

# United Way January 1999 today

## United Way of Minneapolis Area Exceeds Goal Raising \$57.3 Million With A Record-breaking Fund-raising Effort



James R. Campbell, executive vice president of Norwest Corporation  
and 1998 United Way Campaign Chair.

**W**e did it! We blew the top off our goal and raised \$57.3 million. Our increase over 1997 is an unprecedented \$3.3 million – the largest increase in United Way history. Thanks to an outpouring of caring from the community, and extraordinary hard work from volunteers like you, we achieved a milestone for both the community and United Way.

The generous support of the community demonstrates the strong commitment to United Way's leadership role in providing children and families with opportunities to be successful and lead healthy, self-sufficient lives. The funds raised will be leveraged through United Way agencies and partnerships, such as Success By 6® and Minneapolis Promise for Youth, to reach even more children and youth in need.

### United Way Campaign Calendar of Events

1998 United Way Annual Meeting  
Monday, April 12, 1999  
12:00 noon  
Minneapolis Convention Center  
1301 Second Avenue South  
Minneapolis

For more information  
call 612-340-7553

The funds raised in 1998 will support the community in three crucial ways:

**Flexible Funding to Target Emerging Needs:** United Way will continue to meet gaps in service by funding Innovation and Expansion Grants that help youth improve school performance and reduce truancy and juvenile crime; and help adults become self-sufficient by transitioning into the work force and obtaining livable-wage employment. One of United Way's unique qualities has always been its fast response to meeting needs.

**A Continued Focus on Results and Prevention:** Currently, 71 percent of United Way funding supports services for children, youth and families. These programs work to improve academic achievement, increase the number of stable homes by helping parents obtain living wage jobs, and provide mentoring relationships between youth and adults. And, 65 percent of United Way funding is targeted to preventive programs like these which are designed to avert problems before they occur.

**Powerful Solutions Through Partnerships:** United Way is providing leadership in changing systems and removing barriers to success through partnerships with business, government and nonprofits. These collaborations provide people access to the help they need in a timely and appropriate manner.



Thanks You!

**Jim Campbell** *continued from cover*

While the overall success of the fund-raising campaign can be measured in several ways, the bottom line is people are realizing that the only way to make significant change is by taking personal responsibility. And, they are stepping forward to do so in greater numbers. The true success of United Way is based on individual gifts from hundreds of thousands of people. The following are also key factors attributed to helping United Way exceed its 1998 fund-raising goal:

- An 8 percent increase in giving through workplace employee campaigns.
- Corporate giving increasing by 5.5 percent.
- Individuals giving at the \$5,000 level and above increased by more than \$1 million.
- The 114 organizations running United Way campaigns for the first time, reaching more than 13,000 employees.
- More than 175 early campaigns posting an increase of more than \$1.5 million.
- Ten companies raising more than \$1 million each this year; five of which raised more than \$2 million.

This experience has been a challenging and gratifying experience. And, as I look to the 1999 campaign, I can only wish greater success to co-chairs John and Leslie Turner. Living and working in this wonderful community, I am optimistic and confident that people will increasingly invest in United Way as a vehicle for building a strong community as we proceed into the next millennium. Together we have seen first-hand that we can make a difference. On behalf of the United Way of Minneapolis Area and the 140 deserving agencies that will receive funding through your generosity, I thank you.

Sincerely,  
James R. Campbell  
Executive Vice President  
Norwest Corporation  
1998 United Way Campaign Chair



Gov. Jesse Ventura received a pencil portrait of himself by student Jonathon Peterson, 16, at the Plymouth Christian Youth Center alternative school in Minneapolis during the United Way of Minneapolis Area's announcement that it had raised a record-breaking \$57.3 million. The Governor was at the ceremony to offer his personal congratulations to the United Way, calling its achievement "a terrific example of a public-private partnership", and congratulated several people who told him how United Way agencies contributed to their successes.



Telecommunications, Inc. employees led more than 750 United Way volunteers in the "CADance" to celebrate a successful fund-raising campaign.



Don Shelby, news anchor of WCCO-TV, emceed United Way of Minneapolis Area's annual Campaign Celebration held December 7, 1998 at the Minneapolis Convention Center.

## LEADERS IN GIVING

### Thanks a Million!

The following Million Plus Circle companies led the charge on meeting, and exceeding, this year's campaign goal. These companies and their employees raised more than \$1 million in the annual campaign. This group of leaders raised over \$20 million with strong direction, terrific fund-raising ideas, and sharing information about United Way and its participating agencies. We salute their corporate integrity and responsible leadership in meeting the needs of our community.

1. American Express Financial Advisors Inc. - \$1.4 million
2. Cargill, Incorporated - \$1.6 million
3. Dayton Hudson Corporation - \$3.3 million
4. General Mills, Inc. - \$2.9 million
5. Honeywell Inc. & Teamsters Local 1145 - \$2.1 million
6. Medtronic, Inc. - \$2.1 million
7. Northern States Power Company & IBEW Local 160 - \$1.2 million
8. Norwest Corporation - \$2.5 million
9. The Pillsbury Company - \$1.7 million
10. U.S. Bank - \$1.3 million

## What Is A Leaders In Giving Campaign, and Why Is It Important?

**A** Leaders in Giving campaign is one of the most effective strategies to increase individual giving within an organization. Leaders in Giving is a targeted approach and recognition effort enlisting support from an organization's leadership and management team. As a campaign tactic, it is easy to implement in a company of any size and can be a source of new dollars. It is also an effective program for organizations running their first United Way campaign, as well as those organizations with a long tradition of annual United Way giving.

