



**FOR IMMEDIATE RELEASE**

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**United Way in Waukesha County Announces \$4.3 Million Goal**

(September 13, 2011) – Waukesha, WI – United Way in Waukesha County’s campaign leadership announced that the organization is set to raise \$4.3 million during its annual fall fundraising campaign.

The \$4.3 million goal was recently set by the United Way in Waukesha County Board of Directors and represents a 5% increase over the organization’s 2010 announced campaign results, which totaled \$4,090,947.

Joan Shafer, Vice President of Customer Services at We Energies and Co-chair of United Way’s 2011 campaign, shared the key strategy to reaching this year’s goal: broadening the base of support.

“One in every five people in Waukesha County (18%) has sought assistance from a United Way-funded program within the last year. Conversely, only one in every 29 people in Waukesha County (3%) contributes to the United Way campaign,” said Shafer. “We would have the opportunity to help thousands more people each year if we had just as many individuals contributing as we did individuals seeking assistance.”

Chief Credit Officer of Marine Bank and United Way Board President Paul Melnick echoes Shafer’s thinking.

“While Waukesha County is a wealthy community, there are still pockets of poverty within the County where residents need our collective assistance,” stated Melnick. “By increasing the number of organizations and individuals supporting the campaign, we hope to help more people in the community who are in need.”

This year, United Way representatives will focus on identifying organizations whose charitable giving objectives align with United Way’s work.

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“The best way to describe United Way’s role in our community is to say that the organization helps people. It helps people meet their basic needs, live independently and take care of themselves and others,” stated John Robertstad, President of Hospitals Division at ProHealth Care, Inc. and 2011 Campaign Co-chair. “By continuing to address those areas, we are confident that individuals in our local community will join the efforts.”

United Way in Waukesha County’s investments touch people in our community from all walks of life. The organization’s investments are structured in four investment areas:

- **Meeting Basic Needs** – helping people acquire the daily necessities for survival
- **Developing Self-Reliance** – helping people build the resources they require to meet their needs now and into the future.
- **Strengthening Community** – helping people establish the support they need to lead productive lives and contribute positively to their community.
- **Community Support** – assisting service organizations as they acquire the tools/resources to effectively deliver their services.

Within these four areas, United Way funds nearly 70 programs and five community-wide initiatives. The five community-wide initiatives promote early childhood learning, caregiver support, financial stability, parental involvement and access to transportation.

Those interested in supporting United Way’s work can visit [www.UnitedWayWaukesha.org](http://www.UnitedWayWaukesha.org) or call the office at (262) 547-8459 to find more information about donating and volunteering.

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