

United Way of Seneca County

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FOR IMMEDIATE RELEASE

United Way Announces 2010 Campaign Co-Chairs

Jeffery Hoffman and Robert E. Kernan, Jr. have been named by the United Way of Seneca County as the Campaign Co-Chairs for their 2010 Campaign. Hoffman has served on the United Way Board of Directors for seven years, and Kernan has served for over 14 years.

The campaign will kick off in September with a goal to raise funds for the United Way's 24 partner agencies. With needs and requests continuing to increase, United Way of Seneca County is focusing on increasing participation. The 2009 campaign fell short; however the United Way won a challenge grant through the Stardust Foundation which closed the gap. Hoffman and Kernan are hopeful that the United Way will be able to increase its 2010 donations.

"United Way gives local people the best opportunity to make Seneca County a better place to live, work and raise a family. They do this through their annual campaign and by focusing on the areas of health, education and income. I encourage community members to learn more about our local United Way and to see first-hand the work that they are doing," stated Hoffman.

Hoffman is currently the Executive Director for the Cayuga Community College Foundation. He graduated from Empire State College with a MS in Business and Policy Studies. In addition to serving on the United Way Board, he is also very active in other local organizations including the Waterloo Methodist Church, Rotary International, and the Seneca-Cayuga ARC. In his spare time Hoffman enjoys reading, being outdoors and traveling.

Kernan retired as CEO from the Seneca Falls Savings Bank in 2008. He is now an Independent Contractor through the Financial Institution Niche. Kernan serves on several boards in the Finger Lakes region and was recently granted the "Lifetime Achievement Award" in 2007 by the Seneca County Chamber of Commerce. Kernan's hobbies consist of playing golf, taking care of his lawn, listening to good music, watching SU sports and having fun with his wife and family.

Both Co-Chairs serve on the United Way of Seneca County Board because of their belief in the mission, vision and values of the organization. Hoffman and Kernan expressed their enthusiasm in working with the other members of the campaign team this year and are looking forward to helping the United Way fulfill its mission of advancing the common good.

“Every year the individual and agency needs of our community become more and more challenging. United Way has always been a vehicle that helps meet these challenges, by us all working together and following our mission, vision and value statements, we do make a positive difference,” commented Kernan.

To stay current on what the United Way of Seneca County is doing in the community and for more information on how to contribute to the annual campaign visit their website at www.uwseneca.org.

The United Way of Seneca County is a non-profit organization that seeks to advance the common good in Seneca County by focusing on the areas of health, education and income. They accomplish this by working with community partners, individual donors, small business and youth from Seneca County. For more information about the United Way visit www.uwseneca.org.