



United Way of Northern Shenandoah Valley, P.O. Box 460, Winchester, VA 22604

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## NEWS RELEASE/MEDIA ALERT

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### United Way Celebrates Conclusion of Annual Campaign

Winchester, VA, 1/12/18 - United Way of Northern Shenandoah Valley held a celebratory conclusion to their 2017 Campaign on January 13, 2017 at 5:30pm. Community members and businesses across the Northern Shenandoah Valley who generously contributed through workplace campaigns, special events and individual gifts for the fundraising campaign, gathered to celebrate the incredible total raised locally in 2017.

An aggressive goal of \$1,100,000.00 was set for all combined fundraising, with the campaign concluding on December 31<sup>st</sup>, 2017. United Way anticipated changes in the management of the Combined Federal Campaign (CFC), which at the height of fundraising accounted for over \$200,000. Since the announcement was made of the restructuring of the CFC, United Way NSV started working to close that gap and increase local fundraising to continue to strive towards the 1.1-million-dollar mark.

In 2014, local United Way dollars raised (not including CFC figures) totaled \$891,060, in 2015 totaled \$999,515 and in 2016 dollars raised totaled \$1,041,000. Over the last four years, United Way NSV has seen a 18% increase in local fundraising dollars. Going into the 2017 campaign year, United Way NSV took aggressive and creative steps to attempt to reach the \$1.1million dollar mark.

“We knew we had a challenge ahead of us to keep pace with the 1.1 million mark, but people from all over our community stepped up to help.” Said Nadine Pottinga, United Way CEO.

At the First Public Report Meeting on October 28th, 2017, United Way NSV announced reaching a total of \$587,048 or being 53.4% of Goal. With one month left in the fundraising campaign at the Second Public Report, United Way NSV had raised \$808,271 or 73.5% of the stated goal.

On January 13<sup>th</sup>, at the Final Public Report Meeting, Susan Brooks, 2017 Campaign Chair and Senior Vice President of Contact Center Operations at Navy Federal Credit Union, was pleased to announce that United Way NSV was able to significantly shrink the estimated gap in funding, increasing local dollars raised again, **concluding the year at \$1,050,051 raised, 95% of the**

**original goal of \$1.1 million!** “We live in an incredibly giving community, where employers and residents care about their neighbors and rise to the occasion to care for one another. We would never have raised such an incredible amount locally without the support of the businesses and individuals that live right here in the Shenandoah Valley” she said.

“At United Way, we have an incredible team and campaign cabinet that should be very proud of their efforts. We have been able to consistently stay ahead of our previous year comparable numbers and increase our overall local dollars raised. I am confident moving forward we will continue to close the gap” Said Nadine Pottinga, United Way CEO.

Results of Page County fundraising are not included in the \$1,050,000 grand total number, since the merger of United Way of Page County and United Way NSV occurred mid campaign year and was not accounted for at Campaign launch. United Way estimates an additional \$30,000 to be accounted for by the beginning the 2018 fiscal year. Fundraising dollars and campaigns are still concluding in the new territory of Page County and will continue to grow as the year continues.

Susan Brooks also recognized outstanding campaign contributions and progress:

- 5 of 9 Campaign Divisions achieved 90% or more of goal
  - Individual Gifts raised 113.5% of their goal
  - Professionals raised 114.7% of their goal
  - Top 20 Raised 94.8% of goal
  - Major Firms raised 92.6% of goal
  
- 4 of 9 divisions exceeded their totals from the previous year
  - Education
  - Individual Gifts
  - Professionals
  - Development
  
- 120 businesses ran campaigns plus, plus 29 schools
- Over 3,000 individuals made donations

United Way NSV will immediately begin distributing funds throughout the spring to area non-profits and agencies who apply for funding through the Impact Grant program.

**About United Way of Northern Shenandoah Valley:** Since 1946 the United Way of Northern Shenandoah Valley has worked to impact the community human care needs that matter most to the people of Clarke, Frederick, Shenandoah Counties and the City of Winchester. United Way of Northern Shenandoah Valley convenes the people and organizations necessary to create solutions to our region’s most pressing challenges and collaborates with effective partners. United Way of Northern Shenandoah Valley seeks to serve as the catalyst for community change by supporting over 42 partner agencies in the area on Income, Health and Education. For more information visit our website [www.unitedwaynsv.org](http://www.unitedwaynsv.org).

## **Quotations:**

### **How will you determine how much of this funding goes into each community?**

“Through United Way’s fund distribution process, we invite our community residents to help make those tough funding decisions based on the most recent Community Needs Assessment and the local identified needs.” said Nadine Pottinga, CEO of United Way NSV.

### **How does the Page County numbers factor in to distribution?**

“There are a lot of needs, but also opportunities in Page County. Our Fund Distribution volunteers will do their best to fulfill the qualified program funding requests that agencies apply for, and effectively support the community to our fullest ability.” said Nadine Pottinga, CEO of United Way NSV.

### **How will the deficit of \$50,000 not raised affect our community?**

“Because a large majority of CFC dollars that previously were managed by United Way were designated directly to non-profit agencies, we do not anticipate a major effect on our grant program and our nonprofit community” said Nadine Pottinga, CEO of United Way NSV.

### **Will United Way be making any cuts because of not meeting the 1.1-million-dollar goal?**

“Because the large majority of funding from the CFC was designated to individual non-profit agencies, we do not expect a major deficit to local dollars available. The amount will not be substantial enough to cause a funding cut.” said Nadine Pottinga, CEO of United Way NSV.

***Please note*** – The Combined Federal Campaign that was previously managed by United Way of Northern Shenandoah Valley is now managed by the Combined Federal Campaign of National Capital Area. The consolidation of Combined Federal Campaign management areas occurred nation-wide, moving the management from smaller United Ways to larger more centralized entities.