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Greater Kalamazoo United Way 2009 Annual Community Campaign Kick Off

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Greater Kalamazoo United Way  
2009 Annual Community Campaign Kick Off

ARCADIA FESTIVAL SITE, DOWNTOWN KALAMAZOO  
Wednesday, September 9, 2009 @ 12-1:20pm

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MASTER SCRIPT

12 – 12:15pm  
Lunch & Music –

12:15-12:20  
Holly Doyle:  
Good afternoon everyone! I am Holly Doyle from Channel 3 and I will be your MC this afternoon. Thank you all for coming down to the Arcadia Festival Site this afternoon. Are you enjoying your lunch? How about a round of applause for A Food Affair who catered today’s lunch? [Lead Applause]

I hope you enjoy your lunch. If you are still eating, please take your time and finish. We are going to go ahead and get the program started.

We have gathered here this afternoon to show our support for our community and the Greater Kalamazoo United Way.

At this time, I would like to introduce the President and CEO of the Greater Kalamazoo United Way. Ladies and gentlemen, please welcome Mike Larson.

12:20-12:30  
Mike Larson:  
Thank you Holly. And, a special thank you to all of you for being here today. We are glad to have you with us.
Over the last 8 months, I have had the pleasure of meeting and spending time with so many wonderful people – many of you are here with us today. Everyone is clearly aware of the National, State and local challenges that our economy has been experiencing. And, everyone is most likely aware of the significantly increased needs that many in our community are experiencing. While I could provide you with specific examples and statistics of those increased community needs, I would rather spend my time today talking about the awesome opportunity that we as community members have over the next 12 weeks.

United Way – at its most basic level is about helping people. It’s about bringing resources – both human and financial – together to address current and emerging health and human service needs in our community. United Way recognizes that no one person or organization can effectively do this incredibly important work alone. It takes hundreds of generous companies and organizations, thousands of committed donors and hardworking volunteers, members of the media and organized labor, an extraordinary network of health and human service agencies and so much more.

We have a very unique opportunity to be a part of something very special… Something that really truly matters… People are counting on us – all of us – to do all that we can over the next 12 weeks.

I would like all of you here today, to stop for a second and think about what is possible if we all truly come together over the next 12 weeks… Imagine if everyone gave (no gift is too big or too small), imagine if everyone volunteered their time to in some way better our community, and imagine if everyone found their voice and became a champion for a worthy cause. United we can powerfully and positively change our community and I can’t think of a better time to do so than right now.

Before I close, I would like to thank all you for all that you have already done, for all that you do and for what you are about to do.

At this time, I would like to introduce to you the 2009 Greater Kalamazoo United Way Annual Campaign Chair and the President of the Western Michigan University. Ladies and gentlemen, please welcome Dr. John Dunn.
12:30-1:00
Dr. Dunn:
Thank you Mike and thank you all for coming. We appreciate you coming out to show your support for United Way today.

While today marks the official kickoff of this year’s Greater Kalamazoo United Way Community Campaign, I can assure you that a very committed group of volunteers and staff have been working extremely hard to on this for many months now.

It has been said by many before, but Kalamazoo County is truly a unique and special place. Kalamazoo is among the most generous communities in the entire country regardless of size. Your GKUW ranks among the top United Ways among more than 1,300 United Way communities in the entire country in dollars raised through the campaign. We are the third most successful campaign in the State of Michigan, despite having only the 7th largest population.

This is a community with a legacy of generous companies and employees… strong and active community leadership… a community that is fortunate to have one of the finest United Ways, Member Agency Networks, and Nonprofit communities in the country… This is a community that cares deeply about doing what’s right. When people need help, we are there.

For several months now, myself and a team of dedicated volunteers have been calling on CEO’s of area companies and organizations. The feedback about the economy and from area businesses has varied. Some local companies have managed to maintain or experience slight growth, while others continue to be challenged with rising costs, reduced workforces and much more.

For us to be successful this year, we are going to have to broaden our base. We are going to have to reach out to those that have been steady contributors to United Way, those that used to give to United Way, but haven’t in recent years AND we are going to have to successfully reach out to those that have never given to United Way.

Now, after months of meetings, careful deliberations and many discussions, I am pleased to share with you the goal for the 2009 Greater
Kalamazoo United Way Annual Campaign. We know that this is not going to be easy, but given the increased needs and the decrease in funding that so many local health and human service providers are experiencing, it gives me great pleasure to share that the Greater Kalamazoo United Way Board of Director Approved Goal for 2009 is... and I’m told that we have a special delivery... [ambulance drives up, children jump out, go up on stage, each wearing LIVE UNITED t-shirts with numbers on the back, organize so that they read... $9,110,000].

[Lead Applause]

How about a round of applause for Life Ambulance and our guests from the YWCA Children’s Center Pre-School.

