

Competition for a good cause.

A strong team effort by employees of UnitedHealthcare Community Plan helps raise \$30,000 for the March of Dimes and the American Heart Association.



1 in 15

The frequency of low birthweight in babies in Arizona in 2013⁴

Science has confirmed what Arizonans have long suspected: the University of Arizona Wildcats and the Arizona State Sun Devils have the most intense sports rivalry in the country. Using extensive survey data, researchers at the website KnowRivalry.com found that the competitive fervor of Wildcat and Sun Devil fans is even stronger than such legendary rivalries as Oklahoma and Texas and Michigan and Ohio State.

“We crushed last year’s results, so I agreed to dress as a Wildcat for a day.”

Joe Gaudio

So it was no small thing when ASU alum and die-hard Sun Devil fan Joseph G. Gaudio, CEO of UnitedHealthcare Community Plan of Arizona, said he would bear down and don Wildcat colors if his fellow employees met their ambitious goal of raising \$30,000 through the plan’s annual spring fundraising campaign supporting the American Heart Association’s Heart Walk and the March of Dimes’ March for Babies.

A wide variety of fundraising events were held in the office including a pancake breakfast, a hot dog lunch, and lollipop and nacho sales. Another popular fundraiser was called “Stick It to Your Boss,” which let employees buy stickers they could use to decorate their bosses.

The most popular event was the annual Theme Basket Raffle, in which teams compete to create high-value themed baskets. Each year, the team that creates the basket that draws the most raffle tickets wins a free lunch — as well as major bragging rights. Excitement escalates as teams compete to put together the most enticing baskets, culminating in an office celebration as basket winners are drawn. The most popular basket this year was “A Night In,” which was packed with TV-night goodies, including a 40" Samsung television.



In addition to raising money in the office, 198 employees and Dr. Health E. Hound laced up their shoes (and paws) to take part in the walks themselves. The Heart Walk took place on March 21, and the March for Babies was held on April 11.

By the end of the campaign, Gaudio found himself decked out head to toe in Wildcat clothing, sitting in an office decorated with Wildcat swag. All items were provided by office Wildcat fans because, said Gaudio, “I do not own any Wildcat paraphernalia. The combination of red and blue is not allowed in my house except for patriotic reasons.” He didn’t hesitate to be a Wildcat for a day, however, saying, “Sun Devils always honor their commitments.”

³<http://www.theheartfoundation.org/heart-disease-facts/heart-disease-statistics/>

⁴<http://www.1marchofdimes.org/news/innovative-research-probing-causes-of-preterm-birth-funded-by-the-march-of-dimes>.

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