



**United Way
of Monroe County**

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MEDIA ADVISORY

UNITED WAY DAY OF ACTION: STRENGTHENING OUR COMMUNITY

The 14th Annual Day of Action will take place this Wednesday, April 8, 2009 between 9:00 a.m. and 5:00 p.m., with a rally luncheon held from 11:30 a.m. – 1:00 p.m. Providing an opportunity to make a positive, visible, and lasting impact in our community, 134 volunteers from the community will assist 15 local nonprofits by enhancing their facilities and programs to better serve those in need.

In an outstanding effort to Live United, community members will volunteer their time at United Way partner agencies and other local nonprofit organizations participating in activities such as reading to children, painting, cleaning, landscaping, and administrative duties.

New this year, as part of the United Way Born Learning early childhood education initiative, volunteers will be reading and interacting with children at several agencies. In addition, more than 100 books will be distributed at no cost to these children.

United Way will once again be hosting a picnic-style luncheon for all volunteers and host agencies from 11:30 a.m. – 1:00 p.m. at the United Way office located at 441 S. College Ave. Bloomingfoods, Kroger Stores, IMU Catering, Nick's English Hut, and Target have generously donated items and gift cards for the luncheon.

Barry Lessow, Executive Director of United Way, commented on the importance Day of Action holds for local nonprofits, “These Day of Action activities connect generous volunteers with area organizations to accomplish vital projects that increase efficiency and productivity. Especially during this challenging year, the agencies are grateful for this boost. These volunteers and their employers are showing what it means to Live United: to give, advocate and volunteer for the causes important to you. We hope volunteers have the opportunity to build meaningful relationships with other participants and learn more about these nonprofits that serve our community.”

Many staff, students, and clients from Monroe Bank, TSI/Mentor, Indiana University Office of Service-Learning, Indiana University School of Public and Environmental Affairs, and Target are donating their time to strengthen the nonprofit sector of our community.

The following organizations will be hosting volunteer projects:

- American Red Cross
- Amethyst House
- Area 10 Agency on Aging
- Big Brothers Big Sisters of South Central Indiana
- Boys and Girls Clubs
- City of Bloomington-Animal Care
- Family Service Association
- Girls Inc.
- Hoosier Hills Food Bank
- Middle Way House-The Rise
- Monroe County United Ministries
- Mother Hubbard’s Cupboard
- Shalom Community Center
- Stone Belt Arc
- Sycamore Land Trust

United Way of Monroe County is a nonprofit organization that improves people’s lives by addressing critical needs today and working to reduce those needs tomorrow. Through its Community Action Fund, it allocates resources to 26 member agencies that address the most pressing human service needs in Monroe County. You can find more information at www.monroeunitedway.org.

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