### What does a Leaders in Giving campaign look like?

The typical target audience for this solicitation is senior management or highly compensated employees. Large employee campaigns frequently recruit a coordinator to organize and conduct this portion of the overall campaign. United Way has a speaker's bureau of strong, dynamic volunteers comprised of recognized community leaders who conduct presentations to the Leaders in Giving audiences. Because the solicitation is usually accomplished with one meeting or a series of peer-to-peer requests, the campaign can be wrapped up quickly. The peer-to-peer solicitation method of Leaders in Giving is also one of the reasons this solicitation method is successful.

### What are some of the benefits to conducting a Leaders in Giving campaign?

Increased giving is one of the greatest benefits. For that reason, a Leaders in Giving campaign is an especially successful tactic for Pacesetter campaigns. Recognition is also a very important benefit for both the individual donor and the organization. United Way takes the information provided by each organization and acknowledges both the individual donor along with the organization conducting the Leaders in Giving campaign. The donor names and participating organizations are published in the Annual Highlights Book and Leaders in Giving materials dedicated to recognition listings. These materials are distributed to over 7,000 individuals throughout the Twin Cities.

### What does a Leaders in Giving contribution mean to the donor?

Recognition is provided for individual donors, balanced with respect for those individuals who prefer anonymity. There are eight recognition levels of Leaders in Giving contributions. At the entry level of \$500 per year, it means less than \$20 per pay period on an annual 26 pay period cycle. One very compelling reason individuals, who desire recognition, participate in this program is that it allows recognition for combined partner giving – for example, if each spouse contributed \$250 each at their respective workplace, they can be recognized jointly as Leaders in Giving contributors.

## Making A Difference!

Once again,  
United Way  
Today  
features  
innovative,  
imaginative

and unique United  
Way campaigns.  
We hope these  
ideas inspire and  
challenge you to  
add new  
dimensions to your  
campaign kick-offs,  
rallies, events  
and solicitation.



### Buffets, Inc.

This organization put their love of cinema to the test with a campaign whose theme was "You Oughta Be In Pictures". Events included a movie costume contest with perennial favorites the "Ghostbusters", movie trivia, movie bingo and a build-your-own iceberg contest from "Titanic". This company's hard work definitely gets a "thumbs up" from us.

### Carlson Companies, Inc.

A nautical theme was this year's choice for the Carlson campaign. At the Leaders in Giving kick-off, sailor apparel was worn by many, including CEO and Admiral Marilyn Nelson. Also, for every \$20,000 dollars raised, a rubber duck was added to a large



aquarium which ended with a total of 28 ducks! Not bad for a bunch of landlubbers, wouldn't you agree?

### Caterpillar Paving Products Inc.

Caterpillar reached out to all employees with a well-attended kick-off, an exciting delegation of work to many volunteers, and scheduled rallies for second - and third-shift employees. Fun events also included karaoke, a pancake breakfast and a very popular dunk tank. Hope the dunkee's tux was drip dry.



### Chronimed Inc.

Using incentives and agency speakers, Chronimed's campaign had a number of events around the theme that we are all racing to help the community. One of the big highlights was a tricycle race where participants maneuvered an



obstacle course on "challenging" transportation. This is truly a race everyone wins!



### Deloitte & Touche LLP

The highlight of this fun campaign was an indoor golf tournament through the hallowed halls of the law firm. The campaign also included lots of excellent donor incentives, casual stickers and special efforts to involve hard-to-reach employee groups. Way to raise plenty of "skins" for those in need.

### Federal Reserve Bank of Minneapolis

This year, the bank conducted campaign activities that provided information about United Way agencies and got many people involved. Participants of the "Bridge Walk" took pledges from others, as well as themselves, to walk across the Hennepin Avenue



Bridge and back, while the "Wheel of Fortune" was spun at rallies. Books and baked goods were also sold by the bag full. A wish of good "fortune" to all who participated.



Way. His fellow employees went him one better and also volunteered to contribute if his beard and mustache were to be shaved as well, to which John heroically agreed. Now that's making the best of a hairy situation.



### ReliaStar Financial Corporation

ReliaStar kicked off their two-week 70's theme campaign with a company "Gong Show" with acts that included comics, jugglers and Chairman and CEO John Turner as Dr. Seuss reading "Green Eggs and Ham". Also included was a "groovy threads" costume contest, a "groovy garage sale" of donated gifts and goodies, a "disco party" lunch celebration, and a guessing contest of photos of current management taken back in the 70's called "Who are you in that 70's do?" Far out!



### LeJeune Steel Company

LeJeune Steel Company really worked at "Building a Better Community" with their record-shattering 181% increase in giving in 1998. Even their beautiful aged shop mural carries this United Way theme. This year the award of additional vacation days and a new Silent Auction really helped to kick-off contributions. Congratulations to LeJeune on laying a foundation for us all to build upon.

### Liberty Diversified Industries

Employee John Crow agreed to have his long hair shaved if his co-workers came up with a generous contribution to United



### North Memorial Health Care

All the elements of a successful campaign came together for this health care organization. Activities included a silent auction, "Buy a Casual Day", tootsie pop and popcorn sales, caramel apple giveaway and a beer & brats lunch. Of particular interest was the "United Way Jail and Bail", where employees were locked up on trumped-up charges and released when bail was raised for United Way. It's hard to misjudge this arresting campaign.

### Walsh Bishop Associates, Inc.

Using a full schedule of special events and contests, Walsh Bishop Associates raised \$13,916 during this first-time United Way campaign. These included



everything from a condo raffle and silent auction to marshmallow golf, geese visits and a chair race (where riders, wearing a large wig, are pushed on chairs in an obstacle course throughout the office). This campaign is really up-to-speed.

# A Special Thanks!

## Breakthrough Campaigns

These campaigns have a 15 percent increase in employee giving. Kudos!

