

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

NOVEMBER 14, 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: BELZ ENTERPRISES

Belz Enterprises with its 'Get in the Game' theme and 96% employee participation and corporate gift drives in \$177,612!

With generous employee and corporate contributions going up again this year, Belz Enterprises shows its compassion for our community with a record-breaking campaign!

Belz Enterprises employees contributed significant time and money to this year's United Way of the Mid-South campaign—raising \$177,612!

Ron Belz, President and C.O.O. of Belz Enterprises and United Way Board Chairman, announced the total raised at the company's final rally.

"We have a lot to be proud of in our history," Belz said. "We continue doing these things that really make a difference. We need to go out and learn more about the agencies we're working with. We need to be out in the field, and



From left, Ron Belz, with wife Anise, in the role of Dale Earnhardt Sr. for the "Get in the Game" tailgating party which brought in \$1,010 for the United Way campaign this year. Belz employees generously gave and had fun giving! At right, will the real Ron Belz please stand up? Belz speaks at the United Way/Belz kickoff.

see what's going on and see how we are making our community better."

Belz employees made the most of their campaign dollars by participating in a number of attention-generating activities. The focus of all employees, Belz added, should be on encouragement.

Employees did show encouragement with this year's campaign, where total employee contributions rose to \$77,612! Total employee participation was 96%,

and average employee gifts increased from \$568 to \$597! Leadership Givers (or those who contribute \$500 or more to the campaign) increased this year to \$49,962, a 7.4% increase! Leadership Givers are 35% of total givers and contributed 64% of total contributions.

Belz's "Get in the Game" tailgating event was a big winner with employees bringing in \$1,010! There were five teams of all employees and each team had a theme.

Themes were wrapped around two NASCAR teams, a scary haunted house (with live band), a University of Tennessee team and a University of Memphis team. Each group enjoyed food prepared from Texas De Brazil, Crepe Maker, Simply for Me, Hooter's and was supplemented with food prepared by employees. Jillian's Arcade in the Peabody Place Mall loaned one of the NASCAR themed teams two of their Race Car Arcade machines. Search Dogs South, a United Way agency, also helped with the festivities.

"All of our teams outdid themselves," said Lucie Anderson, campaign manager. She added that many employees dressed up for the tailgating event to show their team spirit!



Marilyn and Jack Belz also enjoyed the NASCAR tailgate fundraiser for United Way!

Flash Facts:

BELZ ENTERPRISES

TOTAL GIVING \$177,612

Employee Giving \$77,612
 Corporate Gift \$100,000
 Percent of Employee Participation 96%
 Number of Leadership (\$500+) Givers 45
 Alexis de Tocqueville Society

The Belz Family (\$100,000-\$249,000)

Key volunteers involved in the campaign:

- Lucie Anderson (campaign manager)
- Kim Thomas
- Randy McKnight
- Linda Yarbrough
- Jenny Demuth
- Alanna D'Angelo
- Kat Joslin
- Ronna Thomas
- Cody Moore
- Allen Willis
- Wendy Brewer
- Jackie Sheard
- Rosie Rufus
- Ed Kimmell
- Karin Buchanan
- Nate Parr

This year, Belz Enterprises participated in many fundraising activities. These included a golf tournament which brought in \$11,250; The 2007 Henry Turley Donation along with NASCAR caps raised \$526; The 2007 Belz Bingo Admission was \$782 with emcee Bad Dog (John McCormack) of Rock 103 and the 2007 first time Bake and Pizza Sale brought in \$514! Miscellaneous donations rose from \$863 last year to \$998! Special performers were The Baddour Singers for Belz Enterprises' official kickoff!