

United Way  
of Seneca County

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## **FOR IMMEDIATE RELEASE**

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### **United Way Campaign Begins**

This fall marks 50 years since the founding of the United Way of Seneca County. The money raised through their annual campaign supports programs at the United Way's funded partner agencies that help prevent problems such as substance abuse, domestic violence, and teen pregnancy.

However, that's not all the United Way does. The United Way is dedicated to researching and analyzing what causes the most problems in our county and then taking steps to prevent them from happening. This past year the United Way sponsored the *Seneca County Community Profile*, a study conducted through the Center of Government Research, which unveiled the need to focus on health, education, and income. The Community Profile can be found on-line at [www.uwseneca.org](http://www.uwseneca.org).

The United Way is asking people to please give whether through a payroll or an individual donation. Jerry Macaluso, former Superintendent of the Seneca Falls School District, and Jeff Hoffman, Waterloo resident, are this year's United Way Campaign Co-Chairs. Macaluso reports, "The needs are greater than ever before- many more of our neighbors struggle to fill their gas tanks, heat their homes and feed their families. It will take the whole community working together to create a brighter future for all of us."

For more information on giving to the United Way call 315-539-1135 or email [uwseneca@rochester.rr.com](mailto:uwseneca@rochester.rr.com).