A. C. Nielsen Company  
AGS INC.  
AMR/American Airlines Foundation  
ARC Minnesota  
AVECOR Cardiovascular Inc.  
Abbott Laboratories  
AccessAbility, Inc.  
Adolfson & Peterson, Inc.  
Construction & General Laborers No. 563  
Advantage Sales & Marketing  
Advocacy Center for Long Term Care  
Aero Systems Engineering Inc.  
African American Family Services, Inc.  
AirTouch Cellular  
Alexander's Moving & Storage  
Allianz Life Insurance Company of North America  
Alltemp Distribution Co.  
Alza Corporation  
Amcom Software Inc.  
America West Airlines  
American Cancer Society, Minnesota Division, Inc.  
American Express Financial Advisors Inc.  
American Express Travel  
American Heart Association, Minnesota Affiliate, Inc.  
American Indian OIC, Inc.  
American Management Systems, Inc.  
Amica Mutual Insurance Company  
Anagram International, Inc.  
Ancor Communications Inc.  
Andersen Consulting  
Anoka County Community Action, Inc.  
Apache Group of Minnesota  
Applied Coating Technology Inc.  
The Araz Group  
Arnold Advertising  
Askar Corporation & F F PInvestment  
Aspen/Reach Equipment  
International Union of Operating Engineers Local 49  
Associated Lithographers  
GCIU Upper Midwest Local 1-M  
Astrocom Corporation  
Austin Mutual Insurance Company  
Awardcraft, Inc.  
BGK Finishing Systems, Inc.  
Bank of America Mortgage  
Bank of Tokyo-Mitsubishi  
Barr Engineering Company  
Barrett Moving & Storage Company  
Teamsters Local 120 General Drivers  
Barton Aschman Associates, Inc.  
Becklund Home Health Care  
Bell Mortgage  
Bemis Company, Inc.  
Benada Aluminum of Minnesota, Inc.  
Bentz, Thompson, Rietow, Inc.  
Bertelson Bros., Inc.  
Teamsters Local 638 Miscellaneous Drivers  
Best Buy Company, Inc.  
City of Blaine  
Minnesota Teamsters Public and Law Enforcement  
Employees Union Local 320 Law Enforcement  
Services  
City of Bloomington  
Minnesota Teamsters Public and Law Enforcement  
Employees Union Local 320  
Bloomington School District 271  
Minnesota Federation of Teachers  
Board of Pensions ELCA  
The Bookmen, Inc.  
Border States Electric Supply  
International Brotherhood of Electrical Workers  
Local 292  
Boulay, Heutmaker, Zibell & Co.  
Bowman and Brooke  
Boyer Trucks Inc.  
Teamsters Local 974 Garage Maintenance

Bozell Kamstra  
Braun Intertec Corporation  
Brin Northwestern Glass  
Glaziers & Glassworkers Local 1324  
Teamsters Local 221 Construction Drivers  
City of Brooklyn Center  
International Union of Operating Engineers Local 49  
Minnesota Teamsters Public and Law Enforcement  
Employees Union Local 320 Law Enforcement  
Services  
Buerkle Acura  
Buffets, Inc.  
Burlington Northern Santa Fe Railroad  
American Railway & Airway Supervisors Association -  
Division of TCU, Technical Engineers/Police  
American Railway & Airway Supervisors Association -  
Mechanical Foreman., Work Equipment Technicians  
American Railway & Airway Supervisors Association -  
Roadmasters  
American Train Dispatchers Association  
Brotherhood Maintenance of Way Employees  
Brotherhood of Locomotive Engineers  
Brotherhood of Railroad Signalmen  
Brotherhood of Railway Carmen  
International Association of Machinists & Aerospace  
Workers (IAMS)  
International Brotherhood of Boilermakers, Iron Ship  
Builders, Blacksmiths, Forgers & Helpers  
International Brotherhood of Electrical Workers  
International Brotherhood of Firemen & Oilers  
Transportation Communications International Union  
United Transportation Union (UTU)  
Burmeister Electric Co.  
Burnet Home Loan  
Burns Engineering, Inc.  
C. F. Haglin & Sons Company  
C. F. Lake & Company, Inc.  
C. H. Robinson Company  
CNS, Inc.  
Cameron Ashley Building Products  
Cap Gemini America  
Cardinal IG  
Carmichael Lynch  
Carver-Scott Educational Cooperative  
Caterpillar Paving Products Inc.  
Central Community Housing Trust  
Central Engineering Company  
Central Financial Services, Inc.  
Central Minnesota Legal Services  
Centro Cultural Chicano  
Century Manufacturing Company  
City of Champlin  
AFSCME District Council No. 14  
Minnesota Teamsters Public and Law Enforcement  
Employees Union Local 320 Law Enforcement  
Services  
City of Chanhassen  
Chanhassen Dinner Theatre  
Chaska Independent School District 112  
Minnesota Education Association  
Cherne Industries, Inc.  
Chex Systems Inc.  
Children's Health Care - Minneapolis  
The Children's Theatre Company  
Moving Picture Machine Operators 219  
Churchill Capital  
Chute Company  
Ciprico Inc.  
Clarity Coverdale Fury  
Coldwell Banker Burnet  
Colon and Rectal Surgery Associates, Ltd  
Columbia National, Inc.  
Comelex Corp.  
Community Action of Minneapolis  
Community Credit  
Community Involvement Programs  
Comprehensive Loss Management Inc.  
Conklin Company, Inc.  
Continental Grain Company  
Conwed Plastics  
Copeland Buhl & Company, Limited

