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United Way campaign gets Northwestern boost

By PAUL GORES

pgores@journalsentinel.com

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The United Way of Greater Milwaukee fund-raising campaign, which is off pace to meet its goal for the year, got a boost Thursday when the Northwestern Mutual Foundation offered to contribute \$3 for every \$1 other companies donate in new or increased giving.

Northwestern Mutual will make the 3-for-1 match for a total of up to \$150,000.

The corporate challenge grant is part of the Northwestern Mutual Life Insurance Co. celebration of its 150th year in business.

Lynn Heimbruch, manager of community relations and philanthropy for Northwestern Mutual, expressed hope that the grant encourages other businesses "to provide corporate gifts to the United Way in addition to all the individual donations that United Way receives mostly through workplace giving but through online giving as well."

Tim Sullivan, co-chairman of the United Way 2007 campaign, said he is hoping the challenge will prompt more medium-size and small businesses, especially those in the suburbs, to contribute.

"I think they feel a little bit disconnected from the city," said Sullivan, chief executive of Bucyrus International Inc. "Those are the people we need to connect with and try to get them to understand that how the city goes, goes the community, goes the area."

The United Way campaign, which ends Dec. 12, is about \$1.4 million behind pace for reaching its goal of \$42 million. So far about \$27 million has been raised.

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