

# LIVE UNITED

FALL 2009

## 2009 KICKOFF



The 2009 United Way of Midland Campaign kicked off September 9 on the front steps of the Fasken Towers in downtown Midland. The event began with a special check presentation by Kyle

Hammond of XTO Energy. Kyle presented a check for \$117,000 – proceeds from The 8th Annual XTO Energy and Concho Resources Bustin' Clay for United Way.

Following the presentation, Steve Gray, United Way of Midland Board Member, spoke about the importance of a strong United Way of Midland Campaign:

“A strong United Way campaign means a stronger community. A strong United Way means more children have the chance to reach their full potential. It means more families and neighborhoods get the support they need to thrive. It means more seniors are able to remain independent in their own homes, and more people have the resources they need to rebuild their lives after a crisis.”

During Mr. Gray's remarks, United Way Community Partners and Staff put together a large puzzle that stated: **Together, united, we can accomplish more than any single group can do on its own.**

Steve added, “Your contribution, combined with the contributions of many others, will help a teenager succeed in high school, a grandmother remain living independently, and give a single dad access to health care for his child.



By working with 25 community partners, United Way has the resources to make your gift go far. When we join together, we all win.

Our hope is that this campaign turns in to a great success story. We will have to rely on the strength of our community - And the strongest people I know live right here in Midland.”

*The United Way of Midland Campaign will run from September 8 to November 12. Funds raised during the 2009 Campaign will go to approved health and human service programs. United Way of Midland currently works with 25 community partners to provide 55 programs and services that will ultimately make Midland an even better place to live and work.*

*To participate in the campaign, call Beki Moorehead, Resource Development Director at 685-7700.*

## COMMUNITY IMPACT

### Community Investment Grants

In addition to funding 55 programs through 25 community partners, United Way also offers grant opportunities to qualifying programs.

Our most recent opportunity was for 2009-2010 Community Investment Grants.

The United Way of Midland Community Investment Grant Program provides support to nonprofit health and human service organizations for immediate and creative responses to pressing identified needs in our community. Through this program, one-year Community Investment Grants will be allocated for the following:

- A new innovative program or one-time project that addresses one of the Community Outcomes identified by United Way of Midland
- Technical Assistance (up to 80 hours of consultation) - provided by the Nonprofit Management Center

As of the application deadline of September 18, we had received nine applications. We will report the results on our website in late October.

## 8th Annual Bustin' Clay for United Way brings in \$117,500

XTO Energy and Concho Resources co-hosted the eighth annual “Bustin’ Clay for United Way” Sporting Clay Event on Friday, August 28 at Windwalker Farms Sporting Clay Complex.

Since the first Bustin’ Clay in 2001, the sponsors and participants of Bustin’ Clay have raised over \$500,000 for United Way of Midland!

A big “Thank You” goes to this year’s 56 sponsoring companies and numerous volunteers.



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XTO Energy and  
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**TITANIUM SPONSORS**  
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NOV Tuboscope  
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**2009 BUSTIN' CLAY COMMITTEE**  
Clay Bateman  
Michelle Estes  
Mark Fairchild  
Gavin McQueen  
Gary Lankford  
Scott MacAninch  
Beki Moorehead  
Jimmy Roark  
Janie Snelson  
Kathye Taylor

For a complete list of Gold and Station sponsors, please visit: [www.uwmidland.org](http://www.uwmidland.org)

## Thank-A-Thon – We Need Your Help!

On Wednesday, October 28, United Way of Midland will have a Thank – A – Thon. This is an all- day opportunity to thank Midlanders for participating in the campaign. Volunteers are needed to:

- Wear LIVE UNITED t-shirts and wave thank you signs at major intersections in town
- Deliver goodies to local companies & organizations
- Participate in a phone bank that evening

Contact Beki Moorehead with your availability – [bmoorehead@uwmidland.org](mailto:bmoorehead@uwmidland.org)

To receive this newsletter electronically, sign up at [www.uwmidland.org](http://www.uwmidland.org).

## 2009 LOANED EXECUTIVES



*Top: Denise Perkins, Lu Ann Morgan. Front: Leah Peterson, Cecilie Plifuger, Wynne Elder*

The Loaned Executive program is a premier relationship and community building program. With participants from Midland companies or sponsored by Midland companies serving as full time campaign staff, this program has a significant impact on the campaign.

After in-depth instruction on how United Way benefits the community, Loaned Executives (LE's) work directly with CEO's and company campaign coordinators to plan, conduct, and report on workplace campaigns. LE's also make personal visits and calls on individuals, get involved with student campaigns at local campuses and participate in all campaign events.

The United Way Campaign could not happen without the involvement of Loaned Executives. We appreciate their hard work and dedication to our community.