Corcom Companies  
Cornerstone Advocacy Services  
Corporate Benefit Services of America  
Cramer Building Services  
Pipe Fitters Local 539  
Creative Publishing International  
Crisis Connection  
Crystal Farms, Inc.  
Culligan Soft Water Service Co.  
International Association of Machinists & Aerospace  
Workers District Local 77  
Custom Research Inc.  
CyberOptics Corporation  
DATAKEY, Inc.  
DET-Tronics  
Dahlgren Shardlow Uban  
Dain Rauscher  
Data Recognition Corporation  
David Agency, Inc.  
Dealers Manufacturing Company  
DeLaSalle High School  
Deloitte & Touche LLP  
Deltak  
Deluxe Market Wise/Deluxe Direct Respons  
Digi International, Inc.  
Diversified Distribution Systems  
Diversi-Plast  
Teamsters Local 638 Miscellaneous Drivers  
Dolliff Insurance  
Downtown Council of Minneapolis  
Downtown Pontiac-Jaguar  
Teamsters Local 974 Garage Maintenance  
Dresser-Rand Company  
IUEE Local 1140  
Teamsters Local 970 Metal Shop  
Dun & Bradstreet, Inc.  
EBF & Associates  
ENTEX Information Services  
EXCELBANK  
Eaton Corporation  
Eden Prairie District #272  
Minnesota Education Association  
Eden Programs, Inc.  
The Egan Companies  
Asbestos Workers Local 34 & 205  
International Brotherhood of Electrical Workers  
Local 292  
Pipe Fitters Local 455  
Pipe Fitters Local 539  
Plumbers Union Local 15  
Sheet Metal Workers' International Association  
Local 10  
Teamsters Local 221 Construction Drivers  
Eide Bailly LLP  
Electrosonic Systems, Inc.  
Emergency Physicians P.A.  
Employers Mutual Company  
Environments, Inc.  
Epic USA, Inc.  
Episcopal Diocese of Minnesota  
The Equitable-Snyder  
Ernst & Young LLP  
Everest Medical Corporation  
Everfresh Food Corporation  
The F. Dohmen Co/Minneapolis  
Teamsters Local 638 Miscellaneous Drivers  
Fabyanske, Westra & Hart P.A.  
Fallon McElligott  
Family & Children's Service  
Federal Cartridge Company  
Felhaber, Larson, Fenlon and Vogt  
First National Bank of Chaska  
First State Bank of Excelsior  
Firstar Bank of Minnesota, N.A.  
Fleet Maintenance, Inc.  
International Association of Machinists & Aerospace  
Workers Local 737 Twin Cities Automotive  
Flexmedics Corporation  
Ford Motor Company  
Fortis Financial Group  
Freeport West, Inc.

