



## UNITED WAY CLOSES FUNDRAISING/SERVICES GAP

An extraordinary need for social services was met with an extraordinary show of generosity with the 2009 United Way Campaign. A caring community helped the organization close a fundraising gap to raise a record \$37,270,908 dollars. That total exceeds their goal by over \$10,000.

“We began the campaign in the middle of an economic downturn faced with a giving shortfall”, said Charles Caldwell, 2009 United Way Campaign Chairman. “Our volunteers were successful in communicating the growing need for services and it translated into remarkable results”.

2009 Campaign Success Stories Include:

- Regions, the campaign’s largest corporate donor had a campaign increase with over 700 leadership donors (gifts over \$1,000) and 51 Tocqueville Society members
- Blue Cross and Blue Shield of Alabama increased its corporate gift to offset some employee contributions
- Harbert Management Corporation increase along with an additional personal gift from Kaythryn and Raymond Harbert
- A successful Pacesetter Campaign (summer campaign) with 32 companies raising \$9.4 million
- 55 Loaned Executive Volunteers from over 60 area companies who worked 13 weeks on the campaign
- 43 Volunteers serving on the Campaign Cabinet
- 117 new Tocqueville Society Members (contributions of \$10,000) or more

Special awards were presented for exception volunteer service during the campaign. The Mervyn H. Sterne Award went to Craft O’Neal for leading the Tocqueville Division to recruit 117 new members. Kathy Boswell, Baptist Health Systems, was elected by the other Loaned Executives and the Crawford T. Johnson Loaned Executive of the Year.

Mac Jones, 2009 United Way Chairman Board of Directors thanked Caldwell for his servant leadership and tireless effort by making many personal calls in the final weeks of the campaign

The amounts announced today reflect pledge estimates and do not reflect the final results of companies still conducting campaigns that will report at a later date and individuals who have not renewed pledges in writing. Today’s results do not address all the needs in the community and United Way is still accepting donations at [www.uwca.org](http://www.uwca.org) or donation can be mailed to 3600 8<sup>th</sup> Avenue South, Birmingham, Alabama 35222.

The dollars raised will be used to advance United Way's agenda through 84 partner agencies and programs in our five county area by focusing on basic needs, education, income and health. Fundraising decisions for United Way partner agencies begins tomorrow, Friday, December 11 with the awards announced in January 2010.

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