

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.



United Way



United Way of the Mid-South

MARCH 14, 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: MEMPHIS LIGHT, GAS & WATER

MLG&W Division and IBEW Local 1288 employees bring in \$770,649 for the 2007-08 campaign!

“MLG&W employees raised \$770,649 for United Way, making them the 6th largest campaign organization in the Mid-South! MLG&W’s management/labor relationship is a model for the community as to what management and labor can accomplish together!”

Faye Carter, United Way Fundraising Vice President



Celebrating a very successful campaign are, from left, Bill Hawkins, Assistant Business Manager, IBEW Local 1288; Armstead Ward, VP Human Resources and MLGW United Way Campaign Executive Sponsor; Faye Carter, United Way VP Fundraising; Jerry R. Collins Jr., MLGW President and CEO; Reginald Green, United Way Fundraising Associate; and Tijuana Redmond, CCC and MLGW United Way Steering Committee Co-Chair.

The number of MLG&W contributors to the United Way campaign increased by 5.2% this year, while Leadership Giving (gifts of \$500 or more) increased by 4.9%. Leadership giving represented 58% of the total dollars raised.

“We like to get as many people involved in the campaign as we can,” said Tjuania Redmond, Steering Committee Co-Chair. “When individuals feel like they are part of something great and know the impact they make on individual lives, they bring in new ideas and get more employees interested and involved, which leads to

an increase in donations. We make sure that good, reliable information gets out to our MLG&W employees.”

Redmond reported the MLG&W United Way steering committee gives strong support to the key persons before, during and after the campaign. Redmond and Co-Chair Dana Massey held weekly meetings with the steering committee to brainstorm about campaign themes, kickoffs and

other ideas. They held a training session with all the key persons that have direct contact with the employees of each department throughout the company.

“Before the campaign starts we make sure we have the support and involvement of our president, vice presidents, managers and supervisors,” Redmond said. “Management allows

key people in different areas of the company to hold meetings that provide education about what United Way donations do to help and contribute to the Mid-South’s well-being.”

Many MLG&W employees are also active as United Way volunteers by serving on allocation committees which make the difficult decisions of the best way to distribute the funds raised during the campaign.

United Way would like to thank all of the wonderful men and women at MLG&W and IBEW Local 1288 for their support of our community. We also thank Jerry Collins, President and CEO of MLG&W, and a member of the United Way Board of Directors for his leadership and support. Thanks also goes to IBEW Local 1288 Business Manager Rick Thompson and Assistant Business Managers Bill Hawkins and Jonnie Dawson for their commitment and support of another successful campaign. United Way also thanks Armstead Ward, Vice President Human Resources for serving as this year’s Executive Sponsor, and Tjuania Redmond and Dana Massey, Steering Committee Co-Chairs for the campaign.

Flash Facts:

MEMPHIS LIGHT, GAS & WATER and IBEW Local 1288

TOTAL GIVING \$770,649

Employee Giving \$770,649

Percent of Employee Participation 77%

Number of Leadership (\$500+) Givers 491

Memphis Light, Gas and Water Division Steering Committee Members:

- Tjuania (TJ) Redmond
- Dana Massey
- Angela Hewlett
- Brenda Mack
- Britidge Wilson
- Jeff Sawyers
- James (JR) Whiteaker
- Jimmy Williams
- Judy Barnett
- Kent Welch
- Marlon McBride
- Robert Johnston
- Stacey Greenberg
- Tony Walker

United Way thanks Memphis Light, Gas and Water Division for providing four Loaned Executives for our Executive Development Program: Greg Driver, Calvin Glass, Diana Patterson and John Richardson.



Driver



Patterson



Richardson

(Calvin Glass picture not available)

Information based on results available as of 03-14-08