



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

NEWS RELEASE/MEDIA ALERT

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United Way Celebrates Conclusion of Annual Campaign

Winchester, VA, 1/17/18 - United Way of Northern Shenandoah Valley held a celebratory conclusion to their 2018 Campaign on January 17, 2019 at 4:30pm. 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 2018.

In 2017, United Way NSV raised \$1,050,051. An aggressive goal of \$1,086,000 was set for the 2018 year, with the campaign concluding on December 31st, 2018.

After goal was set, United Way learned of a handful of corporate-level changes made outside of the area by key campaign contributors. The result of these changes would equal an estimated \$70,000 donation deficit toward the 2018 campaign. Since learning about the changes in these key campaigns, United Way NSV started working to close that \$70,000 gap while also attempting to increase local fundraising to continue to strive towards the 1.086 million-dollar mark.

“On top of the \$36,000 goal increase for 2018 over 2017’s endpoint, we have been working tirelessly to close a \$70,000 gap in fundraising estimated this year” said Wilborn Roberson, 2018 Campaign Chair.

“We have seen an increased need across the board in our grant programs, with requests coming in 38% higher than the previous year, and with grant funding request amounts at nearly double what was available to give out in our last giving cycle. Because of this increased need, we continue to strive to raise more than ever and to meet the community needs head-on” Said Nadine Pottinga, United Way CEO

At the First Public Report Meeting on October 26, 2018, United Way NSV reported having raised \$673,111 or being 62 % of goal, which was up from the previous year at the same time when \$587,048 or 53.4% of goal was raised. With one month left in the fundraising campaign at the Second Public Report, United Way NSV had raised \$845,364 or 78% of the goal, which is also ahead of the totals at the same time last year of \$808,271 or 73.5% to goal.

“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.

At press-time, United Way NSV was pleased to announce a campaign fundraising total for 2018 of \$1,060,015, a more than \$10,000 increase from the previous year. In addition, United Way was also able to secure several grants from sources outside of the campaign, bringing in an additional \$70,000 for the programmatic efforts at Valley Assistance Network, a program of United Way NSV. This programmatic funding was earmarked for Valley Assistance Network’s efforts, and therefore was not included in the fundraising totals. **This brings United Way NSV’s total funds raised to \$1,130,015, all of which will help to serve the community in 2018 and beyond.**

Wilborn Roberson also recognized outstanding campaign contributions and progress:

- 7 of 9 Campaign Divisions are projected to achieve 90% or more of goal
 - Top 20
 - Major Firms
 - Commerce/Sm. Bus.
 - Public Service
 - Education
 - Individual Gifts
 - Professionals

- 5 of 9 divisions exceeded their totals from the previous year
 - Top 20
 - Major Firms
 - Commerce/Small Business
 - Public Service
 - Individual Gifts

- 120 businesses ran campaigns plus, plus 29 schools
- Over 3,000 individuals made donations at over 120 businesses

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.