

United Way of Seneca County

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UNITEDWAY OF SENECA COUNTY CAMPAIGN CONTINUES

When the United Way of Seneca County began planning its campaign, nobody could have predicted the tough economic times that our community is now facing.

Six months later, with economic uncertainty still looming, the organization is grateful and inspired by the generosity of this community and the results to date of the 2010 United Way of Seneca County campaign.

There have been some great success stories fueling the campaign. For example, among business and organization running employee campaigns, they have seen Huntington Living Center raise \$3,310 a 323% increase over last year; New York Chiropractic College at \$5257 – a 14% increase; Seneca County employees \$8,465, 20% over last year; and ITT/Goulds' employees contributed 9% over their internal goal. While some of the departments showed an even higher difference – Finance Resource Center went 27% over their original goal, Customer Service 30% over, EPO at 30% over and Finance 24%.

Other divisions of the campaign have also reported tremendous support from the community – Waterloo Residential at \$4,310 – 10% more than last year, Waterloo Small Businesses – 95% increase from \$800 to \$1554. Even with schools receiving State cuts, the South Seneca School District employees improved their giving from \$2395 to \$2460. Seneca Falls School District is very close to their \$11,000 raised last year.

“Inspirational leadership and sacrifice have us hopeful that we can successfully reach our campaign goal” said Jeff Hoffman, United Way’s Campaign Co-Chair. “Each dollar brings us closer to our goal, which means we are a dollar closer to meeting the human services needs of our community, particularly in tough economic times.” Bob Kernan, Campaign Co-Chair, adds, “This is proof of the great generosity and compassion existing within our community. Our thanks go out to those who have made an investment in our community.”

Now help is needed in the closing weeks of the campaign to ensure that they actually reach goal, that they actually raise enough money to help maintain a healthy community in 2010. United Way asks those employee campaigns that are still in process to finish strong and those who are still undecided on their charitable giving for 2009 to strongly consider investing in the United Way of Seneca County.

Why? Because it is likely that you or someone you know has received help from United Way of Seneca County at some point from organizations like the American Red Cross, the Seneca County House of Concern, libraries, Scouts or child care.

Because United Way of Seneca County has the expertise and flexibility to meet the needs of all ages, from those just entering kindergarten to programs for the elderly that address their financial and health needs.

Because United Way’s health and human services organizations play a critical role when unexpected trouble occurs. For example, Sonya was a young mother trying to support her daughter Trisha with

the \$135 she made working part time at a local supermarket. She was caught in the trap of not being able to get a better paying job because she lacked the education and skills but did not have the time or resources to pursue her education since she could not find affordable childcare. Finally, with the help of United Way, she was able to find quality, affordable childcare. This changed Sonya's life...and Trisha's. Sonya is now a contracts manager for a non-profit organization and Trisha, currently a senior in high school is a member of the National Honor Society, has earned 40 hours of college credits and has been accepted in a college where she will pursue a double major in English and communications. By assisting Sonya with her education, your investment has kept someone off the streets, reduced crime and improved our neighborhoods.

In moving closer to the end of this year's campaign, they can't emphasize enough that every gift matters. Karen Beals, Executive Director. States, "We are lucky to live in an area that truly values generosity and compassion. Let's make this the year we prove that no matter what the obstacles, Seneca County takes care of those in need and advances the common good for all."

For more information about United Way of Seneca County, or to give, please visit uwseneca.org or call 315.539.1135.