

Fund\$Flash



Leadership matters.

This year's United Way fundraising drive is led by **Mr. Calvin Anderson**, Vice President of Federal and Community Relations for Blue Cross and Blue Shield of Tennessee. Anderson is driving our community to the goal of raising **\$26.5 million** to help United Way's network of health and human care nonprofit agencies and programs.



United Way of the Mid-South

JANUARY 24, 2008

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

United Way of the Mid-South is improving lives by uniting community resources. Serving Crittenden, DeSoto, Fayette, Lauderdale, Shelby, Tate, Tipton and Tunica counties.

SPOTLIGHT ON: BUCKMAN LABORATORIES

Using fun and results-focused education, Buckman Laboratories Raises **\$127,464!**

Buckman Laboratories' 2007 United Way Campaign was a huge success! Buckman Labs surpassed its ambitious goal of \$85,000 with associates pledging \$87,464. Together with Buckman's matching gifts program and corporate pledge, that brings a total contribution of \$127,464 for United Way's work to improve people's lives and create an even better community.

The Buckman campaign committee set a goal to increase the number of Leadership Givers donating \$500 or more to the drive. Last year Buckman had 46 Leadership Givers, and increased that number to 63 this year. As a special way of saying "thank you," they held a Leadership Giver breakfast at Kathy Buckman Gibson's home.

The campaign was filled with fun and exciting events including a campaign kick-off cookout, a book fair and an



Kathy Buckman Gibson, above, participates in the dunking contest held by Buckman Laboratories and serving as a morale booster for the campaign.



The Baddour Center, a United Way partner agency, sent "The Miracles" special singers for the Buckman Lab employees to help inspire those to give to the campaign. Employees generously gave, and the campaign goal was surpassed by over \$40,000!

agency day with a heart-warming performance by *The Miracles* singing group from Baddour Center.

One of the most memorable events from the campaign was "Field Day." Teams competed in hilarious relay games and the "Battle of the Paddles" ping-pong tournament. A caricaturist was kept busy drawing pictures. Brave managers endured the dunk tank – and employees

even took shots to dunk the Vice Chairman of Buckman Laboratories International, Kathy Buckman Gibson!

At the grand finale, Kathy Buckman Gibson announced the campaign results and thanked everyone for their pledges. She knows how important United Way's work is, as a member of the United Way of the Mid-South Board of Directors and Chair of UW's Investment Committee.

"We are pleased our associates met our campaign goal and rose to the challenge of increasing our number of Leadership Givers during the campaign. We appreciate all the work United Way staff performed in bringing our associates a wide range of agency speakers, giving us a better understanding of how they serve our community."

Flash Facts:

BUCKMAN LABORATORIES

TOTAL GIVING \$127,464

Employee Giving \$87,464

Corporate Gift \$40,000

Number of Alexis de Tocqueville (\$10,000+) Givers 2

Number of Leadership (\$500+) Givers 64

Key volunteers involved in the campaign:

Campaign Chairperson:

Lisa Taylor

Campaign Vice Chairperson:

Nancy Glover

United Way and Buckman Laboratories also wish to acknowledge the work of Lisa Taylor, IT Systems Administrator and Chairperson of the 2007 Campaign and Nancy Glover, Executive Assistant and Vice Chair of the campaign.

SPECIAL NOTE: Kathy Buckman Gibson will be United Way's General Campaign Chairman for the entire region beginning in September, 2008!

Don't Forget!
United Way's Campaign
Celebration & Annual Meeting
February 28TH!
See uwmidsouth.org for details!

Information based on results available as of 01-16-2008