

United Way holds community together

The Herald-Times | Posted: Saturday, September 13, 2014 2:00 am

United Way of Monroe County set a realistic fundraising goal this week. Now it's up to generous community members to see that it's reached.

In many ways, United Way is the glue that holds Monroe County's social service community together. Its prominence as a fundraiser may have been diminished in recent years as the number of social service agencies has grown, and each seems to have its own favorite donor-reaching methods, many of them major events.

But its importance remains. United Way continues to raise money for 25 member agencies that provide a wide range of services to people, from basics such as food and shelter to tools such as education to help them become self-sufficient. It also will direct your dollars to virtually any nonprofit you prefer, and it serves as a magnet for people in need and a navigator to guide them to help.

During a luncheon Wednesday, this year's goal was set at \$1,410,000. That's down \$15,000 from last year's campaign number, which was missed by about \$9,000. Rather than set a stretch goal, the organization is hoping to top the target it has set.

The agencies with which United Way works turn these dollars into comfort and hope. A donation of \$52 — just \$1 dollar a week over a year — can provide a month's bus transportation for two people to new jobs. Double that amount to \$104, and you'll fill 70 bags of groceries to low-income families. And these real-life formulas work at any level you can afford and in virtually any scenario you can imagine: legal assistance, medical help, heat during the cold winter months, emergency services when tragedy strikes, protection and tools to cope with an abusive partner, a mentor to help a child and on and on.

We encourage you to help United Way make its goal this time around.

For more information on the various ways to donate, go to www.monroeunitedway.org or call 812-334-8370. Your donation, whatever it is you can afford, will be put to good use.