

## KICK-OFF BREAKFAST

Monday, February 27  
7:30-9 a.m.  
Old National Bank  
Legacy Room



## AWARDS BANQUET

Thursday, May 17  
6:30-9 p.m.  
Walnut Room, Casino Aztar



*Honoring:*  
**Sgt. Dakota Meyer**

Sgt. Dakota Meyer, a Kentucky Native and 2011 Medal of Honor winner, is the first living Marine to receive the highest honor for heroism for saving 36 lives during a 2009 ambush while proudly serving Afghanistan.



*Keynote Speaker:*  
**Dave Sanderson**

Dave Sanderson, contributing author of "Brace for Impact" was a passenger aboard US Airways flight 1549 that crashed into the Hudson River January 15, 2009 shortly after take-off.



## American Red Cross



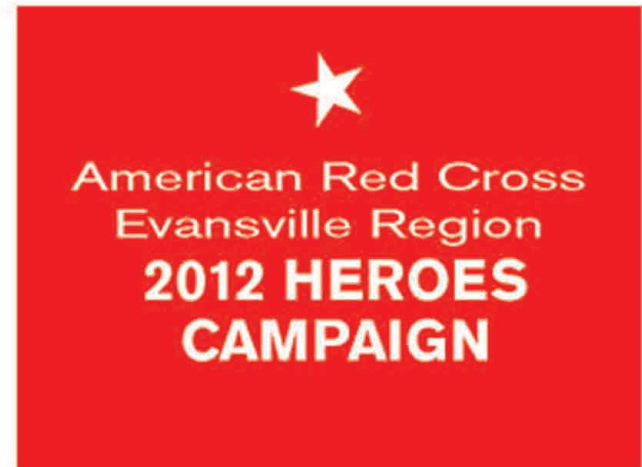
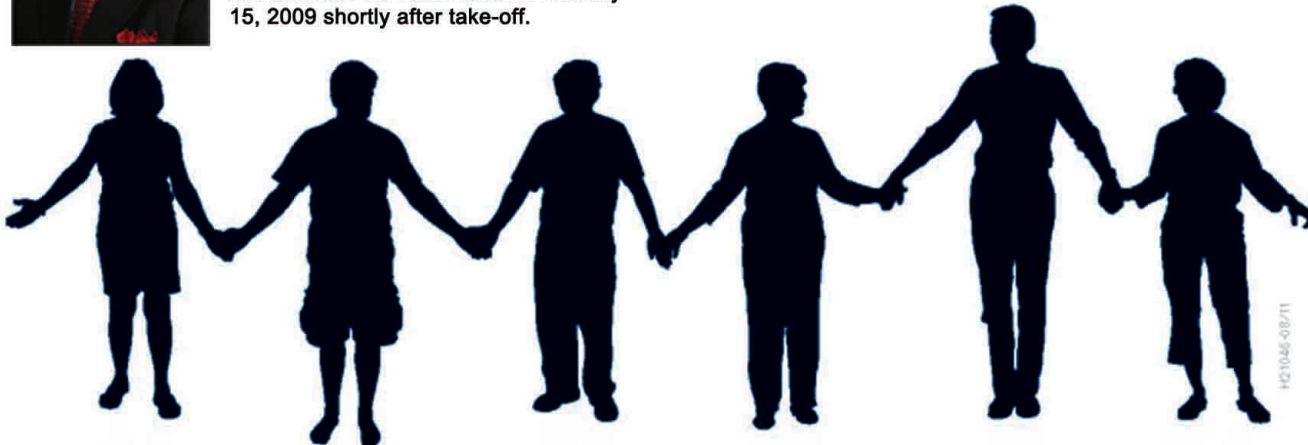
*2012 Heroes Chair*  
**NORM BAFUNNO**



President,  
Toyota Motor  
Manufacturing  
Indiana

I am excited about this year's campaign and asking you to join me in giving back to an organization that is near and dear to my heart. I've seen the great work the Red Cross does in our community and know they can't be there when needed most without funding. Please Join me by becoming a Heroes fundraiser, contributor or corporate sponsor and watch your support change lives in the Tri-State.

*Norm Bafunno*



American Red Cross

## ARE YOU A HERO?

Are you passionate about your community and driven to give back? Are you ambitious and outgoing with a strong support for the American Red Cross? Heroes sustain the mission of the Red Cross by fundraising. Yes, that's right, fundraising. But fundraising doesn't have to be intimidating. In fact, this program will take you behind the scenes of fundraising and teach you real-life skills such as leadership, time management, networking, relationship building and community enhancement.

## HEROES FUNDS AT WORK

The funds raised part of the Heroes Campaign are used to underwrite all programs & services. Your time spent fundraising or your contribution becomes the blankets wrapped around a family post-disaster, the blood that goes into a person's body or the training that helps save another's life. Won't you put your compassion into action & help us, help others. Here's what your donation can do:

- \$ 30 provides 5 blankets to clients in need
- \$ 50 provides infant needs during a disaster
- \$ 100 provides a crib for an infant in a shelter
- \$ 200 provides food and shelter to a family of 4
- \$ 500 covers costs to begin mobile feeding
- \$1,000 covers the cost of a 25 person shelter
- \$1,500 provides 1500 military comfort kits
- \$2,000 provides a hot meal to 200 clients

## HOW CAN I BE A HERO?

Heroes are individuals, businesses or organizations that donate or help raise at least \$1,000. Whether it's a personal gift, corporate sponsorship or fundraising event - every dollar raised by you goes to help deliver critical community services.

### Here are some other ways to be a HERO:

- Ask professional associates to donate
- Seek Corporate matches for your personal gift
- Organize & execute a Red Cross fundraiser
- Ask churches to take up a special collection
- Secure a corporate gift or sponsorship
- Engage your schools to host a coin drive
- Host a fundraiser dinner for your friends

However you want to be a HERO, we welcome it.



## HELP US, HELP OTHERS



## PUT THE "FUN" BACK IN FUNDRAISING



*"I take part in the Heroes Campaign annually because I have seen first hand how the Red Cross is always there for the community I proudly serve and its my way to give back."*

**Sheriff Eric Williams**  
Vanderburgh Co. Sheriff's Office



*"The Red Cross Heroes Campaign is a fun way to engage the community and my contacts to join me in giving back to a wonderful organization that does so much for so many people."*

**Missy Mosby**  
Evansville 2nd Ward Councilwoman



*"Old National Employees love to get involved & help local organizations raise money, but truly look forward to the annual Heroes Campaign because of how much fun they have."*

**Jim Sandgren**  
Regional CEO, Old National Bank



**American Red Cross**