



Heart of Florida United Way

# NEWS

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## **FOR IMMEDIATE RELEASE**

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### **More Than \$18.6 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 12, 2016)** – In just eight months, hundreds of local individuals and businesses raised **\$18,611,050** for [Heart of Florida United Way's](#) 2015-2016 community campaign. The campaign – which increased by \$108,866 over last year's total– recently concluded at the LIVE UNITED Victory Celebration.

Through workplace giving campaigns, employees sign up for payroll deductions in order to invest in community programs. This year, Walt Disney World, Publix Super Markets and Lockheed Martin were honored as “Million-Dollar Champions” for raising \$3.6 million, \$3.55 million and \$1 million respectively.

“We are grateful for the businesses, organizations and individuals who show their commitment and generosity to United Way’s programs and services year after year,” said Harold Mills, 2015-16 Heart of Florida United Way campaign chair and former CEO of ZeroChaos. “The funds raised over the past eight months will be invested in critical programs aimed at education, income, health and basic needs – programs that will help improve the lives of residents in our own community.”

More than 400 Central Florida businesses organized workplace campaigns and fundraising events to benefit United Way. Individuals and companies were recognized for their exemplary efforts in this year’s campaign. Specific company and individual recognitions included:

- **“Chairman’s Award” – presented to Lockheed Martin Corporation**, in recognition of their unwavering support in launching Mission United, a United Way program that supports the veterans and their families reintegrate into civilian life. In addition to raising \$1 million, Lockheed Martin executives and employees helped champion Mission United from inception to implementation.
- **“Phenomenal Executive Champion” – presented to Rich Sloane, Director for Community Relations with University of Central Florida**, for using best practices to achieve a 20% campaign increase and position UCF as a community partner.

- **“Spirit Award” – presented to Red Lobster**, raised more than \$76,000 as part of their first campaign, which focused on company culture and employee engagement.
- **“Exceptional Employee Campaign Manager” – awarded to Jacqueline Torbert, Lavon Williams and Jon Weiss with Orange County Government**, for rallying their team to raise more than \$500,000, yielding a 15% increase over previous years.

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

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

“For the past 76 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. “Thanks to the hard work and outstanding leadership from everyone involved this year – especially Harold Mills, his cabinet, and the campaign managers – millions of dollars will once again help students, families, veterans and others achieve their full potential. This is all for them.”

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#### **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 \$26.1 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 information and assistance 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](http://www.HFUW.org) for more information, or call (407) 835-0900.*

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