

United Way of Southern Kentucky
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Bowling Green, Kentucky (January 29, 2015) – More than 280 Southern Kentucky residents joined United Way of Southern Kentucky (UWSK) for the LIVE UNITED Awards Celebration on Thursday, January 29th at the Western Kentucky University Augenstein Alumni Center in Bowling Green.

The celebration recognized the triumphs of organizations that excelled in furthering the mission of United Way of Southern Kentucky in 2014. The awards structure was centralized around the call to action issued by United Way of Southern Kentucky for those in our community to LIVE UNITED through giving, advocating, and volunteering. Forty-two awards were presented during the celebration to organizations representing Allen, Barren, Butler, Logan, Simpson and Warren counties.

Steve Thurmond, Executive Director for the Franklin-Simpson Chamber of Commerce and Treasurer for the United Way of Southern Kentucky Board of Directors, emceed the event as United Way of Southern Kentucky presented the following awards to organizations for their support in 2014:

GIVE AWARDS

Greatest Giving Increases (employee and corporate giving combined)

Increase of \$5,000 - \$9,999

CGS Machine & Tool
Emerson Electric
Greenview Regional Hospital
Western Kentucky University

Increase of \$10,000 - \$19,999

Trace Die Cast
UAW – GM Corvette Assembly
Van Meter Insurance

Increase of \$20,000 - \$25,000

Logan Aluminum

Increase of \$100,000+

Fruit of the Loom

Leadership Investment Awards (employee giving)

Most leadership dollars from organizations employing:

Less than 100 employees

BKD LLP

100 – 249 employees

Hill's Pet Nutrition

More than 250 employees

Fruit of the Loom

New Campaign Partner of the Year

Highest giving, per capita and participation

Meijer

New Campaign New County Partner of the Year

City of Morgantown

Outstanding Nonprofit Agency Campaign of the Year

Highest giving, per capita, participation and increase

Kentucky Legal Aid

Give United Award (campaign of the year)

Highest giving, per capita, participation and increase from organizations employing:

Less than 100 employees

Warren County Water District

100-249 employees

Emerson Electric

More than 250 employees

Fruit of the Loom

Corporate Investment Award

Logan Aluminum

\$200,000 Milestone Award

In recognition of the first company to reach total giving of \$200,000 in 2014

Logan Aluminum

TOP 10 CAMPAIGNS

Top 10 campaigns for overall corporate and employee giving in 2014:

10. Warren County Public Schools

9. J.M. Smucker Company

8. Warren RECC

7. Hill's Pet Nutrition

6. Western Kentucky University

5. Trace Die Cast

4. U.S. Bank- Area Wide

3. UAW – GM Corvette Assembly

2. Logan Aluminum

1. Fruit of the Loom

ADVOCATE AWARDS

Advocate United Awards

Organizations that has most promoted United Way on numerous levels in support of the Give, Advocate, Volunteer mission

WBKO

WGGC 95.1

VOLUNTEER AWARDS

Volunteer Investment Awards

Top Organizations with the largest % of employees volunteering in multiple United Way functions (allocations, campaign, marketing, board of directors)

*BB&T – Bowling Green
English, Lucas, Priest & Owsley, LLP
Logan Aluminum
Western Kentucky University*

Volunteer United Award

Organization that embodies United Way's volunteering mission through participation in multiple United Way functions and United Way critical service areas

U. S. Bank

SPIRIT UNITED AWARD

Organization that embodies the Live United spirit through year round support and enthusiasm for United Way

Western Kentucky University

Honorable Mentions:

*City of Scottsville
Logan Aluminum*

Also recognized during the evening were two new student organizations that are working to support and promote United Way's efforts:

*Western Kentucky University Student United Way
Bowling Green High School Student United Way*

New to this year, United Way of Southern Kentucky presented its first Shooting Star Award. The Shooting Star Award winner was chosen from applications submitted by United Way partner agencies on behalf of clients who had exemplified courage and tenacity in overcoming obstacles and has used United Way services to build a better life. This year's Shooting Star Award was awarded to:

Chunling Niu (Submitting Agency: Family Enrichment Center)

Finalists for the premier award for the year, the LIVE UNITED Award, were presented via video throughout the evening. This award was presented to the company that exemplifies United Way's core Give, Advocate and Volunteer goals through outstanding campaign support including increased giving, high participation and per capita, advocating internally and externally on behalf of United Way and its critical service areas throughout the year, and exceptional volunteer participation from a large base of employees. The top 3 finalists for the LIVE UNITED Award included: Fruit of the Loom, Logan Aluminum, and Western Kentucky University.

Following the recognition of the three finalists, the Live United Award was presented to:

Fruit of the Loom

“Fruit of the Loom is so proud to be recognized as the recipient of the Live United Award,” said Rick Medlin, President & CEO, Fruit of the Loom. “It means a lot to be recognized for our efforts, but it means even more that our Company’s spirit of giving was able to help so many in our community. We are thankful for our partnership with the United Way of Southern Kentucky.”

During the Annual Meeting, incoming members of the United Way of Southern Kentucky Board of Directors were approved including:

- ❖ Donna Harmon, Trace Die Cast
- ❖ Sherry Howell, Aleris
- ❖ Katie Strednak Singer, Franklin Presbyterian Church
- ❖ Terri Weithorn, Fruit of the Loom

In addition, the following slate of officers were approved by the membership for 2014:

- ❖ Ann Puckett, BKD LLP – Chairman
- ❖ Brad Odil, WBKO – Chair Elect
- ❖ Steve Thurmond, Franklin-Simpson Chamber of Commerce – Treasurer

Special guest Nick Hoffman, one of country music’s top performers and member of Nashville’s hit recording group ‘The Farm,’ entertained guests with 2 songs played during the evening adding to the celebration.

2014-15 campaign totals for dollars raised to date were also announced. For the 2014-15 United Way campaign, donors have pledged a total of \$2,001,137 for Southern Kentucky friends and neighbors. This will provide a projected more than 60,899 services to those in need in our communities, a 3,081 increase over the number of services goal that was set for this year’s campaign. The United Way of Southern Kentucky annual campaign has not raised more than \$2 million since 2007.

Steve Wallace, President and CEO for United Way of Southern Kentucky, said, “Tonight’s event is the capstone of a very successful year for United Way of Southern Kentucky. In every area of our 3-pronged mission - Give, Advocate, and Volunteer - our corporate and individual partners heeded the call and exceeded all expectations. United Way of Southern Kentucky could not be more grateful for the incredible support given by ALL of our partners in 2014, and on behalf of every person and family who will be touched by their generosity I extend my sincerest thanks”.

For more information on how you can LIVE UNITED by giving, advocating, and volunteering with United Way of Southern Kentucky, visit www.LIVEUNITEDToday.com or call 270-843-3205.

United Way of Southern Kentucky (UWSK) is a local, independent, non-profit organization that works to identify and address the issues that matter most, change conditions and improve lives in our community. United Way is focused on critical issues including poverty, literacy, personal abuse, substance abuse, youth development, senior services, and physical and developmental disabilities. Incorporated as a charitable non-profit entity in 1956, UWSK has long served a major role in the community by bringing people together to create opportunities that make a measurable difference in the quality of life for people where they live and work. The mission of United Way of Southern Kentucky is to be the leader in bringing together the resources to build a stronger, more caring community.

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