United Way of Columbia, Mo.

Annual Report 1980
Reflections of 1980

President Calvin E. Roebuck

The 1980-81 Campaign is now history. Dick Mai and Bea Litherland did a great job of putting together an excellent Campaign Cabinet and had the most successful campaign to date. It is the fourth consecutive year that we have met and exceeded our goal.

It would have been easy for the Campaign Cabinet and the Board to have faced this year with apprehension. No one was sure about the economic forecast and how it would affect the charitable dollars in our community. We realized all along that the need for United Way was greater than ever, and we would challenge our community with a good campaign and reach out for more dollars than had ever been raised. This campaign was a result of the work of an excellent staff, combined with over 1000 volunteers dedicated to helping people.

We are pleased that 87¢ out of every dollar raised is allocated to our member agencies. This figure is far above any other single fund raising event in our community. We can say without question that in Columbia, the best buy for your charitable dollar is the United Way.

Thanks so much for sharing your time, talent and energy to make United Way work. The time to get better is when you are good, and that will be our goal for 1981-82.

Campaign Chairman Richard Mai

At the outset of the Campaign I asked you to join me in this most rewarding and challenging endeavor. We talked of the time and effort it would take to achieve our goal, and also the fun and excitement of the Campaign. My hat is off to you the Campaign Cabinet, and the volunteers that worked with you to make it happen. It is indeed a pleasure to live and work in a community like Columbia that so generously supports an endeavor like the United Way.

To Mary Kaye and her Staff, a special thanks, for without their enthusiasm and dedication and support this could not have been possible.

Thanks to you - it works for all of us.
Agency Relations Group

Lee Cary serves as the liaison between the agencies and the United Way Board of Directors. Cary receives input for his recommendations from the Council of Agency Executive Directors. This group is composed of the directors of each of the United Way member agencies. Diane Booth, Executive Director of the Job Center, served as its President in 1979-80 and Nan Provinielli, Executive Director of the Jacobs Center, is serving as the 1980-81 President.

Aside from recommendations to the Board of Directors, the Council of Agency Executive Directors is a vehicle for the sharing of information as well as an opportunity for agency executives to become acquainted with agencies not in their natural lines of commerce.

Those serving in the agency relations area from the United Way Board include: William H. Simon, John Lenox, David Hegg, Arland Christ-Janer, and Jack Maxwell.

The allocations process begins with agencies submitting line item budgets and various information about their agency such as the number of clients served, purpose and program. The agencies are categorized into four panels: Health, Education and Coordinating Services; Counseling, Rehabilitation and Emergency Services; Youth and Adult Recreation Services; and Day Care and Residential Treatment Services. Each panel is comprised of volunteers from the community who review the agency information with representatives from the agency and allocate funds according to need.

Those serving on the Evaluation and Allocation panels were: Kenneth C. Schneeberger, Richard Dowdy, Alan Murphy, Thomas Pauley, Gerry Therien, Rod Green, Joe McDonald, Phil Cook, Betty Gaunt, Margaret Mangel, Robert Terrell, Willard Ward, Tom Grippen, Howard LeVant, Thomas Brauwer, John Duprey, Muriel Battle, Kent Froeschle, Thomas Frank, Wanda Northway, Mike Sanford and Don Northway.
Section Leaders

Section leaders in the main soliciting divisions included:

Division Standings (as of December 31, 1980)

