

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**

OCTOBER 13, 2007

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: INTERNATIONAL PAPER

*With the region's first corporate campaign, International Paper wowed the Day of Caring crowd with its **\$1.25 million result!***

For a record 9th consecutive year, International Paper passed its goal and raised **\$1,258,828** for United Way of the Mid-South! Memphis employees contributed **\$786,768** and International Paper's generous 60 cents on the dollar corporate match meant an additional **\$472,061**.

"We have been overwhelmed by the generosity of our employees," said Jacqueline Todd, International Paper's employee campaign chairman. "We're particularly impressed because this year there were 700 fewer employees in the office due to our transformation. We've raised more with fewer employees and it is absolutely amazing to see their commitment to the Mid-South community." Todd reports that 91% of International Paper's employees participated in the campaign.

This year's campaign kicked off with a Leadership Breakfast. "The breakfast allowed us to meet with new and potential Leadership Givers. We were focused on employees that



Sometimes, a picture is worth 1.25 million words!

From left: Ron Belz, United Way Chairman of the Board of Directors and President and C.O.O. of Belz Enterprises; Calvin Anderson, V.P. of Federal and Community Relations of Blue Cross and Blue Shield of Tennessee and General Campaign Chairman for United Way; Herman Morris, attorney at law and United Way Board Member; John Balboni, S.V.P. and C.I.O. for Information Technology at International Paper; and Harry Shaw, President of United Way of the Mid-South celebrate International Paper's \$1.25 million campaign at United Way's Day of Caring campaign kickoff event on September 7th.

were right at the leadership level," Todd said. Leadership Givers contribute \$500 or more a year to the United Way fundraising effort. As part of the morning's event, breakfast bars were presented that bore custom logos celebrating International Paper's twenty-year partnership with United Way (see lower right of page).

At the breakfast, campaign chairs expressed appreciation to attendees for their past participation and asked them to continue to generously donate to United Way.

Departments at International Paper had different kickoffs with a variety of themes.

"Our Communications department used a cajun theme," Todd said. "We had a luncheon with cajun food and discussed the importance of giving to United Way."

Some departments had ice cream while others used bean bag tosses and other colorful games to encourage employee activity in the campaign. More than 160 International Paper employees volunteered at United Way's Day of Caring event on September 7th, when the final total of the International Paper campaign was announced before a crowd of over 1,000 volunteers from across the region (see photo.)

TOTAL GIVING.....\$1,258,828

Dollar Increase Over 2006 \$148,876

Percent Increase Over 2006 13.4%

Number of

Alexis de Tocqueville (\$10,000+) Givers 13

Percent of Employee Participation 91%

Number of Leadership (\$500+) Givers 467

Campaign Leaders:

• John V. Faraci
Chairman and CEO of International Paper

• Jean Michel Ribieras
United Way Campaign Chairman

• Peter Heist,
United Way Campaign
Co-Chairman

• John Balboni, member of the
United Way Board of Directors and
International Paper's Toqueville
Giving Chairman

• Paul Herbert, Former United Way
Board Member

• Jackie Todd, Employee Campaign
Coordinator

• Dawn Messer, Employee Campaign
Co-Coordinator

• Eric Barnes, Campaign Assistant

• Mark Sullivan, International Paper Foundation



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Campaign Leaders - Businesses:

• Coated Paperboard: Robin Abbott

• Containerboard: Shelley Carr

• Container The Americas: Alan Clark

• Foodservice: Evelyn Giles

• Forest Resources: Wayne Majuri,
Sara Bellchamber

• P&C Papers: Rick R. Hartman

• xpedx – Memphis: Melissa McLeod

Campaign Leaders - Staff Groups:

• Second floor, Tower III: Nancy Galba

• Communications: Kinny Haddox

• Corporate Strategy
and Corporate Marketing: Samantha Hood

• EDGE and Supply Chain COE: Greg Houdek

• EHS: Allyson Bristow

• Finance: Kerry Wilson, Jeff Mize

• Global Sourcing: Bob Higgins

• Global Deliver: Lynn Harmon

• Human Resources: Ollie Dixon, Sherry Wilkes

• Information Technology: Laura Seed,
Charlotte Addison, Martha Ervin

• Investor Relations: Ann-Marie Donaldson

• Legal: Carl Carter, Paula Plunkett

Susie Sykes, Dee Dee Bailey

Two decades of caring



International Paper created this logo to recognize its 20 years of improving lives and communities by supporting United Way.

information based on results available as of 10-09-07