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UNITED WAY EXCEEDS GOAL, PASSES HISTORIC BILLION-DOLLAR MARK
Organization Raises More than \$43.7 Million in 2007, Totaling More than \$1 Billion in its History

(Milwaukee, Wis., December 12, 2007) – United Way of Greater Milwaukee officials announced that it raised \$43,745,800 this year, exceeding its \$42 million goal by more than \$1.7 million. This brings the organization’s total dollars raised for the community to more than \$1 billion in its nearly 100-year history.

United Way’s 2007 Community Campaign also posted the largest dollar increase in its history – over \$2.6 million more than 2006, representing a 6.6% increase year-over-year.

“The community really responded when we announced United Way was \$5 million short of our goal a few weeks ago,” said Sue Dragisic, United Way of Greater Milwaukee president.

“People realize that what United Way does to help the community is critical, especially considering Milwaukee’s high poverty rate, teen pregnancy epidemic and recent escalation of violent crime.”

“We remained optimistic from the start, but knew raising the kind of money necessary to help the community would be a challenge,” said Tim Sullivan, president and chief executive officer of Bucyrus International, Inc. and campaign co-chair.

“We are grateful for the outpouring of generosity from across the community at all levels. Raising more than \$43.7 million and exceeding our goal by such a large margin shows people in greater Milwaukee realize the urgency to improve our community and trust United Way to make the most efficient and effective use of their charitable dollars.”

“United Way’s 2007 campaign success is largely because of more than 2,000 companies who conduct workplace campaigns and make corporate gifts, combined with the hard work and passion of hundreds of volunteers,” said Jon Hammes, chairman and chief executive officer of Hammes Company, LLC and campaign co-chair.

“This year we are able to celebrate passing the \$1 billion mark because of many people coming together for a common cause – to help our community – resulting in a stronger and safer city and a more viable region.”

United Way credits the 2007 campaign’s success to many key factors including:

- A 7% increase from major campaigns¹, totaling \$20 million.
 - Bucyrus International, Inc. had the single largest dollar increase of any campaign, raising nearly \$240,000 new dollars, or a 92% increase, and achieved a 46% increase in employee participation.

¹ Major campaigns include companies that raise more than \$100,000 in combined workplace and corporate giving each year.

- Aurora Health Care also accomplished one of the largest year-over-year increases, a 13.2% increase over 2006, raising more than \$2 million locally and totaling over \$2.3 million system wide.
- Increased support and participation from attorneys, accountants, financial managers and physicians.
 - Foley & Lardner increased participation from 23% to 85%, with an overall dollar increase of 21% over 2006.
 - Fiduciary Management increased overall giving by 19%
- A record-breaking 29 individual gifts of \$100,000 or more, representing \$5 million and including eight new donors.
- The YMCA of Greater Milwaukee became the first non-profit organization to raise more than \$100,000 during a workplace campaign.

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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 of Greater Milwaukee improved the lives of over 410,000 people. More information about United Way of Greater Milwaukee is available at <http://www.unitedwaymilwaukee.org>.*