Freeway Ford, Inc.  
 Teamsters Local 974 Garage Maintenance  
 Fringe Benefits Design, Inc.  
 Frito Lay, Inc.  
 Fullerton Lumber Company  
 G&K Services Inc./Corp.  
 GRE Insurance Group  
 GTE Sun Community Directories  
 Gage Marketing Group  
 Galyan's Trading Company  
 Game Cash  
 The Gift Certificate Center  
 Gilbert Mechanical  
 International Brotherhood of Electrical Workers  
 Local 292  
 Pipe Fitters Local 539  
 Plumbers Union Local 15  
 Sheet Metal Workers' International Association  
 Local 10  
 Sprinkler Fitters No. 417  
 Golden Valley Microwave, Inc.  
 Good Samaritan Services Inc.  
 Goodall Manufacturing Company  
 Goodin Company  
 Teamsters Local 221 Construction Drivers  
 Graco Inc.  
 Graybar Telcom  
 Great Clips Inc. Corporate Headquarters  
 Greater Minneapolis Chamber of Commerce  
 Great-West Life & Annuity Insurance Co.  
 Grossman Chevrolet Company, Inc.  
 Teamsters Local 974 Garage Maintenance  
 Guardsmark, Inc.  
 The Guthrie Theater  
 H. Brooks & Company  
 HEI, Inc.  
 HMS Label Specialties, Inc.  
 Hansen, Jergenson, Nergaard & Co., PLLP  
 Harmon, Ltd.  
 Glaziers & Glass Workers Local 1324  
 Harriet Tubman Center, Inc.  
 Hauenstein & Burmeister  
 Hayden & Associates  
 Hayden Murphy Equipment Company  
 International Union of Operating Engineers Local 49  
 The Hays Group, Inc.  
 Head, Seifert & Vander Weide  
 Health Billing Systems, LLP  
 Health Risk Management, Inc.  
 Help/Systems Inc.  
 Hidden Creek Industries  
 Highland Bank - Bloomington  
 Highland Bank of Maple Grove  
 Highland Bank Operations Center  
 Hoffer's, Inc.  
 Hoigaards, Inc.  
 Holaday Industries  
 City of Hopkins  
 International Union of Operating Engineers Local 49  
 Minnesota Teamsters Public and Law Enforcement  
 Employees Union Local 320  
 Horton Inc.  
 Horwitz, Inc.  
 International Union Operating of Engineers Local 49  
 Pipe Fitters Local 455  
 Pipe Fitters Local 539  
 Plumbers Union Local 15  
 St. Paul Plumbers Union Local 34  
 Hutchinson Technology, Inc.  
 IKON Office Solutions  
 IMR  
 Illusion Theatre and School, Inc.  
 Industrial Supply Co. Inc.  
 Teamsters Local 970 Metal Shop  
 Inland Paperboard and Packaging Inc.  
 United Paperworkers Union 1417  
 Inspec Inc.  
 Instrumentation Services, Inc.  
 Intelligent Lighting Controls  
 Intercim  
 Interstate Brands Corporation  
 International Brotherhood of Electrical Workers  
 Local 160  
 Teamsters Local 289 Bakery Laundry Drivers  
 Intracorp-Cigna  
 Jelinek Metz McDonald, Ltd.  
 Jewish Family & Children's Service  
 John Alden Life Insurance Company  
 John G. Kinnard & Co.  
 Johnson Controls, Inc.  
 Jostens, Inc.  
 Justus Lumber Company  
 KARE TV  
 KKE Architects, Inc.  
 KPMG Peat Marwick LLP  
 K-Tel International (USA), Inc.  
 Katahdin, Inc.  
 Katun Corporation  
 Kaufman Group, Inc.  
 Keane, Inc.  
 Keelor Steel & Aluminum Co.  
 IUOE Local 1140  
 Kelco Supply  
 Kennedy & Graven  
 Knutson Construction Services  
 LDI Fibres  
 LDSi  
 Lake Region Manufacturing Company  
 Lakewood Cemetery Association  
 Lakewood Publications, Inc.  
 Land O'Lakes Animal Milk Replacement Plant  
 Landscape Structure Inc.  
 Leeds Precision Instruments, Inc.  
 LeJeune Steel Company  
 Leonard Street and Deinard  
 Lerner Publications Company  
 Liberty Diversified Industries  
 Teamsters Local 638 Miscellaneous Drivers  
 Lifetouch Inc.  
 LifeUSA  
 Lockridge Grindal Nauen & Holstein  
 Lucent Technologies  
 Communications Workers of America Local 7200  
 Lumbermen's Underwriting Alliance  
 Lund Food Holdings  
 Bakery, Confectionery, & Tobacco Workers,  
 Twin Cities Local 22  
 United Food & Commercial Workers District Local 289  
 United Food & Commercial Workers Local 653  
 Lupient Automotive Group  
 Teamsters Local 974 Garage Maintenance  
 Lupient Oldsmobile & GMC  
 Teamsters Local 974 Garage Maintenance  
 Lyle Signs, Inc.  
 M & I Data Services  
 M&H Advertising  
 M. A. Gedney Company  
 Teamsters Local 289 Bakery Laundry Drivers  
 M. A. Mortenson Company  
 MDAConsulting Group, Inc.  
 MIGIZI Communications, Inc.  
 MSPCommunications  
 MTS Systems Corporation  
 Macy's  
 Mall of America  
 Management Graphics, Inc.  
 Manpower International  
 Marcus Dental Supply Company  
 Marigold Foods  
 Teamsters Local 471 Milk & Dairy  
 Marquette Bancshares, N.A.  
 Martin Williams Advertising  
 Maslon Edelman Borman & Brand, LLP  
 McKinsey & Company, Inc.  
 McLaughlin Gormley King Co.  
 Memorial Blood Center  
 Mental Health Association of Minnesota  
 Mentium Corporation  
 Merchant Gould Smith Edell Welter & Schmidt, P.A.  
 Mesaba Aviation, Inc.  
 Messerli & Kramer P.A.  
 Metamor  
 Metropolitan Mosquito Control - Anoka  
 Construction & General Laborer Local 132  
 Meyer Borgman & Johnson, Inc.  
 Michael Foods Inc.  
 Michaud Cooley Erickson & Associates  
 MicroVoice Applications  
 Midwest Family Mutual Insurance Company  
 Milbank Insurance Company  
 Minneapolis Club  
 Minneapolis College of Art and Design  
 The Minneapolis Foundation  
 Minneapolis Glass Company  
 Glaziers & Glass Workers Local 1324  
 Minneapolis Heart Institute Foundation  
 Minneapolis Oxygen Company  
 Minnesota Academy of Family Physicians  
 Minnesota Bankfirst  
 Minnesota Fire and Casualty  
 Minnesota Masonic Home & Health Care Center  
 Minnesota Supply Company  
 Minnesota Workers' Compensation  
 Minnetonka Moccasin Company  
 Minnetonka School District 276  
 Minnesota Education Association  
 Missions, Inc.  
 Moeller Management Consultants  
 Moore Data Management  
 GCU Upper Midwest Local 1-M  
 Graphic Communications International 1B  
 Morey Fish Company LLC  
 Mount Olivet Rolling Acres  
 Mr. Steak of Bloomington  
 Murphy Warehouse Company  
 Teamsters Local 120 General Drivers  
 National Car Rental System, Inc  
 National Starch & Chemical Company  
 Neiman Marcus  
 Nelson, Tietz & Hoyer  
 Newark Electronics  
 Nilfisk-Advance, Inc.  
 International Association of Machinists & Aerospace  
 Workers Local 1037  
 International Association of Machinists & Aerospace  
 Workers District Local 77  
 Norstan Network Services  
 North Clinic, P.A.  
 North Memorial Health Care  
 International Union of Operating Engineers Local 70  
 Minnesota Health Care SEIU Local 113  
 North Suburban Agencies, Inc.  
 Northeast Bank  
 Northland Aluminum Products  
 Northwestern College of Chiropractic  
 Northwestern Mutual Life Insurance  
 Norwest Corporation  
 O'Connor, Gearty and Company  
 Ohio Casualty Insurance Company  
 Oildyne  
 Okabena Company  
 Operation DeNovo  
 Oppenheimer Wolff & Donnelly, LLP  
 Opus Group of Companies  
 Original Marketing Concepts  
 Orr, Schelen, Mayeron & Associates, Inc.  
 Osseo School District 279  
 Minnesota Federation of Teachers  
 Owens Services Corporation  
 International Union Operating of Engineers Local 70  
 Pipe Fitters Local 455  
 Pipe Fitters Local 539  
 Sheet Metal Workers' International Association Local 10  
 PCS Health Systems, Inc.  
 PRI Public Radio International  
 Pace Analytical Services, Inc.  
 Paper Warehouse  
 Parker Hannifin Corporation  
 Teamsters Local 970 Metal Shop  
 PeopleNet Communications Corporation  
 Phillips & Temro Industries Inc.  
 Photo Control Corporation

