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UNITED WAY ANNOUNCES \$42 MILLION GOAL, KICKS OFF 2007 CAMPAIGN

MILWAUKEE, Wis., August 24, 2007 – The United Way of Greater Milwaukee announced its goal to raise \$42 million at its 2007 Community Campaign kick-off celebration this morning at one of Bucyrus International, Inc.'s new additions to its facilities in South Milwaukee. Co-chairs Tim Sullivan, president and chief executive officer of Bucyrus International, Inc. and Jon Hammes, chairman and chief executive officer of Hammes Company, announced the goal, which represents a \$2 million increase over the 2006 goal.

Sullivan and Hammes asked the record-setting nearly 600 people in attendance from business, government and nonprofits, including community leaders Mayor Barrett, County Executive Walker and Curt Culver, president and chief executive officer of MGIC Investment Corporation, to make a commitment to the community by helping United Way achieve the goal.

"We all have a responsibility to help. So far, we're getting a great response from business leaders. They understand the vitality of our community is critical – that business depends on a healthy community to thrive. Raising \$42 million to is a big job, but with a commitment from the community, we are optimistic we can achieve our goal," said Hammes.

"Mobilizing the community to raise the money needed to address our community's most serious issues, like early childhood education and job training, is a big job. We know it is possible, but it is going to take the whole community." added Sullivan.

"Analysis before determining the 2007 goal showed that almost half, or 49% of all donors, give smaller gifts of \$100 or less. Conversely, we've seen tremendous growth from high-end donors in the last five years. The middle-tier of donors, however, is the group that has the highest potential for development."

The kick-off celebration included a motivating speech by special guest Roberta Gassman, Secretary of the Wisconsin Department of Workforce Development, who made a dramatic entrance on the back of a Harley-Davidson motorcycle driven by Harley-Davidson president and chief executive officer James Ziemer.

Sullivan and Hammes also announced that Harley-Davidson will again give away a 2008 Harley-Davidson FLHR Road King motorcycle in a drawing as incentive for new donors or increased gifts of \$25 or more to United Way.

At one point during the celebration, Sullivan and Hammes asked the more than 150 representatives from United Way's program partner agencies and their clients who participate in United Way-funded programs to stand to show the magnitude of United Way's impact on the community – a dramatic visual demonstration of how United Way helps one out of four people in the community.

"Last year, United Way helped more than 410,000 people, that's an impressive number that represents one out of four people in the community. Most likely someone that everyone knows was touched by United Way, even if they may not realize it. We think that once we get that message across, people will want to help," said Sue Dragisic, United Way president.

The 2007 Community Campaign runs through December 13. United Way invests the funds raised by the Community Campaign in the most critical needs of the community, including strengthening families and children, meeting basic needs, promoting self-sufficiency and breaking the cycle of poverty.

***About United Way of Greater Milwaukee:** United Way of Greater Milwaukee has been fulfilling its mission of improving lives for nearly 100 years by investing in what matters most. United Way makes the biggest difference by bringing together resources from the whole community to provide a safety net of services and break the cycle of poverty. Last year, United Way improved the lives of over 410,000 people.*

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