

what matters.™

For More Information Please Contact:
Sandie Talbot, 414.263.8132;
Cell: 414-350-0903



**United Way
of Greater Milwaukee**

225 West Vine Street
Milwaukee, WI 53212
P 414.263.8100 F 414.263.8128
www.unitedwaymilwaukee.org

United Way Community Campaign Countdown Begins

- \$7.1 Million in 10 Days -

(November 21, Milwaukee) – Steadily rising toward goal, Milwaukee residents are ramping up donations to United Way of Greater Milwaukee as Thanksgiving approaches and the campaign nears its end. With approximately \$4 million pledged in the opening weeks of the campaign, United Way is now reporting that significant increases over the last three weeks pushed the campaign total to \$31.9 million. Although \$7.1 million is still needed in the next 10 days, officials are encouraged they will raise the \$39 million needed by December 1st.

“40% of employee campaigns and corporate gifts are still in progress,” said Sue Dragisic, president of United Way of Greater Milwaukee, “Employee contributions and corporate gifts accounted for over 80% of the goal last year so we are optimistic we will meet the campaign goal for the community.”

Last year, United Way raised a little over \$7 million during the weeks before and after Thanksgiving. According to the Chronicle of Philanthropy, higher levels of giving are typical for many nonprofits, with the holidays and the end of the tax year motivating many donors.

“People tend to think about how they can help during the holidays,” explains Dragisic, “In the Milwaukee area, over 180,000 people are living in poverty. A contribution to United Way improves lives by empowering people through job training and retention programs, education, home ownership and programs that support healthy choices for girls.

United Way of Greater Milwaukee invests dollars raised from its community campaign in safety net services that address immediate needs, as well as its *breaking the cycle of poverty* initiative.

“We believe that people will rise to the challenge,” said Dragisic, “But it’s very important that does their part.”

###

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. 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