



**FOR IMMEDIATE RELEASE**  
April 14, 2010

## **UNITED WAY OF MONROE COUNTY RAISES \$1,419,321**

United Way of Monroe County celebrated the conclusion of its 2009-2010 community campaign on Wednesday, April 14 during the Day of Action & Campaign Celebration Luncheon. The campaign raised \$1,419,321, up 5% from last year.

Barry Lessow, United Way Executive Director, commended those who helped with the campaign. "This year we emphasized how we can work together to improve the lives of people in this community, both now and in the future. Thanks to everyone who generously gives, advocates, and volunteers to ensure that everyone has the building blocks for a successful life. Individuals, families, nonprofits, and businesses all contributed to the success of this year's campaign, helping us exceed the goal by 3%. And we were fortunate to have a smart, hard-working group of campaign leaders and workplace campaign coordinators. Along with our partner agencies, United Way works every day to ensure that we are meeting today's critical human service needs and making the investments now that will reduce those needs in the future. That work continues."

Campaign Chair Judy Sharp, Monroe County Assessor, announced the campaign total, and remarked, "Thank you to everyone who donated, thank you to everyone who supported these efforts, and thank you to everyone who helped. As it says on the United Way pledge card, 'We are all people with the power to help other people'. And this year, we proved it." Sharp also recognized the inaugural class of United Way of Monroe County's Loaned Executives. "On 'loan' from their employers, these individuals spent time each week calling new workplaces, making visits, presenting information, and bringing back results. As a matter of fact -- great results. These Loaned Executives focused on 18 campaigns, and those campaigns increased a total of 12.5%! Our sincere thanks to Mark Franklin and Danielle Morris of German American Bancorp, Jeffrey Lloyd of Peoples State Bank, and David Sipes of the IU Credit Union. Needless to say, we're looking for additional Loaned Executives for next year's campaign."

Several workplaces received awards for their outstanding contributions to the campaign. Indiana University, Bloomington Hospital, and General Electric received the Pillar Award for each raising \$50,000. A complete list of award winners is available at [www.monroeunitedway.org](http://www.monroeunitedway.org). The Indiana University campaign raised over \$765,000, exceeding last year's contributions from IU employees and annuitants by over 7%.

Lessow recognized Jim Grandorf of Indiana University's Kelley School of Business who chaired the leadership giving effort. Total Vanguard gifts (\$1000 or more) were up more than 15% this year. And 22 people joined United Way's Young Leader Society by contributing at least \$500. Lessow announced that "As a result of this growth, we were able to successfully fulfill our matching grant opportunities from the Indiana Association of United Ways and Lilly Endowment."

Beth Krouse, executive director of Big Brothers Big Sisters of South Central Indiana, spoke about the value of supporting early learning in our community. "The power of relational learning begins at birth and research shows how important it is to support the parent and caregiver and the relationships they form with young children. Babies are born ready to learn. It is so exciting to see and be a part of the focus on early learning that United Way has brought to the forefront of this community. United Way is building support in our community not only through the networks of member agencies and the services and supports we offer, but by also looking at the entire continuum of care needed to truly support positive outcomes for everyone in Monroe County."

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](http://www.monroeunitedway.org).

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