



For Immediate Release

June 22, 2017

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UNITED WAY CAMPAIGN TOPS GOAL, RAISES \$25.4 MILLION

Campaign challenged the local community to Fuel the Community Fund

Rochester, NY – Today Ray Isaac, Isaac Heating & Air Conditioning President and CEO and United Way’s 2017 Campaign chair, announced that this year’s United Way campaign exceeded its goal and raised \$25,400,545 to help the Greater Rochester community thrive. For the second year in a row the campaign results were an increase over the previous year’s goal.

“All of our community worked together to make this possible,” said Isaac, “There’s so much need in our community, but United Way exceeding its goal this year also shows that our community is driven to make a difference.”

Of the \$25.4 million raised, more than \$13 million will support United Way’s Community Fund.

Annual donations Fuel United Way’s Community Fund are invested in partner programs to:

- Provide 800 new moms a flicker of hope for a happy, healthy future for their babies.
- Spark curiosity for 4,700 students who fill their out-of-school time with music, science, reading and more.
- Give a glow of wellness to 13,000 local elders.
- Turn up the heat for 33,000 people who need warm beds, hot meals and a helping hand.

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Fran Weisberg, President and CEO of United Way said that this year's campaign was critical for the organization.

"Every dollar invested in United Way stays here in the Greater Rochester community," said Weisberg. "As we look forward to celebrating United Way's 100th anniversary, we're proud that George Eastman's vision to help local people in need is still our focus."

The community was encouraged to Fuel the Fund with the ESL Charitable Foundation Community Fund Challenge. All new and increased donations to United Way's Community Fund were matched by the ESL Charitable Foundation, up to \$150,000. United Way donors were also able to double their Community Fund gift impact this year by taking the following match challenges:

- The **Tocqueville Society Challenge** matched, dollar-for-dollar, all new and increased gifts from Tocqueville Society members (\$10,000 annual giving) up to \$50,000, thanks to the generosity of Jack & Donna DePeters and Jack McGowan & Kathy Muscato.
- The **Five Star Bank Small Business Challenge** matched new or increased donations on behalf of small or medium-sized businesses, dollar for dollar, up to \$100,000.
- Any new or increased donations from current **Women's Leadership Council** members were matched, up to \$55,000, thanks to the generosity of WLC Chair, Lauren Dixon, and Steering Committee members Mary Ellen Burris, Dorothy Coleman, Heather Goodbody, Susan Holliday, Karen Magnuson, Sandy Parker, Donna Shultz, Sharon Stiller, Mary Worboys-Turner and Lori Van Dusen.
- Thanks to Stanley and April Purdie, co-chair of the **African American Leadership Society** (AALS), all new or increased gifts from AALS members were matched, dollar for dollar, up to \$5,000.

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- Isaac Heating & Air Conditioning helped young leaders improve Rochester by matching all new or increased **Emerging Leaders Society** (donors 40 and under who give \$500 annually) gifts, up to \$15,000.

United Way of Greater Rochester's \$25.4 million raised encompasses goals set forth by its regional partners: United Way of Genesee County, United Way of Livingston County, United Way of Ontario County, United Way of Wayne County and United Way of Wyoming County.

More information about United Way's work and results from the campaign can be found at uwrochester.org.

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United Way of Greater Rochester's mission is to unite the good will and resources of the Greater Rochester community so that everyone can thrive. We address critical challenges by connecting local people in need with evidence-based programs, strategic funding investments, community initiatives, volunteer support and community leadership to direct resources and solve problems. Please visit us online at uwrochester.org.