



United Way Sets Goals with 2010-2011 Campaign Kick-Off

Bloomington, Ind. – United Way of Monroe County began this year’s fundraising campaign with a successful kick-off event Friday, September 10th. Sponsored by Indiana University, the luncheon was held at the Henke Hall of Champions and featured the Indiana University Athletics Director and IU Campaign Co-Chair, Fred Glass. Other speakers included:

- Barry Lessow, United Way Executive Director
- Judy Sharp, Monroe County Assessor, Campaign Chair
- MaryFrances McCourt, IU Treasurer, IU Campaign Co-Chair
- Mark Franklin, German American, UWMC Board President

Campaign leaders announced a fundraising goal of \$1,400,000. Last year, the campaign raised \$1,419,321, and the board set a goal that recognizes the current economic pressures, but also hopes that people will be generous so United Way can help those who are in significant distress.

Executive Director Barry Lessow remarked, “We are here today to help create opportunity for more kids, more families, more seniors... for people who work through illnesses and disabilities, and for people who sometimes need a boost to remember that they are working toward a bigger goal for themselves and their families.” He reminded volunteers that, “Our efforts today and during this campaign help us build the resources we will use throughout the year to improve people’s lives... people having the building blocks for success ripples out in some very direct and very subtle ways to the entire community. We all give to United Way and we all benefit from United Way.”

Judy Sharp, Campaign Chair, recognized the importance of the campaign and United Way’s commitment to local residents. “Over the past year, services have been more in demand than ever before. We hear reports every day from member agencies that the need is higher. Demand for food, low-cost childcare and after-school services, health care, and just about everything else United Way funds is growing. We were one of the few funding sources that increased. To the agencies, this is more than good

news -- it is essential as they do their work. There is nothing left to cut except services to people who need it the most. And in whom we need to be investing so the next generation has its own opportunities to succeed."

MaryFrances McCourt, IU Campaign Co-Chair, said, "People who have been helped by your generosity don't wear little badges. Maybe it's me...maybe it's her...or him...or maybe it's you. We all want the right things for our community. This is your chance... our chance... to invest in our community. Every dollar does make a difference."

Mark Franklin, Board President, remarked on the value and quality of the services provided by United Way's 24 member agencies. "United Way is our opportunity, as a community, to fulfill the vision we have for our families. We know the way to a strong community is to improve the lives of the people who live here. That is why your support is so important if people are to be successful."

IU Athletics Director and Campaign Co-Chair Fred Glass spoke about the personal importance of giving, advocating, and volunteering. "I think modeling service is an important part of what we do at the university. We need to be mindful of our engagement in the community. Our student athletes certainly understand that. All 24 of our sports were represented in giving about 3200 hours of community service to 55 different agencies last year." Glass added, "All of you can deliver services to those in need as part of Monroe County's 24 certified United Way member agencies. All of you make those services possible by supporting United Way."

Peg Stice received the Mary Alice Gray Memorial Award for her extraordinary service over the past 20 years to United Way of Monroe County.

To reinforce the theme of "LIVE UNITED", the campaign will feature photos and stories of people throughout our community who give, advocate, and volunteer.

Those wishing to join United Way in making a lasting impact on our community can visit United Way's web site at www.monroeunitedway.org and securely donate online via PayPal or credit card. Donors can also download a pledge card and contribute in the form of cash, check, credit card, automatic bank withdrawal, stocks and securities, or can choose to be billed. Those participating in workplace campaigns can contribute via payroll deduction. Any company interested in having a workplace campaign or any group that would like a presentation about United Way or our member agencies is encouraged to call Resource Development Director Lori Garraghty at lori@monroeunitedway.org or 812-334-8370.

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 24 member agencies that ensure Monroe County residents have the building blocks for a better life: education, earnings, and the essentials. You can find more information at www.monroeunitedway.org.

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