



**Katherine Ransom, Marketing Director**  
**Orange County United Way**  
949.263.6176, [katheriner@unitedwayoc.org](mailto:katheriner@unitedwayoc.org)

**FOR IMMEDIATE RELEASE**  
**September 11, 2014**

**Michael Suydam**  
(949) 981-5008, [mike@21strat.com](mailto:mike@21strat.com)

## **Orange County United Way Kicks Off 2014-15 Annual Fundraising Campaign**

*Orange County's Top Businesses Honored for Generous Support of FACE 2024 Plan Addressing Education, Income, Health and Housing Needs of Local Children and Families*

SANTA ANA, CA – On Tuesday Orange County United Way kicked off its 2014-15 fundraising campaign during a breakfast celebration attended by key business and community leaders at Bowers Museum.

Jim Wilson, Regional Vice President with **Enterprise Rent-a-Car**, serves as Co-Chair of the annual campaign along with Donny Pearl from **Allergan**. During the event, Wilson outlined his company's reasons for their long-time support of United Way. In addition, he formally announced the financial goal for the annual fundraising campaign.

"We firmly believe in making a real impact in the lives of children and families and know you do too," Wilson told the audience. "That's why I'm proud to announce that we are committed to raising \$20 million for this year's campaign that will help to support the local community through United Way's FACE 2024 impact goals. Are you in?"

During the event, United Way President and CEO, Max Gardner outlined the organization's objective to make a difference in the lives of Orange County residents through a "laser-like" focus on the goals laid out in the 10-year FACE 2024 community-wide action plan. "United Way has evolved and by working in such a collaborative fashion with the entire community, we are driving change in Orange County. These funds raised through our corporate partners' workplace campaigns are critical to the continued development of FACE 2024", explained Gardner. "This plan represents the building blocks for a good quality of life."

FACE 2024, an acronym for Fund, Advocate, Collaborate and Educate, is the 10-year community-wide action plan launched by Orange County United Way in October 2013 following an 18-month stakeholder strategic planning process.

-more-

Working collaboratively with local businesses, non-profit organizations, schools and government agencies, the 10-year community goals include:

- Cutting the county's high school dropout rate in half
- Reducing the percentage of financially unstable families county-wide by 25 percent
- Increasing the number of local healthy youth by one-third
- Cutting in half the number of homeless and housing-insecure children in Orange County

During the event, United Way leaders recognized a number of individuals and local companies for their contributions to last year's campaign, including:

- **Pacific Life Insurance Company** – Dimensions in Giving Award for top support of FACE 2024, raising more than \$575,000 for United Way's Community Impact and recruiting more than 5,600 volunteer hours from hundreds of employees
- **Western Digital** – Exemplary Community Leader Award recognizing the corporate partner that raises the most overall contributions through their United Way campaign (\$1.4 million last year)
- **Western National Group** – Rising Corporate Star Award which honors a new "stand-out" United Way campaign partner
- **Fluor** – Leadership Corporate Excellence Award for the greatest number of employees who give at least \$1,000 to United Way's Community Impact Fund
- **Ernst & Young LLP** – Tocqueville Society Corporate Excellence Award for greatest number of employees who give a minimum of \$10,000 annually to United Way
- **Advanced Sterilization Products** – Corporate Community Excellence Award for engaging their staff in volunteer community service with United Way
- **Automobile Club of Southern California** – Loyal Contributor Corporate Excellence Award for the partner with greatest number of loyal contributors giving 10 years or more to any United Way (1,000+ loyal contributors)
- **Edwards Lifesciences** – Corporate Partner Excellence Award given to the corporate partner with greatest year-over-year increase in giving

Also recognized at the event were the following Spirit of Orange County-level Corporate Partners (\$100,000 or more directed to United Way's Community Impact Fund: **Automobile Club of Southern California; Allergan; Advanced Sterilization Products; Boeing; JPMorgan Chase; Nordstrom; Southern California Edison and UPS.**

Golden Key Partners (\$50,000 or more) included: **3M; Alcon Research, LTD; AT&T; Bank of America; Citibank West, Citigroup; Costco; Disneyland; Edwards Lifesciences; Enterprise Rent-A-Car; Ernst & Young LLP; Fluor Corporation; FedEx Corporation; Gibson, Dunn & Crutcher LLP; Hoag; KPMG LLP; Macy's; Mazda North America, Inc.; Nationwide Insurance; PWC; County of Orange; Target Corporation; U.S. Bank; Wells Fargo; Western Digital Corporation; and Western National Group.**

Sponsors for the Campaign Kickoff included Champion Sponsor **AT&T**; Investor Sponsor **Western Digital Corporation**; and Advocate Sponsor **Enterprise Rent-A-Car.**

For more information about Orange County United Way, FACE 2024 or how Orange County residents or businesses can help raise funds needed to support the 10-year community-wide action plan, please visit [www.unitedwayoc.org](http://www.unitedwayoc.org).

--more--

#### **ABOUT ORANGE COUNTY UNITED WAY**

Since 1924, Orange County United Way has been working to improve lives and strengthen our community by mobilizing the caring power of Orange County. To do this, we focus on the building blocks for a good quality of life: Education, Income, Health and Housing. By investing in Orange County's children, families and individuals, we help them meet their most basic human needs, including food, shelter and medical care, while at the same time creating pathways to self-sufficient futures through education and training. In short, we help people help themselves. Through our new 10-year initiative "FACE 2024" (an acronym for **F**und, **A**dvocate, **C**ollaborate, **E**ducate), United Way is mobilizing local businesses, community organizations, governmental agencies and individuals to make a long-term measurable difference in the lives of local individuals and families. To learn more or to join our movement, visit [www.unitedwayoc.org](http://www.unitedwayoc.org).

###