

IMPACT.



United Way of Champaign County's Pillar Newsletter

Fall 2016

Golfing for Good

The East Central Illinois Building and Construction Trades Council (ECIBCTC) hosted its 9th annual golf outing on Friday, June 3rd. The golf outing raised \$7,000, which will be donated by ECIBCTC to the United Way's Getting Ready for Kindergarten Calendar, an important feature of our Kindergarten Readiness initiative. Over 7,000 calendars in both English and Spanish are distributed throughout the community. The calendars provide daily tips and

suggestions to help parents prepare their children mentally, socially, and emotionally for school. Thanks to all who came out to play on this beautiful day and to all the tee sponsors who made this event possible! For more information about this event contact Brad Diel, United Way AFL-CIO Community Services Liaison, at 217-352-5151.



2016 Campaign Co-Chair Justin Spring, Jim Miller of First State Bank, UWCC Director of Leadership Giving Becca Guyette and UWCC Chair Elect Randy Green enjoy perfect golfing weather while supporting Kindergarten Readiness!

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Busey



BARHAM BENEFIT GROUP

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Greetings from 404 W. Church Street-

"...create positive change and lasting **impact** in our community..." These words mean a great deal to us here at United Way. We see them every day when we go upstairs to the Carol Scharlau conference room. We see them in print on our publications. Most of all, we see the importance of those words as we do our work in the community. We want to be impactful, to change the condition of things, to make things better. That is why we do what we do!

We have had some great examples of Community Impact this past year. This past June the Emergency Shelter for Families opened! After 4 years of work, lots of meetings, and collaboration with community partners, the doors finally opened June 15th. As a team, we know we truly won't see the impact until later this fall, when we have success stories of the families who found a new start at the shelter. Families who got their life back on track; that is when we can say we have truly impacted their lives. A change for the better.

Impact occurs when a shift in someone's life sends them on a trajectory for success. After our first Power of the Purse, we provided 3 scholarships to recent high school graduates, young women ready to change the course of their life through education. We had the opportunity to meet one of our young ladies—wow, what an inspiration she was! This year we added \$15,000 to the scholarship fund at Parkland and will provide even more scholarships than before. The applicants' stories are truly wonderful and I can't wait to see how the scholarships impact their lives.

In order for United Way to be as impactful as possible, it is important that we have a successful campaign! We need you to help us make that lasting impact in our community. We can't do it without your support. Your donations support local efforts to create a healthy, happy, whole community. I hope you will consider giving again, and maybe making a Pillar Plus gift – let's be as **IMPACTFUL** as we can!

All the best,

Sue Grey
Sue

SPONSOR SPOTLIGHT



Busey

For over 30 years Busey has been a strong supporter of United Way of Champaign County, seeing its partnership as a social responsibility. "From lending a helping hand at a volunteer event to giving financially during our annual workplace campaign," says Van Dukeman, President & CEO of First Busey Corporation, "our associates work hand-in-hand with the United Way and their partner agencies to address the most pressing issues in our community."

Busey gets their associates excited about donating by hosting breakfasts, speakers and competitions during their workplace campaign. Their hard work pays off—25% of Busey associates who give in Champaign and Ford counties are Pillar-level donors. The direct and local impact of their donations motivates their giving, says Chris Shroyer, President & CEO of Busey Bank. "Our associates support causes they're most passionate about—making a real difference in our own community," he says.

Busey further demonstrated their support of United Way when they became a Leadership Giving Sponsor of the Pillar Program. Chris, who co-chaired the 2015 fundraising campaign with his wife, Jeana, says, "A great way to support the United Way is to be a Pillar in the Leadership Giving program—leading by example through generosity and helping to contribute more than \$2 million to the United Way last year alone. Busey is proud to support the Pillar Leadership Giving program."



Martin, Hood, Friese & Associates

Martin, Hood, Friese & Associates first began supporting United Way of Champaign County when the firm opened in 1982. Kim Martin, Founding Partner, had given to United Way through his previous employer and wanted to bring the model of community impact to his new firm. The longer the firm was involved with United Way, the more they could see the issues first hand and the more they realized that United Way understands how to serve the needs of our community.

Martin's dedication to United Way and to instilling a spirit of generosity and philanthropy in his office has paid off. For many years now, Martin, Hood, Friese & Associates has earned the 100% Participation award for their workplace campaign. Employees are excited to support the campaign because they understand that their money goes through United Way directly to the issues they see and experience in their own community.

In 2014, United Way asked Martin, Hood, Friese & Associates to step up again as a Leadership Giving Sponsor of the Pillar Program. Martin says, "It was an easy yes from all the partners right away. It is great to be part of the larger group of Pillars doing joint work for our community." And the firm certainly is an important part of the Pillar group, with 13 employees giving at the Pillar level.