



**News Release**  
FOR IMMEDIATE RELEASE

Media Contact: Margaux Bergen  
703.683.7807  
[margaux.bergen@unitedway.org](mailto:margaux.bergen@unitedway.org)

**United Way of America Honors General Mills with the  
20<sup>th</sup> Annual Spirit of America® Corporate Community Investment Summit  
Award**

*-- America's Largest Charity Recognizes Minneapolis, Minn. Company for its  
Corporate-Wide Commitment to Community Service --*

PITTSBURGH (May 17, 2007) – United Way of America (UWA) tonight honored General Mills with the 20<sup>th</sup> annual Spirit of America® Corporate Community Investment Summit Award to recognize its generous corporate-wide commitment to local community service. The Corporate Community Investment Award is one of four categorical Spirit of America Award accolades, which recognize United Way National Corporate Leaders for exceptional work in the areas of community investment, engagement and leadership. The award was presented at the 2007 United Way Staff Leaders Conference in Pittsburgh, Pa.

“General Mills is widely recognized as a leader in corporate citizenship, as demonstrated through its dollar-for-dollar employee donation matching program and extensive grant network,” said UWA President and CEO Brian A. Gallagher. “I commend the employees, board members and retirees for their broad participation and support of fundraising campaigns and community service efforts on behalf of the United Way.”

In 2006, General Mills contributed \$74.2 million to communities across the country – more than 5 percent of the company’s pre-tax profits. Its corporate mission, “to nourish lives in our communities by addressing societal needs with breakthrough ideas, championship people and financial resources,” has spurred efforts that include traditional grant making, employee and retiree volunteerism and corporate contributions such as brand partnerships and food donations. In fact, General Mills awarded \$20.2 million in grants in North America to benefit youth nutrition and fitness, education,

social services, arts and culture, and also regularly donates its computers and office equipment to nonprofits across the country.

“General Mills’ commitment to social responsibility has been part of our business history since we began as a grain mill in the 1860s, as demonstrated by our financial contributions of more than \$370 million to nonprofit organizations and communities nationwide over the past 50 years,” said Ellen Goldberg Luger, executive director of the General Mills Foundation and a company vice president. “Our partnership with the United Way of America strengthens our ability to reach all types of communities with unique and immediate needs. I am pleased to accept this award on behalf of our employees and retirees who have long championed our goals of community investment.”

The Summit Awards comprise four categorical awards within the Spirit of America Award program that recognizes the exceptional work of corporate partners in the areas of community investment, engagement and leadership. Award recipients were evaluated and selected based on their strength in promoting, volunteering, investing in, connecting with, advocating for and partnering within their communities.

The Spirit of America 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. Award recipients are judged by a panel of NCL peers and local United Ways.

In keeping with businesses’ renewed commitment to sustainable business practices, the 2007 Spirit of America awards – to be awarded in 2008 – will feature a new corporate social responsibility (CSR) component in addition to the traditional Spirit of America criteria. Categorical awards will evaluate the areas of: Sustainability/Impact, Corporate, Workplace, and Volunteerism.

For more information on Spirit of America, NCL, and how corporations can get involved in their communities or partner with United Way of America, log on to [unitedway.org/ncl/](http://unitedway.org/ncl/) or contact Amanda Ponzar at [amanda.ponzar@uwa.unitedway.org](mailto:amanda.ponzar@uwa.unitedway.org).

###

***About United Way of America***

United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the root causes of the most serious problems. The United Way movement includes over 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way of America, please visit: [www.unitedway.org](http://www.unitedway.org).

