

United Way Needs Strong Finish to Meet 2005 Campaign Goal



United Way
of Greater Milwaukee

- Five weeks left, \$23.4 million still needed -

October 31, 2005

With just five weeks left in United Way's 12-week annual community campaign, the organization announced today it is not yet to the half-way mark of its goal. Currently at 41.6% of goal, United Way has five weeks left to meet its \$39 million campaign, which ends on Friday, December 1st.

United Way of Greater Milwaukee has been raising money for the community for over 90 years and has invested over \$125 million dollars in the last five years alone. Recently, United Way expanded its funding to support education and job training programs as part of its *breaking the cycle of poverty* initiative.

"Giving to United Way of Greater Milwaukee is a prime example of how the people of Milwaukee can band together and make a difference," said Mayor Tom Barrett, United Way volunteer cabinet member, "The collective caring power between the City of Milwaukee and the United Way community offers unlimited opportunities for a stronger, healthier city."

For United Way, that means some 340,000 individuals, more than half of whom are living at or below the poverty level. It also now includes the Katrina evacuees who are now calling Milwaukee "home." This week, United Way announced an additional \$100,000 investment from its reserve funds for long-term support for evacuees.

"United Way of Greater Milwaukee's approach has always been on long-term, sustainable impact," said Ted Kellner, president of Fiduciary Management and 2005 United Way Campaign Co-Chair, "United Way's recent financial support for long-term services like health, job training and others is a prime example of how the organization supports the community as a whole."

By requiring results from its 82 partner organizations, United Way of Greater Milwaukee improves the lives of one in every five people. United Way multiplies the impact of donors by bringing together the financial and human resources of the whole community. To be a part of building hope and improving lives and help ensure United Way meets its goal for the community, make a pledge through your workplace campaign or visit www.unitedwaymilwaukee.org.

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