

United Way Campaign Tops Goal – Hits \$2 Million Mark!
A Success for Mid Coast Maine

The United Way Campaign to improve lives for the people of Mid Coast Maine exceeded its goal this fall, raising a total of \$2,004,917 -- well over its \$1,960,000 goal.

“What a success story for our community!” said Campaign Chair Pam Bowerman, Vice President of Commercial Lending for Norway Savings Bank. “We’ve broken the \$2 million mark! This is really a shining example of great news for the people of Mid Coast Maine. THANK YOU to everyone who worked on this campaign, and everyone who donated. Because you chose to LIVE UNITED, your neighbors’ lives will change for the better.”

The results were announced to an excited crowd at United Way’s Campaign Finale, which featured the LIVE UNITED theme that has been used throughout the past year. Work will continue over the next few weeks to bring in the remaining individual gifts and projected donations that make up part of the announced total.

In past years, United Way of Mid Coast Maine had raised over \$2 million, but starting in 2006 the campaign among federal employees was consolidated statewide and run out of Bangor. That federal campaign had raised as much as \$180,000, so United Way’s goal was to raise \$1,830,000 in 2006 and work over several years to reach \$2 million again. “We never dreamed this could be the year,” said Bowerman.

Bowerman thanked the ten lead donors and members of United Way’s Board, Cabinet, and staff who pledged an additional \$25,000 as a Challenge Match for new and increased Leadership Giving. “This was very popular among donors and generated more than four times the amount of the match in increased giving!” said Bowerman. Bowerman also thanked new donors, and everyone who contributed at whatever level.

The overall Campaign Excellence Award was presented to the employees of Downeast Energy. Bowerman said Downeast Energy was an example of “a company that embraces United Way from top to bottom.” Led by the volunteer team of Jane Atwood and Felicia Davis, every employee was reached in rallies featuring United Way and agency speakers and the local video. “Every year Downeast Energy is one of our top campaigns,” said Bowerman in presenting the award. “This year, they were better than ever. Their employee participation rate was over 80%, their per-employee giving over \$277, and all together their campaign increased by 11.4% to \$41,167! Thank you to everyone at Downeast Energy for your consistent, reliable, heartfelt support of United Way and our community.”

The Volunteer of the Year Award was presented to Sharon Guay of Bath Iron Works and Local S6, who has co-chaired the BIW United Way campaign for three years. “As you can imagine, organizing a campaign to reach 6,000 people with dozens of volunteers from inside and outside the shipyard, is not an easy task,” said Bowerman. “It takes organizational skills, interpersonal skills, and great determination. Sharon has all those qualities. She also has a great sense of humor, and is a very warm and caring person.” Bowerman noted that Guay also helped United Way with other workplace rallies, served on the Cabinet and Board, volunteered for hospice care, and is a passionate advocate for the elderly. “When I think of

our LIVE UNITED theme, and its call for people to GIVE, ADVOCATE, and VOLUNTEER – Sharon, that’s you! You truly LIVE UNITED.”

Another highlight of the campaign was the Bath Iron Works campaign, which raised over \$790,000. Overall giving, new giving, leadership giving, and sustained giving -- employees giving 1% or more of their pay to United Way year in and year out – all grew over last year’s excellent results. The volunteer team, led by Sharon Guay of Local S6 and Bonnie Blanch, with Loaned Executive Rusty Fenn, organized hundreds of group meetings to reach thousands of employees with the United Way message and video. A highlight of the Campaign Finale was a musical skit by the BIW volunteer team dressed as bees in a hive to symbolize LIVING UNITED.

Division Awards went to FHC, Inc. and TJ Maxx (Commerce and Industry Division), Brunswick Schools (Education Division), Five County Credit Union (Finance & Professional Firms Division), Mid Coast Health Services (Health Division), Mid Coast Hunger Prevention Program (Public Service Division) and the Consolidated Warehouse (Bath Iron Works Division).

Another highlight of the Finale were the drawings for an Old Town Kayak donated by L.L. Bean, won by Matt Consolini of Five County Credit Union, and a pair of cruising bicycles donated by Border Trust, won by John M. Stuart of Bath Iron Works. Three \$500 Home Heating Oil Gift Cards, donated by Downeast Energy, and five \$100 grocery store gift cards were won by employees of Bath Iron Works, Bath Middle School, Five County Credit Union, McTeague Higbee, and Morse High School. L.L. Bean, Border Trust, Downeast Energy and Norway Savings Bank were presented with Outstanding Organizational Support Awards.

The organizations providing or sponsoring Loaned Executives were thanked for this critical support: Bath Iron Works, Local S6, Bath Savings Institution, Downeast Energy, FHC, Inc., Hannaford, L.L. Bean, and Norway Savings Bank. Loaned Executives working full-time on the campaign for eleven weeks were: Kati Chandler, Rosalind Eberhart, Rusty Fenn, Penny Lord, and Paul Van Savage.

In addition to Bowerman, the 2008 United Way Campaign Cabinet included: Bonnie Blanch, BIW; Sharon Guay, Local S6/BIW; Mike O’Gara and Pedro Rojas, L.L. Bean; Rick Wilson, Brunswick School Department; Marianne Colburn, Bath Savings Institution; Amanda Dickinson, Brunswick; Rita Renaud, Mid Coast Hospital; Chief Michael Field, Bath Police Department; Hannah McGhee, Healthy Kids!; Charlie Ault, Border Trust; Iman Poeraatmadja, Burgess Computers; Kate Foye, Bath; and David Nadeau, Riley Insurance Agency.