



News Release

FOR RELEASE: March 9, 2010

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## **The United Way of Deschutes County Announces Annual Appreciation Awards**

BEND, OR (March 9, 2010) – The United Way of Deschutes County gathered its supporters at the Bend Golf and Country Club to express a message of gratitude and to recognize the contributions of supporting companies and employee groups of the 2009/10 fundraising campaign.

“The campaign continues with 92 percent of the \$1.3 million goal raised thus far,” noted Tami MacLeod, Karnopp Petersen LLP and volunteer campaign chair. “During a very challenging time for so many, we appreciate the generosity of the community and believe it’s important that we pause to give credit where it’s due and thank all who donated their time, money and energy.” MacLeod also mentioned the power of the Give \$5. Add \$5. Tell 5. campaign message, stating: “A \$5 a week donation will feed 100 people three meals a day for three days. Telling 5 people has an even greater impact as more people become aware of the difference they can make by making a pledge or adding to their current pledge.”

The annual Donor Appreciation Breakfast, sponsored by Mid Oregon Credit Union, drew a crowd of more than 100; with a dozen United Way partner agencies on hand as well. Campaign Volunteer Award recipient J.R. Lithiser, a burn victim, gave a brief talk about his challenges and triumphs and the tremendous support provided along the way by Central Oregon Resources for Independent Living (CORIL)—a United Way funded agency. With his son looking on, J.R. said: “The programs and services that help people like me are just so important and I thank you for your donations and volunteer time that make it possible for me to stand here in front of you today.”

The gathering continued with recognition for media support and the 2009/10 Cornerstone Partners—the Corporate Cornerstone Program allows corporations, foundations and small businesses the opportunity to direct their annual gift toward underwriting the operating costs of the United Way of Deschutes County. Individual donor contributions then go directly toward programs that help change lives in our community. Currently, 97 cents of every dollar raised as individual donor contributions goes directly to programs that help change lives in the community.

Awards were then presented to volunteers and companies in honor of their achievements during the campaign—all of whom are listed on the attached addendum.

As the need grows for funding to support programs that serve families, kids, youth, elderly and victims of abuse, the United Way of Deschutes County will continue with plans to reach their goal and beyond. Members of the community, both individuals and companies, are encouraged to help by calling the United Way office, pledging online or sharing the message among co-workers, family and friends.

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### **About the United Way of Deschutes County**

The United Way of Deschutes County was established in 1953 and remains committed to supporting the community through the allocation of dollars devoted to local agencies and essential service programs. With the help of corporate, employee and individual donations, the United Way impacts one-in-three lives through programs that focus on our most urgent human social service needs: helping kids get a great start in life, keeping youth on track for success, meeting basic needs of individuals and families, and keeping children and families safe from violence and abuse. For more information about the United Way of Deschutes County call: (541) 389-6507 or visit: [www.deschutesunitedway.org](http://www.deschutesunitedway.org)

## United Way Donor Appreciation Awards

### ***Cornerstone Partners***

Cascade Healthcare Community  
JELD WEN  
Mt. Bachelor Resort  
Sunriver Resort  
Costco  
Deschutes Brewery  
Karnopp Petersen LLP  
LifeWise Health Plan of Oregon  
Microsemi Power Products  
U.S. Bank  
The Bulletin  
Bob Thomas Car Company  
Bryant, Lovlien & Jarvis  
Central Oregon Association of Realtors  
Heart Center Cardiology  
macy\*s  
Newport Avenue Market  
Pepsi Cola of Bend  
Robberson Ford Mazda  
SELCO Community Credit Union

### ***Outstanding Employee Campaigns***

Bank of the Cascades  
*Bend Memorial Clinic*  
Central Electric Cooperative  
Nosler  
Horizon Broadcasting  
H.D. Fowler

### ***Employee Campaign Coordinators***

Susan Baker, Bend Garbage & Recycling  
Diane Peschka, Vertex Outsourcing  
Sue Page, Deschutes Brewery  
Gay Fletcher, LifeWise Healthplan of Oregon  
Wells Fargo Team

### ***Media partners***

The Bulletin  
KTVZ NewsChannel21  
Redmond Spokesman  
Horizon Broadcasting Group  
BendBroadband  
Cascade Publications  
Sunriver Scene  
Frontier Advertising

### ***Best New Campaign***

Bi-Mart, Sisters

### ***Best Overall Campaign***

Costco

### ***First United eCampaign***

Mid Oregon Credit Union

### ***Outstanding Corporate Support***

Sunriver Resort

### ***Best Overall Support***

Karnopp Petersen LLP

### ***Campaign Volunteer Award***

J.R. Litehiser

### ***Creative Support***

Mark Quon

### ***Volunteer Photographers***

John Melton  
Byron Roe