

LIVE UNITED

in Greater Richmond & Petersburg

It takes all of us working together to build a strong community. Together, we can inspire hope and create opportunities for a better tomorrow. That's what it means to LIVE UNITED.

Saxon Shoes LIVES UNITED

The staff at Saxon Shoes recently fitted 75 children with new shoes. Of course, that's everyday business for the popular local shoe store, but in this particular case, all 75 pairs of shoes were donated to young children from Friends Association, a United Way partner agency.

That too is everyday business for Saxon Shoes. They make it a habit to give back to our community.

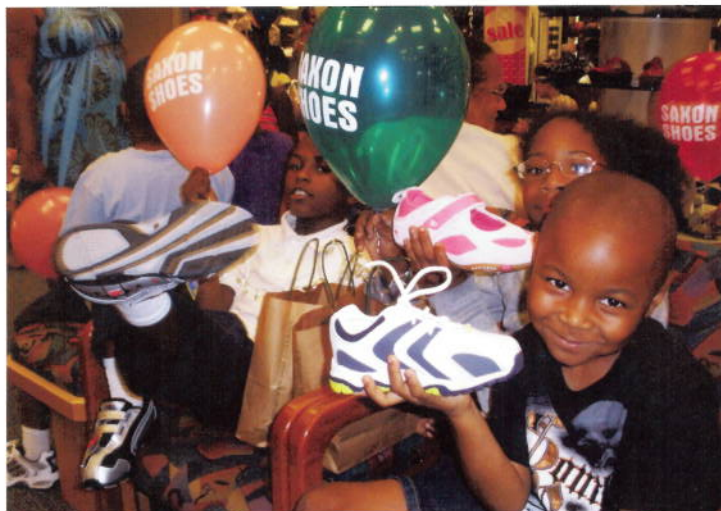
"We can so we do," said Gary Weiner, president of Saxon Shoes. To him, it's simple: "If everybody did a little then nobody would have to do a lot. But everybody needs to do a little."

But the Weiner family and their employees at Saxon Shoes don't do a little – they do a lot.

Shoes for 75 children at Friends Association. Shoes for 130 kids in Head Start programs and the Hope House in Fredericksburg. Shoes for members of the Boy's Choir. Over 300 pairs to children from low-income families in Richmond through the YMCA and Bright Beginnings. Numerous gift certificates for community and school events. Sponsorships for charity walks. A fashion show for the MS Society. Shoe collections – between 4,000 and 8,000 collected each year – for the Salvation Army ("Used but usable," they say). Stroller Strides, a free program the second Saturday of each month that features local celebrities volunteering their time to read to children.

The list goes on and it all adds up to tremendous philanthropy and community involvement.

"I see all that my dad does, personally and through his company," said Amanda Weiner, who is in charge of community outreach and cause-related marketing in addition to helping run the day-to-day operations of the store. "My brothers and I have a lot to aspire to," she said.



How I LIVE UNITED

Jaclyn Bosse

Age 10

For her tenth birthday party and sleepover, Jaclyn Bosse decided to forego the usual presents. Instead, she asked her friends to bring gifts (food, treats and supplies) for the dogs and cats at the Hanover Humane Society.



The morning after the sleepover, Jaclyn and her friends personally delivered the gifts and toured the shelter. "The parents were incredibly generous and the whole experience made quite an impression," said Victoria Bosse, Jaclyn's mom. Jaclyn and her friends thought it was the best birthday celebration ever.

That's how Jaclyn LIVES UNITED.

How you can LIVE UNITED

GIVE: It just cannot be said enough: the needs are so great right now so please give what you can. Your contributions will improve lives and build a stronger community for all of us.

ADVOCATE: Share what you've learned with family and friends. Even better, direct them to United Way's Web site so they too can receive news and information from us.

VOLUNTEER: School is back in session. Even if your children are grown or you do not have children, why not volunteer to help our community's children? Reading, tutoring and mentoring are all critically important to children's healthy development. Remember, the youth of today are the community leaders of tomorrow. So call a school near you to learn how you can volunteer.