



## FOR IMMEDIATE RELEASE

### Media Relations & Photo Contact:

Linda Stacy, Executive Director | [lstacy@uw-fc.org](mailto:lstacy@uw-fc.org)

John DeWitt, Campaign Director | [jdewitt@uw-fc.org](mailto:jdewitt@uw-fc.org)

United Way of Franklin County, Inc. | 413.772.2168

## **Franklin County Businesses and United Way Supporters Develop Matching Fund to Overcome \$75,000 Annual Campaign Shortfall**

*Match reaches \$10,000 with funding from Channing Bete, Florence Savings Bank, Toyota/Ford of Greenfield, Yankee Candle and United Way's board and incorporators*

**GREENFIELD, Mass., Wednesday, February 17, 2010** – The United Way of Franklin County, Inc. today announced the development of a matching campaign fund to help it overcome an anticipated \$75,000 fundraising shortfall for its 2009-2010 campaign season. Over the past week, the Greenfield-based organization, the largest non-governmental source of funding for human services programs in Franklin County, launched a special campaign appeal for help in reaching its annual campaign goal.

The campaign matching fund is currently at \$10,000 after receiving special donations from Channing Bete Co., Florence Savings Bank, Toyota/Ford of Greenfield, Yankee Candle Co., and the United Way's incorporators and board of directors. Leveraging this matching fund, any new or additional donations until February 28, 2010, will be doubled up to the matching fund's limit.

“We've made slightly more than 90% of our goal – a remarkable level of donor support considering the economic challenges we continue to face,” said Dan Kunhardt, United Way of Franklin County board president and co-chair of the 2009-10 campaign. “But we must redouble our efforts to reach this year's goal – because in this tough economy, our agency partners rely more than ever on stable, sustained funding from the United Way.”

The campaign, which began in September 2009, has a goal of \$875,000, the amount needed to sustain level funding of human services programs at 23 United Way partner agencies serving Franklin County. The United Way's local campaign raised \$875,000 two years ago, prior to the economic downturn, and just under \$850,000 last year.

“The match fund has received a huge outpouring of support from key corporate donors as well as our board members and incorporators,” noted Linda Stacy, executive director of the United Way of Franklin County. “Given this initial progress, we are optimistic that we will be able to achieve our campaign goal over the next few weeks – and sustain current support levels for our partner agencies and programs.”



## **About the United Way of Franklin County**

**United Way of Frankin County, Inc.** was founded in 1938. From the original five agencies to its 24 current partners, for 71 years the United Way of Franklin County has addressed emerging needs and responded to donors to make the greatest impact on our community. Utilizing its endowment and approximately \$850,000 in funds raised in the past year, in its 2009-10 fiscal year beginning July 1, the United Way will distribute \$219,138 to programs and agencies that nurture children and youth; \$105,725 to strengthen families and individuals; \$108,863 to enhance the community's health and wellness; and \$156,362 to care for those in crisis. The United Way's 2009-10 campaign is led by Dan Kunhardt, board chair, and board member Kay Berenson; the executive director is Linda Stacy. To learn more, call 413.772.2168 or visit [www.uw-fc.org](http://www.uw-fc.org).

