



Metro United Way of Southern Indiana exceeds fundraising goal, thanks to last-minute Horseshoe Foundation donation

MATT KOESTERS

Matt.Koesters@newsandtribune.com

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— Jackpot.

Just when it seemed that the Metro United Way of Southern Indiana was going to fall short of its fundraising goal for 2008, an 11th-hour donation to the Floyd County United Way from the Horseshoe Foundation put it over the top.

The foundation notified MUW of its intent to donate \$75,000 on the eve of the charity's Campaign Showcase breakfast Thursday.

The United Way's Southern Indiana regional fundraising goal for 2008 of \$1.97 million was exceeded by \$27,000 thanks to the donation.

"Traditionally, the foundation does not give to United Way," Horseshoe Foundation of Floyd County Executive Director Jerry Finn said. "Not because we don't believe deeply in the work of United Way, but because we have our own grant program that provides funds to 50 to 60 charitable organizations annually."

The donation was meant not as a bailout, but as a challenge to Floyd County residents to consider an additional donation to MUW, Finn said.

"[The foundation's board] said yes, because they believe that generous citizens will also step forward and give more to meet this challenge in the time of great need," Finn said. "This gift does not take us to [Floyd County's] 2008 goal, but it takes us a lot closer and challenges others to continue to consider a gift."

The fundraising total also includes \$201,150 from the Lilly Endowment through the Indiana Association of United Ways. The funds will support a new initiative called Legacy of Literacy, which will explore new ways to raise reading proficiency, math competency and other skills related to increasing employability.

The breakfast, hosted by the new YMCA of Southern Indiana-Floyd County, celebrated donors and showcased successful workplace campaigns.

MUW regional campaign chair Jim Wheatley announced that Jeffersonville Mayor Tom Galligan bested New Albany Mayor Doug England in the first-ever Mayor Challenge. Galligan won by virtue of Jeffersonville's higher city employee participation in the United Way.

As a consequence of losing the challenge, England will have to drive a street-cleaning vehicle around Jeffersonville City Hall. England's date to report for duty has not yet been announced.

Fundraising totals for Clark, Floyd and Harrison counties were announced at the event.

Floyd County

Fundraising Goal: \$693,746

Total Raised: \$611,706

Top 5 campaigns**: General Mills (\$136,491), Floyd Memorial Hospital (\$55,729), FireKing (\$32,278), L. Thorn Company (\$24,250), Your Community Bank (\$23,251)

Harrison County

Fundraising Goal: \$324,084

Total Raised: \$315,648

Top 5 campaigns: Horseshoe Casino and Hotel (\$66,333), First Harrison Bank (\$24,217), Blue River Services (\$22,993), Tyson Foods (\$19,655), Regions Bank (\$12,652)

Clark County

Fundraising Goal: \$956,585

Total Raised: \$874,743

Top 5 campaigns: ACL/Jeffboat (\$253,664), Clark Memorial Hospital (\$63,614), Harland Clarke (\$43,967), Bowles Mattress Company (\$31,294), Geo. Pfau Sons Company (\$27,204)

**fundraising for 2008 does not close out until end of February*

***Campaign indicates that employee participation was sought. The Horseshoe Foundation's donation is not considered a "campaign."*

• For more information on how to donate or volunteer, visit www.metro unitedway.org.

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Photos



Joe Tolan, president and CEO of Metro United Way, gives a few brief opening remarks during the Metro United Way Southern Indiana Showcase Celebration on Thursday morning at the YMCA in New Albany. Staff photo by Kevin McGloshen



Walkers continue around a raised track as Mike Waiz, CEO of Community Foundation of Southern Indiana, discusses the importance of community support for Metro United Way during the Metro United Way Southern Indiana Showcase Celebration on Thursday morning at the YMCA in New Albany. Staff photo by Kevin McGloshen



Jim Wheatley, Southern Indiana regional campaign chair for Metro United Way, gives the regional campaign perspective for 2008 donations on Thursday during the Metro United Way Southern Indiana Showcase Celebration at the YMCA in New Albany. Staff photo by Kevin McGloshen