



**United Way
of Seneca County**

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FOR IMMEDIATE RELEASE

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UNITED WAY ANNOUNCES PLANS FOR ITS FUTURE -Changes to Effect Funded Partner Agencies -

At the United Way of Seneca County Annual Meeting held on February 15, 2011, the organization announced that to date the 2011 campaign \$320,000, 90% of its goal.

As a result of the campaign deficit the United Way Board of Directors announced a plan to raise \$20,000 by the end of March, an initiative they called the February Challenge. Their plans also include reducing funding to partner agencies by \$20,000.

“United Way of Seneca County is one of many smaller United Ways that have been severely affected by a slow economy and federal and state budget cuts.” Executive Director, Karen Beals said. “However, the needs of the community have never been greater as more and more families live below the poverty line and seek relief from the direct services our funded partner agencies provide,” Beals continued. With the loss of grant funds, United Way staff salaries were also reduced by over one-third or remained flat.

During the remaining weeks of February and March the United Way of Seneca County is asking Seneca County residents to consider a financial gift to United Way. The organization has secured \$2,000 in seed funds to begin the February Challenge.

Donations can be made by credit card online at www.uwseneca.org or checks and money orders can be sent to PO Box 623 Suite 215 Main Street Shop Waterloo, NY 13165. United Way of Seneca County also offers automatic payroll deduction through local employers. For more information contact United Way at 315-539-1135 or email uwseneca@uwseneca.org.

United Way of Seneca County is a non-profit organization working to improve education, health and income in Seneca County.

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