Phyllis Wheatley Community Center  
The Pillsbury Company  
Pink Business Interiors  
Plymouth Christian Youth Center  
Plymouth Plumbing  
Pohlad Companies  
Polaris Industries, Inc.  
Possis Medical, Inc.  
Powderhorn Residents Group, Inc.  
Prestige Lincoln Mercury  
Teamsters Local 974 Garage Maintenance  
Prime Mortgage Corp.  
Printed Media Companies  
Productivity, Inc.  
Professional Color Service, Inc.  
Progress Valley, Inc.  
Quality Assured Label, Inc  
Quorum/Lanier  
R. R. Donnelley & Sons Company  
RESOURCE, Inc.  
RMS Company  
RSPArchitects, Ltd.  
Radisson Hotel & Conference Center  
Radisson Hotel Metrodome  
Rainforest Café  
Ramsey Technology  
Recovery Engineering, Inc.  
Regis Corporation  
Reliance Surety Company  
Residential Funding Corporation  
The Resource Companies  
City of Richfield  
Rieke Carroll Muller  
Right/Career Dynamics  
Riverside Bank  
Road Machinery & Supplies  
International Union Operating of Engineers Local 49  
Robert Half International  
Robins, Kaplan, Miller & Ciresi, L.L.P.  
Rockler Companies Inc.  
Ryan Companies U. S., Inc.  
SAPAmerica Incorporated  
SIDCO Food Company  
SPS Companies, Inc.  
Teamsters Local 221 Construction Drivers  
Pipe Fitters Local 539  
Sprinkler Fitters No. 417  
STS Consultants Limited  
SUPERVALU INC.  
International Association of Machinists & Aerospace  
Workers District Local 77  
International Union Operating of Engineers Local 49  
International Union of Operating Engineers Local 70  
Teamsters Local 120 General Drivers  
Safetran Systems  
Sheet Metal Workers' International Association  
Local 10  
Sargento Foods Inc.  
Satellite Industries, Inc.  
Saturn of Brooklyn Park  
Schwegman, Lundberg, Woessner &  
Sears Imported Autos  
International Association of Machinists & Aerospace  
Workers District Local 77  
Second Harvest Food Bank of Greater Minneapolis  
Sedgwick of Minnesota, Inc.  
Select Comfort Direct Corporation  
The Sell Group  
Senior Resources  
Sholom West  
Siegel Display Products  
Silent Knight Security Systems  
Skarnes, Inc.  
Smith Barney  
Smith Foundry Company  
Teamsters Local 970 Metal Shop  
Smith, Gendler, Shiell, Sheff & Ford PA  
Snyder's Drug Stores, Inc.  
Teamsters Local 289 Bakery Laundry  
Teamsters Local 503 Warehouse Employees  
Sojourner Project, Inc.

Southeast Asian Refugee Community Home  
The Spangler Design Team  
SpencerStuart  
Sprint Communications  
City of St. Louis Park  
International Union of Operating Engineers Local 49  
Minnesota Teamsters Public and Law Enforcement  
Employees Union Local 320  
St. Mary's University  
Star Tribune Company, a subsidiary of  
The McClatchy Company  
International Brotherhood of Electrical Workers  
Local 292  
GCIU Upper Midwest Local 1-M  
International Association of Machinists & Aerospace  
Workers District Local 77  
International Association of Machinists & Aerospace  
Workers Local 737 Twin Cities Automotive  
International Union of Operating Engineers Local 70  
Minnesota Newspaper Guild/Typographical Union  
Service Employees International Union No. 26  
Teamsters Local 4, Minneapolis/St. Paul  
Teamsters Local 638 Miscellaneous Drivers  
State Fund Mutual Insurance  
State Street Global Advisors  
Stat-Ease  
Station 19 Architects  
Steelcase, Inc.  
Steven Fabrics  
Stewart Lumber Company  
Teamsters Local 221 Construction Drivers  
Storefront/Youth Action  
Suburban Radiologic Consultants, Ltd.  
SurModics, Inc.  
Survival Skills Institute, Inc.  
Sylvan Prometric  
Symmes Maini & McKee/Winsor Faricy  
T. Shadicks, Inc.  
TURCK Inc.  
Talbots  
Telex Communications  
Tennant Company  
Tenneco Packaging  
Tension Envelope Corporation  
GCIU Upper Midwest Local 1-M  
Graphic Communications International 1B  
Thermotech  
Thiele Technologies, Inc.  
IUEE Local 1140  
Toll Company  
Teamsters Local 120 General Drivers  
Tol-O-Matic, Inc.  
Toro - Shakopee  
IUEE Local 1140  
Totino Grace High School  
Towers Perrin  
Towle Agency, Inc.  
Towle Real Estate Company  
International Union of Operating Engineers Local 70  
Service Employees International Union 26  
The Travelers Companies  
Tri-State Drilling  
International Union of Operating Engineers Local 49  
Turning Point, Inc.  
Tysan Corp Dayton/Radisson Ramp  
U.S. Filter Distribution Group  
US Food  
Ultra Pac Inc.  
Union Bank & Trust Company  
Office & Professional Employees International  
Local 12  
United Bankers' Bank of Minnesota  
United Parcel Service  
International Association of Machinists & Aerospace  
Workers District Local 77  
Teamsters Local 120 General Drivers  
Teamsters Local 638 Miscellaneous Drivers  
Universal Cooperatives  
Universal Hospital Services, Inc.  
Unocal 76  
Vail Place