Now you’ve heard what the goal is and you’ve heard why it’s so very vital that we deliver this number... Now... How are we going to get there?

This year, we have an experienced and committed team of community volunteers to help get the job done. Would any campaign volunteers present please stand and be recognized?

[Lead Applause]

I would like to recognize another extremely important group, the Loaned Executives. The GKUW Loaned Executive Program allows the United Way to extend its reach out into the community far beyond that of its 4 full-time fundraising staff. Would the 2009 LE’s please stand?

How about a round of applause for this year’s LE’s?

[Lead Applause]

I would also like to recognize the following companies and organizations that provided Loaned Executives or sponsorship funding toward the Loaned Executive Program. Those companies and organizations include Borgess Health, State Farm Claims Center, Stryker, MSU/KCMS, Howard & Howard, Western Michigan University and the Greater Kalamazoo United Way. Please join me in recognizing this group for their generosity.

[Lead Applause]
Now, we have a great group of 9 Pacesetters this year. A Pacesetter is a company or an organization that commits to an increase of at least a 10% increase and to completing their campaign early. At this time, I would like to have representatives from the following companies and organizations please come forward as I announce their 2009 Campaign results:

Stryker has set an example of Living United as a United Way Pacesetter for over a decade. You will no doubt recall that Stryker and its employees achieved the million dollar milestone to kick off last year’s campaign! This year Stryker continues its legacy of Living United as a 2009 Pacesetter.

The divisional coordinators for this year’s campaign were Sue Ewing from the Corporate office, Jackie Nawrocki and Julie Winans from Stryker CMF, Devin Opendyk and Nancy Stefanick from Stryker Medical, and Kristin Sullivan from Stryker Instruments. Although they are still in process of wrapping up their campaign, Stryker is confident that they will reach their goal of a 10% increase over last year, or $1.1 million.

Under the leadership of Bill Johnston, Chairman, Ron Kilgore, CEO and the Employee Campaign Manager, Albert Little, Greenleaf Trust was a Pacesetter this year. Not only did they have 100% participation, they once again met the 10% mark, raising a combined $59,109.

Rob Viland, CEO and Employee Campaign Manager, Chris Jacobs generated a 47% increase… raising $2,132. Katie Cerny is here from Access First Federal Credit Union.

Both Dan Busby and Chris Buckley from Boy Scout of America, Southwest Michigan Council are here today and are proud of their 12% increase… raising $4,713.

Fran Denny and Susan Baker from Catholic Family Services are here today. Catholic Family Services raised a combined $5,560 or a 24% increase.

Although they could not be here with us today… Under the leadership of CEO, Kit Snyder and Employee Campaign Manager, Heather Koprulces, Consumers Credit Union raised $11,890… representing a 14% increase.
We have Julie Reisner from Educational Community Credit Union here with us today. Along with Chuck Cornelius, Terri Graham and Sharon Conlen Educational Community Credit Union raised $9,672… representing a 51% increase.

Rudy Callen and John Pincumbe of Kalsee Credit Union have raised $8,739 to date and are expected to exceed their 10%.

Although they are still in the process of wrapping up their campaign, Southwest Michigan First is confident that they will also reach their goal of a 10% increase over last year.

How about a big round of applause for all of the 2009 Pacesetters. [Lead Applause]

Now if you add up all the Pacesetters, plus other early contributions, I am very pleased to announce that we have already raised… $889,831 to date! [Lead Applause].

That’s 9.8% of our goal.

Let’s give the Pacesetters another well deserved round of applause!

Your contribution to this year’s campaign is vitally important, to serve both those who need help now and those who may need help in the near future. Together… if we all come together and truly LIVE UNITED…. We can make a powerful statement and continue to positively influence the condition in Kalamazoo County. Thank all of you for your past support. I am asking all of you and the entire community to please do all that you can, so that we can continue our shared legacy of philanthropy and exceptional community care.

Thank you.

12:55-1:05
H.Doyle:
Thank you Dr. Dunn. How about another round of applause for that incredible group of Pacesetters and Loaned Executives. [Lead Applause] That’s really impressive! That Pacesetter group has really set the bar high for the campaigns to come.
Before we conclude, we would like to thank and recognize United Rental, A Food Affair, Coca-Cola Enterprises, Life EMS Ambulance, Harding’s at Woodbridge, YWCA Children’s Center Pre-School, the City of Kalamazoo, Larry Renuart (Wren-U-Art) Photography.

As you can see we are off to a very positive start with this year’s campaign. We need all of you as you leave here today to carry this enthusiasm and motivation with you.

Before you leave today we also want to invite those of you now on facebook to join the Greater Kalamazoo United Way on facebook.

On behalf of the Greater Kalamazoo United Way I would like to say thank you to all of you for all that you do and all that you are about to do. Have a great day and remember to LIVE UNITED. Thank you.