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FOR IMMEDIATE RELEASE

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UNITED WAY FUNDRAISING INITIATIVE RAISES \$17,200

-Board of Directors Approves Community Investments -

To date United Way of Seneca County's fundraising initiative, the February Challenge, has raised \$17,200 towards their \$20,000 goal.

The supplemental campaign began with corporate seed funds of over \$6,000 generously provided by Seneca Falls Savings Bank, Seneca Meadows and ITT. During the month of March, dedicated United Way volunteers organized the first St. Patrick's Day Pot of Gold fundraiser bringing in almost \$1,700. "The majority of the money we raised, however, has been from our targeted letter writing campaign with donations from individuals and small businesses in our community. Our gratitude goes out to each and every one," says Mike Day, Vice-President of United Way Board of Directors. In an effort to raise the remaining 15%, the initiative has been extended until the end of April.

The challenge was formally announced at United Way's Annual Meeting in February as a result of the 2009 and 2010 campaign deficits. United Way of Seneca County Board of Directors recently approved allocations to fund partner agencies for 2011-12. Decisions were made based on a recommendation by a community investment volunteer committee made up of community members in both the private and public sectors. "The community investment committee makes recommendations based on strict guidelines and determines the community needs within our three focus areas education, income and health." says Karen Beals, Executive Director of United Way of Seneca County.

During the remaining weeks of April, United Way of Seneca County will continue to reach out into the community asking everyone to consider a financial gift to United Way. 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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