

NEWS RELEASE

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United Way Campaign Tops Goal!

United Way of Mid Coast Maine's fundraising Campaign to improve local people's lives successfully raised \$1,958,790, far surpassing the goal of \$1,900,000.

"Thank you, everyone!" said Campaign Chair Earle Harvey, President of Border Trust, at the Campaign Finale. "We've soared past our goal, and that will help thousands of our friends and neighbors take off and reach new heights in the coming year!"

Many people became new donors this year, many became Leadership Givers of \$500 or more for the first time, and many increased their gifts. The Challenge Match offered by several generous donors to challenge people to donate new or increased Leadership Gifts more than met its target of \$15,000 in new giving.

Workplace Division Awards went to Lee Automalls (Commerce and Industry Division), AOS #93, the Central Lincoln County School System (Education Division), Bath Savings Institution and Bath Savings Trust Company (Finance & Professional Firms Division), Lincoln County Healthcare (Health Division), Brunswick Sewer District and Mobius (tied in Public Service Division) and the Employees of Bath Iron Works (Bath Iron Works Division). Total giving at BIW was over \$787,000, by far the largest amount of any Mid Coast organization, and the employees and company were thanked by Harvey for their "incredible generosity."

Five County Credit Union won the overall Campaign Excellence Award for, as Harvey said, "everything that you did to motivate and engage employees on behalf of people in need in our community." Joel Wegner ran the campaign, using United Way's best practices of group meetings at all sites with United Way and agency speakers, the video, and incentives. The campaign was also praised for setting very specific participation and dollar goals, and communicating with all employees on the progress toward goals as well as substantive information on how United Way helps people. Staff members were challenged to "make this the year that each of us changed a life," as Wegner said. All employees who gave new or increased gifts were entered into a drawing for a day off with pay, the corporate gift was pledged at \$1,000 or 10% of employee giving, whichever was more, and if employees reached the participation goal of 85%, they could wear jeans for a week. Employee participation was an outstanding 86%, and giving rose 41%, triggering a 30% corporate gift increase, for an extremely successful campaign.

The Volunteer of the Year Award was presented to the United Way Volunteer Team at L.L. Bean's Brunswick Manufacturing Facility. Rick Bohan, Bethany Hosmer, Donna Berube, and Shannan Blaich were honored for organizing far more than great employee rallies for all shifts. The campaign also raffled off special L.L. Bean tote bags with the United Way of Mid Coast Maine logo on them, as well as parking spaces and paintings produced by an employee. The team ran a Balloon Peer-to-Peer Recognition Day, in which employees gave additional donations in order to give a United Way balloon to a co-worker. The volunteers organized a Food Drive, extended it through September, and collected over 800 pounds of food. "You took extra steps to deeply engage your

fellow employees in the true meaning of: “Give. Advocate. Volunteer. LIVE UNITED!” said Harvey in presenting the Award.

The Campaign Finale, which continued the “taking off” and “flight” theme of the campaign. Attendees received a boarding pass and snacks from participants in this year’s video dressed as flight attendants, and the program was presented as In-Flight announcements on board a plane. United Way Board Chair Pam Bowerman of Norway Savings Bank welcomed people aboard and Campaign Chair Harvey was the pilot or “Captain Earle.”

Drawings were held for the campaign incentives: a \$500 gift certificate donated by L.L. Bean, a \$250 Jet Blue Gift Card, three \$500 Home Heating Oil Gift Cards donated by Downeast Energy, and five \$100 gift cards donated by Hannaford. Harvey gave his congratulations to the incentive winners, “and to all United Way donors, who are all winners for helping their community and changing and saving lives!”

In addition to Harvey, the 2011 United Way Campaign Cabinet included: William “Rusty” Fenn, BIW/Local S6; Mike Ross, BIW; Paul Van Savage, L.L. Bean; Jim Ashe; Larissa Darcy, Savings Bank of Maine; Vin DiCara, DFTC, Inc.; Dave Nadeau, Riley Insurance; Amy Berube, CHANS Home Health Care; Ann Angell, Lincoln County Healthcare; Marianne Colburn, Bath Savings Institution; and Chief Dick Rizzo, Brunswick Police Department.

Loaned Executives working on the campaign for eleven weeks included: Warren “Put Armstrong, Steve Cornish of Bath Iron Works and Local S6, Rachel Post, David Shiah, Chris Szalay, and KC Webster of L.L. Bean. Organizations that have sponsored loaned executives are: Bath Iron Works, Local S6, Bath Savings Institution, Downeast Energy, FHC, Inc., L.L. Bean, and Norway Savings Bank.

United Way’s mission is “to improve lives by mobilizing the caring power of communities.” Approximately 20,000 Mid Coast residents were helped last year by United Way and its 40 local partner agencies.

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