



United Way of  
the Valley and  
Greater Utica Area

FOR IMMEDIATE RELEASE

## **UNITED WAY MEETS WITH PROGRAM-FUNDED PARTNERS**

*Provides Update On Vision for Future*

**Utica, NY (February 11, 2010)** — Today United Way of the Valley & Greater Utica Area met with its program-funded partners to discuss the organization's vision for 2011 and beyond. "A little more than twelve months ago, we informed our partners that we would be moving toward a more targeted way of supporting our community," said Phil Hayne, United Way Executive Director. "It is our vision that the programs that are supported by United Way work collaboratively to improve outcomes for the community overall. In the past year we convened leaders from across the region to look closely at the most critical needs facing the Mohawk Valley in the areas of Health, Education and Financial Self-sufficiency. Today the committee leaders were able to share the results of their research with our program partners."

Eve Van de Wal, Regional President of Excellus Blue Cross Blue Shield, and Jim Wallace of Herkimer County co-chaired the steering committee charged with conducting the research and presenting their findings to the United Way board of directors. "We were fortunate to work with incredible teams of leaders from Oneida and Herkimer County," said Van de Wal. "It was a tremendous honor to work along side individuals for the sole purpose of focusing on key strategies that can improve the quality of life for the region as a whole."

"In Phase I of this process, we were able to review data that discussed the most critical issues our community faces in the areas of Health, Education and Financial well being," said Jim Wallace. "As a result of the work completed by these committees of expert volunteers, we know where our focus should be. Community goals have been established by which we can measure the outcomes of the programs and initiatives that we will fund."

"The next step in this process is to facilitate coalition building sessions with our partners and others. We can accomplish so much more for our community when we collectively use our resources of time, talent and technology," said Hayne.

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### ***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. For more information, visit [www.unitedwaygu.org](http://www.unitedwaygu.org) or call 315.733.4691.

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