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**United Way Announces Annual Campaign Goal and
Calls on Community to Make Change for Rochester**
Organization sets goal at \$28 million

Rochester, NY – Today United Way of Greater Rochester issued a call for Rochesterians to make change for our community through United Way’s Community Fund. The organization set its annual fundraising goal at \$28 million to continue funding critical programs that address Rochester’s most pressing needs. United Way is asking Rochesterians to support the Community Fund, which funds nearly 80 local programs that work to deliver evidence-based and proven to work strategies in five key impact areas: early childhood, school age youth, aging, disability services and crisis services.

United Way’s 2011 Campaign Chair, Essie Calhoun, Retired Vice President at Kodak is appealing to Rochesterians to step up and make change happen. “This is our community and we all have a role in ensuring that it remains a vibrant place for everyone to live,” says Calhoun. “Right now, change means a new focus for Rochester’s dollars, and—as a result—a stronger, better way to tackle our community’s challenges through the Community Fund.”

Last year, United Way announced 2010-2013 funding allocations—totaling \$16.7M—from the Community Fund to its programs. “Through this investment of dollars, we are able to fund programs according to what our community needs now. This means making childhood more enriching, students more successful, old age more of a golden age, disabilities less debilitating and crisis less frightening,” says Tom Hubbard, Chair, United Way of Greater

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Rochester Board of Directors. “These are the key areas that Rochesterians have told us are their priorities for our community, and we are confident that these programs will result in positive change for Rochester.”

United Way’s campaign comes on the heels of the recently proposed New York State budget, which has left many local programs that serve our community facing major decreases in funding. “Now more than ever, it’s critical that Rochesterians lend their financial support to programs that truly do the most good to help the most people,” says Peter Carpino, President, United Way of Greater Rochester. “They can do that by supporting the Community Fund, as— together—our dollars are combined to create a more powerful chunk of change for Rochester, despite the potential setbacks that many are facing right now.”

To encourage giving to the Community Fund at all levels this year, United Way is also leveraging support through the Kodak Community Fund Challenge, which will match any new gift to the Community Fund, up to \$100,000.

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.

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

liveunitedrochester.org.

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For more than 90 years, United Way of Greater Rochester has been committed to making our community a better place to live. Our mission is to magnify and focus the power of community resources to address our most pressing social needs. To learn more about United Way’s work in our community, please visit www.uwrochester.org.