

Press Release

Date: July 13, 2017

To: Steele County Media

From: Kim Schaufenbuel Executive Director, United Way of Steele County

Re: United Way Announces 2017 Corporate Campaign Leader

Federated to Lead 2017 United Way Campaign in Steele County

For the past 10 year United Way of Steele County has tapped a local corporation to lead their annual fundraising campaign. Today they announced that, for the second time, Federated Insurance will serve as the 2017 United Way Corporate Campaign Leader.

“We are grateful that Federated, a local, homegrown corporation, which shares so many of our values for community care has decided to lead our community fundraising efforts this year. Federated has been highly successful in inspiring their employees to support United Way of Steele County,” said UWSC Executive Director, Kim Schaufenbuel, “and we’re confident they will be able to broaden that inspiration throughout our community.”

The Federated Corporate Campaign Leadership Team includes Jeff Fetters, Chairman, President and CEO; Pat Cooper, Executive Vice-President; and Julie Rethemeier, Vice-President Director of Public Affairs, as well as UWSC Board Members Shane Sattler, Peng Olson, and Jane Rolloff, and Melanie Sunnarborg. Federated is one of 12 local companies to lead the United Way campaign. Wells Fargo Bank started the tradition in 2006. Federated Insurance served in this capacity once before in 2010.

“We are thankful to have a vibrant and thriving United Way in our county who are leading and collaborating to invoke positive change within the community” said Jeff Fetters, Chairman, President & CEO. “Their work is critical to a healthy community. When Kim Schaufenbuel asked us to consider being the Corporate Campaign Leader I said “How can we say no?” United Way is a key community partner and friend to all of us. We want to do everything we can to keep our community strong. Our team decided upon a focus for the campaign which is ***Lead United. Live United.*** Together we can bring hope to those in need. One person alone cannot make the difference, but, as a community collaborating, we can achieve great things. We plan to share the mission and message of the United Way to business owners and individuals in hopes that together we truly lead and live united.”

This year's campaign goal is \$725,000. Funds will support programs which give children a healthy start in life, families the tools they need to thrive, and seniors the support they deserve to live with purpose and dignity. Programs operated by trusted, local nonprofit organizations include: Big Brothers Big Sisters of Southern Minnesota, the Boys & Girls Club of Blooming Prairie, Cedar Valley Services, Children's Remedial Fund, Crisis Resource Center, Exchange Club Center for Family Unity, Free Clinic of Steele County, Healthy Seniors Program of Steele County, Let's Smile, Inc., SACSO (Somali American Cultural Society of Owatonna), South Central Human Relations Center, Southern Minnesota Regional Legal Services, Steele County Food Shelf, Steele County Clothesline, and Transitional Housing of Steele County programs. Also supported in part by locally raised funds are: Owatonna School District SAC, Medford School District Tiger Club, Salvation Army Boots to Work program, Preschool Transportation, Incent to Save, Mobile Food Shelf, and Career Counselor/Job Readiness in conjunction with Owatonna High School, Workforce Development, and Owatonna Chamber of Commerce

The mission of the United Way of Steele County is to change lives by mobilizing and optimizing the caring power of our community. We fight for the health, education, and financial stability of every person in our community. We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join us in fighting our community's most daunting social crises. In order to live better we must Live United.

In the last five years alone, United Way of Steele County has raised more than \$4 million to address local health and human service needs. For more information about how you can join thousands of people in our community who participate in the annual United Way campaign, go to <http://unitedwaysteelecounty.org> or call 507-455-1180.



Photo: Pictured from left to right: (Back row) Jane Rolloff, Pat Cooper, Jeff Fetters, Julie Rethemeier. (Front row) Peng Olson, Kim Schaufenbuel, Melanie Sunnarborg. Not pictured: Shane Sattler.