



United Way  
of Northeast Florida

**ATTN: News Director/ Assignment Editor**  
**\*\*\*\* Media Release \*\*\*\***

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**United Way Raises \$24.3 Million**  
***Salute to Community Champions and Leadership Partners***

JACKSONVILLE, Fla. (March 25, 2010) – United Way of Northeast Florida announced today that it raised \$24,383,640 during the 2009 campaign. With 400 guests gathered at a breakfast meeting, United Way leaders congratulated longstanding community partners, award-winning campaigns, and United Way supporters for their hard work, resolve, and commitment.

In light of the continuing recession, United Way leaders were pleased that the campaign loss was less than 2 percent. “When we kicked off the campaign, the economic challenges were still prevalent and at the forefront of everyone’s mind,” stated Mike Cascone, Chairman of United Way’s Board of Trustees. “However, businesses, organizations and individuals all stepped forward to meet the needs of local families and children. The LIVE UNITED message, with its commitment to education, income and health, served as a reminder to stay committed to our goal.”

More than 1,000 companies and organizations led campaigns that touched more than 100,000 individuals. Results included Blue Cross and Blue Shield of Florida, CSX Transportation, Inc., Publix Super Markets and Vistakon, all million dollar companies respectively raised a combined total of more than \$5.1 million.

Thursday's event also recognized the top supporting companies and organizations in this year's campaign, the organizations and employee campaign chairs that led the way with outstanding campaign results. Other awards presented included New Business of the Year, Small Business of the Year, and the Summit Awards. (See attached list).

The Tocqueville Society, made up of donors giving \$10,000 or more annually exceeded its goal, raising more than \$4.2 million. Tocqueville Society Chair R. Travis Storey, Office Managing Partner of KPMG, commented "What a win for the children and families that these gifts will benefit!"

The Sherwood H. Smith Children's Champion Award, named in honor of the late Sherwood H. Smith, a long-time community advocate and former Executive Director of the Jacksonville Community Chest, now United Way of Northeast Florida, was presented to two outstanding nonprofit professionals for their work on behalf of children and youth. Eugene Dillard, Boy Scouts of America-North Florida Council, received the award for exemplary service, for his work in expanding traditional scouting programs to youth living in at-risk communities. The second award for children's advocacy was presented to Susan Main, Executive Director of the Early Learning Coalition of Duval, for her work in early childhood education and high-quality childcare for low-income families. Each award provides the recipient and their organization with a check for \$1,000.

"Through the generous support of our donors and community partners, United Way continues to stay focused and not lose sight of our long-term goal – to create a better tomorrow for children, youth and families across our region," said Connie Hodges, President, United Way of Northeast Florida. I'm grateful for the tremendous companies and organizations that supported this year's United Way campaign."

As the celebration concluded, Scott Brubaker, Vice President of the Jacksonville Division of Publix Super Markets was announced as the 2010 Campaign Chair. Brubaker serves on several nonprofit boards including the Jacksonville Regional Chamber of Commerce and was an active member of United Way's 2009 Campaign Cabinet.

**United Way of Northeast Florida works to create real, long-lasting change in Northeast Florida by focusing on the building blocks for a good life. In partnership with volunteers, community organizations, and leaders, United Way is creating opportunities to improve life for people in Baker, Clay, Duval, Nassau and northern St. Johns counties. In addition, United Way leads United Way 2-1-1, a 24/7 information referral hotline; Life: Act 2, a pro-active response to an exploding senior population; and Full Service Schools, a community approach to removing barriers to academic success. For more information, call 904-390-3200 or visit [www.liveunitednortheastflorida.org](http://www.liveunitednortheastflorida.org).**

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