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Lubbock Area United Way

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Area organizations and employees get involved through United Way's Loaned Executive Program

Jon Stephens is the 2010 Chairman of the United Way Loaned Executive Program. Stephens, Vice President at SouthWest Bank, says, "The Loaned Executive Program gives area organizations and their employees a way to get involved in and benefit their community."

The Loaned Executives are volunteers that aid the United Way Annual Campaign by helping businesses and organizations that choose to host United Way workplace campaigns. This year there are 57 volunteers in the Loaned Executive Program.

The volunteers participate in training programs beginning in the spring. They learn about the community at large and various non-profit organizations. They also participate in team building exercises. Once the Annual Campaign begins, the Loaned Executives assist more than 200 companies with their workplace campaigns.

Melisa Roberts, who is leading the volunteer efforts as this year's Campaign Chair, says, "Almost 70% of the money raised each year is through employee campaigns. A successful campaign means more lives will be touched and the Loaned Executives are a key part of success. As volunteers we are imagining the most for the campaign, and the best for our community."

During the 2009 Annual Campaign, the Loaned Executive division helped raise almost \$3 million dollars. As United Way moves toward its Annual Campaign Kick-Off, these volunteers are already at work to ensure a successful campaign.

The campaign goal for this year will be announced at the Kick-Off Luncheon on August 26th.

The general public is invited to attend. Seating is \$15.00 and reservations are now available by calling 806.747.2711.

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