

Community FOCUS

**Marshfield Area
United Way**

**United
Way**



December 2009

Everyone needs a little TLC

Decorations line the walls, aromas of home cooking float through the air, banquets of delicious treats and lunches delight even the most discerning palate. Laughter fills every event as people come together.

The purpose of these things in the workplace? All are elements of successful United Way campaigns. Workplace campaigns are a unique marriage of fundraising, team building and connection to something greater than one person. The result is bringing hope and opportunity for a better life for residents in the Marshfield area.

2009 TLC Companies

- Figi's, Inc.
- Marshfield Clinic: WWP Departments
- Memorial Medical Center
- School District of Marshfield
- Security Health Plan
- Slumberland Furniture
- United Way Partner Programs

Every workplace campaign, a voluntary effort by businesses and employees, makes an incredible impact in our community. Businesses that offer payroll deduction and allow presentations about services funded by their contributions

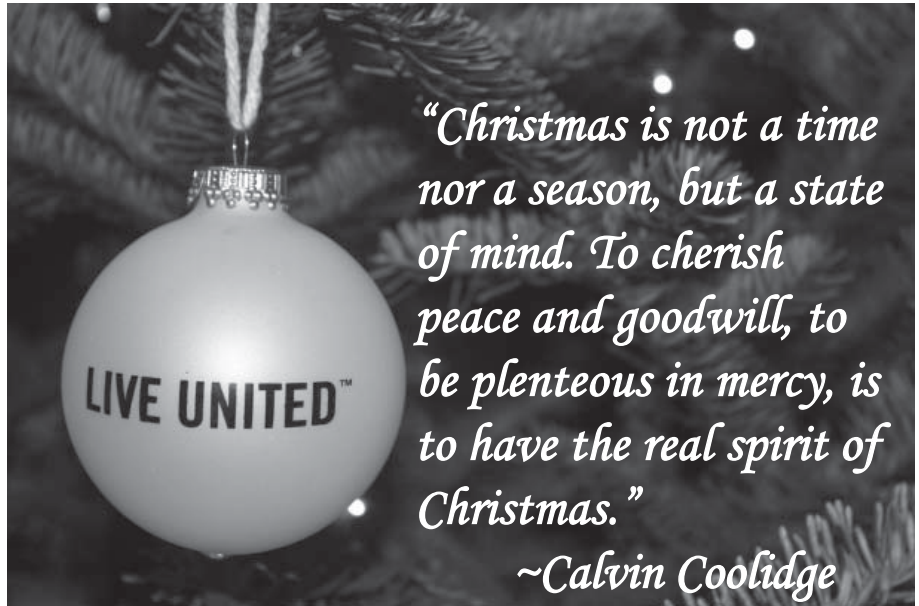
raise more money than those that only distribute pledge materials.

And, those that incorporate incentives or special events find a unique benefit of employees uniting for the common good and improving employee morale.

In order to recognize these outstanding efforts, Marshfield Area United Way created a new series, Touching Lives Campaigns, or the TLC Companies.

Figi's, Inc. campaign planning team utilized annual special events, plus added a few new things to keep the activities fresh.

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"Christmas is not a time nor a season, but a state of mind. To cherish peace and goodwill, to be plenteous in mercy, is to have the real spirit of Christmas."

~Calvin Coolidge

Happy Holidays from your Marshfield Area United Way staff!

Thank you for all you do throughout the year to make your community a better place.

Give today to help struggling families, individuals

Everywhere you turn, there are people who need help. Your friends and neighbors—people who never had to reach out for help before are now faced with finding new ways to care for their families.

Your contribution improves lives by creating opportunities for residents who live and work in the Marshfield area. It's not just a financial gift, it's a gift of hope. Help us

continue to keep the Marshfield area great.

If you normally give and haven't this year or you have never given before, we need you now more than ever. Every gift makes a difference, give today within your budget, and you can help improve lives.

