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## **Four Days Left in United Way Community Campaign**

- Closing in on \$5.4 Million Still Needed -

(November 28, Milwaukee) – With four days left, United Way of Greater Milwaukee is still hopeful that it will reach its \$39 million-dollar goal by the close of the campaign this Thursday, December 1<sup>st</sup>. Over the Thanksgiving weekend, United Way processed nearly another \$2 million. Although another \$5.4 million is still needed, giving before and after the holiday usually accounts for approximately 18% of the goal - making donations this week critical to the campaign.

Officials are optimistic since over half (56%) of donations to United Way come in through employee contributions, and 30% of those workplace campaigns are still in progress. Last year, employee contributions accounted for \$20.8 million of the \$37 million raised. Corporate donations also play a major role in the campaign, accounting for another 30% of the dollars raised.

“As the holidays approach, many people begin to think how they can make a difference,” said Sue Dragisic, President of United Way of Greater Milwaukee, “Both individual and corporate contributions can help. 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.”

According to the Chronicle of Philanthropy, giving to nonprofits increases with the holidays and the end of the tax year motivating many donors.

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

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.

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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](http://www.unitedwaymilwaukee.org)