



United Way
of Bradley County

Wednesday, Oct. 5, 2011

United Way campaign at midpoint with 50 percent of goal now pledged

United Way of Bradley County volunteers announced some good news and some bad news at Wednesday's report luncheon.

The good news is that pledges to the United Way campaign have reached 50 percent of goal. The bad news is that pledges to the United Way campaign have reached 50 percent of goal.

"We are pleased to announce that we have pledges totaling \$1,156,438, which gets us to 50 percent of our \$2.3 million goal," reported United Way Board Chairman Terry Henry. "That is good news, but it also means that we are only half way to reaching our goal that is necessary to help us fund our many agencies and programs."

Over 20 agencies, programs and services receive funding through the United Way's annual campaign.

"These agencies provide many needed services, so it is important that we work as hard as we can to reach our goal so those in our community in need are helped," said Campaign Co-Chair Tanya Mazzolini.

"We are off to a slower start than past years, but this community comes through when it sees folks in need," added Campaign Co-Chair Brenda Lawson. "I am sure all of us, working together, can bring these totals up as we continue to help these important agencies."

One such United Way funded agency is the American Red Cross' Hiwassee Chapter. Cassi Yost, a volunteer with the agency, spoke to the volunteers in attendance at Wednesday's report luncheon.

"I want to thank the Red Cross for allowing me to help others by volunteering with the local chapter," said Yost, who began as a "spontaneous volunteer" with the chapter immediately following the April 27th tornadoes. A "spontaneous volunteer" is a person who volunteers to help at the time of an emergency.

She opted, following working with the local chapter to help those affected by the April storms, to receive more Red Cross training. She used that training to help in New York and northern Pennsylvania earlier this year following Hurricane Irene and Tropical Storm Lee.

"Supporting the Red Cross, and supporting the United Way, helped me be able to get this training so I could help others, and now I am on the DAT (Disaster Action Team)," Yost added. She said that since she has been involved with the DAT, the team has probably averaged assisting victims of home fires at least once a week.

"Providing assistance such as this to those who have been affected by an emergency, such as a home fire, is very important, so it is very important that we continue our efforts to meet our goal for this campaign," stressed Henry.

A couple of companies reported increases in pledges from previous reports at Wednesday's luncheon. Cleveland Utilities reported they were at 99 percent of their \$40,000 company campaign goal, while Lee University reported pledges had reached \$80,000. Whirlpool Corp. – Cleveland Division reported exceeding their company goal of \$184,772, adding that they were still working their campaign.

As has been the tradition for many years, the two campaign co-chairs have created teams of divisions to compete against each other to see which team reaches the most pledges in comparison to campaign goals. In this friendly competition, Mazzolini's team has pledges totaling 56 percent of goal, while Lawson's team has pledges reaching 47 percent of goal.

Pledge totals were announced for their respective teams at Wednesday's report luncheon. In Brenda Lawson's group, those reports included: Division 1 (Large Firms), chaired by Margaret Schenck, \$23,035, 21 percent of goal; Division 2 (Large Firms), chaired by Kay Free, \$38,153, 43 percent; Division 3 (Commercial Firms), chaired by Taylor Howard, \$6,552, 18 percent; Division 4 (Commercial Firms), chaired by Debbie Melton, \$33,253, 69 percent; Division 5 (Banks and Finance), chaired by DeWayne Morrow, \$159,989, 71 percent; Division 6 (Non-Profits), chaired by Kim Brooks, \$1,254, 2 percent; Division 7 (Insurance), co-chaired by Andy and Tammy Williams, \$5,230, 26 percent; and Division 8 (Special Gifts), co-chaired by Richie Hughes and Jack Robbins, \$20,675, 74 percent.

Reports for Tanya Mazzolini's team included: Division 9 (Large Firms), chaired by Bill Barkley, \$41,578, 29 percent of goal; Division 10 (Large Firms), chaired by Avery Johnson, \$54,598, 57 percent; Division 11 (Commercial Firms), chaired by Chris Newton, \$8,200, 24 percent; Division 12 (Commercial Firms), chaired by Mike Thomasson, \$22,920, 69 percent; Division 13 (Professionals), chaired by Georgia Gann, \$69,213, 64 percent; Division 14 (Government), co-chaired by Teresa Torbett and Donna Simpson, \$39,669, 51 percent; Division 15 (Education), co-chaired by Paul Ramsey, Johnny Mull and Dr. Walt Mauldin, \$137,597, 94 percent of goal (including Cleveland City Schools at \$26,602, Bradley County Schools at \$30,995, and Lee University at \$80,000) and Division 16 (Special Gifts), chaired by Ron Braam, \$10,975, 25 percent.

Division 13 (Professionals) includes several subdivisions: Attorneys, chaired by Josh Jenne, \$9,106; SkyRidge Medical Center, chaired by Coleman Foss, \$26,107; Veterinarians, chaired by Dr. Mitch Jordan, \$900; Dentists, chaired by Dr. Will Reynolds, \$3,500; Health Management, \$20,000; Optometrists/Opticians, chaired by Dr. Lori Balmer, \$1,000; CPAs/Bookkeepers, chaired by Ron Arnett, no report; Chiropractors, chaired by Dr. David Ramahut, no report; and Physicians, chaired by Kim Mitchell, \$8,600.

Nancy Casson is chairing Division 17, which includes special donations to United Way including the recent Ace Hardware Labor Day promotion and the Restaurant Tuesdays for United Way. Her division, which is not a part of either campaign team, has raised \$23,775 in pledges to date, for 59 percent of her goal.

A new division this year is Division 18, called the Heritage Division, which includes five of the top givers annually to United Way of Bradley County (Life Care Centers of America, Merck and Company, Procter & Gamble/Duracell, Jones Management/Check Into Cash, and Whirlpool Corporation – Cleveland Division). Pledge totals for that division were announced Wednesday at \$459,772, or 43 percent of goal.

Monday's luncheon was the second of four scheduled report luncheons for United Way, which will be held through Nov. 16. The next United Way report luncheon will be on Wednesday, Oct. 26, and will be held at the Mountainview Inn.

-- ### --



Cassi Yost, a volunteer with the Hiwassee Chapter of the American Red Cross, told United Way supporters Wednesday of her work with the chapter locally, and in helping in New York and northern Pennsylvania following Hurricane Irene. Yost began her volunteer work with the local chapter following the April 27 tornadoes.



UNITED WAY LUNCHEON – Cassi Yost (second from right), a volunteer with the Hiwassee Chapter of the American Red Cross, was a special speaker at the United Way of Bradley County report luncheon on Wednesday. From left are: United Way Board Chairman Terry Henry; United Way Campaign Co-Chair Tanya Mazzolini; Julia Wright, Hiwassee Chapter Executive; Yost; and United Way Campaign Co-Chair Brenda Lawson.