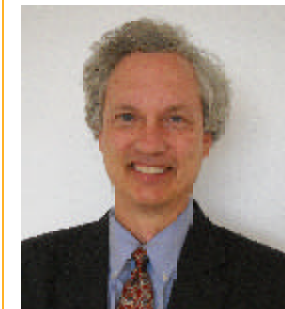


Beverly C. Robertson

Beverly C. Robertson, President of the National Civil Rights Museum has also made time for the community with her leadership in United Way.

Serving as our most previous Marketing and Communications Chair, she has helped get the word out about United Way's work in the community.

Since 1997, Robertson has been leading the National Civil Rights Museum as President and is also principal at Trust Marketing and Communications Consortium. She previously worked with Holiday Inn Worldwide as marketing communications director and has been featured in numerous publications including *Essence*, *The New York Times* and *Black Enterprise*. Robertson helps lead the effort for United Way in her assistance to our Community Impact department and her continuing service as a member of the United Way Board of Directors.



Jim Pleiman

Jim Pleiman, Vice President of Consumer Healthcare Logistics at Schering Plough Corporation is United Way of the Mid-South's volunteer Chairman of Public Policy. This position became a board officer position last year.

Pleiman joined Schering-Plough in 1988 as a Manager in Finance. He has had various positions with increasing responsibility in Planning/Financial Analysis, Customer Service and Distribution. In addition to Pleiman's leadership role in United Way, he also currently serves on the National Association of Chain Drug Stores, Logistics Steering Committee and is chairman of the Consumer Healthcare Products Association Logistics Steering Committee.



Scott Fountain

Scott Fountain, Sr. V.P. & Chief Development Officer for Baptist Memorial Healthcare Corporation is a tireless leader for United Way's campaign efforts and serves on United Way's Allocations Committee for our work to improve health for adults & seniors.

Fountain is also on the Board of Trustees for the Memphis Brooks Museum of Art, and Board of Trustees for the Memphis Leadership Academy. He also has served the Memphis Rotary Club and Leadership Memphis and the Memphis Leadership Academy.

Working for Baptist Memorial Healthcare Corporation, Fountain oversees the Baptist Memorial Healthcare Foundation and is also responsible for the Divisions of Corporate Communications and Community Outreach.