



United Way  
of Bradley County

## United Way at 77 percent of campaign goal

United Way volunteers were visited by several children helped by local agencies at their report luncheon Wednesday (Oct. 27) in a pre-Halloween trick-or-treat event. Following the fun of passing out candy to the kids, these volunteers then passed out great news on the United Way campaign.

These volunteers reported that pledges to the 2010-2011 United Way campaign have reached \$1,742,232. This is 77 percent of the \$2,275,000 United Way campaign goal.

"No tricks, but treats instead from our campaign volunteers," noted United Way Board Chairman Mickey Torbett. "We are getting some great reports from our division chairs, and getting closer and closer to reaching our campaign goal.

"Of course, our goal is to raise as much as we can to help the many people in our community who depend on United Way agencies and services, so we still have nearly a quarter of our goal to reach," he added. "With the reports we are seeing from the companies that have completed their campaigns, and knowing that several are just starting or are currently involved in their campaigns, we are very optimistic that we can reach that goal."

Campaign Co-Chairs Mayor Tom Rowland and his wife Sandra echoed Torbett's sentiments.

"Today, we have heard from two moms who have children who have been helped by our agencies, and getting to meet with a few of these children makes me feel even more determined to work toward reaching our goal," Sandra Rowland said.

"It was so special to meet these children, and I know that our volunteers at our luncheon not only had fun passing out candy, but meeting those who are being assisted by United Way agencies," Mayor Rowland added. "I know that United Way helps adults and families, and we are so thankful that we can help in those circumstances, but to look into the eyes of children who are being helped is so rewarding."

Children who attended the luncheon (in their costumes) included William Joel (Thomas the Train Engine), Owen Garner (sock monkey), Graycie Millard (Spider-Girl), and brother and sister Ansley (Supergirl) and Ethyn Jones (Darth Vader). Julianne Joel and Paula Garner both told volunteers how their families, and especially their children, have been helped by the Boehm Birth Defects Center and Signal Center.

It was apparent that the volunteers had fun passing out candy to the children. They were also very excited to announce their campaign pledge totals.

Three campaign divisions reported reaching and exceeding their goals. Division 7 (Hospitals, chaired by Coleman Foss) reported 243 percent of its goal. The Dentists section of Division 14 (Dentists and Professionals), chaired by Dr. Will Reynolds, reported 101 percent of goal reached, and the City Government section of Division 15 (Government), chaired by Teresa Torbett, reported pledges at 126 percent of its goal.

Division 15 has reached and exceeded its combined goal for the campaign at 109 percent of goal. Teresa Torbett and Donna Simpson, who co-chair the division, said that campaigns in city and county government are still in progress, and they hope to go even further over goal in the coming weeks.

Divisions previously reported as reaching and exceeding goals are the College/Universities section, led by Dr. Carolyn Dirksen, and County Schools section of Division 16, chaired by Johnny Mull, and Division 18 (Special Gifts, chaired by Ron Braam).

Jameson Bundy of Whirlpool – Cleveland Division reported that the company raised 117 percent of their goal for this year's campaign, totaling over \$186,000.

The Rowlands are involved in the traditional friendly competition between the two sets of division chairs to see whose team raises the most in pledges in relation to their division goals. After the third report luncheon, Mrs. Rowland still has a small lead over her husband, 69 percent of goal to 66 percent of goal.

"You notice the difference between our teams, percentage-wise, has not changed, so we are just waiting for the proper time to jump ahead," the Mayor joked. "Watch out for my team at the next report luncheon."

Division chairs for each team reported their pledge totals at Wednesday's luncheon. In Sandra Rowland's group, those reports included: Division 1 (Large Firms), chaired by Margaret Schenck, \$230,174, 83 percent of division goal; Division 2 (Large Firms), chaired by Kay Free, \$48,553, 27 percent of goal; Division 3 (Commercial Firms), chaired by Jay Leggett Jr., \$5,598, 22 percent of goal; Division 4 (Commercial Firms), chaired by Debbie Melton, \$41,004, 70 percent of goal; Division 5 (Banks & Finance), chaired by Brenda Lawson, \$217,094, 92 percent of goal; Division 6 (Non-Profit Organizations), chaired by Kim Brooks, \$5,181, 9 percent of goal; Division 7 (Hospitals), chaired by Coleman Foss, \$47,563, 124 percent of goal; Division 8 (Insurance), chaired by Andy and Tammy Williams, \$17,891, 89 percent of goal; and Division 9 (Special Gifts), chaired by Cameron Fisher, \$23,400, 79 percent of goal.

Reports for Tom Rowland's team included: Division 10 (Large Firms), chaired by Rick Lawson, \$49,986, 23 percent of goal; Division 11 (Large Firms), chaired by Avery Johnson, \$146,741, 70 percent of goal; Division 12 (Commercial Firms), chaired by Richie Hughes, \$28,760, 83 percent of goal; Division 13 (Commercial Firms), chaired by DeWayne Morrow, \$25,795, 74 percent of goal; Division 14 (Dentists and Professionals), dentists, chaired by Dr. Will Reynolds, \$8,175, 101 percent of goal, and professionals, chaired by Dr. Seth Ford, \$2,245, 12 percent of goal, for a combined total of \$10,370, 30 percent of goal; Division 15 (Government), co-chaired by Teresa Torbett and Donna Simpson, \$60,390, 108 percent of goal; Division 16 (Education), co-chaired by Chuck Rockholt and Johnny Mull, \$130,879, 93 percent of goal; Division 17 (Attorneys), chaired by John Kimball, \$15,120, 78 percent of goal; and Division 18 (Special Gifts), chaired by Ron Braam, \$58,850, 124 percent of goal.

Nancy Casson is chairing a division, called Uniquenicks, which includes Life Care Centers of America, along with special gifts to United Way including the Restaurant Tuesdays for United Way. Her division, which is not a part of either campaign team, has raised \$578,883 in pledges to date, for 97 percent of her goal.

It was also announced that contributions raised during the Cooke's Tuesday for United Way, held on Oct. 12 and Oct. 19 at Cooke's Food Store, were \$1,598. Cooke's Food Store donated 5 percent of purchases made on those two days by Cooke's Reward Card holders to United Way of Bradley, as a part of the store's grand opening of the renovated store on Keith Street.

Also announced were that contributions raised during the Oct. 5 First Tennessee Bank Tailgate event at the Walker Valley High School versus Cleveland High School football game were \$825.

Wednesday's luncheon, the third of four scheduled report luncheons for United Way, was held at the Mountainview Inn. The next report luncheon is scheduled for Wednesday, Nov. 17 at that same location.



**THANKS MR. MAYOR** – Ethyn Jones, a student at the Signal Center in Cleveland, gets some candy from Mayor Tom Rowland at Wednesday's United Way of Bradley County report luncheon. Several children from United Way funded agencies visited with volunteers at the luncheon as a pre-Halloween treat.



**THOMAS THE TRAIN** – William Joel, who is helped by the Boehm Birth Defects Center, a United Way funded agency, was all smiles at Wednesday's United Way of Bradley County report luncheon. William's mom, Julianne, constructed the train costume to be a part of William's wheelchair.



**TRICK OR TREAT** – Children dressed up for a special trick-or-treat event at the United Way of Bradley County report luncheon Wednesday. From left are: Monica Stone holding Graycie Millard; Anne Joel and William Joel; Ethyn and Ansley Jones, with grandfather George Bercaw; and Owen Garner and mom, Paula.