



NEWS

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More Than \$18.5 Million Raised for Heart of Florida United Way

Local Business Leaders Recognized for Contributions; Walt Disney World, Publix Super Markets and Lockheed Martin Honored as Million-Dollar Champions

ORLANDO, Fla. (April 14, 2015) – In just eight months, hundreds of local individuals and businesses raised **\$18,502,184** for [Heart of Florida United Way's](#) 2014-2015 workplace giving campaign. The landmark 75th anniversary campaign – which increased by nearly \$300,000 over last year's campaign – recently concluded at the LIVE UNITED Victory Celebration.

Through workplace giving campaigns, employees elect to automatically donate funds to United Way from their paychecks. This year, Walt Disney World, Publix Super Markets and Lockheed Martin were honored as “Million-Dollar Champions” for raising \$3.7 million, \$3.3 million and \$1.1 million respectively, as a result of employee contributions.

“Every year, businesses, government entities and individuals throughout Central Florida continue to show their commitment and generosity toward United Way’s critical programs and services,” said campaign chair Tony Massey, president and COO of Massey Services, Inc. “The funds raised over the past several months will be invested in programs aimed at education, income, health and basic needs that will help improve the lives of residents in our community.”

More than 400 Central Florida companies and organizations organized workplace campaigns and fundraising events to benefit the local non-profit programs supported by United Way. Specific company and individual recognitions included:

- **“Chairman’s Award”** – presented to **Adventist Health System**, recognizing it for an increase of \$100,000 in one campaign year.
- **“Phenomenal Executive Champion”** – awarded to **Chad Wilson, District Manager for Publix Super Markets, Inc.** for using best practices to achieve his second consecutive \$250,000 campaign increase.
- **“Spirit Award”** – presented to **CNLBank**, for a 43% increase this campaign year.

- **“Exceptional Employee Campaign Manager” – awarded to Karen Clesen, Talent Development Manager with Enterprise Rent-A-Car**, for rallying her team to raise more than \$213,000 this year.

Top campaign partners, each raising \$300,000 or more, included Wells Fargo; Darden Restaurants; Tupperware Brands Corporation; AT&T; Orange County Government; City of Orlando; UPS Florida; Florida Hospital; Suntrust Bank of Central Florida.

Major Partners, each raising more than \$100,000, included Lowndes, Drosdick, Doster, Kantor & Reed, P.A.; Orlando Health; CenturyLink; Duke Energy; SeaWorld Orlando Parks & Resorts; FedEx Corporation; University of Central Florida; Siemens Energy, Inc.; Bank of America; Adventist Health System; OUC – The *Reliable* One; Enterprise Rent-A-Car; CNL Financial Group, Inc.

“For the past 75 years, United Way’s annual giving campaigns have impacted the lives of hundreds of thousands of Central Floridians,” said Robert H. (Bob) Brown, president and CEO of Heart of Florida United Way. “And thanks to the hard work and outstanding leadership from everyone involved this year – especially Tony Massey, his cabinet, and the campaign managers – millions of dollars will once again benefit the hungry, the homeless and local families just struggling to make ends meet. This is all for them.”

About Heart of Florida United Way

Heart of Florida United Way (HFUW) is Central Florida’s most comprehensive health and human services charity and the largest provider of funds to the region’s most critical health and human service programs. Last year, it raised and managed \$26.6 million throughout Orange, Osceola and Seminole counties. HFUW is working to advance the common good by focusing on education, income, health and basic needs. It operates United Way 2-1-1, Central Florida’s crisis, suicide and referral helpline; Volunteer Resource Center; Gifts In Kind Center; Emergency Homelessness Services; and the Ryan White Part B program, which administers more than \$2 million to provide HIV/AIDS services and referrals. HFUW impacts more than 400,000 individuals annually through its direct service and funded programs. United Way partners with local businesses, government, other charities to increase awareness of local health and human service issues and to inspire hope, provide options and create possibilities for people in need. Visit www.HFUW.org for more information, or call (407) 835-0900.

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