

Beginning early last summer, leaders of this year's United Way campaign predicted we would face a challenging environment due to the economy, rising unemployment and uncertainty in the minds of many donors about what lay ahead. As the year progressed, we felt the challenges increase and circumstances became more difficult than ever.

We are so fortunate to have wonderful, dedicated volunteers—they worked hard because they knew that needs in the community were up. Dedicated employee groups worked harder than ever and many still came up short of last year's giving level.

We are projecting a final campaign total of \$2.7 million, which is a significant amount given the unprecedented economic climate. We are grateful for the hundreds of volunteers and thousands of donors who recognize the critical needs in our community.

This total is about 12% below what was raised last year, and isn't unusual in this environment. Most United Way's, and other non-profits, have been affected by the economic downturn.

In response to this decrease in campaign, the United Way Board announced today that 2010 funding to all programs would be reduced by 6%. The remaining 6% will be taken from reserves, set aside in previous years for a "rainy day."

As I mentioned earlier, our volunteer leaders saw this coming and before the campaign even started, we made budget cuts in our operation of 5%, and in 2010, we've made further reductions of 6%. We've frozen salaries and required furloughs so that we don't have to cut the core of the work we do and still be able to meet the needs of our community.

We appreciate each and every one of our donors and volunteers and appreciate your continued support in these difficult times. We have an enthusiastic group of leaders looking toward 2010 with optimism and new opportunities for improving our community.

Sincerely,

Joanne Kelly
Executive Director