Venturian Corporation  
United Auto Workers Local 125  
Village Chevrolet  
Teamsters Local 974 Garage Maintenance  
Viromed Laboratories, Inc.  
Vision Ease  
Vision Ease Lens  
Volunteer Lawyers Network, Ltd.  
Walman Optical Company  
IUEE Local 1140  
Wal-Mart  
Wanner Engineering, Inc.  
Ware Manufacturing Company  
Teamsters Local 970 Metal Shop  
Warner Industrial Supply  
Warner Manufacturing Company  
International Association of Machinists & Aerospace  
Workers District Local 77  
Wayzata Nissan  
Wayzata School District 284  
Minnesota Education Association  
Minnesota Federation of Teachers  
Western Petroleum Company  
Westminster Presbyterian Church  
Weston Engraving Company  
GCIU Upper Midwest Local 1-M  
Williams Sound Corp.  
Willis Corroon Corporation of Minnesota  
Windsor Financial Group  
Winona Research  
Winslow Capital Management, Inc.  
Winthrop & Weinstine  
Witcher Construction Company  
Bricklayers & Stone Masons No. 1  
Carpenters & Floorlayers Local 1644  
Cement Masons Local 633  
International Union of Operating Engineers Local 49  
Worthington Software Engineering, Inc.  
Xerox Corporation USMG Sales  
Yost and Bail  
Youth Trust  
Zero Max, Inc.  
Ziegler Inc.  
International Union of Operating Engineers Local 49  
Teamsters Local 221 Construction Drivers

## First-time Campaigns

ADPHollander  
AGIA, Inc.  
Carleton Corporation  
Computech Resources Incorporated  
Duke Realty Investments Inc.  
GMAC Commercial Mortgage  
Hertz Equipment Rental  
Kraus-Anderson Construction Company  
LHB Engineers & Architects  
The Marathon Group, Inc.  
McKesson Med Management  
Meyocks & Priebe Advertising  
Midcontinent Business Systems  
Midwest Office Management Corporation  
Network Equipment Technologies  
Net Perceptions  
New Century Financial  
Office Depot Incorporated  
Oil Air Products, Inc.  
OneLink Communications Inc.  
Saturn of Minneapolis/Downtown  
Sodexo Marriott Services  
South Central Pool Supply, Inc.  
Southwest Metro Transit/Laidlaw Transit Services  
Incorporated  
SportMart  
Tool Crib of Minnesota, Inc.  
Vee Corporation  
Weis Builders Incorporated  
Weisman Enterprises  
West Metropolitan Fire and Rescue  
Weyerhaeuser Company



## Leaders in Giving Campaigns

A. C. Nielsen Company  
ADC Telecommunications, Inc.  
AT&T  
Ag-Chem Equipment Company, Inc.  
Alliant Techsystems  
Allianz Life Insurance Company of North America  
Allina Health System  
American Express Financial Advisors Inc.  
Apogee Enterprises, Inc.  
The Araz Group  
Arcadia Financial Ltd.  
Bachman's, Inc.  
Bassford Lockhart Truesdell & Briggs PA  
Bemis Company, Inc.  
Best Buy Company, Inc.  
City of Blaine  
Bloomington School District 271  
Boyer Trucks Inc.  
Braman, Braman & Rekstad Inc.  
Braun Intertec Corporation  
Brookfield Management Services LLC  
Buffets, Inc.  
Burlington Northern Santa Fe Railroad  
C. F. Lake & Company, Inc.  
C. H. Robinson Company  
CB Richard Ellis  
CSC Consulting  
Cargill, Incorporated  
Carleton Corporation  
Carlson Companies, Inc.  
Cass Screw Machine Products Company  
Caterpillar Paving Products Inc.  
Catholic Charities/Archdiocese of St. Paul/Minneapolis  
Century Bank National Association  
Chronimed Inc.  
Colle & McVoy, Inc.  
Community Credit  
Computer Network Technology Corporation  
Consulting Radiologists, Ltd.  
Cramer Building Services  
Creative Publishing International  
Custom Research Inc.  
Dain Rauscher  
DataCard Corporation  
Dayton Hudson Corporation  
Dayton's  
Dealers Manufacturing Company  
Divine, Scherzer & Brody  
Donaldson Company, Incorporated  
Dorsey & Whitney L.L.P.  
EXCELBank  
Eaton Corporation  
Eide Bailly LLP  
Employers Insurance of Wausau  
Ernst & Young LLP  
The Equitable  
Fabcon, Inc.  
Fairview Health Services  
Family & Children's Service  
Federal Cartridge Company  
Federal Reserve Bank of Minneapolis  
Felhaber, Larson, Fenlon and Vogt  
Fingerhut Companies Incorporated  
Firstar Bank of Minnesota, N.A.  
Fisher Rosemount Systems Inc.  
Fleming Minneapolis Division  
Focus Financial Network  
The Foley Companies  
Fredrikson & Byron, P.A.  
GTE Sun Community Directories  
Gage Marketing Group  
Gelco Information Network  
General Mills, Inc.  
General Office Products Company  
Genmar Industries  
Goldsmith, Agio, Helms & Company  
The Goodman Group