Here's what the LE's had to say about being an LE:

### **What new information have you learned about United Way?**

The United Way focuses on impacting the community. I have always known this but actually seeing this and the research involved has proven to me they are committed to truly making a difference in Midland. - Cecilie

### **What is challenging about being an LE?**

We have so many people to talk to, and sometimes not enough hours in the day! However, the more people we reach, the more money we raise for necessary programs so it's not a bad problem to have. - Wynne

Only having a few months to tell all the incredible ways United Way impacts our community members - if everyone got to hear the testimonies I have heard, I believe we would exceed all fundraising expectations - Leah

### **What is rewarding about being an LE?**

The Program Provider tours - seeing the 'end results' and knowing that our contribution, whether through volunteering or donation, makes a difference in someone's life. -LuAnn

Knowing that what I'm a part of is helping many people around the community get the services and support they need. - Wynne

I am honored to be a part of this year's team! The efficiency and professionalism of the United Way of Midland is unsurpassed!!! While the pace is fast and challenging, the rewards are immeasurable! - Denise

### **How do you think being an LE will benefit you personally and professionally?**

The benefit of being an LE is interacting with community members as well as reuniting with old friends that share the same goals, passions and concern for Midland. - LuAnn

I am thrilled to have met so many people around the community and also to know more about volunteer opportunities with our United Way Program Providers. I am also looking to further my career in Midland after my work with the United Way, and am hoping I will make a contact that will help me find a great full-time job! - Wynne

As an LE, I am gaining valuable experience speaking to large groups of people, while also learning to network with individuals. Since I am looking for full-time employment after the campaign ends, I can leave here with a new confidence in pursuing my own professional career. - Leah

### **Has being an LE changed how your view Midland?**

Absolutely! Our community is full of generous people who give their time and resources to make Midland a better place to be. - Cecilie

Before working as an LE, I had no idea how philanthropic of a city Midland really is. This is the kind of community that understands the value in "working together for the common good." - Leah

## BECOME A UNITED WAY OF MIDLAND SPONSOR

We are inviting you to become a United Way of Midland Sponsor. Because of generous corporate partners, United Way is able to thank, recognize, educate and train donors and volunteers so more of our dollars are invested in funding programs. Sponsoring the United Way of Midland Annual Meeting and Campaign Celebration or Loaned Executive Program also makes good business sense. Studies show consumers are more likely to support businesses that are involved in their community. Community support also helps build a positive brand image.

Call our office at 432-685-7700 for more information.



OF MIDLAND

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# WHEN YOU LIVE UNITED . . . 1900 KIDS ARE SUPERVISED AND SAFE AFTER SCHOOL WHILE GETTING HELP WITH HOMEWORK AND PARTICIPATING IN FUN ACTIVITIES

## 2009 – 2010 UNITED WAY OF MIDLAND FUNDED PROGRAMS

United Way of Midland has the resources, the reach, and the experience to handle the big issues of our community. To make Midland a better place to live and work, United Way efforts are focused on education, self-sufficiency, and health: the building blocks of a good life.

The following 55 programs will receive United Way funding in 2009-2010. These programs are offered through the 25 local community partners listed below:

- |                                     |  |
|-------------------------------------|--|
| Alzheimer's Association             | Midland Fair Havens  |
| American Red Cross                  | Midland Need to Read   |
| Big Brothers Big Sisters            | Midland Rape Crisis & CAC  |
| Boy Scouts of America               | Midland/Odessa Area AIDS   |
| Boys & Girls Club                   | Mission Health Care  |
| Camp Fire USA                       | Palmer Drug Abuse Program  |
| Casa de Amigos                      | Safe Place   |
| Centers for Children & Families     | The Salvation Army   |
| Communities in Schools              | The Life Center  |
| Community Children's Clinic         | The Springboard Center   |
| Community & Senior Services         | Unlock Ministries  |
| Girl Scouts of the Desert Southwest | YMCA   |
| Midland Children's Rehab Center     | For a complete listing of funded programs, visit: <a href="http://www.uwmidland.org">www.uwmidland.org</a> |

## UPCOMING EVENTS: Thank-A-Thon

On **Wednesday, October 28**, United Way of Midland will have a Thank-A-Thon. This is an all-day opportunity to thank Midlanders for participating in the campaign. Volunteers are needed to 1) wear LIVE UNITED t-shirts and wave thank you signs at major intersections in town. 2) Deliver goodies to local companies and organizations. 3) Participate in a phone bank that evening. Contact Becki Moorehead with your availability - [bmooreshead@uwmidland.org](mailto:bmooreshead@uwmidland.org).

## Feast of Sharing

The 2009 HEB Feast of Sharing will take place Friday, November 6 at the Midland County Horseshoe.

## Coats for Kids

Donate your new or gently used coats from September 29 through October 30 at Western National Bank locations in Midland. These coats will be available for kids in Midland who need them.

United Way wants you to know how we are making Midland a better place to work and live. Join us!



Live U Midland



UWMidland