

NEWS RELEASE

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United Way
of Greater Toledo

United Way raises \$13.6 million for our community; campaign up for the second consecutive year

TOLEDO, Ohio – Today, United Way of Greater Toledo announced the 2011 campaign raised \$13,607,300 for our community, a 1.5 percent increase over 2010 and the second consecutive annual increase.

“This is terrific news and the people in our community deserve many thanks for their generosity,” said Tom Manahan, 2011 campaign chair and president of The Lathrop Company. “In a time when many nonprofits and United Ways across Ohio and the country are reporting depressed fundraising efforts, this community has once again shown what makes us so special.”

Volunteers, donors, and community leaders gathered at the Courtyard at the Docks for the celebration and announcement, presented by Dana Holding Corporation, and to hear more about the community’s contributions.

“We had some huge wins this year,” Manahan continued. “There were several new incentives to which the community really responded.”

Two of the incentives Manahan is referring to are the Matching Challenge Grants United Way offered this year. A Leadership Challenge Matching Grant, sponsored by Mercy and Medical Mutual, matched any new or increased leadership gift (\$1,000+), inspiring \$3.5 million leadership dollars. The second, an Education Challenge Matching Grant from SSOE Group and Lathrop, matched any gift over \$100 designated to education. As a result, the campaign received \$615,000 in education designations, a 50 percent increase over last year.

The campaign also saw a 20 percent increase in *Tocqueville Society* donors (\$10,000+) and a nine percent increase in their gifts.

“The Tocqueville increases are amazing,” said Bill Kitson, United Way of Greater Toledo president & CEO. “Our highest level donors are truly recognizing the progress their gifts make and are willing to invest more to accelerate that progress. This is a direct result of our dedicated, new Tocqueville chairs, George and Leslie Chapman, and their efforts to increase awareness.”

As always, significant workplace contributions across Lucas, Wood, and Ottawa counties helped contribute to the campaign’s success. A few examples include:

- **The Andersons, Inc.** employees pledged the most of any local company, raising \$314,241, a new high for their employees. Total giving was \$542,240.
- **Chrysler Toledo Assembly Plant** raised \$131,256, up from \$107,193 last year – a 22 percent increase. In addition, both Toledo North Assembly Plant and Chrysler Machining participated in a United Way *Day of Caring* at the Friendly Center in October, and also participated in Thanksgiving food drives, book drives, and toy drives.
- **Lathrop** increased their leadership donations by 29 percent, totaling \$25,395. Lathrop also had 28 employees participate in "A Brush with Kindness" project where they completely primed and painted a house for Habitat for Humanity.

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- **Medical Mutual** launched a pilot volunteer program this year. By allowing employees to volunteer a certain amount of hours on company time, approximately 50 volunteers were connected to 400 hours of service in our community. This was in addition to their annual participation in *United Way Day of Caring*.
- **O-I** raised \$785,318 total, setting both a corporate and United Way record. In addition, they created a volunteer pledge card allowing employees to pledge volunteer hours. More than 200 employees pledged over 2,400 hours. O-I also did a *Week of Caring* in East Toledo.
- **Owens Corning** world headquarters employees donated 1,780 volunteer hours, above and beyond their 1,500-hour goal. Also, their annual vendor golf outing raised \$302,000, an increase of more than \$100,000. Total giving was over \$750,000.
- Employees at the **Toledo Museum of Art** increased their campaign by \$1,833 – more than doubling their 2010 campaign total.
- **Toledo Refining Company** increased their campaign by 53 percent and raised over \$100,000 for the first time since 2008.
- **Wood County Government Offices** raised \$26,579, a 14 percent increase over last year.

“We also saw a new spirit of volunteerism this year, which is reflected in many of the corporate examples we shared,” Kitson said. “People across our community are recognizing the value of truly experiencing their contributions and they are also finding alternative and additional ways to give back when money is tight.”

“Of special note are concentrated corporate volunteer efforts,” Kitson continued. “Companies like Medical Mutual, O-I, and Owens Corning are really setting an example in this area.”

There were also two awards presented related to the campaign. The first was the Spirit of Caring – Outstanding Company award, which was presented to Best Buy. Locally, Best Buy’s commitment to the community is impressive. Employees have given to the campaign for more than 15 years, but their commitment to education and volunteering is equally impressive. Through programs like the Geek Bus (mobile computer training program), adopting Sherman Elementary, and awarding grants to local nonprofits, Best Buy shows a true spirit of caring.

Additionally, the Campaign Team of the Year award was presented to Olivia Summons and her team from Toledo Refining Company. Olivia and her team advocated with new management and organized labor to run a United Way campaign and institute a matching program for United Way pledges. Not only did this team run a great campaign, but they reached Pillar status, raising over \$100,000 for the first time since 2008.

Funds raised in the 2011 campaign will be invested during the 2012/13 fiscal year in programs advancing United Way’s goals in education, income, and health. Learn more about all of United Way’s work at www.unitedwaytoledo.org.

Special thanks to sponsors of the 2011 Campaign Loaned Executives: The Andersons, Inc., Fifth Third Bank, O-I, KeyBank, and HealthCare REIT.

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United Way of Greater Toledo, serving Lucas, Wood, and Ottawa counties, changes lives by mobilizing the caring power of the community. United Way is focused on the building blocks for a good life: **education, income, and health**. Starting at the root, United Way addresses the circumstances that destabilize communities. United Way recruits people and organizations who bring the passion, expertise, and resources needed to get things done. You can give, you can advocate, and you can volunteer – that’s how to **LIVE UNITED**. For more information, visit www.unitedwaytoledo.org.