

VERSO - Androscoggin Mill / PIXELLE

Campaign “Whatever it Takes” Award

Representative Wendy Bourassa

The former VERSO - Androscoggin Mill has had a lot going on recently--with the ups and downs of change in ownership and their transition towards becoming now what is known as PIXELLE. However, through the chaos of changing to a new company, they have not forgotten about the United Way. Androscoggin Mill employees are being recognized with the *Whatever it Takes* Award, which Honors individuals, businesses, and organizations that have significantly gone above and beyond in their support of the United Way in the past year.

I spoke with Androscoggin Mill representatives Wendy Bourassa and Doug DiPasquale, “I have a passion towards the United Way” says Wendy, “because in the past when we would unfortunately have to downsize, we had employees who needed resources, and the United Way provided them. We don’t always know what life will hand us, but we can at least have the peace-of-mind that the United Way will be there to help guide you.”

Androscoggin Mill employees have gone above and beyond this year, with showing that they truly care about the Greater Franklin County Area. Usually, the average of workplace campaign participation is about 30%; this year, employees contributed 73%, leading up to a donation of over \$100,000. It’s not all about the money though, as we see employees from Androscoggin Mill on the ground, giving hours upon hours of their time to this community. We have committee participation, board representation by Brenda Clark, involvement in our Hope Fund represented by Doug, Community Team Investments from Maria, as well as participation in our Community Energy Challenge. They also become very competitive with our annual Community Change Challenge, having won Tier I in 2019. “We’re still looking for a company who is willing to compete with us!” Jokes both Doug and Wendy, “We’ve knocked it out of the park, and we hope to see others do the same.”

Staff from United Way of the Tri-Valley Area often travel to businesses to provide resource information about what we do and what organizations we partner with in the community. Often people had been unaware of what the United Way was, and after listening to one of our staff, decided to become involved. “As people become more aware of the needs within the community” says Doug, “people are often more generous with the contributions. When United Way comes to Androscoggin Mill to talk to our employees about what is available to them, and hearing stories that are sourced locally, we’re able to connect the dots and often have people sharing stories of their own.” Moments like these are special to our staff; when we can see the lightbulb switch on above people’s heads and realize all the wonderful opportunities that are available to them and to their family.

The United Way of the Tri-Valley Area is proud to recognize Androscoggin Mill employees for their generosity and time to the Greater Franklin County Area. “The United Way is a big resource for us, and when we attend their meetings they are never begging for contributions. We encourage our employees to attend Community Investment Team Committees or just have them physically involved in what the United Way does” says Wendy. We also appreciate VERSO for their efforts towards giving back and being involved as often as they can. Without companies like them, many of our events and programs may not be as successful as they are today!