

Scotts

# Journal-Tribune

Many Campaigns In One  
United Fund Drive Set For Oct



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## United Way Opens \$250,000 '90 Drive

Bringing out the best in Union County is the purpose of this year's local United Way campaign, which began this morning with a kick-off breakfast for the industrial division.

The United Way Board of Trustees has set a goal of \$250,000 for the 1990 campaign to help 20 agencies.

"That's only a 4.6 percent increase over last year," said Rosemary Smith, vice president of the board. "When you think about it, it's just a cost of living increase."

For 1989, over \$239,000 was raised for 19 agencies. The Union County Legal Services is the newest addition to the list of member agencies. It provides legal services for low income families.

Taking charge of this year's campaign will be a committee composed of Bob Chapman, Mrs. Smith, Pat Blinn and Barb Timmons. The committee is an alternative to having an individual chairman as in past years.

Chapman, who is also president of the United Way board, said the industrial portion of the campaign is vital to the fund-raising effort.

"Approximately 75 percent of the funds come from this division," he said. It was also noted that in addition to the contributions from industrial employees, many industries also make a direct donation to United Way.

The campaign will have five sectors conducting separate drives. The division of Allen, Howard, Yurasek & Merkin; and residential, Lois Blue Memorial Hospital.

"We want everyone in the community to have the opportunity to give," Chapman explained. "Whatever we put into the United Way will come back to benefit the community 100 times over."

Other officers on the board of trustees are secretary Bonnie Manning, treasurer Elaine Lantz and assistant treasurer John Taylor. Linda Tipple, executive director of the organization, will resign Friday to accept other employment.

Other agencies receiving United Way funds are American Red Cross, Big Brothers-Big Sisters, Boy Scouts of America, Girl Scouts of America, and Day Camp.



**Celebrating 50 years**

**United Way of Union County**

**United Way**

**(1958-2008)**

# 1958: United Appeals of Union County is organized



Current United Way Board Member Jim Cox (right) presents former Board Member Dan Behrens, Publisher of the *Marysville Journal-Tribune*, with a Good Neighbor Award featuring the front page story announcing the first United Way campaign in 1958. Behrens's uncle, F.T. Gaumer, a former publisher of the paper, was a founder of our organization 50 years ago.

Drive." The idea is suggested by the Chamber of Commerce to imitate what is done in other communities: have one structured fundraiser for multiple social service agencies that are attempting to raise money on their own. This efficient drive would raise \$35,000 for the agencies. It would also eliminate the high number of solicitations that businesses and residents receive each year.

Residents are asked to contribute as much or more to United Appeals as they did formerly to all individual funds combined. To help people meet the larger pledge, many industries make weekly payroll deductions for their employees so they can meet the obligation.

The volunteers organizing that first fund drive included Mrs. Kermit J. Mills, Charles B. Mills, F.T. Gaumer, Rev. Edward Hoeferkamp, Walter Herd, James B. Huff, and Dwight Graham of Marysville; Charles Adams and Judge Robert Evans of Richwood; Mrs. Vern Howard and Burl Ridgeway of Milford Center; and John Hennigh of Darby Township.

Eight agencies benefited from that first drive, including the American Red Cross, the Boy Scouts, Girl Scouts, The Salvation Army, Union County Mental Health Association, Union County Cancer Society, Union County Civil Defense, and the Child Welfare Board of Union County. Six of those agencies remain to this day.

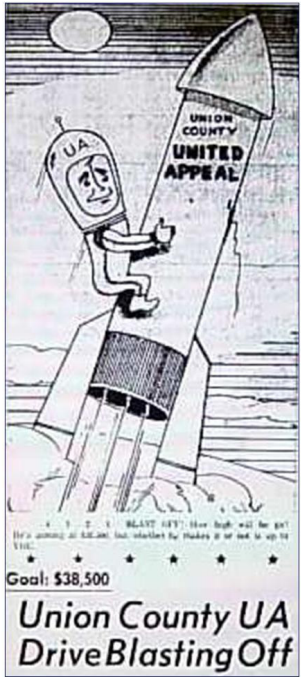


The first mention of our organization appears on the *Marysville Journal-Tribune's* front page on September 24, 1958.

