

United Way sets \$44 million goal

The United Way of Greater Milwaukee has set its fundraising goal for 2008 at \$44 million,



Stanek

slightly more than what the organization raised last year.

The 2008 goal was announced Sept. 3 by campaign co-chairs David Lubar, president of Lubar & Co., Mary Ellen Stanek, managing director of Robert W. Baird & Co. Inc., and James Ziemer, president and CEO of Harley-Davidson Inc.

The troubled economy is expected to challenge fundraisers this year, and United Way officials are calling for a stronger commitment to giving to the campaign in 2008.

"Job loss, increased costs for food and gas, investment losses and decreased home values are all examples of things that will impact United Way's ability to raise money," Stanek said. "But these very same things drive increased demand for the services that United Way funds."

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— *David Schuyler*