



May 31, 2012

Community Matters – Our Goal Is To Make a Meaningful Difference in Charlotte – One Charity at a Time

Some of you may ask why Community Matters chose United Family Services as our first charity. The answer is easy...the idea for developing Community Matters (and bringing our industry together around a cause) was inspired by a United Family Services event, where a number of us were taken aback at some of the moving stories of how domestic violence impacts our communities and many of our families. A few statistics:

- One in every four women will experience domestic violence in their lifetime.
- Every year, more than three million children experience domestic violence in their homes.
- Boys who witness domestic violence are twice as likely to abuse their own partners and children when they become adults.

UFS is working hard to stamp out domestic violence and sexual abuse in the Charlotte by providing shelter, counseling, advocacy and other services to help those in need. Community Matters has decided to be a significant contributor to United Family Services to help advance their cause. We are honored to be part of how this incredible organization is making a difference in Charlotte and will look to other charities in the future.

Reaching Out to Vendors and Business Partners

One of the reasons for the success of our dodgeball tournament was the support of our sponsors. But the involvement of our vendors and business partners hasn't stopped there. Many of our firms are finding that letters requesting contributions to Community Matters have been very effective in generating donations – in fact, substantial pledges and contributions stemming from these letters have begun coming in. So we encourage you to consider reaching out to your business partners. Next week, we plan to include a list of all contributing companies to date. And provide a financial update as well.

Remember, if your company plans to donate to Community Matters, we encourage you to do so by check to Community Matters, mailed to Gwyn Fuller, Community Matters, 4th Floor, 3600 Arco Corporate Drive, Charlotte, NC 28273 (the preferred payment method), or through our two websites: the organization website at <http://www.communitymatterscharlotte.org> or the dodgeball website at <http://www.communitymatterscharlotte.myevent.com>.

Run for Peace

Last weekend's Run for Peace 5K to benefit United Family Services was a huge success, with 454 runners taking part at Charlotte's McAlpine Creek Greenway on a warm spring morning. That number included several Community Matters participants, with 44 having signed up to take part. Because the Charlotte Run for Peace is completely organized by volunteers, all proceeds will go to better the lives of women and children who have been victims of domestic violence. Our thanks to the Charlotte Peace at Home organization for including Community Matters in the event.



Community Matters participants in the Run for Peace included, from left, Brad Moses, Kristie Burovac, Haby Lesie, John Tighe, and Christy Moses, with the Arrowpoint Capital team; Matt Sheehan and Tom Coyne, Liberty Mutual; and King Chan and Cathy Carino, Arrowpoint Capital.

Men for Change Breakfast

This annual event – celebrating its 15th year – was attended by about 400 men at Bank of America stadium on May 30, including several with Community Matters. The goal of the event is to provide important information "about the role men can play in spreading awareness about violence against women and acting as good role models for our youth." To read more about the breakfast, click on [Charlotte's business men aren't afraid to stand up for women](#) on the WSOC-TV website.



Among those attending the United Family Services Men for Change Breakfast were Tom Lott, AmWINS, and Mike Murray, Wells Fargo Insurance.

Community Matters Featured in *Ballantyne Magazine*

An article about Community Matters was included in the most recent edition of *Ballantyne Magazine*. To check it out, click on <http://ballantynemagazine.epubxp.com/issue/66676/0> and go to page 25.

United Family Services Presentations

As always, we strongly encourage you to reach out to UFS. Representatives will come to your office and speak about the realities of domestic abuse and violence. Feedback has been very positive from firms that have done this to date – Arrowpoint Capital, BB&T Insurance, Great American and Zenith Insurance – with AmWINS and Wells Fargo Insurance on tap for future presentations. In fact, individuals who would like to attend the lunchtime AmWINS presentation on June 13 should contact Tom Lott for further information (tom.lott@amwins.com).

Many of you have also taken a tour of the current shelter – if you would like to participate in a tour, contact Bill Coy at bcoy@ufsclt.org.

Community Matters – Weekly Newsletter

During our six-week fundraising campaign, we will provide weekly updates on progress, activities and upcoming events related to Community Matters. Please forward to others or join our email list. (Email kedar.bryan@arrowpointcap.com to be added to the list.)