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FOR IMMEDIATE RELEASE

UNITED WAY CAMPAIGN TO SUPPORT LOCAL INVESTMENT AGENDA

MOUNT VERNON, OH – In an effort to advance the common good for Knox County, United Way's Board of Trustees approved a 2010 Community Investment Agenda.

Forty programs of twenty-one nonprofit agencies were approved by United Way's board as partner agencies for the upcoming 2009 campaign. In all, \$529,125 was approved for funding programs in the following categories: promoting early learning and intervention (\$139,200); promoting financial stability (\$32,350); helping children and youth succeed (\$106,000); strengthening and supporting families (\$158,725); supporting vulnerable populations (\$60,350); and strengthening core community services (32,500). In addition, \$45,515 was allocated for United Way coordinated programs that include free community tax clinics, financial education efforts, support for the Born Learning campaign, coordination of volunteer opportunities, and the annual community program review and investment process. Just over \$78,360 was allocated for the organization's management and fundraising costs, equating to 11% in administrative overhead. And finally, funds were budgeted for uncollectible contributions averaging four percent, or \$27,000.

Campaign co-chairs Doug Leonard and Mark Leonard, will officially kickoff United Way's 2009 campaign on Wednesday, September 16 with an annual event known as Community Care Day. This event enables more than 5,000 volunteers from throughout Central Ohio to spend a portion of their day completing community service projects at various project sites including those of United Way partner agencies and other community partners.

This year's campaign co-chairs were selected because of their long-term community involvement and support of United Way's work in Knox County. Growing up in Knox County, the Leonard brothers have been involved personally and professionally with many of United Way's partner agencies. Both are employed by First-Knox National Bank, the second largest United Way

workplace campaign last year. At First-Knox, Doug is a senior vice president and senior retail loan officer, while Mark is a senior vice president for commercial lending.

To learn more about United Way, the organization's 2009 campaign goal of \$680,000, Community Care Day festivities, or how to make a tax-deductible campaign contribution, call United Way at 740 397-5721.

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