

# March of Dimes '08 Sponsorship Newsletter



## Kmart Continues Longstanding Commitment For Healthy Babies and Raises Over \$500,000 in MI

### In an Average Week in Michigan:

- 307 babies are born preterm
- 208 babies are born with low birthweight
- 21 babies die before their first birthday

Kmart is the March of Dimes longest standing corporate partner and contributor to its mission. Over the past 24 years, Kmart has raised more than \$63 million to help the charity meet the needs of moms and babies. Moms-to-be looking for tips for a healthy pregnancy found them while shopping at Kmart. This year, Kmart's 25<sup>th</sup> annual in-store fundraising campaign to support the March of Dimes featured a free brochure with advice on how mom can take care of what she cares about most—her own health and that of her family. The March of Dimes new brochure is



Kmart walkers at Troy March for Babies.



**Stronger Healthier Babies**

called "Ten Tips to Nine Healthy Months." It tells women 10 essential elements of a healthy pregnancy, including eating right, avoiding smoking and alcohol, exercising moderately and taking a multivitamin with folic acid. Through May 10, Kmart customers could make a donation of

\$1, \$5 or \$10 at any store cash register. Kmart customers could sign up in stores to participate in March for Babies. Thanks Kmart!



## Coca-Cola Enterprises partners with the March of Dimes

The Michigan Chapter of the March of Dimes wanted to express our appreciation to Coca-Cola Enterprises for their state-wide partnership in support of March for Babies. Special thanks to Katelyn Jackson (pictured at right) for her leadership role this year. In addition, we want to thank each of the Sales Center Managers for their generous donations: Mark Krause, Joe Abbate, John Peters, Russ Marvin, Brian Czarnecki, Charlie Raymond, Ken Hebert, Michelle Buchtrup, and Don Harkness. Special thanks, to Nadia Thomas from FUZE and Tim Redmond from Glaceau. A thank you to: Tim Briggs, Larry Westphal, Ally Vukaj, Cathie Sgouzou and Tim Mundt. Also thank you Mike Alter & Dennis Easter from The Coca-Cola Company. We are looking forward to growing our partnership with the Coca-Cola Enterprises in 2009!





## Again, Dan Schrock and Patrick Sullivan lead **FARMERS** efforts to “Be a Hero for Babies” in Michigan

On June 3<sup>rd</sup>, Michigan rose to the occasion and became heroes for babies. For the third consecutive year, Farmers insurance agents led efforts in Michigan and across America for the company’s “Be a Hero for Babies Day,” raising more than \$3.2 million nationwide. The money will support March of Dimes research and education to help moms have full-term pregnancies

and healthy babies. Hundreds of Farmers agents in Michigan contributed to this noteworthy philanthropic achievement. Michigan Farmers Agents turned out to build a brighter future for all families by having Farmers Golf outings, a *Texas Holdum Tourney*, a car wash and a BBQ/can & coin drive in Lansing on Be A Hero for Babies Day – June 3<sup>rd</sup>. On behalf of the babies and fami-

lies who will benefit from your compassion and commitment, the March of Dimes wants to thank everyone who met the challenge of “Be a Hero for Babies Day” and made it a success. Farmers agents and their supporters are all heroes for the more than half million babies born too soon and we thank them for their generosity.



(L to R) Larry Hilditch, Brian Seipel, Michael Tumpane, and Dan Schrock from Farmer’s Insurance, and Thom Campbell of Bristol West Insurance Group



Soda can drive & cook out at the Lansing Be a Hero for Babies Day.



## **Flagstar** Bank Supports March for Babies 2008



Flagstar’s Frankie D’Angelo

Special thanks to Flagstar Bank again this year for their continued support of the March of Dimes and March for Babies. Flagstar Bank has committed to be a state-wide partner for the next three years by hosting the start sponsorships throughout the state. Thank you Frankie D’Angelo and Mary Jane Van Sicklen for all of your support!



## **AT&T Yellow Pages Group Makes Connection**

Through our CWA/ATT partnership, we were able to connect with the ATT Yellow Pages Group. Special thanks to Carmen Johnson and Rhonda Erickson for spearheading an amazing donation to our organization. They will be giving the March of Dimes a full page ad in all eight million yellow pages books throughout the state of Michigan. They will be considered one of our state-

wide mission partners for this generous donation. The ATT Yellow Pages group also sponsored ten March for Babies sites throughout the state. Special thanks to Greg Clark, Mike Handley, Carmen Johnson, Paula Crawford, Rose Marie Bowman for their leadership role with March for Babies this year.



The “Real” Yellow Pages table at Hart Plaza

## The UAW and Big Three Automotive Companies Continue to Expand Efforts!

In the months of April and May, the UAW, Chrysler LLC, Ford Motor Company, General Motors Corporation and many suppliers supported the March of Dimes by par-

ticipating in March for Babies events. The UAW and Big Three Automotive Companies continue to show support through local sponsorship in Southeast Michi-

gan. Facilities across the country joined forces to raise funds in their building by recruiting walkers, asking for sponsorship and holding fundraisers. This year, teams developed many creative ways to showcase their fundraising work, including lunch fundraisers, golf outings, blue jeans for babies' days and many more!



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Wendy Fields-Jacobs UAW-FORD at Hines Park



Linda Lash UAW speaks at Hines Park



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## Bank of America comes to Michigan and supports March for Babies

Bank of America



We were proud to have Bank of America (formerly LaSalle Bank) back this year as our state-wide mission partner for March for Babies. Thanks go to Tiffany Douglas of Bank of America, for supporting the March of Dimes Michigan Chapter with a \$22,000 Bank of America grant.

**March of Dimes**

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**About March of Dimes**

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies, the March of Dimes works to improve the health of babies. For the latest resources and information, visit [marchofdimes.com](http://marchofdimes.com) or [nacersano.org](http://nacersano.org).



**Detroit Is The #1 FedEx Kinko's!**

Below is a portion of a letter, sent to FedEx employees across the country, recognizing the Detroit centers accomplishment as the number one fundraiser for FedEx Kinko's across the country.....

"I want to share with you the results of our 2008 March of Dimes campaign. Thanks to your continued dedication to the community, we raised \$430,000 company-wide for this wonderful cause. Given the challenges we faced and the new parameters around the campaign, these are strong results, and I am proud of the work that went into supporting the March of Dimes.

At the beginning of the campaign we offered a number of incentive opportunities, and I am

thrilled to announce the winners.

First, I want to recognize the top center overall based on customer donations and sanitizer sales. Please join me in congratulating the team members at **Center 484 in Detroit, Mich. at Mack and Moross.** Under the leadership of Center Manager Charles Jackson, they raised more than \$4,309 for the March of Dimes. Bill Doherty and I will be personally serving lunch to these team members to show our gratitude.



Gary Faughn, FedEx Team Captain

Thank you for your leadership and commitment to supporting this cause. You really stepped up to the plate to help make a difference in the lives of others."

Signed,  
*Jon*  
Jon Cannon  
Senior VP FedEx Kinko's



**The Purple Promise:**  
*"I will make every FedEx experience outstanding!"*

