

The Barry County United Way concluded this year's campaign with a pancake breakfast to thank the community for their participation. Campaign Co-Chairperson Sheryl Lewis Blake especially thanked the campaign cabinet that hit the ground running in September by visiting businesses throughout our community to ask for their support.

This year's campaign cabinet consisted of Campaign Co-Chairs Sheryl Lewis Blake and Jim Blake, with their campaign team of Michael Anton, Emily Bond, Pat Buckland, Bob Byington, Rebecca Fleury, Chris Fluke, Dr. Jason Gole, Shane McNeill, Tom Mohler, Keith Murphy, Tammy Pennington, Carl Schoessel, Robin Welton, Dr. Carrie Wilgus and Patty Woods.

Lani Forbes, Executive Director of Barry County United Way stated, "The awards are our way of saying thank you. Without each of these gifts our allocations committee would not have been able to fund 28 programs with grants between \$1,000 and \$75,000 based on their requests. Last year over 87,000 times these programs were accessed by residents of our community. These awards are just a small token of the appreciation felt by each of us!"

**BRONZE AWARDS** were given to employee campaigns that had up to 30% Participation or 25-49% of employee potential. Those receiving the Bronze Award include: Barry County Prosecuting Attorney's Office, Barry County Sheriff's Office, Barry County Telephone, Dewey's Auto Body, Dr. Eldon Cassell, Food Bank of South Central MI, Hastings 4 Theaters, Michigan Crossroads Boy Scouts, Thornapple Manor and Wheeler Marine.

**SILVER AWARDS** were given to employee campaigns that attained 31 to 50% Participation or 50-74% of employee potential. Those receiving Silver Awards are: Barry County Administration, Barry County 911, Barry County Lumber, Barry County Road Commission, BCTGM Local #326, BISD, Bradford White, Bright Start Pediatrics, Commercial Bank, Dr. Jim Atkinson, Dr. Jack Brown, Dr. Glen Hahn, Dr. Chris Noah, Dr. Amy Poholski, Dr. Wesley VonSeggern, Dr. David Woodliff, Eye & ENT Specialist, Hastings Area Schools, Hastings Car Club, Hastings Fiberglass, Hastings Piston Ring, Hastings Rotary, Eaton Federal Savings, Flexfab/FHI, HPS, Maple Valley Pharmacy, Miller Real Estate, Northland Optical, Performance Plus, Troy Dalman Agency, TVCCU, UAW Local #1002 and Union Bank.

**GOLD AWARDS** are given to employee campaigns that have 51 to 70% Participation or 75-99% of employee potential. Receiving Gold Awards were: Barry County Real Estate, Chapple Realty, Chemical Bank, City of Hastings, Cook's Carpet, Dr. Paul DeWitt, Dr. Diane Ebaugh, Dr. Stacey Garrison, Dr. Jim Horton, Dr. Brian McKeown, Dr. Jim Peurach, Delton Kellogg Schools, Depot Law Office, DMH Custom Drywall, Edward Jones Investment, Family Tree Medical, Hastings Internal Medicine, Hastings Mutual Insurance, Johnson & Co., Law Weathers, McKeown, Kraai & Phillips, MSU Extension, Pixelvine Studios, Quality Aluminum, Representative Michael Callton,

Trademark Realty, Tri-Clor, Tripp & Tagg, USW Local #5965, Viking Corporation, Village of Middleville, Walldroff Brew Pub, Westen's Carpet, Williams-Gores Funeral Home and Women's Health First.

**AWARD OF EXCELLENCE** were given to employee campaigns that had 71 to 90% Participation or 100% or more of potential: Barry Community Foundation, Barry County Chamber of Commerce, Barry County United Way Board & Staff, Barry Eaton Health Department, Beeler Gores Funeral Home, Blue Line Enterprises, Bosley Pharmacy, Buckland Insurance, CASA for Kids, Charlton Park, Coleman Agency, Commission on Aging, Consumers Energy, Family Support Center, Fifth Third Bank, Girl Scouts Heart of Michigan, Girrback Funeral Home, Green Gables Haven, Hastings City Bank, Hodges Jewelry, J-Ad Graphics, Manna's Market, Pennock Foundation, Pennock Hospital, Pharmacy Care, Pierce Cedar Creek Institute, Progressive Graphics, Southside Pediatrics, Thornapple Kellogg Schools, Thornapple Township, Tom's Market, Utility Workers of America Local #257, Walker, Fluke & Sheldon and YMCA.

