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Brown County United Way

News Release

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FOR IMMEDIATE RELEASE

United Way campaign nearing goal *Campaign has raised \$2.8 million, campaign ends Feb. 7*

GREEN BAY – Officials from the Brown County United Way report having raised nearly \$2.8 million thus far in its 2007-08 Community Campaign, exceeding similar figures from 2006 by more than \$227,000. The organization hopes to meet its goal of \$3.25 million before the close of its campaign February 7, said 2007 Campaign Chair Rick Hearden.

“We’re hitting the tail end of the campaign and things are looking very positive. We hope to exceed our goal, but we’ll need the help of our entire community to do it,” Hearden said. “So, if you haven’t yet made a donation, please consider doing so at work, by mail or online.”

Harden said the BCUW has not yet received the results of more than 90 companies in the community who run United Way fundraising campaigns. The organization also relies heavily on donations from individuals across the community, he said.

“It is a massive communitywide effort, and I’m just pleased to be a part of something that makes such a huge impact,” Hearden said.

Contributions to the Brown County United Way support almost 50 programs and initiatives in Brown County. Donations also support the United Way Community Impact model, through which United Way staff and hundreds of local volunteers research and analyze community needs in order to drive funding decisions and organize community-building partnerships. Contributions to the organization served the needs of 85,000 Brown County residents in 2006.

To make a donation to the Brown County United Way, call (920) 432-3393 or go to www.browncountyunitedway.org.

2007 Campaign Facts:

Last year, raised: \$3.12 million

2007 Campaign Goal: \$3.25 million

Amount raised so far: \$2,787,227

Amount raised from the same companies in 2006: \$2,560,091

Percent over last year: 8.9%

Progress toward goal: 85.7%

*Founded in 1925, the **Brown County United Way** has grown into the single largest fundraising organization in the county. As a private, nonprofit corporation, the Brown County United Way raises funds through an annual campaign, and also receives support by means of planned gifts, corporate sponsorships, contributions to specific United Way initiatives and grants. With the help of more than 100 community volunteers, the Brown County United Way is dedicated to finding solutions to the community’s most pressing issues in human services.*

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