

Memorandum

City of Lawrence

TO: Tom Markus, City Manager

FROM: Sherri Riedemann, City Clerk – 2017 United Way Co-Chair
Kevyn Gero, Accreditation Coordinator – 2017 United Way Co-Chair

CC: Casey Toomay, Assistant City Manager
Diane Stoddard, Assistant City Manager
Porter Arneill, Director of Arts and Culture
2017 United Way Campaign Team

DATE: November 20, 2017

RE: 2017 City of Lawrence United Way Campaign

Background

The mission of Douglas County United Way is to address human service needs by mobilizing community resources and building partnerships. Every penny donated in Douglas County stays in Douglas County unless donors specify differently. Douglas County United Way operates efficiently, utilizing only 14% of campaign contributions for administrative and campaign expenses.

Douglas County United Way Three Goals

- Education: To ensure incoming kindergartners are prepared to succeed and that fourth- and fifth-grade students are proficient in math and reading.
- Health: To help everyone in Douglas County live healthy lifestyles and have access to mental and physical health care.
- Self-sufficiency: To make sure all Douglas County residents have “gainful employment and affordable housing,” and support the transition “from crisis to independence.”

City of Lawrence 2017 United Way Campaign

On behalf of the City of Lawrence we are grateful to announce that our 2017 United Way campaign monetary goal was achieved due to the generosity of our great employee base. Employees gave \$37,099.42 in pledges and cash. Every year the City of Lawrence employees work to give an annual contribution, while being educated on the Douglas County United Way's three pillars of Education, Health and Self Sufficiency.

Throughout the month of October, each department hosted their own kick-off event/s with information on this year's campaign. Some work groups heard presentations from United Way representatives and United Way partner agencies on the campaign. The committee members organized several special events for employees to both increase awareness of the workplace campaign and provide opportunities for fun engagement activities.

City of Lawrence employees value our contributions made to the United Way of Douglas County. We know those contributions stay local and continue to drive change by investing in the best education, income and health programs to impact our community's kids and families. These families depend on our annual contribution and efforts to mobilize resources that make meaningful change in *THEIR* lives and *OUR* community. City of Lawrence's employees are committed to creating meaningful change in our community.

United Way Campaign Facts:

• **2015 Total:**

\$30,067 contributions
234 employees contributing
66 giving \$130 or more

2016 Total:

\$31,360 contributions
169 employees contributing
77 giving \$130 or more

• **2017 Campaign GOAL:**

Increase contribution level by 5%
Increase number of employees giving to United Way to 234

• **2017 Contributions RESULTS:**

All departments increased their contributions from last year's campaign.

Increase contribution level by 18%

\$37,099 TOTAL Contributions

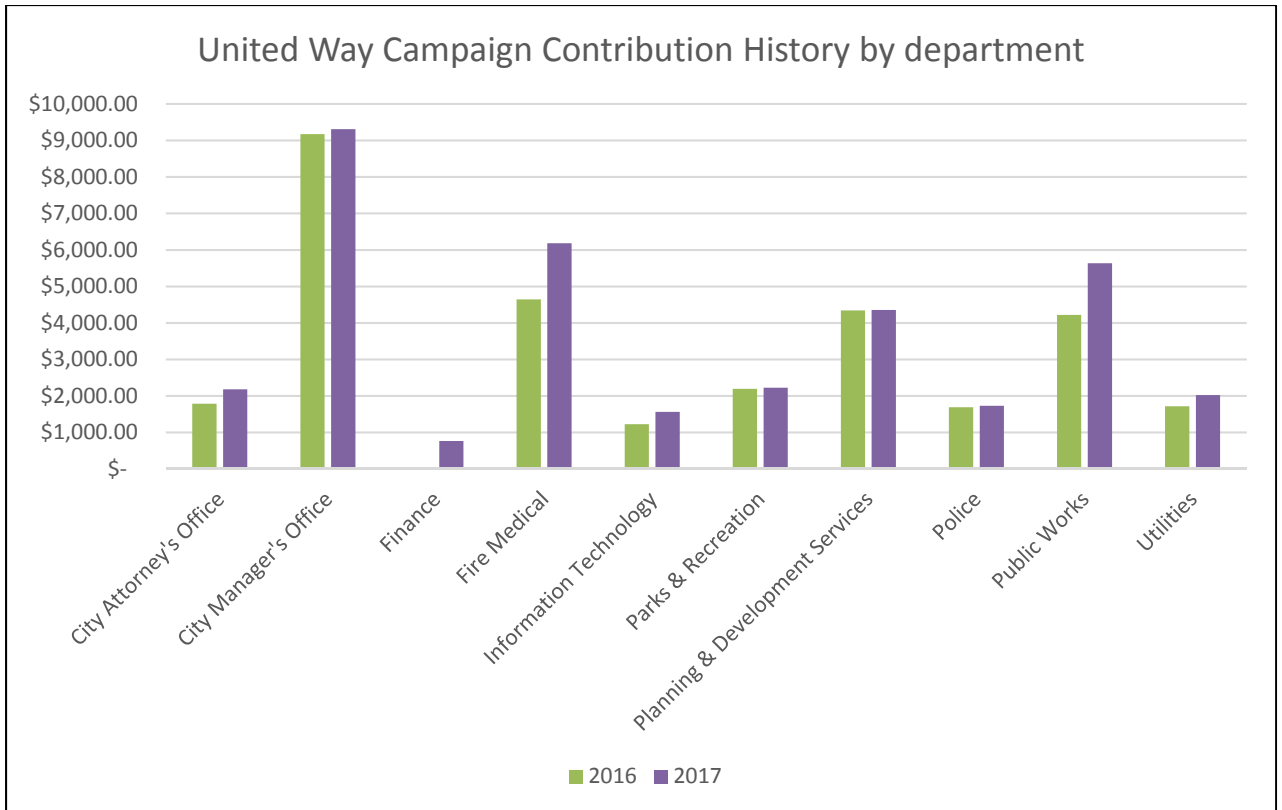
- a. \$35,951.00 Payroll Deduction or one time contributions
- b. \$428.25 Citywide Bake Sale
- c. \$172.74 City Hall Burrito Event
- d. \$133.00 Finance Department United Way Events
- e. \$116.43 Parks and Recreation Penny Wars and Events
- f. \$293.00 Utilities Department Bowling Event
- g. \$5.00 Human Resources Division Tip Jar

227 employees contributing

78 giving \$130 or more

Caring Club Level is \$192/year or more

Gave more than \$500	13
Gave between \$260 - \$500	13
Gave between \$130 - \$260	52



Thank you to the 2017 United Way Team!

Sherri Riedemann, City Clerk/City Manager's Office

Kevyn Gero, Fire Medical

Vicki Stanwix, City Attorney's Office

Cheri Soules, Finance

Michelle Ferguson, Information Technology

Alison Dudley, Parks & Recreation

Sandra Day, Planning & Development Services

Captain Adam Heffley, Police

Zach Baker, Public Works

Ray Buckingham, Utilities

Erin Spurlock, Human Resources, Administrative Coordinator

United Way file link created for future leadership:

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THANK YOU FOR YOUR PARTICIPATION IN THE UNITED WAY CAMPAIGN!