National Alexis DeTocqueville Awards were given to donors contributing over \$10,000. Dave Coleman, Maggie Coleman, Dick Groos, Flexfab/FHI, Hastings Mutual Insurance and Viking Corporation.

62 Leadership donors (donors giving over \$1,000), included 9 new leadership donors, gave a total of \$83,616.64. Each of them were presented with a leadership United Way pin.

41 Businesses were presented with a Live United 365 vinyl cling in recognition of giving over \$365 and 84 employees were presented with pens. Their gifts totaled \$55,018.00.

Special Awards were presented to outstanding corporate and employee campaigns. The best small business campaign was awarded to Bosley Pharmacy for 100% participation amongst the staff, a corporate gift and their year around participation with the Fresh Food Initiative.

The Best Education Campaign was awarded to Thornapple Kellogg Schools staff for their 5.4% increase, 80% participation, 3 -365 donors, raising a total of \$10, 531.08.

The Best Financial Campaign was awarded to Hastings City Bank for their 7.3% increase, 84% participation, 3- 365 donors and 4 leadership donors raising a total of \$21,400.38.

The Governmental campaign area saw the most increases in giving this year with 9 governmental entities vying for the top spot. Barry County Mental Health and Substance Abuse Services staff increased their giving by 73.8%, had 75% participation, a great gift basket silent auction, 2- 365 and 1 leadership gift bringing their total contribution to \$4,406.01.

The Best Industrial Campaign award went to Viking Corporation and the United Steelworkers Local # 5965 together they decided they were going to reinvent their campaign after slipping for several years. Denise Fairbrother, Peg Newton and a team of both union and corporate staffers banded together to increase their campaign by 207.5% and Viking Corporation reinstated a corporate gift.

The Best Insurance Campaign was awarded to Coleman Agency with 100% participation, 2-365 donors, a leadership donor and an incredible corporate gift bringing their total contribution to \$17,860.

The Best Professional Campaign includes accountants, doctors, dentists and attorneys. This year with 100% participation, a leadership donor and 3-365 donors raising \$7,868.50 winning the award was Walker, Fluke and Sheldon

The Best Agency Campaign was awarded to Green Gables Haven for their 22.3% increase in giving and a 365 donor.

In giving out the **Give Today Award**, Lani stated, "Jon Anderson had a dream, much different from most of our dreams, it included mud, lots of mud, fences, cages, ropes, long tubes full of more mud, an army crawl set 12" above ground in even more mud all in a great location for a new hospital! The Dirty Dozen mud run had participants from 5 to 80ish and somehow included a group of women in tutus and a boy's basketball team, at the end of October, running through a 1 mile course full of mud, and we all paid to participate. This first year event raised \$4,500 towards this year's campaign." The award was presented to Jon Anderson and the Dirty Committee from Pennock Hospital.

In giving out the next award, Forbes said, "Last year's winner of the Change Tomorrow Award outdid themselves this year. This group of young people led by Lindsey Fisher and Liz Ritzma, not only raised dollars during their last week before Christmas break for the emergency fund, donated toys to the Toys for Barry County Kids campaign, made a United Way campaign video that is now on youtube, they involved the entire school in what they called their service learning day. Students learned how not for profits work in our community, packed snacks for the food back pack program, made videos for our troops overseas, made blankets for kids in need and a host of other projects. But what they really did was change tomorrow by introducing many of their fellow students in how to be involved in our community and how they can make a difference."

**The Best Overall** – Giving Today, Changing Tomorrow Campaign had an increase of 130%. They sported 7 leadership donors, 6 – 365 donors and a 25% increase in participation, a kick ball tournament, and of course the Dirty Dozen mud run, Janine Dalman led an internal campaign team to great success. The award was given to Pennock Hospital.

Jim Blake thanked the community for working towards the ambitious goal of \$600,000. "This year we had 136 new donors, 9 new leadership donors, 41 businesses and 84 individuals Live United 365, and the 5<sup>th</sup> year of exceeding the previous year's giving. We were able to attain 91.3% of this year's goal raising \$547,777.10, an increase from \$530,348.20 last year. This community should be proud of all they do to provide needing programming through the agencies that are supported by everyone's gifts!"

