

Our Opinion

## United Way of Monroe County looking for help in fight to serve more needs

The Herald-Times Editorial staff

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It's that time of year again to push the importance of supporting United Way of Monroe County.

The organization kicked off its fundraising campaign Wednesday with the campaign theme of: "United We Fight. United We Win." It's an apt slogan.

As noted during the campaign kickoff event, those who supported United Way during the last year came together — united, if you will — to distribute 1,760 books to kindergarten students, to pay for more than 26,000 rides on Rural Transit and on city buses to help people get to work, and to help 1,112 uninsured and low-income adults make 5,131 free visits to Volunteers in Medicine. Among many other things.

This year's campaign will mark the passing of the torch from 13-year United Way Executive Director Barry Lessow to new leader Efrat Feferman. She did a great job of focusing on the campaign theme when she said: "It really does take a village to tackle the evolving challenges out there, and no one sector, no one agency, no one individual can do it alone. Want to make a difference every single day? So do we. Fight with us to create the town that you want to live in, that you want to bring people to and you want your kids to stay in. Help the organizations who come together to make life better in Bloomington, Ellettsville, Spencer and every house and farm in between."

We encourage individuals, businesses and organizations to give generously to the campaign to join the fight to make more lives better in our community. You can go to [www.monroeunitedway.org](http://www.monroeunitedway.org) and securely donate online using a credit card. Donors also can download a pledge card and choose to contribute in other ways. Or you can call 812-334-8370 to learn other ways to donate or get involved.

Every dollar will help.