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FOR IMMEDIATE RELEASE



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## UNITED WAY OF MOWER COUNTY ANNUAL FUNDRAISING CAMPAIGN UNDERWAY

United Way of Mower County's (UWMC) annual fundraising effort, which supports over twenty local nonprofits, has officially begun. Each year's Community Campaign is vital in the way that funds raised ensure individuals in need can access critical resources; however, the 2020 Community Campaign carries an added sense of urgency amid the COVID-19 pandemic. The fundraising goal has been set at \$1,275,000.

While fundraising strategies will look different this year due to ongoing health concerns, the need for UWMC funded services is greater, and more sustained, than ever before. The COVID-19 crisis hasn't happened in a vacuum. Many still face everyday disasters - like food insecurity, financial instability, and lack of access to healthcare - and recent events have exacerbated those everyday disasters.

For more than 60 years, United Way has been a constant fixture in the fight to support and improve living conditions for Mower County residents. United Way is unparalleled in its power to convene partners, providers, and resources to address the needs of communities not just in times of crisis, but all the time. This convening power has never been more critical than now.

A gift to UWMC's Community Campaign – otherwise known as a Community Fund – goes further than a gift to a single nonprofit can. United Way looks for service gaps and duplications so that Community Fund dollars go not only to the needs that everyone is aware of but also to those that are less obvious but no less important. An investment in UWMC is one that benefits the entire community, not just one program, issue, or population. This support ultimately leads to a brighter future and a stronger place to call home.

"As the world presses pause and we stay at a distance, our community is finding new ways to keep going and come together. Even when we're apart, we remain united in kindness, united in service, and united in hope. With every new challenge, we see our community rise to the occasion. And now — more than ever — we need your help to meet this moment and respond to its most pressing needs," said Molly Lanke, Executive Director of UWMC.

### Get Involved

- **Give:** You can trust United Way to stretch your dollar to all corners of Mower County and invest it where the most significant impact will be made. Donate today for a better tomorrow at [www.uwmower.org/donate](http://www.uwmower.org/donate).
- **Workplace Campaign:** The United Way workplace campaign unites employees in all sectors by allowing them to donate, volunteer, and speak out for causes that matter to them. Workplace campaigns are about more than just raising money for worthy causes; they also strengthen connections between employees and our community. Contact us for more information or to get started today.
- **Volunteer:** It's not just about monetary donations. Whether you join in on campaign planning to provide strategic insights or spend a few hours a week preparing campaign materials, your time makes a difference.
- **In-Kind Donations:** As we said, all donations are valuable to the United Way! Please reach out if you have a non-monetary gift in mind.

### Learn More

- **Campaign:** [www.uwmower.org/campaign](http://www.uwmower.org/campaign)
- **Funded Programs:** [www.uwmower.org/partners-programs](http://www.uwmower.org/partners-programs)

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