



## 171 employees

The committee at the UI Foundation really stepped up their 2010 campaign! They kicked off their campaign with a bang by having an 'Iron Chef' cooking competition, a United Way speaker, a testimonial from one of their own employees (who was helped by United Way during a challenging time), a board member from a partner agency, and finally words of support and encouragement from the President and CEO.



### Some of their incentives included:

- Leaving work an hour early on last day of campaign (if they reached 25% participation goal)
- Casual dress code until the end of 2010 year (if they reached 75% participation goal)

### Some of their special events included:

- Iron Chef competition with one team representing Emeril Lagasse and the other team representing Julia Childs.
- Daily 'Minute to Win It' competition (everyday at 3pm)
- Drawings for prizes (for those entered into drawings based on their level of giving)



