

FUNDS FLASH

Reports on major United Way fundraising campaigns across the Mid-South

APRIL 2, 2010

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

Leadership that unites the Mid-South

The 2009 United Way fundraising drive was led by General Campaign Chairman **Jerry Collins, Jr., P.E.** Collins and his team of volunteers raised over \$25.6 million for United Way's nonprofit network. Our 2010 fundraising drive is led by General Campaign Chairman **Shannon Brown** from FedEx.



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



United Way of the Mid-South

Spotlight On: MEMPHIS LIGHT GAS & WATER



MLGW celebrated volunteers who support the United Way campaign with its annual Key Persons Appreciation Luncheon at the Joyce M. Blackmon Training Center on January 27. Nedra Bailey (right) MLGW's UW Campaign Chairperson, thanked everyone involved for their hard work.



Like many campaigns across the region, this year's MLGW fundraising drive faced challenges, but thankfully MLGW employees donated very generously. Glyniss Finnie (left), boosted morale at a large number of campaign stops across the region with Jerry Collins (right).



Jerry Collins used his trademark dry wit to great effect for United Way's fundraising drive in 2009-10. His proclamation that he "wanted a dull and boring campaign" at the start of his term as Chairman last September was met with laughs as everyone in the region knew the area was in the middle of one of the most challenging economic environments in several decades.



"Working with Jerry Collins was an unbelievable experience. His determination and focus helped make this campaign so successful. His winning demeanor as our campaign leader kept our eyes on the prize," said Faye Carter, UW Senior Vice President of Fundraising.



When Jerry Collins started the fundraising drive last September, he kept his eyes on one organization that was closer to his heart than all the others he was visiting - Memphis Light Gas and Water (MLGW).

As President and CEO of MLGW, Collins knew his co-workers had a history of strong support for United Way, but he didn't want to take that for granted. Thanks to his leadership and strong support from a dynamic campaign committee, MLGW has once again powered our regional effort with a fantastic result, bringing in \$626,187 to help people across the Mid-South, all from employee donations and pledges. "I know MLGW employees care deeply about their community. One of the best examples of

MLGW employees' caring attitude is how we give back to our community through our annual United Way campaign."

MLGW is one of only very few local organizations that is able to post continuous totals at the highest levels of regional giving without the benefit of a corporate donation. All funds given to the United Way drive come from the men and women who work at MLGW.

This year's MLGW United Way Steering Committee was led by Nicholas Newman, VP of Construction & Maintenance and Nedra Bailey from MLGW's Human Resources department. Campaign Key Workers gathered at MLGW's Joyce M. Blackmon Training Center on October 23

for campaign training, where preparations were made for each department's campaign.

MLGW's United Way kick-off was held Friday, October 30 for the November 2-13 campaign. MLGW chose a theme of "Sweet Charity" for the event and passed out sweets to employees.

MLGW employees were encouraged to go the extra mile by increasing pledges and/or by joining the campaign as a giver for the first time.

Day of Caring, in September 2009, signaled the beginning of the annual United Way of the Mid-South campaign. A host of volunteers

from across the city gathered early at Christ the Rock Church on Winchester to hear 2009 United Way Campaign Manager Jerry Collins Jr., MLGW President and CEO, and United Way officials kick off the upcoming fundraising campaign. After the rally, volunteers headed off to work at their assigned sites.

MLGW's United Way Steering Committee and MLGW volunteers were assigned to work at two sites (also United Way partner agencies) - the Harwood Center in the Medical Center and the Center for Independent Living in Midtown.

They painted, made repairs, washed windows, spread mulch and cleaned up messy areas outside, despite torrential rain.

MEMPHIS LIGHT GAS & WATER

TOTAL GIVING **\$626,187**

Leadership Givers **410**

MLG&W Campaign Committee

Executive Sponsor
Nicholas Newman

Steering Committee Chairperson
Nedra Bailey

Steering Committee Members

- Edward Castro
- David Armstrong
- Debra Bradley
- Margaret Harrison
- Jason Williams
- Renise Holliday
- Anita Harris
- Peter Hunter
- Shaundra Jefferson
- Georgia Brice
- Loretta Tate
- Paula Mitchell