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United Way  
of Southwest Colorado

## United Way of Southwest Colorado Announces Fundraising Total

March 2, 2009, Durango, CO – United Way of Southwest Colorado announced its annual fundraising drive for Archuleta, Dolores, La Plata, Montezuma and San Juan counties conducted last fall and winter raised \$734,000.

For the first time in five years, United Way did not reach its campaign goal. The goal was set last summer at \$760,000.

Tim Walsworth, United Way's President and CEO, said "It was a tough fundraising year with all the economic turmoil, but I am so proud of our community for their donations. The good news here is that even though we did make our goal, due to the board of directors saving a little bit of funds from previous years when we exceeded our goal, we do not have to alter our partner agency funding."

Donations and pledges to United Way's annual campaign are used to fund nonprofit organizations in all five counties of Southwest Colorado. Before the fundraising started, teams of volunteers evaluated local nonprofit organizations and recommended funding amounts for 80 programs. These funding amounts formed the core of the annual campaign goal.

United Way announced its fundraising total in a unique way this year. In order to reduce costs, instead of holding a luncheon for 200 people United Way made its announcement on Four Corners Broadcasting's KIQX 101.3 FM. The radio broadcast was recorded and is posted at [www.radiodurango.com](http://www.radiodurango.com).

Before the total was revealed, awards were given out to the top supporters of the fundraising drive. First National Bank, BP, Bank of the San Juans, JC Penney, Qwest, UPS, La Plata Electric Association, Coldwell Banker, and other individuals and businesses were recognized.

Gina Piccoli chaired the fundraising drive for La Plata & San Juan Counties, where the bulk of the fundraising is conducted. Piccoli is Durango area native and attended Fort Lewis College. She is co-owner of Coldwell Banker Heritage House Realtors. "This was a tough fundraising year, but I learned a lot about our community doing this work for United Way. I thought I knew a lot already, but I learned more about our local needs and how our nonprofit partner agencies are addressing those needs every day," said Piccoli.

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About United Way of Southwest Colorado – United Way has been serving southwest Colorado for 37 years. The organization is headquartered in Durango, but has an employee for Montezuma and Dolores Counties. All funds donated from Montezuma and Dolores County residents are used to support United Way’s work in the two-county area, as well as 19 nonprofit organizations that also serve the two-county area. For more information, visit [www.unitedway-swco.org](http://www.unitedway-swco.org)

## **United Way of Southwest Colorado La Plata & San Juan Counties 2008/2009 CAMPAIGN AWARDS**

### Spirit Award

BP

First National Bank of Durango

### Silent Hero Award

Clara Cardoza, Williams

Southern Ute Indian Tribe

### Board President’s Award

Randy Hagen, First National Bank, United Way Board Treasurer

### Highest Percentage of Employee Participation, Small Business

Durango Adult Education Center

Town of Ignacio

Housing Solutions for the Southwest

Alternative Horizons

La Plata Youth Services

Del Alma

La Plata Family Centers Coalition

Sexual Assault Services Organization

**ALL HAD 100%**

### Highest Percentage of Employee Participation, Large Business

JC Penney -100%

UPS – 100%

Bank of the San Juans – 83%

Coldwell Banker Heritage House Realtors – 73%

Southwest Colorado Mental Health Center – 70%

Highest Average Gift Per Employee

Dawes & Harriss - \$416  
BP - \$412  
La Plata Electric Association - \$411  
Wells Fargo Bank - \$402  
Southern Ute Indian Tribe - \$388

Highest Corporate Gift Per Capita

Qwest - \$750 per employee

Highest percentage increase in total gift

La Plata Family Center's Coalition – 62% increase  
Coldwell Banker Heritage House Realtors – 48.6% increase  
Enterprise Rent A Car – 43.2% increase

Pace Setter Awards (these business run their drive early to set the pace for the annual campaign)

BP  
XTO Energy  
La Plata Electric Association

First National Bank's Sip to Soup-port Award

Professional – Mahogany Grille  
Amateur – Matt Kelly

Jim Child Excellence Award (volunteer of the year)

Julie Oskard

Combined Federal Campaign Awards

Mark Stiles, Honorary Chair  
San Juan Public Lands Center

Leadership Awards

Mercury Payment Systems  
Southwest Colorado Federal Credit Union  
Bank of the San Juans  
The Wells Group

Special Recognition

Wells Fargo Bank  
Four Corners Broadcasting  
Larry Holiday, Xcelint  
Todd Youngblood, CookManFood.com  
Don Triola, American Tel Com

Russ Elliott, Brainstorm Internet  
Ron Weller, Qwest  
Lexa Pitcher, Durango Mall  
Tami Graham, Radiothon Coordinator

**United Way of Southwest Colorado's 2009 Partner Agencies**

*These organizations will receive funding from United Way in 2009  
due to the success of the fundraising drive.*

Alternative Horizons  
American Red Cross Southwest Colorado Chapter  
Archuleta County Education Center  
Archuleta County Victim Assistance Program  
Big Brothers Big Sisters of Southwest Colorado  
Boy Scouts of America, Great Southwest Council  
Boys and Girls Clubs of La Plata County  
Bridge Homeless Shelter  
Casa of the Four Corners, Inc.  
Colorado Housing, Inc.  
Community Connections, Inc.  
Community Emergency Assistance Coalition  
Cortez Addiction Recovery Services  
Del Alma  
Dove's Nest  
Durango Adult Education Center  
Eye and Ear Program  
Four Corners Advocacy Center - The Nest  
Girl Scouts of Colorado  
Habitat for Humanity of Archuleta County  
Habitat for Humanity of La Plata County  
Hospice of Montezuma, Inc.

Housing Solutions for the Southwest  
La Plata Family Centers Coalition  
La Plata Youth Services  
Liberty School  
Medicine Horse Center  
Montelores Emergency Assistance Coalition  
Montezuma County Health Department  
Pagosa Outreach Connection  
Pinon Project  
Renew, Inc.  
San Juan Basin Area Agency on Aging  
San Juan Basin Health Department  
Seeds of Learning  
Sexual Assault Services Organization  
Silverton Family Learning Center  
Skills for Living and Learning  
Southwest Colorado Mental Health Center  
Southwest Conservation Corps  
Southwest Open School  
Southern Ute Community Action Programs  
Volunteers of America  
Women's Resource Center