

# People Helping People: JCPenney

Telly Awards/Finalist

## **Video**

## **Audio**

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White CG over Black  
Cross Dissolves or  
Roll as Credits

Goodwill  
Industries

**Goodwill Industries...**

Salvation  
Army

**the Salvation Army...**

Young Men's  
Christian Association  
(YMCA)

**the Y-M-C-A...**

Young Women's  
Christian Association  
(YWCA)

**the Y-W-C-A...**

Big Brothers  
and  
Big Sisters

**Big Brothers and Sisters...**

American  
Cancer  
Society

**the American Cancer Society...**

Boy Scouts

**the Boy Scouts...**

Girl Scouts

**the Girl Scouts**

American  
Red Cross

**and, the American Red Cross.**

Cross Dissolve TS  
of Talent

**These are just a few of the MAJOR  
organizations you may think of when  
the United Way is mentioned.**

Slow Pull to Reveal

**But, did you know that the money**

talent surrounded by Children

**donated to the United Way goes to help thousands of LOCAL agencies within our own communities?**

**Hello, I'm Mary Chris Wall...and I'm joined by some of the children here at Hispanic Child Care.**

**THIS local agency provides child care services for low income families with children ranging in age from six months to eleven years.**

B-Roll of Various Agencies at Work

**And, there are over one hundred and thirty OTHER types of United Way affiliated organizations...working within this same community.**

Back to MS of Talent

**People Helping People is this year's JCPenney United Way campaign theme...and it would be hard to find a better means for describing the continuing generosity shown by our associates.**

Camera Follows Talent as she strolls thru school or playground

**James Cash Penney himself strongly believed in giving back to our own communities and you've done just that...year after year.**

**We thought you might be interested in seeing how and where your generosity is put to use.**

Talent Stops Stroll and camera slowly pushes in to TS

**As I mentioned earlier, YOUR donations are dedicated to agencies within YOUR local area.**

**And, unlike the majority of non-profit organizations...that need to use as much as forty percent of their financial gifts for administrative costs...the United Way uses less than half that amount for theirs.**

**In fact, eighty cents...or more...out of EVERY dollar goes directly towards helping the very people in your community who are most in NEED of assistance.**

**Let's take a moment to discover just how your donations are allocated.**

Cross Dissolve  
(Roll In Interview)  
Name Super

Back to MS of Talent

**While it's true that financial gifts ARE critical, the United Way is about more than just money.**

**The United Way is about PEOPLE Helping People.**

**Now, I'd like to introduce two of our own JCPenney associates whose lives have been immeasurably enriched by United Way.**

**The first is Betty Colla of Casa Grande, Arizona.**

Cross Dissolve to B-Roll

**Betty began her career with JCPenney at the downtown Casa Grande store some seventeen years ago.**

**She's described as being 67 years young...with the energy of most 18 year olds.**

**When Betty retired in 19-92, she decided to devote herself to the United Way volunteer work she had always loved.**

**Today, she manages the area's food bank as well as belonging to the local disaster relief organization.**

Cross Dissolve  
(Roll In Interview)

Super: Betty Colla  
Casa Grande, Arizona

(Betty talks about her work and the personal benefits of volunteering)

Cross Dissolve  
Back to MS of Talent

In addition to her volunteer work, the management of the Casa Grande JCPenney tell us they're thrilled that Betty is also serving as a part-time greeter for their store.

Talent begins to Stroll

Now, our next associate is Steve Womack of Hot Springs, Arkansas.

Cross Dissolve to B-Roll

Steve is developmentally challenged, but he hasn't let that slow him down.

Thanks to a local agency called First Step... Steve has realized his dreams of becoming a fully active member of his community.

First Step helps people... like Steve... with training... job placement and continued guidance.

With First Step assistance, Steve has been a regular, part-time member of the Hot Springs store's cleaning crew since 19-90.

Cross Dissolve  
(Roll In Interview)  
Super: Steve Womack  
Hot Springs, Arkansas

(Steve talks about what being able to work at JCPenney has meant to him)

Cross Dissolve to  
MS of Talent

Steve and Betty are both extraordinary people and we're proud to have them as part of our JCPenney family.

Talents strolls over to children and sits down among them

**People Helping People. Whether volunteering your precious time... or offering your hard earned money in the form of donations... you touch the lives of your neighbors and friends.**

Talent pauses, looks at  
children and smiles

Children smile and say

Fade to Black

**And, just think, when you combine  
your efforts with the THOUSANDS of  
other JCPenney United Way  
supporters, your power to enrich  
people's lives... becomes nearly  
limitless.**

**People Helping People.  
We... just want to say thank you.**

**Thank You!**