

**Part or all of the following information can be used in your workplace newsletter and other communications**

The 2012 United Way Campaign theme is PICTURE THIS. You've known us for our fundraising capabilities. That's still an important part of what we do, but it's only *part* of the picture. Our role in our community is evolving — driven not just by social conditions and changing demographics, but also by shifts in the wants and expectations of you, our donors and partners. You see your donations not merely as charity, but also as an investment in your community.

United Way will always help those in need, but we want you to know that we also recognize the big picture. When you donate to United Way, the focus is on making a difference right here where you live. If you want to do more than just help individuals, if you want to make your community a safer place to live and work, well then give to United Way. Your one contribution can mean countless results.

The United Way of Monongalia and Preston Counties conducts a single annual fund-raising campaign. What we do through our personal example of generosity will provide core program support to 49 programs at 31 local health and human service organizations that focus on the building blocks of a better life for all: education, income and health. Among other services, these agencies provide food, shelter and medical care to the disadvantaged and homeless, fund emergency assistance and disaster services, support a variety of educational and rehabilitation programs, and provide screening, referrals, and case management; all in the local area.

This year's campaign goal is \$1,455,000. Although the campaign takes place in the fall, United Way agencies and programs are at work throughout the year helping to improve the quality of life for the two county area.

The efficiency of a combined campaign is an advantage United Way offers to member agencies and donors. Administrative costs are kept much lower and every contribution brings a greater return to the community.

In addition to your financial contributions, United Way can also put your time and talent to use! Through United Way's Volunteer Connection, youth, adults and groups can find rewarding volunteer opportunities at one of the many local organizations. Whether it's a one time or on-going opportunity, the United Way Volunteer Connection can help our citizens build a better community.

The United Way's success depends on each one of us giving what we can. No matter your income, age or background, you can make an impact. By contributing money or by giving time — and hopefully both, you can build a better brighter future. As donors, what we do in our workplace and the priorities we set are key to how many lives United Way will touch in the coming year. A true measure of a great community is the way it takes care of those in need. The success of the United Way campaign depends on the support of our community's leaders.

For more information, contact United Way office at 296-7525.