

United Way
of Seneca County

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UNITED WAY LAUNCHES ANNUAL GIVING CAMPAIGN WITH A NEW STRATEGIC PLAN

Goal is set to increase participation and raise \$350,000

United Way of Seneca County launched their annual campaign with a new strategic plan and an aggressive campaign goal of \$350,000 –a 10% increase from what was raised last year.

Understanding the economic situation as it is, the campaign cabinet is focusing on increasing participation. Bob Kernan, 2011 Campaign Co-Chair, shared, “If all working people in Seneca County who don’t currently donate to United Way, gave one dollar a week, \$52 per year...we would be able to raise an additional \$75,000.”

The money raised during the annual campaign is used to financially support 26 human service organizations that focus on United Way of Seneca County’s three main impact areas: education, income and health. In addition to providing financial support to their funded partners, the United Way of Seneca County also initiates discussions with key human service organizations and government officials to share resources ensuring that the basic and urgent needs of the community are met to the best of their abilities.

Over the past nine months United Way of Seneca County gathered with over one hundred business leaders, county government officials, health professionals and representatives from other human service organizations to outline their new strategic plan –including a revised mission, vision and new goals for next eight years.

United Way of Seneca County is a non-profit organization working to improve education, health and income in Seneca County. For further information about the campaign, ways to donate or volunteer, call United Way at 315.539.1135 or email uwseneca@rochester.rr.com

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