

PRESS RELEASE

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FOR IMMEDIATE RELEASE

United Way Announces 2009-2010 Campaign Totals

DULUTH, Minn., March 2, 2010 – In a time of great uncertainty and need, the Greater Duluth community has demonstrated its strong community commitment and compassion through this year’s United Way of Greater Duluth annual fundraising campaign. The campaign celebration at the Duluth Entertainment Convention Center today praised the efforts of volunteers in raising \$1,982,489 to date, down just 6% from the amount raised last year.

“As we all know, the uncertainty of the economic environment was a factor that we weren’t sure what affect it would have on this year’s efforts. But once again, the people in this community have recognized the needs and come through for those men, women and children who need help and assistance,” said Campaign Co-Chairs Steve Decatur of Western Bank and Pam Kramer of Duluth LISC announced. “This year’s campaign is an outstanding accomplishment and display of commitment and support from our community.”

“The dollars we raise are invested in local programs that help people who need it most in our community,” said Paula Reed, president of United Way of Greater Duluth. “Last November we were behind 25% and people in our community showed great support and stepped up to make the difference.

The celebration was attended by nearly 300 workplace donors, volunteers, business and community leaders as well as funded agencies. Funds for the 2009 campaign were raised primarily from employee contributions through payroll deduction in workplaces across the northland. Campaign funds will be invested in local programs and initiatives that contribute to specific goals in four key areas: Fostering Successful Children & Youth, Improving People’s Health, Promoting Financial Stability & Independence and Ensuring a Strong Network of Basic Human Services.

The celebration recognized the successful fundraising efforts of businesses and individuals, volunteers on the campaign cabinet and special campaign teams, employee coordinators and everyone who contributed to this year's success.

Steve O'Neil, long-time community organizer and St. Louis County Commissioner, was awarded the Janet Brown Kitson award for his dedication to his leadership, action and advocacy efforts that help the homeless and impoverished.

Ken Browall, Duluth News Tribune, will join Pam Kramer, Duluth LISC as Campaign Co-Chair to lead the 2010-2011 Campaign which begins in September.

For more information about this year's campaign results, a list of this year's award recipients or additional information related to how these dollars impact our community, please contact United Way at 218-726-4770. The slide presentation is also available online at www.unitedwayduluth.org. Photos are available: <http://picasaweb.google.com/unitedwayofgreaterduluth/AnnualCampaignCelebration?feat=directlink>

About United Way of Greater Duluth

United Way of Greater Duluth's mission is to lead a united effort to strengthen our community by mobilizing resources to improve people's lives. By working with a network of local volunteers and community agencies, United Way funds programs in four critical areas: Fostering Successful Children & Youth, Improving People's Health, Promoting Financial Stability & Independence and Ensuring a Strong Network of Basic Human Services – with the goal of creating longstanding change. For more information about United Way of Greater Duluth, visit www.unitedwayduluth.org.

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creating longstanding change. United Way of Greater Duluth also operates United Way 2-1-1 an information and referral call center that connects people in need of information with community resources, as well as individuals seeking to volunteer. For more information about United Way of Greater Duluth, visit www.unitedwayduluth.org.



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