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For Additional Information:

Courtney Capes, Marketing & Communications Manager  
United Way in Waukesha County  
(262) 547-8459 ext. 114



## Community Raises More Than \$4 Million Through United Way

(March 15, 2011) – Waukesha, WI – United Way in Waukesha County is projecting its 2010 campaign to raise \$4,090,947, which represents a 3.4% decrease over its 2009 campaign total.

The organization will not have a final campaign number until late spring as a substantial amount of its revenue is raised by national accounts that do not report totals until calendar year second quarter.

“Our decline is due to losses within our major employer campaigns, which is not surprising considering that the economic climate is still slow to recover,” said Jayne Thoma, Executive Director of United Way in Waukesha County.

Though the campaign goal of \$4.3 million was not met, United Way in Waukesha County has many successes to share. “While we experienced some losses this year, we are encouraged by the number of employee and corporate campaigns that achieved increases,” said Thoma. “More than 160 organizations demonstrated their commitment to our community by producing an increase within their 2010 campaign.”

The organizations with the largest increases are as follows: American Transmission Company LLC, Anderson Seal, Carroll University, Dickten Masch Plastics, Dresser Waukesha, FedEx SmartPost, HUSCO International, Inc., Landmark Credit Union, Marshall & Ilsley Corporation, M3 Insurance Solutions Inc., PNC, US Bank and Walter U.S.A.

Also noteworthy is the number of organizations that ran a United Way campaign for the first time or reinstated a previous campaign in 2010. Thirty organizations in the Waukesha County community were categorized as a new or reinstated account last year.

“These successes give us great energy and enthusiasm as we begin preparing for the 2011 campaign, which will be here very soon. We are determined to continue helping Waukesha County residents and demonstrating our value to our supporters and the community,” said Thoma. “We celebrate our community effort as more than \$4 million will be invested in programs that improve lives.”

For more information on United Way in Waukesha County, call (262) 547-8459 or visit [www.UnitedWayWaukesha.org](http://www.UnitedWayWaukesha.org).

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