<table>
<thead>
<tr>
<th>Division</th>
<th>$ Raised</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAJOR FIRMS</td>
<td>233,748</td>
<td>102</td>
</tr>
<tr>
<td>LARGE BUSINESS</td>
<td>32,531</td>
<td>111</td>
</tr>
<tr>
<td>AUTOMOTIVE</td>
<td>8,399</td>
<td>111</td>
</tr>
<tr>
<td>FINANCE &amp; BROKERAGE</td>
<td>7,938</td>
<td>72</td>
</tr>
<tr>
<td>CONSTRUCTION &amp; ORG. LABOR</td>
<td>12,473</td>
<td>94</td>
</tr>
<tr>
<td>METROPOLITAN</td>
<td>7,879</td>
<td>104</td>
</tr>
<tr>
<td>PROFESSIONAL</td>
<td>10,354</td>
<td>77</td>
</tr>
<tr>
<td>SCHOOLS &amp; COLLEGES</td>
<td>22,010</td>
<td>101</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>6,214</td>
<td>88</td>
</tr>
<tr>
<td>COMMUNITY SERVICES</td>
<td>25,977</td>
<td>104</td>
</tr>
<tr>
<td>UNIVERSITY</td>
<td>125,564</td>
<td>116</td>
</tr>
<tr>
<td>RESIDENTIAL</td>
<td>12,061</td>
<td>110</td>
</tr>
<tr>
<td>COMBINED FEDERAL CAMPAIGN</td>
<td>25,830</td>
<td>92</td>
</tr>
<tr>
<td>MISCELLANEOUS</td>
<td></td>
<td>78</td>
</tr>
<tr>
<td>TOTAL</td>
<td>531,056</td>
<td>104</td>
</tr>
</tbody>
</table>
In Memoriam

We owe our growth to those who have been, who are, and who will be a part of the United Way of Columbia.

Frank W. Wendtland
Chairman, Combined Federal Campaign

Thank you

A special thank you to the following businesses, organizations and individuals who underwrote or assisted United Way with special projects throughout the year:

- Beta Tau Chapter - Epsilon Sigma Alpha
- Boone County National Bank
- Central Missouri Audio Visual
- Columbia Daily Tribune
- Columbia Track Team
- KOMU T.V.
- MFA Insurance Companies
- Marching Mizzou
- Mini Mizzou
- Mueller Flowers
- State Farm Insurance

Nominating Committee

The Nominating Committee chaired by Calvin E. Roebuck included Bill Bates, Charles Christy, Don Dugen, John Lenox, Douglas Lester, Dick Mai, Sandra Schubert, Russ Thompson, and Hank Haters.

Not Pictured
Perry Phillips

Dr. Barbara Uehling
Harold Warren
H. J. Waters III

Edited by Laura Binowitz, Communications/Campaign Associate
Mary Kaye Baumann, Executive Director
Allocations to Agencies
The 25 United Way of Columbia member agencies were allocated a record amount of $403,023 for 1981.

<table>
<thead>
<tr>
<th>Agency</th>
<th>1980</th>
<th>1981</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Red Cross</td>
<td>47,000</td>
<td>49,000</td>
</tr>
<tr>
<td>Arthritis Foundation (E. Mo. chapter)</td>
<td>4,600</td>
<td>4,600</td>
</tr>
<tr>
<td>Boone County Assn. of Retarded Citizens</td>
<td>5,028</td>
<td>3,953</td>
</tr>
<tr>
<td>Boone County Children's Protective Services Board</td>
<td>2,750</td>
<td>3,100</td>
</tr>
<tr>
<td>Boy Scouts of America</td>
<td>28,300</td>
<td>31,100</td>
</tr>
<tr>
<td>Camp Fire</td>
<td>14,500</td>
<td>16,000</td>
</tr>
<tr>
<td>Cancer Research Center</td>
<td>5,750</td>
<td>7,500</td>
</tr>
<tr>
<td>Cerebral Palsy (Jacobs Center)</td>
<td>28,000</td>
<td>32,000</td>
</tr>
<tr>
<td>Columbia Safety Council</td>
<td>2,550</td>
<td>2,295</td>
</tr>
<tr>
<td>Columbia Visiting Nurses Assn.</td>
<td>17,000</td>
<td>19,000</td>
</tr>
<tr>
<td>Community Nursery Schools</td>
<td>42,500</td>
<td>46,500</td>
</tr>
<tr>
<td>Community Rehabilitation Center</td>
<td>11,700</td>
<td>12,750</td>
</tr>
<tr>
<td>Family Counseling Center</td>
<td>4,500</td>
<td>9,750</td>
</tr>
<tr>
<td>Family Service of Columbia</td>
<td>28,038</td>
<td>28,038</td>
</tr>
<tr>
<td>The Front Door</td>
<td>4,180</td>
<td>5,000</td>
</tr>
<tr>
<td>Heart of Missouri Girl Scouts</td>
<td>16,000</td>
<td>17,800</td>
</tr>
<tr>
<td>Job Center</td>
<td>3,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Meals on Wheels</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Mental Health Assn. in Boone County</td>
<td>7,900</td>
<td>7,900</td>
</tr>
<tr>
<td>Mo. Assn. for Social Welfare</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Nora Stewart Nursery School</td>
<td>27,595</td>
<td>30,500</td>
</tr>
<tr>
<td>The Salvation Army</td>
<td>22,000</td>
<td>24,000</td>
</tr>
<tr>
<td>Transitional Housing (Alpha House)</td>
<td>8,000</td>
<td>13,000</td>
</tr>
<tr>
<td>United Service Organization (USO)</td>
<td>250</td>
<td>275</td>
</tr>
<tr>
<td>University Y</td>
<td>12,500</td>
<td>12,000</td>
</tr>
<tr>
<td>Voluntary Action Center</td>
<td>9,050</td>
<td>11,000</td>
</tr>
</tbody>
</table>

