

# Grassroots Efforts Help Navy Federal Real Men Wear Pink Raise \$34,000

A grassroots fundraising campaign among Navy Federal Credit Union employees in Pensacola propelled Thomas Greek to the top of the local Real Men Wear Pink campaign.

Greek, vice-president of Learning and Development at Navy Federal, raised \$34,002 for American Cancer Society's fight against Breast Cancer, ranking him ninth in the nation for all the Real Men Wear Pink campaigns. Attorney Peter Mougey of Levin Papantonio raised more than \$18,000 to finish in second place. Combined, the 20 community leaders in the Pensacola campaign raised more than \$105,000, beating its goal of \$100,000.

There were no big donor checks at Navy Federal. Instead, Greek credits the employees who rallied behind the effort and chipped in donations out of their own wallets to help fight breast cancer. Real Men "lieutenants" – managers and supervisors working throughout the Pensacola-area campuses – stepped in to engage employees with fun, viral fund-raisers.

After a campaign launch at Casks & Flights in Pensacola, the Navy Federal Real Men fanned out to create numerous fundraising efforts. Employees held bake sales, a taco bar and a silent auction. One team member held a dedicated charity softball tournament, while another sold candles.

Local Navy Federal leaders volunteered as "friendly fire" targets for employees wielding water balloons, or even sacrificed their taste buds to eat habanero peppers for donations.

"This truly was an amazing grassroots effort, seeing how much this meant to our employees," Greek said. "They showed how much they care about each other and how much they care for our community."

## **Photo Caption Information:**

Thomas Greek, center, vice-president of Learning and Development at Navy Federal Credit Union, formed a team that raised more than \$34,000 as the top campaign for Real Men Wear Pink. From left: Navy Federal Real Men Wear Pink team of Kelvin Leonard, Jeff Beacham, Thomas Greek, Matt King and Justin Ford.