We are counting on your support to help fund 37 local programs that create opportunities for our residents to succeed.

Please consider the importance of

In the time that it takes to make your gift, you:

- Help your neighbors stay healthy
- Invest in the success of our youth
- Help stabilize families in crisis
- Give opportunities to reach financial stability

your contribution to help your friends, family and neighbors.

To give, call 384-9992 or mail your gift to PO Box 771, Marshfield, WI 54449.

Marshfield Area United Way's mission is to increase our community's capacity to care for one another.

This holiday season, give a gift that gives back to your community

By Paula Jero
Executive Director



We currently have an exchange student from Brazil living at our house. Like many teenage girls, shopping is pretty high on her list of things to do, so we ventured to Mall of America so that she could experience the mega mall.

While there I began thinking about Christmas shopping. While I love

buying presents for the kids in my life, I often find it difficult and frustrating to buy for the adults.

Each year it becomes harder and harder to find the perfect gift, or for that matter any gift for the hard-to-buy-for individuals on my list.

Finding a gift that I think they will like is impossible since nothing seems quite right, and I hate the thought of spending money on something that they really don't want or need.

Realistically does my mother-in-law need yet another scarf or more body lotion? My Aunt Diane has no need for another knick-knack or other item that will just gather dust, and my dad has enough ties and golf

shirts to last his lifetime.

I know at my house stashed in my closets are unused gifts that I have received over the years. I always appreciated the thought that went into the gift, but not necessarily the gift itself. I know I'm not unique in my dilemma, a number of people that I have talked to said that shopping for "those that have everything" just adds to the stress of the season.

This holiday season I want each of the individuals on my Christmas list to know that I was thinking of them this Christmas season. This year I have decided to give something that gives back. I am going to donate to the Marshfield Area United Way in their honor.

Instead of something that gathers dust, the gift will help 13,000 individuals in our community with basic needs like food, shelter and safety. Or assist young people to become productive adults and provide families with support and services.

Now that is quite a gift. Each of those honored by my donation will receive an acknowledgement of the gift made in their name. Those that I choose to honor will know that I was thinking of them this holiday season, our community will benefit, and maybe just maybe I'll be reminded of the true meaning of Christmas. It is truly a season to give.

How your contribution improves lives in the Marshfield area

My husband and I were looking for activities our sons with special needs could participate in, but still feel safe and fit in.

Initially I thought we might have to travel outside the area to find programs that would be appropriate for the needs of our children.

But, soon we discovered that Boy Scouts, a Marshfield Area United Way funded program, was an option.

Samoset Council has a troop in the Marshfield area for children with special needs—educational, emotional and physical.



Our sons joined scouts, and while their troop specializes in youth and teens who have additional needs, they also encourage other children to be a part of these troops. So every child involved has a full scouting experience. We were pleased with the opportunities this integration offered. My husband was a Scout when

he was young. It helped shape him into the man he is today, and he wanted the same opportunities for our boys.

With the help of all the other boys and adult leaders this program helps my sons grow and learn. It's so exciting to see how much they get out of it, and how quickly they pick up new things. School seems to go more smoothly with the confidence they have gained.

They have gained unbelievable knowledge that they can carry through

their adult lives. I can't say enough about the boy scout program, it's amazing.

Boy Scouts is able to offer this local programming because of the generosity of people in our community who give to United Way. I never thought my payroll deduction through the workplace would touch me, years later, in such a profound way.

Thank you for giving to United Way, you have changed my life, my family—and you've given my sons the opportunity to learn and grow, which is priceless.

Continued from Front: TLC Companies

This year employees competed to bake the best cookie.

This included a month-long search ending with the favorites judged to crown a winner. New to 2009 was the



Marshfield Clinic: WWP Departments planning team reaches out a hand to help others.

campaigns. Food related events work well for employees who normally rely on re-heated microwave meals instead of going out for lunch.

