

CAMPAIGN CONNECTION

United Way



Tips, events and photos for company campaign coordinators

April 2006

THE IMPACT OF GIVING TO UNITED WAY

Did you know this year United Way member agencies and programs will receive \$2,550,409. Thank you!

Your generosity will:

- Ensure children's success by
 - ◇ Providing pre-school development to 412 children.
 - ◇ Ensuring safe, after-school care to 1340 children each day.
- Provide basic needs by
 - ◇ Connecting 256,593 people to receive food.
 - ◇ Providing a safe haven for 285 abused women and their children.

UA—FORT SMITH COMMUNITY DAY



Seven University of Arkansas—Fort Smith students volunteered part of their Saturday, April 8, at the United Way office. They painted the exterior back wall and side door, washed windows, changed fluorescent light bulbs, moved boxes and got a mailing ready to go to the post office.



Painting back outside wall



Painting front planters



Getting things ready to mail



More than 500 volunteers participated in United Way's Annual Day of Caring.

National Volunteer Week began in 1974 when President Richard Nixon signed an executive order establishing the week as an annual celebration of volunteering. Since then, every U.S. President has signed a proclamation promoting National Volunteer Week. This year, the week will be celebrated April 23—29.

CELEBRATING NATIONAL VOLUNTEER WEEK

It takes money to solve the most critical issues of the six-counties served by United Way of Fort Smith Area. But, it also takes focus, creativity and willing hearts and hands to get results.

It takes you and others who donate valuable time, talent and treasure to build a stronger and safer community.

"Volunteer Week is a time to thank people who wouldn't normally receive any recognition," said Angela Tilley, Executive Director. "Without volunteers, we simply could not operate so efficiently."

Although more than 800 people were willing to lend a hand last

year, Angela said there is always room for more.

"You don't have to be a campaign cabinet member or a board member to be called a volunteer," Tilley said. "A lot of people volunteer and don't even realize it. How many of you have helped sell tickets or brought an item to be auctioned or sold at a United Way yard sale? Anything you do that's above and beyond your normal job is a volunteer effort."

"The effort is worth it," said Charles Logan, Vice President of Marketing, First National Bank. Charles has volunteered on every United Way Campaign for 30 years. "It feels wonderful to know that I am able to make a difference in someone's life by giving a few hours of my time."

It's not what you get from volunteer work or even what you give, it's what you become.

Mary Scot Welch

LOANED EXECUTIVE PROGRAM

United Way will be selecting Loaned Executives for the 2006 Campaign. Local firms and organizations will be asked to loan one of their brightest and best to assist with the area campaign that impacts our six-county area. Learn more in the May issue of Campaign Connection. If you are interested in being a United Way Loaned Executive contact Cindy at 782-1311.

Campaign Connection



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**Let us hear
what works in your campaign.**
**Contact
cindy.long@unitedway.org**



UNITED WAY DAY - SEPTEMBER 14

United Way of Fort Smith Area will be Kicking Off the annual campaign with a United Way Day.

The day will begin with breakfast. All United Way donor companies are encouraged to plan one of their campaign events on this day. Companies can host their company cook-outs.

We would like events going on all over town in celebration of the impact that is made by agencies and donor companies.

Calendar of Events



National Association of Letter Carriers' Food Drive

Letter carriers in Alma, Barling, Fort Smith, Greenwood and Van Buren will deliver more than mail on

Saturday, May 13, when they walk and drive along their postal routes. Participating in the National Association of Letter Carriers (NALC) National Food Drive, they will be collecting non-perishable food items for distribution to area food pantries. In 2005, the letter carriers, in partnership with the United Way of Fort Smith Area and Community Services Clearinghouse, collected more than 37,000 pounds of donated food - an increase of 18 percent over 2004.

The drive comes at a time

when area food banks have depleted the donations received in end-of-year holiday drives. This is also a time when need for food increases as children are out of school for the summer and are not receiving breakfast and lunch at school.

All you need to do is to place a box or a can of non-perishable food by your mailbox. Your letter carrier will do the rest. The food is taken back to a postal station, sorted and then delivered to an area food bank for needy families. Help us help our communities.

CAMPAIGN IDEAS

- **CEO Car Wash:** Employees donate \$5.00 to have their car washed at high noon by their boss in business clothing.

- **A Dollar an Inch Contest:** Executives participate in an all-day competition to end the day with the shortest tie. Employees cut an inch off their favorite executive's tie each time they give to

United Way. Give prizes for the shortest tie.

- **Dancing with the Executives**
- **Company Idol**