



**United Way
of Bradley County**

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FOR IMMEDIATE RELEASE

United Way campaign tops \$1 million level at first report luncheon

Pledges from local companies, businesses and individuals to United Way of Bradley County have exceeded the \$1 million, officials learned at Monday's first report luncheon.

United Way volunteers Monday reported pledges at \$1,023,236, which is 45 percent of the campaign goal of \$2.3 million. These pledges were announced at the luncheon held at the Mountainview Inn.

The pledges were mostly from those companies participating as either Pacesetter or Challenger firms. Many of those Pacesetter and Challenger companies reported pledges over last year's campaign totals, among them the Cleveland City Schools (an increase of 31 percent), Cormetech Inc. (21 percent increase), and United Community Bank (11 percent increase).

"We had reported many of these pledges at our kickoff luncheon in August from companies still conducting their campaigns," explained United Way Board Chairman Terry Henry. "Today, several of these companies have added to their early reports, while others are still in the process of conducting their in-house campaigns."

Twenty-one companies are serving as Pacesetter or Challenger firms. Challenger firms attempt to raise at least 10 percent more in pledges from the previous year.

Those companies serving as Pacesetters and Challengers include: Athens Federal Community Bank, BB&T Bank, Bank of Cleveland, Brenda Lawson and Associates, Lee University, Life Care Centers of America, Regions Bank, Southern Heritage Bank, Whirlpool Customer eXperience Center, Whirlpool Corporation – Cleveland Division, Cleveland City Schools, Easy Auto, Bradley County Schools, Cormetech Inc., Hardwick Clothes, Manufacturers Chemicals, Peyton's Southeastern, Pioneer Credit, Procter & Gamble/Duracell, Southeast Bank and Trust, and United Community Bank.

"We feel we have started well with the reports from our Pacesetter and Challengers companies, and knowing that some are still working their campaigns and will have updated totals for us soon, we feel confident that we can reach our goal," said Campaign Co-Chair Brenda Lawson.

Lawson and Tanya Mazzolini are co-chairing this year's United Way campaign. As has been the tradition for many years, the two 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, Lawson's team has pledges reaching 43 percent of goal, to Mazzolini's 41 percent of goal.

"The competition is fun, and will go on through the entire campaign, but in the end, we know that the winner will be those who will be helped by the agencies, programs and services receiving funding from the pledges made to United Way," stressed Mazzolini.

Pledge totals were announced for their respective teams at Monday'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, \$38,039, 43 percent; Division 3 (Commercial Firms), chaired by Taylor Howard, \$3,052, 9 percent; Division 4 (Commercial Firms), chaired by Debbie Melton, \$32,753, 68 percent; Division 5 (Banks and Finance), chaired by DeWayne Morrow, \$158,193, 70 percent; Division 6 (Non-Profits), chaired by Kim Brooks, no report; Division 7 (Insurance), \$1,380, 6 percent; and Division 8 (Special Gifts), co-chaired by Richie Hughes and Jack Robbins, \$7,350, 27 percent.

Reports for Tanya Mazzolini's team included: Division 9 (Large Firms), chaired by Bill Barkley, \$18,278, 13 percent of goal; Division 10 (Large Firms), chaired by Avery Johnson, \$54,598, 57 percent; Division 11 (Commercial Firms), chaired by Chris Newton, \$7,200, 21 percent; Division 12 (Commercial Firms), chaired by Mike Thomasson, \$2,200, 7 percent; Division 13 (Professionals), chaired by Georgia Gann, \$56,010, 52 percent; Division 14 (Government), co-chaired by Teresa Torbett and Donna Simpson, no report; Division 15 (Education), co-chaired by Paul Ramsey and Johnny Mull, \$137,662, 93 percent of goal (including Cleveland City Schools at \$26,737, Bradley County Schools at \$30,995, and Lee University at \$79,930) and Division 16 (Special Gifts), chaired by Ron Braam, \$6,025, 14 percent.

Division 13 (Professionals) includes several subdivisions: Attorneys, chaired by Josh Jenne, \$4,750; SkyRidge Medical Center, chaired by Coleman Foss, \$24,410; Veterinarians, chaired by Mitch Jordan, no report; Dentists, chaired by Will Reynolds, \$1,250; Health Management, \$20,000; Optometrists/Opticians, chaired by Lori Balmer, \$1,000; CPAs/Bookkeepers, chaired by Ron Arnett, no report; Chiropractors, chaired by David Ramahut, no report; and Physicians, chaired by Kim Mitchell, \$4,600.

Nancy Casson is chairing Division 17, which includes special donations to United Way including the recent Ace Hardware Labor Day promotion and the upcoming Restaurant Tuesdays for United Way. Her division, which is not a part of either campaign team, has raised \$22,629 in pledges to date, for 56 percent of her goal.

Casson announced that the Ace Hardware Labor Day promotion raised 40 percent more in contributions this holiday weekend than last year.

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 Monday at \$454,832, or 42 percent of goal.

Monday's luncheon was the first 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. 5, and will be held at the Mountainview Inn.