Total Agency Allocations

<table>
<thead>
<tr>
<th>Amount</th>
<th>1980</th>
<th>1981</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way of Columbia Admin. Budget Estimate</td>
<td>73,946</td>
<td>83,624</td>
</tr>
<tr>
<td>United Way of America Dues</td>
<td>4,750</td>
<td>5,262</td>
</tr>
<tr>
<td>Allowance for Uncollectables at 7%</td>
<td>33,476</td>
<td>37,147</td>
</tr>
<tr>
<td>Corporate Operating Reserve</td>
<td>6,999</td>
<td>2,000</td>
</tr>
</tbody>
</table>

**Total** | **478,225** | **531,056** |

**Includes Title XX Matching Funds**
Loaned Executive Program

Every year individuals are carefully selected by their employer from local businesses to work in the United Way Campaign for a three week period of time. The Loaned executives are relieved of regular job duties during the time assigned to work with United Way. In its fourth year, the Loaned Executive program has achieved a firm role in the success of the campaign. This year, seven employees from major firms in Columbia participated in the program. They were: Toastmaster, Inc., Rosalyn Ditty; MFA Incorporated, Paul Johnson; MFA Insurance Companies, Don Northway; 3M Company, Marcia Odom and Bob Rogers; Boy Scouts of America, Larry Tyree; and State Farm Insurance Companies, Becky Westhues.

After an intensive training program led by Gary Middleton of State Farm Insurance Companies, the LEs worked with campaign leadership in establishing contact with area businesses and in implementing employee campaign. Their enthusiastic approach and hard work resulted in record increases in the campaign.

As an incentive, the leadership of the Large Business Division donated a watch to be awarded to the LE who achieved the highest percentage increase over last year. The watch and special congratulations went to Paul Johnson of MFA Incorporated.

The Loaned Executive program demonstrates a genuine commitment on the part of the participating companies to Columbia through United Way. Our deep appreciation goes to these companies and to the Loaned Executives who effectively represented them.

Labor Committee

Charlie Christy served as the labor liaison for United Way Campaign 1980-81. The liaison encouraged participation in the campaign through direct contact with labor and management officials. Through this effort participation was increased and helped promote the success of the United Way campaign.

Communications

The Communications Committee, chaired by Charles Digges, produced a fantastic media campaign. Television spots featuring Norm Stewart were expertly filmed and produced by KOMU-TV. A series of ads run by the Columbia Daily Tribune were very effective in promoting the campaign. Other activities organized by the committee included a rousing halftime tribute to United Way by Marching Mizzou and the Golden Girls to kick off the University campaign and a press luncheon for local media hosted by MFA Insurance Companies.

