

June 2005



**United Way  
of Fort Smith Area**



**Great Race participants**

Hugh Maurras and Angela Tilley are United Way's team in the Great Race sponsored by the Fort Smith Library. Sign up for the program, read a book and then vote for the charity of your choice.

**Dates to remember**

- July 19** — *Pacesetter Luncheon*
- July 28** — *F.I.S.H. (Idea Exchange), SRCA 8:00 a.m.*
- Aug. 4** — *Day of Caring Pacesetter Campaign Begins*
- Sept. 8** — *Kick-Off, Beverly Enterprises 7 a.m.*

**Mission**

To improve lives by connecting people and resources in our six-county area.

**Vision**

To be a community problem solver for our six-county area.

# Campaign Connection

## Childhood development program

**What matters most?**

Investing in a child's success early on.

United Way of Fort Smith has embraced United Way's national *Born Learning* campaign.

Research shows early learning can provide adults with greater success in life, fewer involvements in crime, higher income and higher education levels. Yet almost half of America's kindergarteners come to school behind, according to the U.S. Department of Education. As Dr. Jack Shonkoff of the National Scientific Council on the Developing Child says, there's a big gap between what we know – and what we do – to promote healthy childhood development.

It's an innovative public engagement campaign that helps parents, family/

friend caregivers and communities create quality early learning opportunities for young children. Through national public service advertising, parent materials and community mobilization activities, it provides "doable" action steps that are fun, easy – and can be taken in everyday moments – to prepare young children for school.

Almost 75% of the 1,350 local United Ways already support early childhood development, either by funding early learning programs or agencies or through community impact initiatives like Success By 6. But the Born Learning campaign takes United Way's commitment to early learning to a national level.

For great ideas see [www.bornlearning.com](http://www.bornlearning.com).

## Pacesetter luncheon set for July 19

United Way's campaign begins with the Pacesetter luncheon on July 19 at UA Fort Smith in the Campus Center Ballroom.

Pacesetter Companies for the 2005 campaign are: Arkansas Best Corporation, ARVEST, Baldor Electric, Bancorp South, Benefit Bank, Summit Medical Center, Greenwood Schools, J. C. Penney Co., O.K. Industries, Rheem, Ron Calhoun & Associates, SBC, Simmons National Bank, St. Edward Mercy Medical Center, The Trane Company, USA Truck, Inc., US Bank, Aire Systems, Wal-Mart, Weyerhaeuser, First National Bank, Citizens Bank & Trust Co,

Brown-Hiller-Clark, National Bank of Sallisaw, Farmers Bank, Arkansas Tech University-Ozark, Hanna Oil and Gas, Regions Bank, Ozark Schools and Whirlpool Corporation.



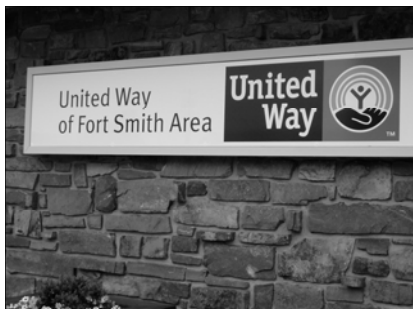
New 4' X 6' Pacesetter banners

**what matters...partnerships matter**

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*Down in their hearts, wise men know this truth, the only way to help yourself is to help others.*

*-Elbert Hubbard*



### **New United Way signs**

Have you been by the United Way office lately? News signs with the updated logo have been placed on the front and the side of the building.

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## **Great campaign ideas**

Special events give your employees the wonderful opportunity to celebrate the job of doing for others. Here are a few ideas to implement in your company campaign.

### **SPORTS**

- Elevator Races
- Shuffleboard races in the hallway
- Tailgate party before football game
- Sports trivia questions
- Autographed football/basketball
- Hallway golf (child-size clubs)
- Building stair climb

### **CONTESTS**

- Monopoly contest
- Wild tie contest
- Baby picture contest
- Children's coloring contest

### **EVENTS**

- Casino night
- Company picnic
- Executive dunk tank
- Build the world's largest sundae
- Water balloon launch
- Squirt gun fights
- "Great Executives Ice Melt"  
(Top executives sit on huge blocks of ice to melt them .. The ice blocks, not the executives.)
- Garage sale
- Pie throws
- Auctions
- Treasure hunt
- Employee cookbook

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## **Campaign Connection**

United Way  
of Fort Smith Area



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What works in your campaign.  
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