Memorial Medical Center held its first campaign with special events and planning team. Departments were visited by a larger-than-life blown up monkey and had to pay for it to travel to it's next destination.



The Crumb Bums, one of the Figi's, Inc. teams competing for best cookie.

For a fee, staff were treated to soup, bread and dessert and voted for their favorites. Bragging rights weren't the only benefit to this fundraiser, as it brought together staff from all over the building who typically are not able to eat together.

Security Health Plan fundraising plays off its employees' competitive spirit with some good natured NFL rivalries. They planned a Tailgate Party, complete with employees decked out in team apparel, around the Monday Night Football match up between the Packers and Vikings. Along with the game came a friendly "Bet the Boss" entry. Employees paid two dollars for a chance to win prizes, and with the Viking win, their Vikings Fan boss is treated to a free pie at the November Pie Sale.

Slumberland Furniture proves that a small business can help improve lives in the community through

wildly successful Jeans Day and a scavenger hunt.

Marshfield Clinic's WWP Building, which houses eight departments and 121 employees also has annual favorites that spice up their

School District of Marshfield's campaign stand out is Grant Elementary. Grant held a Cooking Challenge where employee teams cooked, baked and campaigned for their items to win.

United Way. Through its employee pledging and Jeans Day Fridays throughout the year, Slumberland Furniture increased its contributions from 2008.

United Way Partner Programs also give back to the community campaign. Personal Development Center ran its Breakfast of Champions for a second year. First floor city hall is transformed to a mini-coffee bar with fantastic coffee, cappuccino and homemade breads and muffins. Soup Or Socks conducted a Packer Football Raffle, utilizing the free football provided by the Green Bay Packers for campaigns throughout the state benefiting United Way.

Contributions to United Way advance the common good to create opportunities for everyone, because everyone needs a little TLC.

The employees of the TLC Companies don't just wear the Shirt, they LIVE it.



Left: Grant Elementary Cook off Challenge brought together colleagues for a good cause.

Top Right: Memorial Medical Center's traveling monkey.

Bottom Right: Security Health Plan employees support their favorite teams and United Way at tailgate.

More than just dollars and cents raised—it's the collective action of individuals, businesses and an entire community to unite together for a common cause.

Funds raised for the United Way campaign provide vital funding for local programs to improve lives.

Because of these contributions Anna, a single mom, will find strength through support groups, William will find the confidence to overcome bullying and Laura will have help as she cares for her mother who's developing dementia.

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Dare to Dream raffle returns in February

Last year, Marshfield Area United Way asked Central Wisconsin to dare to dream with the first annual house raffle with Wisconsin Homes.

Vicky Peterson of Marshfield bought a ticket to support her community—and thought it didn't hurt to try for such a fantastic prize. She didn't give the ticket a second thought, until she got the call that she won more than \$40,000.

The second Annual **Dare To Dream Raffle** launches February 4, 2010. New this year, the winner has the choice between the new Wisconsin Homes, modular home or a \$100,000 cash prize.

Starting in February, take a self-guided walking tour of the raffle house, and other models on Wisconsin Homes' lot with more open houses until the drawing date in April.

Watch for details online at www.marshfieldareaunitedway.org to see the new house, ticket locations and more information about the biggest prize you dared to dream.

Shopping online this holiday season? Start with GoodShop.

Make every gift count this holiday season and mind your budget with GoodShop, from the creators of GoodSearch.



Go to www.goodshop.com and click on your favorite store to shop and it will donate to Marshfield Area United Way. You pay nothing extra, and you can even save money with thousands of coupons and free shipping offers.

Shop with more than 1,300 top stores including Amazon, Toys R Us, Best Buy, Apple, Gap and more will donate a percentage of virtually every sale to the United Way when you designate **United Way – Marshfield Area** in the Who Do You Support? bar.

Or, add our toolbar to your browser at www.goodsearch.com/toolbar and your purchases will count even if you forget to go to GoodShop first!

There's no easier way to support United Way this holiday season!