

FUNDS FLASH



Leadership that unites the Mid-South. The 2008-09 UW fundraising drive is being led by Kathy Buckman Gibson of Buckman Laboratories. She is leading our community with a goal of raising \$26.6 million for United Way's network of health and human care charitable agencies.



**United Way
of the Mid-South**

NOVEMBER 30, 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: PINNACLE AIRLINES

Pinnacle Airlines "takes flight" and used fun and information for higher results in campaign '08



Leadership making a difference for our community:

Peter Hunt, Vice President and CFO of Pinnacle Airlines talks with Pinnacle employees about the importance of our community's United Way fundraising drive during Pinnacle's UW Leadership Breakfast. Hunt is also a member of the United Way of the Mid-South Board of Directors.

Flash Facts: PINNACLE AIRLINES

TOTAL GIVING \$126,047

Employee Giving \$79,548
 Corporate Gift \$46,500
 Alexis de Tocqueville (\$10,000+) Givers.....1
 Number of Leadership (\$500+) Givers.....51
 Key volunteers/committee members involved in the campaign:

Karen Booth	D'Arcy Deveaux
Derek Wrench	Kelly Woodward
Carmen Thompson	Chris Allen
Derrick Von Stein	Mansuo Bouquia

Pinnacle Airlines used a combination of education and fun to boost employee participation in this year's United Way fundraising campaign, and saw a strong 6.6% increase with \$126,047 for our community!

Employees responded to the message of area needs by generously contributing \$79,548. The campaign saw an increase in employee participation, as 52 new givers signed on to the drive. Pinnacle's generous corporate match program contributed \$46,500.

Pinnacle Airlines "pre-boarded United Way campaign flight UW2008" with an enjoyable leadership breakfast for previous leadership givers and potential leadership givers. The breakfast gave guests a better idea of United Way's work with presentations from four United Way network agencies.

Peter Hunt, VP and CFO of Pinnacle and a member of the United Way of the Mid-South Board of Directors, spoke about his strong support of United Way. Hunt was joined by regional General

Campaign Chairman Kathy Buckman Gibson, who saluted Pinnacle employees for their continued generosity and caring for people in need by supporting United Way.

While "Flight UW2008 was in-flight," guests were treated to an in-flight meal and entertainment labeled "hot dogs with the Search Dogs." Passengers purchased hot dogs and heard about the amazing work Search Dogs South, a United Way partner agency, does for our area. Search Dogs South provides

trained search dogs and handlers for lost and missing persons both inside and outside of Memphis. The dogs roamed about the "cabin," and charmed the passengers into supporting United Way of the Mid-South.

Before the flight landed, passengers helped the Teddy Bear drive for the Memphis Child Advocacy Center (another UW partner agency). Pinnacle contributed seven large bags of bears for the MCAC.

Pinnacle also used fundraisers including a bake sale, jeans day, popcorn sales and a car wash to raise over \$1600 for the campaign.

"Our United Way campaign results at Pinnacle were the highest in our history," said Peter Hunt, Pinnacle's chief financial officer.

"Our campaign team came up with a number of fun, innovative activities that really got the Pinnacle family energized. We are proud to continue to support United Way of the Mid-South."

Thanks to contributing writer and Loaned Executive Lindsay Krosnes, Sponsored Rep



Using creativity and education to improve the Mid-South
 Pinnacle's employee campaign committee for the 2008 fundraising drive: (From left back:) D'Arcy Deveaux, Chris Allen, Derrick von Stein, Mansuo Bouquia, Derek Wrench, Peter Hunt (seated, from left:) Carmen Thompson, Kelly Woodward, Karen Booth and Mary Ann Morrow (Jackie Torry, Larry Cole and Jonathan Campbell not pictured).

Information based on results available as of 11-4-2008

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