Members of the Communications Committee serving with Charles Digges were Gene Baumann, Mitchell Bennett, Charles R. Christy, Tom Gray, Rod Green, Tom Grippen, Barbara Horrell, Robert Humphreys, Bruce Kelly, Howard Lang, Carolyn Lathrop, Charlyn Law, Jean Madden and Sharon Yoder.
On the Campaign Trail....

The campaign kickoff, complete with Mini Mizzou, was off to a traditional start for the campaign. The Columbia Track team, after a run from the United Way office to the Ramada Inn, turned their backs to the crowd to reveal the goal for the campaign.

An agency tour gave the campaign leadership a first-hand look at several of the 25 United Way member agencies and enabled them to see the importance of their efforts.

The progress sign on the front lawn of MFA Insurance Companies was a visual indication of the campaign progress. The sign was updated each week after the campaign meeting by the leading division chairman.
EXHIBIT B

UNITED WAY OF COLUMBIA, INC.

STATEMENT OF SUPPORT, REVENUE AND EXPENSE AND CHANGES IN FUND BALANCE
YEARS ENDED DECEMBER 31, 1980 AND 1979

PUBLIC SUPPORT AND REVENUE:
Public support - received directly (Note 1):
  Pledges, 1979-80 annual campaign (net of bad debts
  of $26,948 in 1980) $445,944 $ -
  Pledges, 1978-79 annual campaign (net of bad debts
  of $22,062 in 1980 and $22,062 in 1979) 2,632 422,595
  Pledges, 1977-78 annual campaign (net of bad debts
  of $3,077 in 1979) - (-3,077)
  Total Public Support 445,944 422,595

Other revenue:
  Interest income 7,862 960
  Donated equipment - -
  Miscellaneous revenue 625 175
  Total Other Revenue 8,507 1,335

Total Public Support and Revenue 454,451 423,930

ALLOCATION AND EXPENSE:
Allocated to agencies 363,050 330,117
Title XX matching funds 1,691 1,582
Due to national organization 4,750 4,420
Loss on sale of equipment 256 -
Functional expenses:
  Fund raising 28,213 21,704
  Allocations and agency relations 4,013 3,599
  Planning and evaluation 382 3,278
  Management and general 33,066 37,312
  Total Allocation and Expense 435,917 406,392

EXCESS OF PUBLIC SUPPORT AND REVENUE OVER ALLOCATION AND EXPENSE
BEFORE CUMULATIVE EFFECT OF A CHANGE IN ACCOUNTING PRINCIPLE 21,146 16,462

Cumulative effect on prior years (to December 31, 1978) of a change
in method of reporting campaign revenue and expense (Note 2) - (51,882)

EXCESS (DEFICIENCY) OF PUBLIC SUPPORT AND REVENUE OVER ALLOCATION
AND EXPENSE 21,146 (35,420)

FUND BALANCE, BEGINNING OF YEAR $63,602 $98,822
FUND BALANCE, END OF YEAR $84,368 $63,602

UNITED WAY OF COLUMBIA, INC.

