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United Way of Greater Greensboro Stresses Donor Participation and Donor Expansion as Key Strategies for the 2009 Campaign

United Way of Greater Greensboro partnered with United Way of Greater High Point for a Campaign Kickoff and Truck Pull at Volvo Group of Companies on Thursday, September 17th. Each community shared the importance of donor participation and donor expansion in order to meet their respective 2009 campaign goals. Volunteers worked to pull two trucks together as a visual image that signified the importance of everyone working together to meet critical needs in Guilford County – through the efforts of our two local United Ways. United Way of Greater Greensboro revealed its 2009 Campaign Goal of \$12,500,000. United Way of Greater High Point announced a Campaign Goal of \$4,500,000.

United Way of Greater Greensboro Board Chair, Chuck Flynt, praised Greensboro's ability to meet needs in 2008 through the contribution of \$12,500,000 to the annual campaign, plus an additional \$400,000 to meet critical emergency needs through Operation Greensboro Cares.

“We are faced with even greater needs in one of the most severe economic downturns most of us will ever see. We all know people who need our help right here, right now,” stated Chuck Flynt. Budget and bankruptcy service calls made to Consumer Credit Counseling have more than doubled to 2,835 within one year. The Women's Resource Center of Greensboro has seen the demand for service increase by 30% over last year's record figures. The number of families on the waiting lists for daycare subsidies through Guilford Child Development exceeds 500, meaning many pre-school children are not receiving quality daycare.

United Way of Greater Greensboro's 2009 campaign goal reflects the commitment of United Way and its partner agencies to responds to these needs. “United Way and the agencies are the best way to make an impact on people who need help – quickly and efficiently,” said Flynt. “In order to achieve our goal, it will take unprecedented support from current donors, and especially new donors,” he said. More than \$600,000 in gifts made in 2008 are not renewable in 2009. In order to close the gap on such a significant loss, it will take a record number of new donors. Last year, United Way received contributions from 21,000 donors and, in order to achieve the 2009 goal and to help more people in need, United Way must find at least 5,000 new donors.

To demonstrate commitment to this campaign, the 38 members of the United Way of Greater Greensboro's Board of Directors have all responded and have made their 2009 campaign contributions. To date, 100% the Board has contributed, raising \$212,000 for a 10% increase over last year. The Alexis de Tocqueville campaign is off to a great start with four new members, in addition to the 150 members who gave in 2008, adding \$66,000 in new dollars to date. The de Tocqueville campaign raised over \$2.3 million last year.

The United Way campaign has created incentives to motivate and encourage the community to give above and beyond. For example, all United Way donors who pledge \$120 or more are eligible for the Caring Card, which provides the donor with year-round discounts at more than 30 area retail and service establishments. Even though the donor will receive the Caring Card, the donor would also know that their gift can also make an impact in the community. For instance, \$120 will buy four weeks of reading tutorials for children reading below grade level through Communities in Schools; emergency shelter for six individuals or families at the Salvation Army Center of Hope; 23 nutritious Mobile Meals to homebound seniors through Senior Resources; Girl Scout camp for 12 financially disadvantaged girls; or two room nights in a shelter for persons in recovery and HIV prevention through Piedmont Health Services.

Supporting United Way also means the work towards ending chronic homelessness continues through the Partners Ending Homelessness collaboration and in partnership with the United Way of Greater High Point. Additionally, more disadvantaged children ages 0-3 will be helped through United Way's Thriving at Three initiative.

Tim Rice, President and CEO of the Moses Cone Health System and the 2009 United Way Campaign Chair, said, "I am energized and excited about our 2009 Campaign Cabinet with the many outstanding people who are working tirelessly to 'Help People They Know – Right Here, Right Now.'" He added, "We have an outstanding group of volunteers that will find new donors and re-commit our current donors in an effort to achieve our campaign goal and to ensure that United Way can continue meeting critical needs in our community."

United Way Agencies receiving program funding for 2009-2010

Adult Center for Enrichment, Inc.

Alcohol and Drug Services of Guilford, Inc.

American Red Cross

Bell House, Inc.

Black Child Development Institute of Greensboro, Inc.

Children's Home Society of North Carolina

Communities in Schools of Greater Greensboro, Inc.

Family Life Council of Greater Greensboro, Inc.

Family Service of the Piedmont

Girl Scouts, Tarheel Triad Council, Inc.
Greensboro Cerebral Palsy Association, Inc.
Guilford Child Development
Hospice and Palliative Care of Greensboro (HPCG)
Legal Aid of North Carolina, Inc. - Greensboro
Mental Health Association in Greensboro
Old North State Council, Boy Scouts of America
One Step Further, Inc.
Piedmont Health Services and Sickle Cell Agency
Reading Connections
Senior Resources of Guilford
The Arc of Greensboro, Inc.
The Salvation Army of Greensboro
Triad Health Project
Volunteer Center
Women's Resource Center of Greensboro
YMCA of Greensboro, Inc.
Youth Focus Inc.
YWCA Greensboro

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