

**United Way Blackhawk Region**

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**United Way  
Blackhawk Region**



## **MEDIA RELEASE**

January 30, 2019

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### **United Way Seeks the Community's Help**

(BLACKHAWK REGION) – United Way Blackhawk Region (UWBR) is continuing to work to reach its 2018-2019 Community Campaign Goal of \$2.6 million, but is seeking the community's help in the final weeks of the campaign, because projections are that the campaign may fall about 4% short of goal.

"We only have a short time to reach our goal for this campaign and we are very hopeful that the generosity of individuals in Rock and northern Winnebago counties will help us raise an additional \$104,000 to achieve the community goal," said Regina Dunkin, one of United Way Blackhawk Region's Campaign Co-Champions.

United Way Blackhawk Region President & CEO Mary Fanning-Penny said to reach the goal, it's going to be up to generous individuals in the community.

"For the most part, employee workplace campaigns have wrapped up," Fanning-Penny said. "A few are finishing up their final numbers but top campaigns have reported."

Fanning-Penny said the projected goal shortfall is due in part to a few local companies transitioning through a change in ownership, retail closures, and other decreases. Fanning-Penny added, "While there are 60 workplace campaigns that reported increase pledges and our volunteer-driven Campaign Cabinet has successfully cultivated new company campaigns, our growth does not outpace the losses."

Donations to the United Way Community Campaign may be made online at [LiveUnitedBR.org/Give](http://LiveUnitedBR.org/Give) or can be mailed to the United Way Blackhawk Region at 205 N. Main St., Suite 101, Janesville, WI 53545. Checks should be made payable to United Way Blackhawk Region.

"We need residents to step up and give if they haven't already, and if they have already given, to please consider giving a little more," Dunkin said. "A gift in any amount will help us achieve the goal."

In order for your donation to count toward the \$2.6 million dollar community goal, United Way Blackhawk Region is asking that all contributions be made by February 15 so they can be included with the campaign total to be announced at the annual Live United Celebration on March 20 at the Pontiac Convention Center in Janesville.

“By contributing to United Way Blackhawk Region, you are supporting more than 60 local health and human service programs that are tackling our region’s most critical problems – hunger, homelessness, addiction, family violence and more,” Fanning-Penny said. “We collaborate with the best program partners to create change and deliver results, but to do that we need to achieve the goal. We are relying upon the caring people of the Blackhawk Region to respond.”

### **About United Way Blackhawk Region**

United Way fights for the health, education, and financial stability of every person in every community. We win by Living United, by forging unlikely partnerships and by finding new solutions to old problems; by mobilizing the best resources; and inspiring individuals to join the fight against a common foe, each community’s most daunting social crises. United Way Blackhawk Region Lives United against poverty, family violence, hunger and homelessness to name a few, by providing community grants and resources to 60 human services programs at 28 nonprofit agencies in Rock County, Wis. and northern Winnebago County, Ill. More information is available at [LiveUnitedBR.org](http://LiveUnitedBR.org).

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