STATEMENT OF FUNCTIONAL EXPENSES
YEARS ENDED DECEMBER 31, 1980 AND 1979

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>155</td>
<td>7</td>
<td>1</td>
<td>158</td>
<td>321</td>
</tr>
<tr>
<td>Payroll taxes</td>
<td>1,459</td>
<td>168</td>
<td>19</td>
<td>1,687</td>
<td>3,333</td>
</tr>
<tr>
<td>Total Salaries and</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Related Expenses</td>
<td>19,625</td>
<td>3,045</td>
<td>227</td>
<td>21,946</td>
<td>45,043</td>
</tr>
<tr>
<td>Professional fees</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,652</td>
<td>1,662</td>
</tr>
<tr>
<td>Office supplies</td>
<td>508</td>
<td>83</td>
<td>7</td>
<td>504</td>
<td>1,182</td>
</tr>
<tr>
<td>Campaign supplies</td>
<td>506</td>
<td>68</td>
<td>3</td>
<td>568</td>
<td>1,125</td>
</tr>
<tr>
<td>Depreciation</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,671</td>
<td>1,671</td>
</tr>
<tr>
<td>Telephone</td>
<td>774</td>
<td>103</td>
<td>12</td>
<td>830</td>
<td>1,719</td>
</tr>
<tr>
<td>Postage</td>
<td>529</td>
<td>71</td>
<td>35</td>
<td>537</td>
<td>1,172</td>
</tr>
<tr>
<td>Occupancy</td>
<td>1,427</td>
<td>229</td>
<td>21</td>
<td>1,623</td>
<td>3,300</td>
</tr>
<tr>
<td>Rental and maintenance of</td>
<td>579</td>
<td>39</td>
<td>8</td>
<td>521</td>
<td>1,142</td>
</tr>
<tr>
<td>equipment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printing and publications</td>
<td>2,368</td>
<td>48</td>
<td>41</td>
<td>1,682</td>
<td>4,119</td>
</tr>
<tr>
<td>Travel</td>
<td>890</td>
<td>168</td>
<td>12</td>
<td>1,351</td>
<td>2,421</td>
</tr>
<tr>
<td>Conferences, conventions,</td>
<td>31</td>
<td>117</td>
<td>2</td>
<td>41</td>
<td>107</td>
</tr>
<tr>
<td>meetings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest</td>
<td>-</td>
<td>-</td>
<td>87</td>
<td>87</td>
<td>137</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>796</td>
<td>42</td>
<td>14</td>
<td>465</td>
<td>1,317</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>28,213</td>
<td>4,013</td>
<td>382</td>
<td>33,464</td>
<td>66,072</td>
</tr>
</tbody>
</table>

THE ACCOMPANYING NOTES ARE AN INTEGRAL PART OF THESE FINANCIAL STATEMENTS
To the Board of Directors of United Way of Columbia:

We have examined the balance sheet of United Way of Columbia, Inc. Columbia, Missouri, as of December 31, 1980 and 1979, and the related statements of support, revenue and expense and changes in fund balance and functional expenses for the years then ended. Our examinations were made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the aforementioned financial statements present fairly the financial position of the United Way of Columbia, Inc. at December 31, 1980 and 1979, and the results of its operations and changes in fund balance for the years then ended in conformity with generally accepted accounting principles applied on a consistent basis.

WIllIAM KAPLON Cpa

January 20, 1981
Columbia, Missouri

---

UNITED WAY OF COLUMBIA, INC.

BALANCE SHEET

DECEMBER 31, 1980 AND 1979

ASSETS

1980  1979

CURRENT ASSETS:
Cash and short-term investments (Note 3) $141,086 $116,877
Pledges receivable, 1980-81 campaign (net of allowance for uncollectibles of $37,174) 367,588  -
Pledges receivable, 1978-79 campaign (net of allowance for uncollectibles of $4,994 for 1979) -  8,878
Accounts and note receivable 5,260 -
Prepaid expenses 180  656
Total Current Assets 512,279 411,775

EQUIPMENT (NOTE 1):
Equipment 9,804  7,690
Less: Accumulated depreciation 4,319  3,626
Net Equipment 5,485  4,064

TOTAL ASSETS  $518,382  $415,839

LIABILITIES AND FUND BALANCE

CURRENT LIABILITIES:
Note payable - 495
Accounts payable 1,490 1,276
Total Current Liabilities 1,490 1,771

DEFERRED SUPPORT:
Public support designated for future period (net of related allocations paid to agencies of $61,057 for 1980 and $61,019 for 1979) 432,344 350,668
Total Liabilities and Deferred Support 433,834 352,437

FUND BALANCE 84,548 63,402

TOTAL LIABILITIES AND FUND BALANCE  $518,382  $415,839

THE ACCOMPANYING NOTES ARE AN INTEGRAL PART OF THESE FINANCIAL STATEMENTS
NOTE 1 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

a. Pledges and Related Expenses
Annual campaigns generally begin in September to raise support for allocations to member agencies in the subsequent calendar year. Campaign production (pledges), campaign expenses and any advance payments to member agencies are deferred for recognition as revenue or expense in the calendar year of allocation to agencies. Pledges are reported in the balance sheet as received, and allowances are provided for amounts estimated to be uncollectible.

b. Equipment
Donated equipment is recorded at appraisal value. Purchased equipment is recorded at cost. Expenditures which significantly extend the useful lives of existing assets are capitalized. Repair and maintenance costs are charged to current operations.

