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For Immediate Release

UNITED WAY SETS CAMPAIGN GOAL TO REFLECT INCREASING NEED IN LICKING COUNTY

NEWARK - The Licking County United Way (LCUW) announced their campaign goal on the square in downtown Newark following the Jaycee Community Parade on Sunday, September 18th. The parade has been a long standing community event to support United Way and it's 24 community partners. In addition, the parade is a venue to kick-off and create awareness around the annual campaign.

Jay Young, Campaign Chair and Donna L. Carpenter, United Way Executive Director and parade Grand Marshall, announced the 2011 Campaign Goal of \$2,000,000. This is a 6% increase over the dollars raised in the 2010 Campaign and is reflective of the increasing need for services and programs across the county. *"Through discussion with business leaders, we believe there is an increased capacity to support United Way through workplace campaigns. In addition, retirees and individual donors play an important role in a successful campaign. Our appeal to the community and potential donors is to give to United Way. If not you, then who...?"* says Jay Young.

"United Way wants to assure that we have the funds to focus on programs that make an impact in the areas of Education, Income, Health and Basic Needs. These priorities have been identified as key elements to the United Way 5-year strategic plan and vision for the organization," states Donna L. Carpenter. *"Increased support will mean enhancement in programs for youth, families, seniors and individuals across the county."*

LCUW works year-round by collaborating to: 1) identify community needs 2) gather dollars and resources 3) evaluate outcomes of funded programs and 4) then fund quality programs. Last year, donations enabled United Way to fund 55 programs, serving 151,147 people, and provided services 921,765 times.

To schedule a campaign at your workplace, make an individual pledge, or for further information about LCUW, call 345-6685 or visit www.lcuw.net