United Way Opens $250,000 ‘90 Drive

By Mary C. Justice

For three weeks this spring, the United Way of Union County held its annual drive to raise funds for local charities. The goal was $250,000, and the drive was successful in reaching that goal.

The campaign was led by the United Way Board of Directors, who worked tirelessly to ensure the success of the drive. The board consists of representatives from various community organizations, including local businesses and non-profits.

The funds raised will be used to support local organizations that provide services to those in need, such as food banks, shelters, and educational programs.

The United Way appreciates the support of the community and encourages everyone to continue to give back.

Celebrating 50 years
United Way of Union County
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.

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 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.
1959-1978: Slow—but steady growth

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.

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.

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 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.


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.
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.

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.

2003: Website launched

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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.

1997: First Community Care Day

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.

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

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.


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.”