

Fund\$Flash



Leadership that unites the Mid-South.

The 2007-08 UW fundraising drive was led by **Calvin Anderson** of Blue Cross and Blue Shield of Tennessee. Anderson led our community to surpass our **\$26.5 million** goal to help United Way's network of health and human care nonprofit agencies with **\$26,542,051**.

The 2008-09 UW Campaign Chairman is **Kathy Buckman Gibson** of Buckman Laboratories.



APRIL 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.

United Way
of the Mid-South

SPOTLIGHT ON: Harrah's Entertainment

Working with the caring employees of Harrah's Entertainment was no gamble at all for the 2007/2008 United Way campaign. Harrah's employees stepped up in a big way, raising \$272,998 representing a 25.6% increase over last year's results.

Horseshoe Casino led all Harrah's properties with employees giving \$100,288. Grand Casino employees generously gave \$80,652. Harrah's Corporate Services raised \$52,433, and Leadership Gifts (those reaching or surpassing \$500) hit an impressive average of \$908. Sheraton Casino employees boosted giving by 37.3% and raised \$31,281, the largest percentage increase of all properties in the campaign.

Increasing the number of Leadership Givers was a big part of Harrah's fundraising effort. That concentration led to a 23.8%

increase in the number of Leadership Givers for 2007-08.

"We were pleased to be able to contribute to the United Way at this level this year," said Bill Wright, Regional President of Harrah's Entertainment. "I would like to extend my tremendous gratitude to all of our employees for their contributions to the giving campaign."

Wright also commends the Harrah's United Way Captains who did a fantastic job of organizing great special events throughout the campaign.

"The special events were a fun and engaging way to advertise the campaign and keep it top of mind for everyone. It also supplied incremental revenue to our overall gift. Our captains were able to take local tours to view firsthand where and how our gifts impact our

local communities. We are looking forward to the next campaign, and I have already challenged all of our Mid-South employees to consider increasing their annual gifts."

United Way wishes to acknowledge Harrah's Property Captains for their hard work in the 2007-08 campaign:

Regional Coordinator:

Becca Ashworth

Grand Casino:

*Denise Alford
Tamika Bonds
Robyn Johnson*

Horseshoe

Casino:
*Kischa Baker
Tiffany Mathers
JD Hill*

Sheraton Casino:

*Kristi Lozan
Sandra Cochran*

Harrah's Corporate

Services:
Dareama Jackson



Ahhh, the sweetness of giving: Harrah's Corporate Services and Casinos showed its generosity through special events, including giving away free banana splits and participating in the UW Caring T-Shirt and Jeans Day. Bill Wright (above left), gives a banana split to a Harrah's employee during one of their campaign events.

BY THE NUMBERS: HARRAH'S ENTERTAINMENT

Organization	Donors	Employee Gifts	Average Gift	Special Events	Total Giving	% of Campaign	Leadership Givers	Leadership Gifts	Leadership Gift Average	Percent Leadership contributed to effort
Harrah's Corporate Services	178	\$52,433	\$295	(Not Applicable)	\$52,433	19%	36	\$32,685	\$908	62.3%
Grand Casino	1,117	\$80,652	\$72	\$2,797	\$83,449	31%	16	\$11,140	\$696	13.8%
Horseshoe Casino	911	\$100,288	\$110	\$4,731	\$105,018	38%	47	\$34,280	\$729	34.2%
Sheraton Casino	331	\$31,281	\$95	\$817	\$32,098	12%	10	\$6,760	\$676	6.7%
Totals	2,537	\$264,654	\$104	\$8,344	\$272,998	100%	109	\$84,865	\$779	32.1%