



FOR IMMEDIATE RELEASE:

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UNITED WAY KICKS OFF CAMPAIGN TO SUPPORT COMMUNITY FUND
Campaign Chair challenges the Rochester region to raise \$25.2M to Fuel the Fund

Rochester, NY – Today Ray Isaac, President of Isaac Heating & Air Conditioning and United Way’s 2017 Campaign chair, kicked off this year’s United Way campaign by announcing a fundraising goal of \$25.2 million to help the Greater Rochester community thrive.

“The Rochester community is the heart of our business—without it, we wouldn’t exist,” said Isaac, “That’s why I support United Way and the programs that are creating solutions to some of our community’s most critical challenges. We’re all in this together. When our community’s needs are met, our people and our businesses will thrive.”

Last year, United Way increased its campaign goal for the first time in nearly a decade. In June the organization announced that it exceeded its \$25 million goal, raising just over \$25.1 million to support the Greater Rochester community. More than \$13 million of those funds supported United Way’s Community Fund. Annual donations Fuel United Way’s Community Fund to help:

- 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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“United Way and our 76 Community Fund partner programs are working tirelessly to build a thriving community,” said Fran Weisberg, President of United Way of Greater Rochester. “We can’t do it alone, so we encourage everyone to Fuel the Community Fund so that we can keep the hope alive and keep our community fire burning bright.”

Our entire community is encouraged to Fuel the Fund with the ESL Charitable Foundation Community Fund Challenge. All new and increased donations to United Way’s Community Fund will be matched by the ESL Charitable Foundation, up to \$150,000. United Way donors can also make their Community Fund gift go even further this year by taking these challenges:

- The **Tocqueville Society Challenge** will match, 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** will match 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 will be matched, up to \$50,000, 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 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 will be matched, dollar for dollar, up to \$5,000.
- Isaac Heating & Air Conditioning is helping 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 3/3

United Way of Greater Rochester's \$25.2 million goal 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.

For more information on this year's campaign and how you can help Fuel the Fund, visit

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.