A postage stamp costs four cents. Gas is 24 cents a gallon. The average household income is \$4,650. Union County is half the size it is today, with about 22,000 residents.

And that summer, a group of local business professionals and area residents begin plans to coordinate the county's first "United Fund

## 1959-1978: Slow—but steady growth



1963: With emphasis on the U.S. Space program in the national spotlight, “Willie the United Appeals Astronaut” announces the blast off of the annual campaign.

For the next 20 years, volunteers, including representatives from the agencies receiving funding, guide the annual United Appeals process. The number of participating businesses in the “Industrial Division” grows and includes top-giving workplace campaigns like O.M. Scott & Sons, Ranco, Rockwell International, Goodyear Tire & Rubber, Westreco, and Nestle.

**UA's Industrial Fund Drive Launched Today**

The Union County United Appeals 1963-64 Fund Drive held its "blast-off" meeting Thursday night at the new culture center. The goal is to raise \$38,500.

**United Appeals Names Co-chairmen For The Industrial Drive**

Special Philippe, Campaign Director for the 1973 financial drive of United Appeals of Union County announced today that the Industrial Drive U.A. will be headed by Co-Chairmen Robert (Bud) Bond and Warren Lockwood.

Warren Lockwood, who resides in the Marysville Mobile Home Park in a retired employee of Eljays. During his thirty-year career as a metal polisher. During that time he was president of Local 186, Metal Polisher and Buffers AFL-CIO. He is presently serving as Secretary of the Union County Labor Council. Lockwood is married, has two Virginia in an employee of the United Telephone Company.

They have large married daughters who live away from home.

Robert Bond is the Personnel Manager at the local Goodcoast plant. He has held this position for two years. Bond, who headed up the Industrial Drive last year for U.A., resides with his wife and three children on Showwood Ave., Phillips, when announcing the objectives of the new year to head up the Industrial Drive.

"Bud" and Warren are co-chairing the Industrial Drive this fall forward to a successful and complete campaign under their leadership.

"The United Appeals 'blast-off' launched on Wednesday, Sept. 18 at noon at the Launching... that the fund drive in all industrial plants was to start today. This is a most important and vital part of the over all success of Union County United Appeals," he said.

Mr. Newlin was asked, "What is our fair share?" His reply was, "Your United Appeals."

Other volunteer chairman present were: P. W. Jackson, business-Marysville; Curt Westner, professional - Marysville; Mrs. William Faustner, resident...

**Industrial Division Opens United Appeals Campaign**

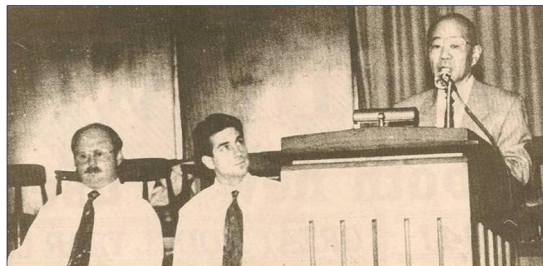
The Union County United Appeals Industrial Division opened its first year of operation on Thursday, Sept. 18, at the new culture center. The division is headed by Co-Chairmen Robert (Bud) Bond and Warren Lockwood. The division is responsible for the annual campaign in the industrial sector of the county. The division is currently raising funds for the annual campaign. The division is currently raising funds for the annual campaign. The division is currently raising funds for the annual campaign.

**1965, 1973, and 1974 articles announcing the campaign chairs and goals, courtesy of the Marysville Journal-Tribune.**

The campaign enjoys modest growth. From raising just under \$35,000 in 1958, it grows to \$38,500 in 1963, \$41,700 in 1968, \$60,500 in 1973, to \$76,000 in 1978. By that point, the number of Agencies receiving funds from the drive grows to 14. The Richwood Civic Center, Union County Dental Council, Union County School of Opportunity, Active Senior Citizens, and the Union County Family YMCA are now included.

