

AMAZING PACESETTERS

By Renee Ashworth

United Way
of Laramie County



It's hard to believe that summer is coming to a close as well as the Pacesetter Campaign. From the beginning of the kick-off breakfast in June, the pacesetter companies have continued to amaze us with their commitment to new and creative ideas to make their United Way campaign successful, not just during the campaign period but they have made community awareness and commitment part of their company culture all year long.

Together 58 organizations have made a difference in Laramie County as Pacesetters. We are so fortunate in our community to have the support of these companies that truly make United Way successful.

The United Way speakers bureau was invited to more than 25 employee meetings at Pacesetter organizations. Employees of these meetings volunteered their time and energy to put together additional events to boost their campaigns. We were able to attend many of these meetings and events and the message of commitment from company leaders to employees to the success of the campaign is truly apparent.

We have heard about the commitments the organizations make to a successful campaign. WyHy has 100% participation for 3 years running. Employees are rewarded with PTO time and are encouraged to volunteer with program partners throughout the year. WINhealth and Wyoming Machinery match their employee contributions.

We have seen innovative ways to involve the community to boost their campaigns. The Align Team held a breakfast burrito fundraiser. Security First Bank held a bake sale. And, Warren Federal Credit Union held a "Feed the Pig" campaign in addition to the 13th annual golf tournament.

We have experienced executives and campaign coordinators coming together to challenge and reward their employees and the fun they have giving back to our community. Security First Bank's executives set an employee giving goal and treated their employees and the reward was to have these same executives dye their hair for a day.

And, we ate! Halladay Motors did root beer floats for their employees on the final day of their campaign. Wyoming Tribune Eagle provided a baked potato bar. High West Energy had a pancake breakfast. CBS Newschannel 5 had a lunch hour barbeque. CRMC held an ice cream social.

Pat and I commend you for your corporate citizenship, we thank you for your hard work and time, and we appreciate each and every Pacesetter Company for making a difference.

