



United Way  
of Greater Battle Creek

# NEWS RELEASE

---

*United Way of Greater Battle Creek*

**FOR IMMEDIATE RELEASE**

**Contact:** Teresa Osborne  
Director of Public Relations  
Cell: 269.209.8389

**Kellogg Company wins three United Way of America Summit Awards**

- - America's Largest Charity Awards Prestigious Honor to Kellogg for Exemplary Work in Corporate Philanthropy, Community Investment, and Community Volunteerism - -

At a luncheon at the 2009 Staff Leaders Conference on Wednesday, May 13, 2009, United Way of America presented Kellogg Company with three highly prestigious accolades – Summit Awards – to recognize the company's outstanding commitment to United Way and communities across the country.

"In this environment, it's critically important to have partners like Kellogg Company who are committed to improving people's lives," said Brian Gallagher, president and CEO of United Way. "United Way is proud to recognize Kellogg and its employees for their leadership, generosity and volunteerism that continue to strengthen communities throughout the nation."

As part of their more than 100-year heritage of nutrition leadership, Kellogg partners with numerous organizations to provide funds, food and other resources to help improve people's lives, especially as it relates to nutrition, health and physical fitness. In 2008, Kellogg pledged more than \$5.8 million to United Way, benefitting nearly 30 local United Ways. In fact, Kellogg accounts for more than half of United Way of Greater Battle Creek's annual campaign. In addition, more than 1,900 Kellogg volunteers participated in United Way Day of Caring service projects, doing everything from distributing fresh food for the hungry to collecting school supplies for underserved children to building homes. In the last five years alone, Kellogg contributed more than \$45 million in cash and \$120 million in products to nonprofits and charitable organizations around the world.

“Kellogg employees and retirees take great pride in giving back,” said David Mackay, Kellogg Company President and CEO. “These awards recognize our longtime partnership with United Way and our commitment to invest in the communities where we live and work.”

“Kellogg Company is a true corporate partner locally, as well as nationally,” said United Way of Greater Battle Creek President, Chris Sargent. “In Battle Creek, the home of Kellogg headquarters, they contributed nearly fifty-five percent of our total campaign. The local efforts are led by a dedicated team of Kellogg employees who work countless hours to ensure a successful United Way Campaign, always aiming to raise more than the year before... and somehow each year, with the support of hundreds of employees and retirees, they out-do themselves!”

2008 was no exception, with their Battle Creek-based employees and retirees leading the company to a record contribution of \$3.1 million to United Way of Greater Battle Creek, an increase of \$400,000 over 2007. In addition to the financial contribution, more than 1,800 Kellogg employees participated in a Day of Caring service project. These employees provided hands-on assistance to more than a dozen organizations in Battle Creek.

In addition to their extraordinary campaign contribution, when it was evident that there would be a shortfall in providing essential basic needs, due to budget cuts, difficult economic conditions, etc., Kellogg Company once again came forward with a supplemental grant of \$500,000 to United Way to help ensure that the community’s basic needs did not go unmet, particularly in the areas of food, health and housing.

As part of the 2009 Spirit of America Awards, now in their 22<sup>nd</sup> year, the Summit Awards recognize [United Way National Corporate Leader](#) (NCL) companies that exhibit exceptional performance in:

- **Corporate Philanthropy** – strategic corporate philanthropy through overall corporate contributions including financial giving, expertise and in-kind gifts.
- **Community Investment** – exceptional involvement from senior management and employees in voluntarily giving to local communities through the workplace campaign and leadership giving.
- **Community Volunteerism** – outstanding companywide culture and demonstrated commitment to actively improve communities by mobilizing employees to volunteer.
- **Community Impact** – strategic partnership with United Way to create measurable, sustainable progress to improve lives and strengthen communities.

“We are extremely grateful for all that Kellogg does for United Way,” added Sargent. “We are proud that they were honored nationally in three award categories and know that locally, all the awards in the world could not express our gratitude for their continued commitment to the greater Battle Creek area. They exemplify what it means to Live United!”

The Spirit of America Awards Program is open to any United Way National Corporate Leader (NCL), leading national and global corporations that partner with United Way to deliver positive results within their communities.

For more information on Spirit of America, NCL and how corporations can get involved in their communities with United Way, please visit <http://national.unitedway.org/ncl/>, or contact Amanda Ponzar, Communications Director, at [Amanda.ponzar@uwa.unitedway.org](mailto:Amanda.ponzar@uwa.unitedway.org).

###

**About United Way**

*United Way is a national network of nearly 1,300 local organizations that advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. United Way of America is the national organization dedicated to leading the United Way movement to create long lasting community change by addressing the underlying causes of the most significant issues. Living united means being a part of the change. Give. Advocate. Volunteer. For more information about United Way, please visit: [www.unitedway.org](http://www.unitedway.org).*

**About Kellogg Company**

*With 2008 sales of nearly \$13 billion, Kellogg Company (NYSE:K) is the world's leading producer of cereal and a leading producer of convenience foods. Kellogg products are manufactured in 19 countries and marketed in more than 180 countries around the world. Kellogg Company and Kellogg's Corporate Citizenship Fund, the charitable arm of Kellogg Company, contributed more than \$40 million in cash and \$120 million in product to various charitable organizations around the world over the last five years. Visit [www.kelloggcompany.com](http://www.kelloggcompany.com). Kellogg's Corporate Responsibility report including its approach, progress and future direction in the marketplace, workplace, environment and community can be found at [www.kelloggcompany.com/CR](http://www.kelloggcompany.com/CR). For information on Kellogg Company's commitment to nutrition, visit [www.kelloggnutrition.com](http://www.kelloggnutrition.com).*

-end-

United Way of Greater Battle Creek's mission is to mobilize the caring power of our community to Advance the Common Good by measurably improving lives.

For more information, visit United Way's office at 34 W. Jackson St., Ste. 4B, Battle Creek MI, 49017, call 269.962.9538 or visit [www.unitedwaybattlecreek.org](http://www.unitedwaybattlecreek.org).

**Photo Caption: Brian Gallagher, President and CEO for United Way of America presents Tim Knowlton, Kellogg's vice president of corporate social responsibility with a Summit Award during a luncheon at the United Way Staff Leaders Conference. Kellogg received the awards for their exemplary work in Corporate Philanthropy, Community Investment, and Community Volunteerism.**