## 1979: Honda of America conducts first campaign

Honda opens its Motorcycle Plant in Marysville in 1979 and raises a modest \$650 that year for United Way. Three years later, in conjunction with the opening of the Auto Plant, a full-scale United Way campaign would take place annually at the company. More than \$3.6 million is donated to United Way of Union County by Honda associates and corporate matches during the last 30 years, including \$247,207 in 2008.



Toshi Amino, former Executive Vice President of Honda of America, Mfg., speaks at a United Way function. Amino volunteers for multiple years as a Campaign Chair and is instrumental in the charitable growth of the company.

## 1981: Campaign exceeds \$100,000



Representatives from O.M. Scott present the company's pledge of \$17,294. The campaign hits six figures for the first time.

## 1982: Volunteers change name to United Way of Union County



Keeping in line with Community Chests and United Appeals across the country.

## 1985: Year of change for United Way

Volunteers take several steps in 1985 to shape the future of the organization and make it look a lot more like it does today. Acknowledging that the



Linda Tipple, United Way's first staff person.

growing workload now requires day-to-day oversight, they rent an office on East Fifth Street and hire the first staff member, Linda Tipple. For the first time, they plan a recognition event at the conclusion of the campaign to present top corporate donors with awards for their contributions. They also organize a committee to determine how the money raised during the campaign

would be spent. To this point, agencies made their requests, which became the goal, and if the money was raised, the agencies got what they requested. A reserve fund is established to help during years of shortfall. On top of all this work, they surpass the \$155,000 goal by nearly \$3,000.



The United Way Campaign has successfully reached its goal of \$155,000. Shown standing by the campaign thermometer which has risen steadily in recent months, is (left to right) John Popio, outgoing United Way Board of Trustees president; Chuck Lyndon, United Way general chairman; Larry Jermyn, industrial campaign chairman and Oscar Decker, incoming United Way campaign president.

### Year Of Change For United Way

By JOAN CHRISTY  
The United Way campaign has come to a close and the 1985 goal of \$155,000 has been surpassed with a grand total of \$157,967, according to United Way spokesperson, Linda Tipple.

"I thought it (campaign) went well, but a little slow this year," said Chuck Lyndon, campaign general chairman. "We usually have everything in by the end of November."

John Popio, United Way Board of Trustees president,

reserve fund was established to assist the campaign if it happened to fall short of its goal, Popio said.

A review committee is planned for next year's campaign, to study the involved agencies and analyze the expenditure of funds, he added.

Popio said the door-to-door solicitation did not do as well as last year, but added it is an important part of the overall campaign.

"The industrial sector has

are reported to be approximately \$101,000. Numbers not figured in are collections from professional employees and businesses located in Marysville and Richwood.

A presentation meeting is being planned for the first time after the first of the year, Lyndon said. Awards and certificates will be presented and donors will be recognized for their contributions.

"I think the campaign went really well; we met our goal and that's what we were shooting for," Popio said.

**Volunteers John Popio, Chuck Lyndon, Larry Jermyn, and Oscar Decker helped change United Way in 1985.**



## 1989: Campaign surpasses \$250,000

A milestone is reached as the organization raises more than a quarter million dollars. Rosemary Smith of the Scotts Company (left), Bob Chapman, Pat Blinn, and Barb Timmons serve as co-Campaign Chairs.

## 1992: Shari Marsh hired as Executive Director

September 1992 proves to be a real turning point in the organization's history. That's when volunteers promote Shari Marsh from her role as office secretary to become United Way's third Executive Director. Shari continues in that role today and is one of the true leaders in Union County.

For the next 17 years, Marsh guides the organization—and the local social service community as a whole—through tremendous change and growth. During her tenure, United Way's annual campaign triples. Collectively more than \$10 million is raised! Her leadership helps United Way evolve into much more than a simple fundraising and pass-through agency.

Her genuine concern for the needs of others is combined with an innovative vision that leads to the creation or arrival of dozens of programs in Union County. Through collaboration with other community leaders, Marsh is instrumental in the establishment and presence of the following programming in Union County: Big Brothers Big Sisters, Loving Care Hospice, The Salvation Army, Marion Shelter Program, the Dolly Parton Imagination Library, No-Wrong Door Trainings, the Union County Emergency Assistance Program, child assault prevention, early childhood education, and many others. In 1992, United Way funds 18 Member Agencies. In 2008, United Way's impact is spread to 24 Member Agencies and 19 additional programs.