Depreciation is provided by applying straight-line rates to the estimated useful lives of equipment of from three to seven years.

NOTE 2 CHANGE IN ACCOUNTING METHOD

During 1979, the Organization changed its method for recognizing pledges and related expenses to that explained in Note 1a. Prior to 1979, pledges were recognized as revenue in the year received and related expenses were recognized when incurred regardless to which allocation year they pertained. Management believes the new method provides a matching of revenues and expenses which is more consistent with the organization's campaign operations. The effect of the change on 1979 excess of public support and revenue over allocation and expense before the change was to decrease the excess by $7,710 over what would have been reported under the previous method. The excess of public support and revenue over allocation and expense was decreased by $51,882 which represents the cumulative effect on years prior to 1979 of the change.

NOTE 3 CASH AND SHORT-TERM INVESTMENTS

Cash and short-term investments consist of the following at December 31:

<table>
<thead>
<tr>
<th></th>
<th>1980</th>
<th>1979</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank Checking Accounts:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1980-81 campaign</td>
<td>$ 264</td>
<td>$ -</td>
</tr>
<tr>
<td>1979-80 campaign</td>
<td>1,329</td>
<td>20,621</td>
</tr>
<tr>
<td>1978-79 campaign</td>
<td>$ -</td>
<td>16,438</td>
</tr>
<tr>
<td>Total Bank Checking Accounts</td>
<td>$ 1,573</td>
<td>$ 37,059</td>
</tr>
<tr>
<td>Bank Savings Accounts:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1980-81 campaign</td>
<td>34,333</td>
<td>-</td>
</tr>
<tr>
<td>1979-80 campaign</td>
<td>15,155</td>
<td>79,793</td>
</tr>
<tr>
<td>1978-79 campaign</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Savings Accounts</td>
<td>$ 49,488</td>
<td>$ 79,793</td>
</tr>
<tr>
<td>Certificates of Deposit:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1980-81 campaign</td>
<td>50,000</td>
<td>-</td>
</tr>
<tr>
<td>1979-80 campaign</td>
<td>40,000</td>
<td>-</td>
</tr>
<tr>
<td>Total Certificates of Deposit</td>
<td>$ 90,000</td>
<td>-</td>
</tr>
<tr>
<td>Petty Cash</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>$141,086</td>
<td>$116,877</td>
</tr>
</tbody>
</table>

NOTE 4 LEASES

The United Way of Columbia occupies office space under a lease agreement that expires on August 31, 1981. Minimum rental payments required under the lease for the period January 1, 1981 through August 31, 1981 are $2,200.

Lease expense for office space amounted to $3,300 in 1980 and 1979.

NOTE 5 RECLASSIFICATIONS

Certain reclassifications have been made in the financial statements for the year ended December 31, 1979, to make the classifications comparable to those for the current year. These reclassifications had no effect on the (deficiency) of public support and revenue over allocation and expense for the year ended December 31, 1979.
Television spots produced by KOMU-TV and a series of newspaper ads effectively demonstrated the message of United Way to the entire community.

A musical tribute by Marching Mizzou and the Golden Girls officially kicked off the University of Missouri-Columbia campaign during halftime.

