

For Immediate Release

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Support Still Needed to Reach United Way of Central West Virginia's Campaign Goal

Campaign exceeds \$2 million for 33rd consecutive year

CHARLESTON, March 19, 2015 – The United Way of Central WV announced that the 'Generations United to Give' annual campaign has reached \$2 million for the 33rd consecutive year. However, community support is still needed to reach the goal of \$2.5 million by the end of the month, which represents the end of the 2014-15 campaign.

"This milestone reflects the generosity of multiple generations across Central West Virginia and is a true testament to the caring power of our community," said John Ballengee, President/CPO, United Way of Central WV. "With that being said, we still have a lot of work to do to meet the growing needs of our community. The ongoing economic issues in our state make reaching our goal even more challenging."

The United Way of Central WV supports 28 partner agencies that helped more than 50,000 individuals last year in Boone, Clay, Kanawha, Logan and Putnam Counties. Funds raised, support programs like the Backpack Buddy program that provides food to more than 450 students throughout the summer in Putnam County. Community support also has allowed for expansion in Logan County by adding LEAD Community Organization and PRIDE Community Services as partner agencies. Another expansion includes funding a new Heart and Hand Community Services Center that helps Putnam County residents with emergency utility or rent assistance along with Dollar Energy Fund application processing. This demonstrates that dollars raised go directly back into the community to help area families, neighbors, coworkers and friends.

"One way we can meet our campaign goal is to invite small businesses to pledge their support of \$50 per month (\$600 per year) by signing the United Way of Central WV's 'Proclamation of Support' on our website at unitedwaycwv.org/proclamation," said Janice Amspoker, Resource Development Director, United Way of Central WV. "Each and every day, small businesses in the area keep our local economy going. By pledging their support, small businesses can showcase their commitment to the community."

The 'Generations United to Give' campaign allows the United Way of Central West Virginia to meet its goal of helping children and youth achieve their potential; promoting financial stability and independence and improving people's health. Campaigns such as the small business 'Proclamation of Support', workplace campaigns and individual donations are crucial in reaching the campaign goal. If you are interested in giving to the 'Generations United to Give' campaign, visit the United Way of Central WV's website at unitedwaycww.org/givenow.

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United Way of Central West Virginia is a volunteer-led, volunteer-driven organization representing Boone, Clay, Logan, Kanawha and Putnam counties. From the board of directors to fundraising volunteers to others who lend a hand each year, all ensure United Way continues to make an impact on the issues that matter most. By encouraging all people in Central West Virginia to give, advocate or volunteer, United Way wants to show the power of "living united". For more information, visit www.unitedwaycww.org or call 304.340.3500.