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UNITED WAY SETS CAMPAIGN GOAL AT \$3.67M

Utica, NY (September 14, 2007) — The United Way of the Valley & the Greater Utica Area launches its annual campaign today, aiming to raise \$3,670,000.

“The United Way campaign is a chance for the Mohawk Valley to show how great of a community impact they can make right here in our own backyard,” says Mary Malone McCarthy, 2007 United Way Campaign Chair. “We have an ambitious goal and are confident with the continued support from the community that we can meet and beat \$3.67M, and then allow at least the same amount of funding to be allocated for services and programs.”

The campaign goal, unveiled at the Hotel Utica breakfast, included the campaign video premiere, guest speaker Charlotte Fowler from JCTOD, and children from JCTOD to announce the goal with Campaign Chair, Mary Malone McCarthy. Over 175 supporters attended including volunteers, donors and local officials.

According to McCarthy, United Way hopes the community can meet this year’s goal by following the “\$1 Step-Up Program.”

“If every current United Way donor adds one dollar per week to his or her current contribution, we would raise an additional one million dollars for this community,” says McCarthy. “My co-chair, Donnie Carbone, and I hope community members see this as a starting point or a continuation of their generous donation.”

Research shows that an additional \$1 per week to a current United Way contribution could provide one of the following, for example:

- ❑ Supply 42 people with a meal from the Food Bank
- ❑ A day of programming at JCTOD for 13 children
- ❑ Enroll three girls in the Girls, Inc. program at the YWCA
- ❑ Offer two hours of family aggression reduction counseling from Family Services

“Both the Valley United Way and the United Way of the Greater Utica Area owe successful efforts to support and dedication of our volunteers,” says Dr. Robert L. Bradley, Interim Executive Director of United Way of the Valley & the Greater Utica Area. “Through their hard work, this organization is successful in both

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raising the money and also overseeing its investment, ensuring the community that contributions are well-spent.”

While the United Way of the Valley & the Greater Utica Area waits for final approval of the merge from state officials, the new partners are running their annual campaign together, with one goal of \$3.67M. In 2006, Valley United Way and United Way of the Greater Utica Area raised a total of \$3.618M.

The Valley division will hold their official Campaign Kick-Off on Monday, September 24th at 8am, at Waterfront Grill. The celebration is open to the public and reservations can be made by calling 315.894.9903.

For more information, contact United Way at 315.733.4691 x225 or visit www.unitedwaygu.org.

About United Way

United Way of the Valley & the Greater Utica Area is a local, independent non-profit organization funding area programs and services that address the most crucial local community impact issues. United Way’s strength is its ability to improve lives by mobilizing its partners to create positive, sustained change in community conditions and to focus on what matters most—results.

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