



United Way
of Seneca County

United Way of Seneca County
PO Box 623
Suite 215, Main Street Shop
Waterloo, NY 13165
315.539.1135
www.uwseneca.org

A Letter from Executive Director Karen Beals

When the United Way of Seneca County began planning its campaign, no one would have predicted the continued tough economic times that our community is experiencing – increasing unemployment, higher gas prices - the organization is grateful and inspired by the generosity of this community and the results to date of the 2011 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, BonaDent raised 350% more than last year; Seneca Falls Savings Bank - a 9% increase. ITT/Goulds' employees contributed 9% over their internal goal. Some of the departments showed an even higher difference – ANSI and Marketing went 60% over their original goal, Machine Shop 42%, and Fall Street Union employees raised a generous 30% increase over last year.

Other divisions of the campaign also reported tremendous support from the community – Seneca Falls Residential at \$30,322 – 16% more than last year, Waterloo Small Businesses – had a 95% increase last year and increased another 23% this campaign. Even with schools receiving State cuts, the Romulus School District employees improved their giving from \$644 to \$1067 while Waterloo continued their upward trend with another 12% increase. Seneca Falls and South Seneca School Districts are very close to their \$11,000 and \$2,460 (respectively) raised last year; quite a feat with fewer staff.

“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 2011. 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 2011 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 Red Cross, the 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 focus on Education, Health and Income, as the building blocks of a strong community, brings results now and for the future. This year the United Way Board organized Solution Teams in these areas and remarkable progress has been made just by bringing the right people together with a common goal.

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.”