

If not you, then who will help our community achieve this year's aggressive goal for United Way of \$2,000,000? The goal is reflective of the critical needs we are encountering across our county.

The latest U.S. Census data states that 11.7% of Licking County residents live below the poverty level. United Way programs are feeling the impact. With the addition of the new shelter in May, The Salvation Army is providing almost three times as many nights of shelter than last year. In addition, the soup kitchen has more than doubled the number of meals served. The 2-1-1 Crisis Line continues to receive hundreds of calls from people seeking assistance to meet basic needs, such as food and shelter. Support for United Way is not only necessary, it is critical so that services are available for your friends, neighbors, co-workers and you.

Licking County United Way funds services our community knows and relies upon. Services such as meals delivered to homebound seniors, disaster relief, afterschool programming, youth mentoring, alcohol and drug counseling, Boy Scouts/Girl Scouts, services for developmentally disabled and those who are aging, youth summer camp, transportation to medical appointments, blood donations and many more.

Last year, donations enabled United Way to fund 55 programs at 23 community partner organizations. These programs served over 150,000 people and provided services over 920,000 times. These are significant impacts that I better understand having served on the Campaign Cabinet for several years.

The campaign is not over and United Way needs your support. We are thankful for the ongoing support from our corporate donations, workplace giving, and community donors. While we have made great strides in reaching the needed \$2,000,000 goal, we are on pace to miss the goal without your help.

If you haven't already made your gift, I encourage you to take action. Every donation is important, no matter the size. Visit www.lcuw.net to make a safe and secure on-line donation or call 345-6685. Donors can also text a \$10 donation on their mobile phones through December 17th. Simply text to 85944, and in your message type Unite N and confirm "yes" when prompted. Every donation will move us closer to the goal.

I encourage you to embrace the value United Way brings to this community and ask yourself, "How can I help?" Because, "If not you...then who will provide the help that is needed?"

Jay Young
2011-12 Campaign Chair
Licking County United Way