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UNITED WAY OF GREATER ROCHESTER RAISES \$28,518,422

*Rochester Community Answers Call to Action and Surpasses Goal
to Fund Critical Programs in Rochester*

Rochester, NY – Joined by thousands of United Way supporters, volunteers and community leaders at Frontier Field tonight, United Way of Greater Rochester announced that \$28,518,422 was raised during the 2010 LIVE UNITED campaign. Also announced at the event was the selection of Essie L. Calhoun, Chief Diversity & Community Affairs Officer and Vice President of Eastman Kodak Company, as the 2011 campaign chair.

As part of the year-long effort to LIVE UNITED, the organization challenged the community to reach three distinct goals this year: raise \$28 million to fund non-profits in the community, reach one million hours of volunteerism and engage 450 people to advocate for key issues that affect Rochester. With the fundraising goal surpassed, United Way also gave updates on its other two goals. To date, Rochesterians have logged over 245,000 community volunteer hours, including more than 68,000 hours from United Way's Day of Caring. Additionally, more than 400 people have signed up to advocate at the organization's online advocacy portal.

"Rochester continues to be one of the most giving communities in America," said Colleen Wegman, President of Wegmans Food Markets and 2010 United Way Campaign Chair. "We are so proud and inspired by the way people care for the community we live in and give back to make a difference."

In July, United Way will announce how much of the \$28 million will be allocated to Community Fund-supported programs that best address pressing needs in five key areas:

- **Early childhood:** For our youngest children and their parents, investments will focus on parent education programs and early intervention programs.
- **School age youth:** For kids in school, investments will focus on after-school/summer enrichment programs, mentoring and early intervention programs for at-risk youth.
- **Aging:** Investments for older adults will focus on multipurpose aging resource centers, case management/support services and caregiver support/education.

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- **Crisis services:** Investments will focus on programs that provide emergency food, shelter and clothing, offer legal assistance, provide emergency shelters for youth and victims of domestic violence and prevent homelessness.
- **Disability services:** For those with disabilities, investments will focus on transition coaching programs and improving mobility through driver training, travel training and door-to-door transportation.

“Reaching this year’s fundraising goal truly speaks to the generosity and leadership of the people of this community,” said Peter Carpino, President of United Way of Greater Rochester. “We are humbled by the support that we’ve received and we look forward to investing these community resources into programs that do the most good to help the most people.”

This year’s campaign was bolstered by unique challenge grants and giving opportunities. Challenge grants from M&T Bank, Monro Muffler/Brake, Citizens’ Bank and Burt and Joan August – in memory of Chuck August - yielded more than \$1.3 million in total donations to the campaign this year. Additionally, Wegmans Food Markets provided opportunities to support United Way through a variety of in-store events and promotions, including a customer scanning campaign that raised \$149,188. An additional \$60,000 came from Wegmans’ customer purchases of products from various brands, which donated a portion of proceeds to United Way.

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United Way of Greater Rochester’s mission is to magnify and focus the power of community resources to advance the common good. Opportunities to LIVE UNITED through giving, advocating and volunteering can be found at www.uwrochester.org.