

SC United Way Says Thanks To Volunteers

"United Way is people" and "is always in the process of becoming," Santa Cruz County 1981 UW Chairwoman Betsy Darrow told 200 persons at the organization's annual dinner Friday night. "The work is never done."

Added 1982 UW President Jack Ritchey, "United Way is well on its way in our community. The success of last year will continue this year as we get out in the community and stay in the community."

The "success" mentioned was Santa Cruz County United Way's accomplishment of raising a record \$544,283 in last year's fall-winter fund-raising effort under the direction of Campaign Chairman E. Reese Davis, his campaign team and thousands of volunteers. The 1981 goal was \$540,000.

Funds raised will be allocated to 20 human service organizations, including three agencies who were granted membership in 1981-82: Big Brothers/Big Sisters, I-You Venture and Citizens for a Better Nursing Home Care/Ombudsman.

Early in the program in the Sun Room at the Cocoanut Grove, Darrow paid special tribute to the "pillars of our organization, the Salvation Army and Red Cross, who have done such an outstanding job in helping the people of Santa Cruz County who have been in need during our recent storm and disaster." Her comments were greeted with roaring applause.

Other county organizations that will benefit from the UW effort are: Family Service Association (two branches), Parents Center, Skills Center - Association for the Retarded, Suicide Prevention Center, Visiting Nurse Association, Boy Scouts, Girl Scouts, Camp Fire, YMCA, Catholic Social Service, and YWCA (2).

Aside from Ritchey, the 1982 officers include: president-elect Ray Bourret, vice president-fund raising Rod Heien of Pillsbury/Green Giant, vice president-agency relations Dennis Gripenstraw of PG&E, vice president-public relations Bill Witcher of Small Business Ad Planner, secretary Leon Mattingley of the Pajaro Valley Unified School District and treasurer Dave Mills of Crocker Bank.

New board members elected were: Leo Cronin of Spectra-Mat, Wally Dale of Lipton, Colette Seiple of UCSC, Steve Woolpert of Granite Rock, Mickey Long of

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PT&T Communication Workers of America, Toby Taubenson of Lockheed and John Danelon of Wells Fargo Bank.

"This is our night to say thanks," said Darrow, and there were plenty of thank yous to go around for the 1981 campaign that raised 18 percent more than the \$466,471 total in 1980.

Pillsbury/Green Giant captured the corporation of the year award with Darrow estimating the firm's employee and corporate campaigns were responsible for about \$70,000.

Wayne Jordan was named campaign volunteer of the year for coming up with the idea of a "parking lot sale" of canned goods and frozen foods in the Pajaro Valley which earned \$22,000. It also was mentioned that the majority of the top 10 company contributors came from the agricultural community in Pajaro Valley.

Other award winners were: Watsonville Press with the highest per capita donation for companies with 26-100 employees, Avera Corp. with the highest percentage and dollar increase in that category. Allstate Savings and Loan has the highest per capita for companies with less than 25 employees, and Sunbay Farms won highest percentage and dollar increase in that category.

Also given special recognition were "loaned executives," employees of companies which actually "loaned" a total of 55 weeks of employees' time for the United Way cause. Their efforts were a vital part in raising \$375,000 or 70 percent of the 1981 campaign, said Darrow. The loaned executives were: Stella Bartle of Salz Leathers, Leo Cohan of Lockheed, John Crawford of PG&E, William Hansen of County Bank, Norrine Kettler of Pacific Telephone, Janet McEntee of Green Giant and Hubert Smith of F.W. Woolworth.

Both Darrow and Ritchey praised the quality of the UW staff under executive director Larry Donatoni.