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United Way Announces 2010 Fundraising, Volunteer and Advocacy Goals
Organization calls on community to LIVE UNITED for meaningful impact on Rochester

Rochester, NY – Colleen Wegman, President of Wegmans Food Markets and 2010 United Way Campaign Chair, led United Way in its 2010 campaign launch this morning. The organization announced three community goals: \$28 million to fund critical programs in our community, 1 million hours of community volunteerism and 450 people advocating for key issues affecting our community this year.

“This campaign is really about moving our community in a positive direction,” said Wegman, who follows in the United Way leadership footsteps of her grandfather, Robert, and father, Danny. “It takes all of us working together to create meaningful results that make our community a stronger, better place to live.”

United Way’s focus this year is on impacting five strategic community priorities – Early Childhood, School Age Youth, Aging, Crisis Services and Disability Services. “We identified these impact areas after an extensive feedback process with the Rochester community,” said Peter Carpino, President of United Way of Greater Rochester. “The result was five focused plans that echo our community’s priorities and will serve to guide our areas of investment.” Dollars raised in this year’s campaign will directly affect funding – focused on prevention and programs proven-to-work – in each impact area. Volunteer and advocacy strategies that will help Rochester best make progress in these key areas will also be highlighted throughout the campaign.

“Our goals this year are reflective of the many factors affecting our community’s economic conditions,” said Wegman. “We worked to ensure they were mindful of our donor’s resources yet substantive enough to meet the rising needs of our community.” United Way’s \$28 million goal encompasses goals set forth by its regional partners: United Way of Genesee County, United Way of Livingston County, United Way of Ontario County, United Way of Wayne County and United Way of Wyoming County.

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United Way Campaign cont'd

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Among rising community needs this year, crisis services – those that provide vital services including food, clothing and shelter – were cited as critical. “Our community continues to face economic hurdles that threaten the stability of many families and individuals,” said Carpino. “We are committed to supporting those needs through this campaign.”

United Way urged Rochesterians to give to the organization’s Community Fund, which allocates every dollar to help people right here in Rochester. “Our 2010 goal for the Community Fund is to raise \$250,000 more than last year to continue funding key programs,” added Carpino. In 2009, United Way funded 58 local programs, totaling \$16 million.

Reaching this year’s volunteer goal of 1 million hours – a more than triple increase from last year’s goal – would mean the equivalent of contributing more than \$7.25 million back into our community. Opportunities to volunteer – like the annual Day of Caring volunteer event on May 13, 2010 – will be unveiled throughout the year. Community members are also invited to utilize United Way’s online advocacy tool to speak out for causes they care about by connecting with area policy makers. Rochesterians can sign up for volunteer and advocacy opportunities at liveunitedrochester.org.

To encourage giving, United Way also announced the details of three challenge grants for the 2010 campaign. Rochester M&T Banks’ Challenge to LIVE UNITED will match dollar-for-dollar every new donation of \$500 or more, up to \$100,000. Citizens Bank has donated \$50,000 to match new corporate and individual gifts from small and mid-sized businesses. Monro Muffler/Brake, in memory of founder Chuck August, will match dollar-for-dollar every new or increased individual donation that is earmarked for emergency services. Additionally, Wegmans Food Markets will provide opportunities to support United Way through a variety of in-store events and promotions, including the option to make a donation at store registers from March 13 through April 3.

For more information on this year’s campaign and how you can LIVE UNITED, visit liveunitedrochester.org.

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United Way of Greater Rochester’s mission is to magnify and focus the power of community resources to address our most pressing social needs. Opportunities to LIVE UNITED through giving, advocating and volunteering can be found at www.uwrochester.org.