SHARI MARSH

### Shari Marsh Named To United Way Post

Shari Marsh has been named executive director of the United Way of Union County. Action was taken at a special United Way board meeting held Wednesday morning.

Mrs. Marsh was previously secretary of the United Way office, a job she held for two years.

A county resident for 24 years, she resides in Marysville with her husband, Jim, and her two children.

She commented, "I'm looking forward to working hard this fall with members of the board of trustees, the community and volunteers on the annual fundraising campaign."

"During 1993, I will be looking for ways to increase the visibility of United Way and the services that are provided through member agencies."

Mrs. Marsh issued a call for volunteers who can assist with this year's campaign. Those interested can call her at the United Way office, 644-8381.

## 1997: First Community Care Day



Charlene Conrad, Peg Wiley, Marge Myers, and Greg Ballinger wash windows in 1997.

150 volunteers completed projects on the first Community Care Day. The event is designed as a Campaign Kickoff to show how United Way works year-round. Care Day evolves into United Way's signature volunteer event and is now held in spring. More than 346 helpers completed 145 projects in 2008.

## 1998: Best campaign ever achieves an amazing 130% of goal

The headline tells the story as the organization achieves another milestone, raising \$589,805! The goal was \$450,000. Population growth is cited for the success.

### United Way tops half a million dollars



Volunteers extend a thanks to the community during the Marysville Christmas Parade.

## 2001: Youth Arts & Recreation Fund started

Volunteers begin an initiative to fund youth programs to keep kids involved in positive, structured activities. More than \$70,000 has been awarded since 2001, benefiting hundreds of children.



Union County Jr. Football

## 2003: Website launched



The organization reaches out to donors by launching a website and distributing a quarterly newsletter. Efforts are made to keep donors informed of how United Way is spending their contributions.

United Way's website

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## 2003-2008: Services for the homeless established



Reflecting the changing needs of a growing community, United Way works to establish a safety net for those facing eviction and homelessness. Programming is made available through The Salvation Army and the Marion Shelter Program.

## Logo Evolution

Much as the organization has changed over the last 50 years to meet the needs of the community, the organization's logo has also changed with the times. But the familiar elements that make the United Way logo one of the world's most recognizable symbols remain.

1. A helping hand symbolizes United Way's support of services and programs that in turn support people in our community.
2. The symbol of humankind is cradled by the helping hand, indicating that United Way cares about all people in Union County.
3. The rainbow emerging from the hand to shelter the figure represents hope for a better tomorrow.

1958: Original United Appeals Logo is set inside an outline of Union County.



1982: The organization changes its name to United Way of Union County, and localizes the national United Way brandmark. A full-color version of the logo is used throughout the years.

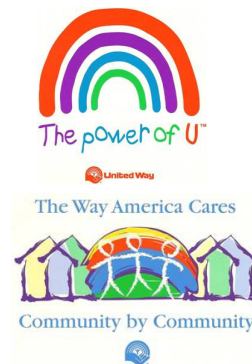
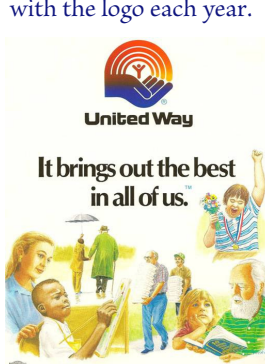


2004: The modernized United Way logo debuts.



## Campaign Themes & Taglines

Familiar messages that reflect the mission of the organization have been used with the logo each year.



For the last five years, we've been consistently using our Mission Statement: "Bringing neighbors and resources together to improve lives in Union County."

Special thanks to the Marysville Journal-Tribune archives in creating this publication. This program is a publication of the United Way of Union County, PO Box 145, Marysville, Ohio, 43040 Phone: (937) 644-8381 Web: [www.unitedwayofunioncounty.org](http://www.unitedwayofunioncounty.org)

United Way of Union County

