



Thursday, November 05, 2009

## **United Way Thanks Rochester for 280,000 Community Volunteer Hours Second Campaign Goal Achieved Four Months Early**

**Rochester, NY** – United Way of Greater Rochester thanked Rochester today for answering the call to LIVE UNITED by contributing more than 280,000 hours of volunteerism since March 2009. The organization issued the goal in March as part of its 2009 campaign. Reaching this goal is the equivalent of contributing \$2 million worth of manpower back into the Rochester community.

“This is a remarkable accomplishment and we are grateful for the commitment of so many community volunteers – from the more than 9,000 volunteers at our annual Day of Caring to the single volunteer who spends an hour reading to kids at his community center,” said Peter Carpino, President of United Way of Greater Rochester. United Way also announced it will raise its community volunteerism goal by at least 10% annually through 2013. “We are committed to enlisting the help of everyone in our community who is willing and able to make a difference here,” said Carpino.

With two of its three LIVE UNITED goals met – raising more than \$28.7 million dollars to fund critical programs in Rochester and achieving this newest volunteer milestone – the organization now turns its focus on achieving its third community goal this year: enlisting 2,800 people as advocates for key issues that affect our community. Rochesterians can learn more about opportunities to advocate at [www.uwrochester.org/advocate](http://www.uwrochester.org/advocate).

United Way continues its live count of community volunteer hours at [www.uwrochester.org/volunteer](http://www.uwrochester.org/volunteer), where Rochesterians can also learn about more volunteer opportunities throughout the year.

*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](http://www.uwrochester.org).*