



United Way  
of Greater Battle Creek

# NEWS RELEASE

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## *United Way of Greater Battle Creek*

**For Immediate Release:** July 20, 2009  
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### **United Way of Greater Battle Creek Names Starkey Director of Resource Development**

*Battle Creek, MI* – United Way of Greater Battle Creek is pleased to announce that Marcia Starkey has been named director of resource development. Starkey joined United Way on May 18, 2009 after an extensive, nineteen-year career with Albion College, where she most recently served as associate vice president for alumni and parent relations.

Starkey’s responsibilities with United Way include planning and implementing the resource development activity for the organization including the Annual Campaign, leadership/major giving and planned giving. She will play an active role in developing plans to meet organizational goals and objectives which include annual fundraising efforts to raise resources for and awareness of local health and human service programs.

“We are grateful to have the many years of leadership giving experience that Marcia brings to our staff,” said Chris Sargent, president and chief professional officer for United Way of Greater Battle Creek. “She has a proven track record for building long-lasting relationships with supporters as well as developing long-term givers.”

During her career with Albion College, Starkey served as one of five department heads reporting to the vice president for institutional advancement. She worked with the College president and vice president to build relationships and foster the goodwill of alumni, parents, and donors towards the College.

Starkey is a graduate of Albion College with a Bachelor of Arts in Sociology. She is a member of the Albion Philanthropic Women Organization and has held many positions during her nearly 30-year membership with the American Association of University Women (AAUW). In addition, she has been active in many other community groups including the Albion Civic Foundation Board of Trustees (now known as Albion Community Foundation), Hospital Service League Ball and Friends of the Depot Restoration committee, to name a few.

She and husband, Neil, have been long-time residents of Albion where he owns a dental practice. They have two children; daughter, Katherine (Scott) Franson and son, Jonathan (Lesley) Starkey.

If you are interested in receiving information on the 2009 Annual Community Solutions Campaign, would like to discuss becoming a leadership giver or are interested in leaving a planned gift to United Way, please feel free to contact Marcia Starkey at 269.962.9535 or via email at [starkeym@uwgbc.org](mailto:starkeym@uwgbc.org).

United Way of Greater Battle Creek seeks to advance the common good by addressing some of the community's most pressing problems and measurably improves the lives of individuals in need. United Way does this by raising dollars that fund 50 local programs operated by more than 35 non-profit agencies or organizations. United Way also collaborates with local organizations and people to identify and address emerging needs and issues.

To learn more about United Way of Greater Battle Creek visit them online at [www.unitedwaybattlecreek.org](http://www.unitedwaybattlecreek.org).

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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).