



United Way
of Mesa County

970-243-5364 Office 970-242-6719 Fax

amanda@uwmesacounty.org

www.unitedwaymesacounty.org

February 24, 2011

FOR IMMEDIATE RELEASE

Contact: Amanda Cryslar, Development Director– 243-5364 or 261-2829

United Way of Mesa County Announces Annual Fundraising Results!

United Way of Mesa County hosted its **2010-11 Campaign Celebration: “Discovery!”** at the Double Tree Hotel on **Thursday, February 24th**. The event was sponsored by **Williams** and the **Western Slope Chapter of the Colorado Oil & Gas Association**.

Campaign Co-Chairs Debe Colby (retired, IBM) and Mike Stahl (CEO, Hilltop Community Resources), served as Masters of Ceremonies for the event, where approximately 100 people came to hear a report on the campaign results to date, see the presentation of the “Phil” (for philanthropy) awards, and celebrate their successful efforts on behalf of United Way of Mesa County.

As of February 24th, the 2010-11 campaign for United Way of Mesa County has raised **\$1,081,035, which is 90%** of the \$1.2 Million goal. This is a 2% decrease from last year at this time.

However, UWMC saw a **6% increase in participation of employees within workplace campaigns** this year. Workplace campaigns are the heart of the United Way campaign, representing 80 – 85% of annual funding. “It is a huge success to see that 6% more people gave through the workplace this year. This shows that our community wants to give and help those in need locally, and they gave whatever they could,” said Co-Chair Debe Colby.

United Way of Mesa County will keep the 2010-11 campaign open for pledges through the end of March in order to maximize the funds available for allocation to health and human service programs that have applied for funding for this coming year. **Over 60** programs across Mesa County have applied for United Way funding this year. Individuals or businesses that have not yet contributed to the 2010-11 campaign for United Way of Mesa County may still pledge on-line at

www.unitedwaymesacounty.org or call 243-5364.

(more)

Special campaign awards were presented at the celebration. The **Mary J. Nelson Inspirational Award** recognizes a United Way funded agency that has displayed exemplary community leadership and a high standard of service to clients. This year's award was presented to **The Salvation Army**.

The 2010 "Phil" (for Philanthropy) awards were presented as follows:

- **Edison Award** for innovative campaign techniques: **Re-MAX 4000**.
- **Raul Ramos Memorial Award** to the Employee Campaign Coordinator who showed exemplary leadership within their workplace: **Whitney Smythe-Smith, Bank of the West**.
- **Leaps and Bounds Award** for greatest increase in their workplace campaign: **City of Fruita** (a 180% increase from last year).
- **Challenge Award** for the best collaborative effort among industry peers went to the **Grand Junction Police Department & Mesa County Sheriff's Office**, featuring their "Dueling Yard Sales" back in September
- **Maverick Award** to recognize a first time United Way of Mesa County workplace campaign with the greatest success: **Kohl's**.
- **Trail Blazer Award** given to the company that sets the philanthropic example for its entire industry by significant involvement with the United Way campaign: **Dalby, Wendland & Co.**
- **Spirit of Giving Award** recognizes a company that exemplifies the spirit of United Way in its corporate philanthropy and community support throughout the year: **US Bank**.

Nearly 70 community volunteers just finished training and are now beginning the process of reviewing over **60 program applications** for funding that were received by United Way of Mesa County in December. These allocation panels will make site visits to all programs and then recommend funding amounts to the United Way's board of directors. The final announcement about total campaign revenues and allocation funding will be made by the board of directors in early May.

#