



**United Way
of Monroe County**

FOR IMMEDIATE RELEASE

September 14, 2006

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United Way Sets Goals with 2006-2007 Campaign Kick-Off

United Way of Monroe County began this year's fundraising campaign with a successful kick-off event Thursday, September 14th. Sponsored by Indiana University, the luncheon was held at the DeVault Alumni Center, and featured IU Women's Basketball Coach Felisha Legette-Jack as the keynote speaker. Other speakers included:

- Mark Moore, President/CEO of Bloomington Hospital and Kevin Osborne, Business Development Officer at the IU Credit Union, who are serving as the Community Campaign co-chairs
- Lauren Robel, Dean of the IU School of Law, and co-chair of the Indiana University United Way Campaign,
- Valynda Laird of Bloomington Hospital, President of the United Way Board, and
- Barry Lessow, Executive Director of United Way.

The kick-off invigorated campaign leaders and strengthened their enthusiasm and dedication for this year's fundraising effort.

The theme of the campaign is "50 Years of Improving People's Lives". The co-chairs announced a campaign goal of \$1,500,000. Last year's campaign raised \$1,465,803, ahead of its \$1.45 million goal.

Executive Director Barry Lessow identified ways that United Way's 27 member agencies make lasting improvements in the community. "Working together, we know how to help children be successful, seniors keep their independence, and adults prepare for a changing world. Sometimes this means access to healthy food or safe shelter, and sometimes it takes after-school, mentoring, or job-skill programs. For 50 years, United Way and our network of agency partners have made sure the right services are in place so people in our community have both a strong safety net and the opportunity to move well beyond it."

Mark Moore recognized the importance of the campaign and the commitment to local residents by both United Way and Bloomington Hospital. He commented that "Because of our confidence in the

community's desire to improve people's lives, we are here to announce that the 2006-2007 goal has been set even higher at \$1,500,000!"

Kevin Osborne spoke of the great need to support United Way in our community. "In Monroe County, we have decided we don't want people to have to choose between paying for food and paying for medicine, or between rent and child care."

Lauren Robel also voiced her dedication to the campaign and called on faculty, staff, and student leaders to reach IU's goal of raising \$650,000 in support of United Way and its services. "We ask that everyone on campus be generous. With your help, we will be able to meet our goal, and more importantly, ensure that necessary human services are available in our community." said Robel.

Coach Felisha Legette-Jack scored when she said she is a "Fan of United Way." She emphasized the power of the spirit embodied in her slogan, "yes, you can". She told the audience of her own childhood and the importance that United Way agencies played in giving her the confidence that she could achieve anything she set out to accomplish. Coach Jack encouraged those in attendance to do everything in their power to help reach the fundraising goal and to give more of themselves than they think they can – because the work of United Way is so vital to our community.

To reinforce the theme of "50 Years of Improving People's Lives" throughout the campaign, United Way will highlight accounts of community members overcoming obstacles with the help of United Way agency partners. Whether it is mentoring an at-risk child, providing emergency assistance to a disaster victim, or helping an elderly woman live independently, these stories prove that Bloomington is a better place because of donor generosity.

Those wishing to join United Way make a lasting impact on our community can download a pledge card from the web site www.monroeunitedway.org. Donors can contribute in the form of cash, check, credit card, 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 Heather Allen at 812-334-8370.

United Way of Monroe County is a nonprofit organization with the mission to improve people's lives by mobilizing the caring power of our community. Through its Community Care Fund, it allocates resources to 27 member agencies that address the most pressing human service needs in Monroe County. United Way can be reached at 812-334-8370 or www.monroeunitedway.org.

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