

FOR IMMEDIATE RELEASE

United Way of Russell and Washington Counties

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United Way Reports Record Year

Bristol, VA (December 19, 2011) – United Way of Russell and Washington Counties proudly announced today that it has exceeded its 2011 Campaign goal of \$1.2 million. The organization officials reported raising a total of \$1,385,000 or 15 percent over its intended goal of \$1.2 million. Organization officials also stated these figures were in addition to the \$678,000 that the organization raised for its disaster recovery efforts this year. Combined these figures represent more than \$2 million dollars that United Way has raised in 2011.

“It was a great team effort with campaign team volunteers, United Way staff and employee campaign representatives, but most of all; it was the generosity of businesses, organizations and individuals that made it successful. This campaign really demonstrates the power of working together and that every gift matters whether large or small,” said Dr. Theresa Emory, this year’s Washington County Division Campaign Chair. “Many people in our community, who face challenges of their own, made great sacrifices to help others.”

In addition to the strong support received from individuals, several companies were enormously instrumental in United Way’s success in reaching its goal this year. This is impressive in this challenging economic time and following the devastating tornado that struck in April. Today, Universal Fiber Systems presented a check for \$61,500 from the company and their employee drive. Their partnership and support continues to make a tremendous difference in our community.

“It was very important for Universal Fibers to continue the tradition of supporting the United Way of Russell and Washington Counties - especially - during the down economy,” said Jennie Barron, Human Resources Manager and 2011 Employee Campaign Coordinator for Universal Fibers. “We feel strongly about supporting our community and are routinely impressed by the work being accomplished by United Way. Of course none of this would be possible without the continued hard-work and sacrifice that our superb workforce demonstrates every day.”

“We are incredibly excited and humbled by the community we serve,” Fred Parker, Washington County Treasurer and United Way’s Board President, said. “The last few years with the uncertainty of the economy, it makes it more challenging,” he said of fundraising efforts. “Those same challenges make it evident that those needs are here in the community.”

All of the money raised in Russell and Washington County stays in the community. It goes directly to programs and services that benefit the lives of the people in the area. The funds are allocated among 39 member agencies which focus on education, income and health.

“We have worked very hard this year to make sure Russell County met its fundraising goal, as we brought awareness to all of the programs and services United Way provides,” said Brian Patton, Russell County Commonwealth Attorney and United Way Russell County Division Campaign Chair.

Katie Matras, United Way’s Resource Development Manager, was extremely pleased with this year’s campaign. “As a recent member of the community and United Way, I was delighted to see a small close-knit community come together for a great cause in both Russell and Washington Counties. It was a pleasure working with all of the corporations that ran campaigns and made this year so successful.”

In 2012, the campaign cabinets will welcome Eddie Greene, AVP/Administrator of Russell County Medical Center as the Russell County Campaign Chair along with Sean McMurray, Vice President/Chief Executive Officer of Johnston Memorial Hospital, serving as the Washington County Campaign Chair.

United Way is a volunteer organization that provides support and visibility through tools, partners, advocacy, and other resources that enables individuals to improve lives by mobilizing the caring power of their communities. Currently, the United Way of Russell and Washington Counties currently allocates resources to 39 partner agencies that address the most pressing human service needs in both Russell and Washington County Virginia. Those wishing to learn more about United Way and their efforts to make a lasting impact on the needs of our community are encouraged to visit the organization online at **RWCUNITEDWAY.ORG** or **FACEBOOK.COM/UNITEDWAYRWC**

Attachments:

Photo 01: Universal Fiber Systems Check for \$ 61,500.00

Photo 02: Jennie Barron, Human Resources Manager and 2011 Employee Campaign Coordinator for Universal Fibers; Dr. Theresa Emory, United Way’s Washington County Division Campaign Chair

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