Graco Inc.  
Grant Thornton LLP  
Grow Biz International, Inc.  
Grubb & Ellis Company  
Hammel Green and Abrahamson, Inc.  
The Hartford  
The Hartford Life & Annuity Insurance Co.  
Heartland Realty Investors  
Helzberg Diamonds - Mall of America  
Hennepin County  
Henson & Efron, P.A.  
Hoffman Engineering  
Holiday Companies  
Honeywell Inc.  
Horton Inc.  
House, Nezerka & Froelich  
InterBank  
International Multifoods Corporation  
J&H Marsh & McLennan, Inc.  
Jacobs Management Corporation  
Jewish Family & Children's Service  
John Alden Life Insurance Company  
John G. Kinnard & Co.  
Johnson Matthey Advance Circuits Corp  
Jostens Inc.  
K Mart Distribution Center 8299  
KPMG Peat Marwick LLP  
Keane, Inc.  
Larson Allen Weishair & Co. LLP  
Lec Tec Corporation  
Leeds Precision Instruments, Inc.  
LeJeune Steel Company  
Liberty Diversified Industries  
Lindquist & Vennum PLLP  
Loram Maintenance of Way, Inc.  
Lucent Technologies  
Lund Food Holdings  
Lutheran Brotherhood  
M. A. Mortenson Company  
Mackay Envelope Corporation  
Madison Marquette Realty Services  
Martin Williams Advertising  
Maun & Simon, PLC  
McGlynn Bakeries, Inc.  
Medtronic, Inc.  
Mentium Corporation  
Merchant Gould Smith Edell Welter & Schmidt, P.A.  
Metro Information Services  
Michael Foods Inc.  
Michaud Cooley Erickson & Associates  
City of Minneapolis Coordinator's Office  
Minneapolis Heart Institute Foundation  
Minneapolis Public Schools  
Minnegasco, A Division of Houston Industries  
Minnesota Medical Joint Services Organization  
Minnesota Supply Company  
Morgan Stanley Dean Witter  
Moss & Barnett  
Musicland Group  
NWA, Inc.  
Nash Finch Company  
National City Bancorporation  
National Computer Systems  
Nelson, Tietz & Hoyer  
Nilfisk-Advance, Inc.  
Nordstrom  
Norstan Network Services  
North Memorial Health Care  
Northern States Power Company  
Norwest Corporation  
Onan Corporation, Division of Cummins Engine  
Company, Power Generation Group  
OneLink Communications Inc.  
Oppenheimer Wolff & Donnelly, LLP  
Opus Group of Companies  
Osseo School District 279  
Owens Services Corporation  
PCLConstruction Inc.  
PRI Public Radio International  
Park National Bank  
Pepsi-Cola Company

The Pillsbury Company  
Pillsbury Neighborhood Services, Inc.  
Pohlad Companies  
Polaris Industries, Inc.  
RTW Inc.  
ReliaStar Financial Corporation  
Richfield Bank & Trust Co.  
Richfield School District 280  
Richfield-Bloomington Credit Union  
Rider, Bennett, Egan & Arundel  
Rimage Corporation  
Riverside Bank, Cedar-Riverside Office  
Riverway Co.  
Rockler Companies Inc.  
Rosemount Inc.  
Rosenbloom & Rosenbloom  
Ryan Companies U. S., Inc.  
SPS Companies, Inc.  
SUPERVALU INC.  
SUPERVALU - Northern Region  
Schechter, Dokken, Kanter, Andrews & Selcer  
Select Comfort Direct Corporation  
Setter, Leach & Lindstrom, Inc.  
Shandwick  
Sholom West  
Siegel Display Products  
Snyder's Drug Stores, Inc.  
St. David's Child Development and Family  
Services, Inc.  
St. Mary's University  
The St. Paul Companies, Inc.  
Star Tribune Company, a subsidiary of  
The McClatchy Company  
State of Minnesota Department of Public Service  
State Street Global Advisors  
TEAM Tires Plus  
Target Stores  
Tennant Company  
Thermo King Corporation  
The Toro Company  
U S WEST Communications, Inc.  
U. S. Bank  
UNUM  
United Defense L.P.  
United HealthCare Corporation  
United Parcel Service  
United Way of Minneapolis Area  
Unity Hospital  
VTC Inc.  
The Valspar Corporation  
ValueVision International  
W. L. Hall Company  
Walsh Bishop Associates, Inc.  
Washburn Child Guidance Center  
Wayzata School District 284  
Weston Engraving Company  
William M. Mercer, Incorporated  
Willis Corroon Corporation of Minnesota  
YMCA of the USA  
YWCA of Minneapolis  
Young Men's Christian Association of  
Metropolitan Minneapolis  
Youth Trust

**These listings represent the most complete information received by United Way at the time of publication. We apologize if any organization may have been inadvertently omitted.**

## Special Report



### Web News: United Way On-Line

**Community pride is back!** And what better way to show it than to display this United Way icon on your Internet or Intranet web site. Tie it to an update on your campaign results or link it back to the United Way of Minneapolis Area web site if you'd like. The graphic is available for download on the site, with tips and instructions, at [www.uwmisp.org/mpls](http://www.uwmisp.org/mpls). Then click on Campaign in the About Us section.

Here is what visitors can find on the site year round:

- Information about what's happening with their contribution.
- Facts and tips for living happy and healthy in today's hectic world.
- Exciting volunteer opportunities.
- News about grassroots community-building initiatives *and much more!*

And in 1999, look for:

- Additional resources for coordinators.
- New Week of Caring information.
- Online giving, meeting reservations and product sales.
- Summer fun for kids.

We want your suggestions on how the site can better serve you and your organization — please call 612-340-7673 or reply via "Contact Us" on the site. In the meantime, keep in touch at [www.uwmisp.org](http://www.uwmisp.org)! (And, let us know if you'd like a monthly e-mail connecting you to "What's New" on the site.)



**Megan Reynolds**, 11-years-old, of the Greater Minneapolis Girl Scout Troop 1997, presents Minnesota Vikings John Randle with her winning drawing of the Vikings team logo at the August 28, 1998 Vikings pre-season game. The game commemorated the 25th anniversary of the United Way/NFL partnership, where each NFL team was presented with a hand-drawn team logo from one of the United Way funded agencies in their city as part of this national promotion.



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