

UNITED WAY » COMMUNITY GIVING

# Generosity tops \$28M

## Donors beat goal for third year in a row

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Staff writer

The United Way of Greater Rochester raised more than \$28 million during the 2011 campaign, surpassing the agency's goal for the third straight year.

United Way officials released the total Wednesday at a press conference at Constellation Brands headquarters in Victor. Constellation President and CEO Rob Sands was named as the 2012 campaign chairman.

"We are so grateful to all of Rochester for its generosity this year," said United Way President

Peter Carpino. "We are humbled by the support that we've received and look forward to investing our resources into programs that do the most good to help our community."

The United Way's Community Fund provided nearly \$17 million in grants last year for 80 local programs for at-risk children, aging adults and disability and crisis services.

The annual campaign, which ended May 15, raised



Carpino

\$28,021,372, agency officials said.

The top campaign donor locally was Wegmans Food Markets Inc., which raised \$2.7 million for the campaign through employee and corporate gifts, said United Way spokeswoman Michelle Kraft.

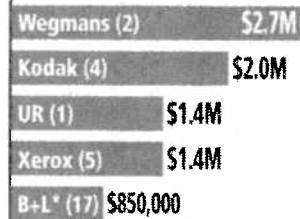
About \$1.35 million of the total was attributed to new donations. More than \$152,000 was raised at Wegmans stores, which allowed

### Top five givers

Donors in these five companies helped the United Way surpass its \$28 million campaign goal this year.

#### 2011 United Way campaign

Total employee and corporate gifts;  
(Rank by number of local employees)



\* Bausch + Lomb

SOURCE: United Way of Greater Rochester

KEVIN M. SMITH graphics editor

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# United

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customers to donate at the register.

The campaign's goal was \$28 million, the same as the past two years.

"I am so proud to call myself a Rochesterian, knowing how dedicated the people here are to make change for our commu-

nity," said Essie Calhoun, 2011 campaign chairwoman and retired Eastman Kodak Co. vice president. "It's rewarding to know that the dollars raised will support programs that truly help the people in our community who need it most."

The annual allocations of funds raised will be announced this summer. □

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