

FUNDS FLASH



Leadership that unites the Mid-South.

The 2008-09 UW fundraising drive was led by Kathy Buckman Gibson of Buckman Laboratories, leading our community to raise \$26.1 million for United Way's network of health and human care nonprofit agencies.

Our 2009-10 drive is led by Jerry Collins.



United Way



MARCH, 2009

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: VALERO

VALERO employees have displayed their compassion and caring through their support of our local United Way fundraising campaign by raising a generous and impressive **\$669,562** grand total. Participating in the 2008-09 United Way fundraising effort, approximately 300 Valero employees brought in an astonishing **\$257,223** in contributions which was paired with Valero's **\$122,339** corporate gift. The organization also raised an incredible **\$290,000** from a company golf tournament!

John Hill, Vice President and General Manager of the Valero refinery leads by example. He is a United Way board member and member of the Tocqueville Society, giving \$10,000 or more to United Way in a year. Hill also volunteers on the regional United Way Campaign Cabinet and encourages other executives to get involved.

This year, Valero's United Way fundraising effort was led by co-chairs Chris Taylor, Project Engineering Manager and Karen Drewery, Valero Tops Coordinator. Taylor and Drewery led a campaign committee of dedicated employees who were up to the task.

Valero has some strong fundraising traditions. At each of the company's sites across the country, they host a kickoff event featuring management personnel. This year, Valero employees were joined by Rich Marcogliese,



From left, Chris Taylor, Faye Carter (VP Fundraising at United Way), John Hill, Karen Drewery and Glenn Hill celebrate Valero's contributions at the finale rally. Valero has strong United Way fundraising traditions including campaign kickoffs all across the country with management personnel.

EVP & Chief Operating Officer and Kim Bowers, EVP & General Counsel. Marcogliese and Bowers flew to Memphis from San Antonio, TX to help kick off the first event at The Peabody Hotel and encouraged Valero employees to give.

Since Valero's facility operates 24 hours a day, it's necessary to have multiple events to reach all employees.

"We host a variety of events at appropriate

times to reach our employees. Every employee group had a breakfast this year," said Lisa Wheeler, Valero's Public Affairs Manager (and longtime leader in our regional UW effort.) "For some employees, we had breakfast at 4:30 a.m. Perkins restaurant came and cooked pancakes and omelets."

In addition to traditional efforts, Valero also used great innovations to remind people to give during this year's fundraising drive.



Valero employees enjoy a hot breakfast as a part of the organization's fundraising kickoff events. Breakfast and other activities are strategically scheduled so all parts of Valero's 24-hour operation can participate and enjoy a wide variety of fun activities.

Valero's United Way team set up a structure, then key leaders went to different people in Valero's work units.

"We had a big group of volunteers that visited the units and the maintenance shops. Their work helped create our high participation rate," Wheeler observed. This year, Valero had an outstanding **90% participation rate**.

At the end of the campaign Valero hosted a United Way celebration to announce totals and

VALERO FLASH FACTS:

TOTAL GIVING\$669,562

**OUTSTANDING 90%
PARTICIPATION RATE**

Employee Pledges \$244,678

Special Events \$12,545

Golf Tournament.....\$290,000

Employee Campaign

Total\$547,223

Number of
Leadership (\$500+) Givers 365

Tocqueville Society

(\$10,000+) members 1

Corporate Gift \$122,339

thank employees and contractors. This year, the celebration was a catfish fry and old school carnival at Dr. Martin Luther King Jr. park. Over 700 contractors and employees participated and enjoyed horseshoes, baseball pitching contests, and a "crazy cans" game.

"Our contractors provided auction items and the carnival raised close to \$20,000," Wheeler reported. United Way thanks all the men and women of Valero who gave so much this year!