Enthusiasm of both management and employees produced large increases in many employee campaigns. Fair Share holidays were given for employees of Boone County Bank, First Bank of Commerce, MFA Incorporated, MFA Oil Company, and Toastmaster, Inc. First Bank of Commerce also held a drawing for a radio. MFA Inc. and MFA Oil wound up their campaigns jointly with a rousing "Finale Rally".
Bronze Award
Deep appreciation and gratitude is extended to the following Columbia firms having contributed outstanding Corporate support to the United Way Campaign '80 in either Corporate per capita or fair share giving:

American Press
Atkins Chemical & Service Co.
Barth Clothing Co.
Boone County National Bank
Boyle & Bynum Labs
Central Bridge
Columbia Auto Parts
Columbia Brick & Tile
Columbia Daily Tribune
Columbia Regional Hospital
Columbia Welding
Commerce Bank of Columbia
Cooper Travel Service
J. Louis Crum Corporation
Epile Construction
Equitable Life Assurance
First Bank of Commerce
General Telephone Company
Graphic Engraving Service
IBM Corporation
Kelly Press Inc.
Len-El, Inc. (McDonalds)
MFA Exchange
MFA Incorporated
MFA Insurance Companies
MFA Oil Company
M & M Hiway Material Co.
Mid-Missouri Dermatologists
Mid-State Distributing
Missouri Utilities
Neate's
Nowell's
Nukey Lumber
Parker Funeral Service
J.C. Penney Co.
Pepsi-Cola Bottling
Perry Chevrolet
Phillips & Co.
Ritback Industries Inc.
Ritback Supply Co.
Sears, Roebuck & Co.
B.D. Simon Construction
Smith, Lewis, Rogers & Beckett
Square D Company
State Farm Insurance Companies
3 M Company
Toastmaster Inc.
University Chrysler Center
Williams, Keepers, Oliver, Payne & Racker's

Silver Award
United Way Silver Award is given in recognition to those employees with the second highest level of per capita giving in Campaign '80.

Columbia Daily Tribune
Columbia Regional Hospital
D & H Prescription Drug
Daniel Boone Regional Library
Engineering Survey & Services
General Telephone Company
Graphic Engraving
Kelley Motor Spectrum
MFA Exchange
MFA Oil Company
Montgomery Ward & Company
Nowell's
Ozark Airlines
J. C. Penney Company, Inc.
Phillips & Company
Ritback Industries, Inc.
Williams-Keepers-Oliver-Payne-Racker's & Company
Watlow - Columbia, Inc.

Division
Accepting Division Awards this year are those Division Chairmen who have achieved 100% or more of their goal. Special acknowledgment goes to Chancellor Barbara Uehling and Sharon Yoder who produced the highest percentage over goal and who attained the highest dollar increase of any division.

Don Albert - Nicholls Buick-Honda
Eliot Battle - Board of Education
Robert Boley - Square D Company
Barbara Horrell - Health Science Center
Bruce Kelly - Columbia College
Jack Maxwell - MFA Insurance Companies
Fred Moore - University Chrysler Center
Richard Morgart - General Telephone Company
Wayne Mountjoy - Boone County National Bank
Max Poth - Boone County Hospital
Robert Reid - MFA Insurance Companies
Leonard Schefller - Len-El, Inc.
Tom Thomas - Boone County Hospital
Chancellor Barbara Uehling - University of Missouri-Columbia
Sharon Yoder - University of Missouri-Columbia
Virginia Young

Gold Award
The United Way Gold Award recognizes those employees who have given the highest support per capita in the 1980 Campaign.

American Air Filter
American Press
AAA Periodical Services
Boone County National Bank
Burger King
Columbia College
Commerce Bank of Columbia
Cooper Travel Service
Equitable Life Assurance
First Bank of Commerce
IBM Corporation
Len-El, Inc. (McDonalds)
Joe Machens Ford
MFA Incorporated
MFA Insurance Companies
Neate's
Perry Chevrolet
Red Cross Blood Center
Ritback Supply Co.
Safeway #646
Sears, Roebuck & Co.
Sperry Vickers
Square D Company
State Farm Insurance Companies
Stephens College
Superior Supply Co.
3 M Company
Toastmaster Inc.
University Chrysler Center
University of Missouri-Columbia