

**~ Corporate Partners ~
News and views about why partnering
with UWWC is good business.**

This month we're highlighting:



Publix awarded #2 company for top annual campaign results

Publix increased their United Way campaign and in-store education meetings from 30 to 44 events, resulting in a 24% gain in overall giving. Publix is known for its philosophy of pleasing the customer; the Publix guarantee to never knowingly disappoint their customers is legendary in the industry. The company actively promotes and trains their associates to become leaders in the organization.

District Manager David Fulmer, also a UWWC board member, projects visible leadership. He makes sure the managers have the time and tools to build strong volunteer teams.

Publix encourages tours of United Way agencies for associates to gain a strong understanding of the value of programs. Averaging 22 to 30 volunteers per project, Publix associates participate in quarterly Day of Caring events with agencies. Some examples include: maintenance and landscaping for Center for Living and Learning, painting at the Boy Scouts camp and annual school supply drives for Boys and Girls Clubs. The Publix customer service culture permeates every facet of campaign activities

Brenda Reid, media and community relations manager stated that "Publix Super Markets and Publix Charities is a proud supporter of United Way because they offer an efficient way to support the programs and services in our communities that genuinely make a difference in the lives of those in need. United Way selects and evaluates agencies based on the needs of the community. This gives us peace of mind in knowing that agencies are being held accountable. Thanks to United Way of Williamson County, our customers and our associates live in a better place."

[Publix](#), a privately-held company operating stores in Florida, Georgia, South Carolina, Alabama and Tennessee, was founded by George W. Jenkins in 1930 in Winter Haven, Florida. It has grown into a Fortune 500 company with more than 1,000 stores and is one of the fastest growing employee-owned companies in the United States.