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For Additional Information:

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



United Way to Invest More Than \$4 Million in Critical Services Agency's Investment Essential to Well-being of Community

(March 28, 2011) – Waukesha, WI – United Way in Waukesha County will invest a total of \$4,074,719 in 69 health-and-human-service programs serving the Waukesha County community during the 2011 calendar year.

Earlier this month, United Way in Waukesha County announced that its 2010 campaign revenue projection is 5% below the 2010 community campaign goal. In response, the United Way in Waukesha County Board of Directors voted at its March 25 meeting to implement an across-the-board allocations decrease in the amount of 5%.

"Times are tough – there is no doubt about that. But in the midst of all the government funding cuts and reduced private donations, our funded agencies count on and value the assistance they receive from United Way," said Paul Melnick, Senior VP of Marine Bank and United Way in Waukesha County Board President.

Teri Terrill, Executive Director of Family Service of Waukesha, echoes Melnick's statement. "We recognize how difficult it is to fundraise in this economy which is why we appreciate the partnership we have with United Way. The support we receive is essential to our agency and our community."

United Way in Waukesha County funds five programs at Family Service of Waukesha, among them is the Consumer Credit Counseling Service (CCCS) program. In 2010, 360 of 468 individuals enrolled in the CCCS program avoided bankruptcy through financial counseling.

Through its investment, United Way in Waukesha County will be supporting nearly 70 health-and-human-service programs that address critical needs such as caregiver support, disaster relief, domestic violence, early childhood learning, energy assistance, financial stability, homelessness and more.

"The magnitude of our annual investment illustrates the tremendous need in our community," said Jayne Thoma, Executive Director of United Way in Waukesha County. "More than 60,000 individuals will reach out to a United Way-funded program for help in 2011."

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

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