

United Way Blackhawk Region

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**United Way
Blackhawk Region**



MEDIA RELEASE

February 8, 2019

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Campaign Update

(BLACKHAWK REGION) – United Way Blackhawk Region (UWBR) announced on January 30 that projections indicated the 2018-2019 Community Campaign may fall about 4% short or \$104,000 below the \$2.6 million dollar goal. Immediately upon learning the news, an anonymous donor stepped forward to offer a \$52,000 match opportunity in an effort to attain the goal. The donor's only stipulation was that the remaining \$52,000 from the community be raised by February 15.

United Way Blackhawk Region President & CEO Mary Fanning-Penny said her organization has hit the pavement in search of additional support and the community is responding to the challenge.

“With the assistance of our media partners at WCLO / WJVL and Big Radio, we have public service announcements running daily across multiple radio stations. The Janesville Gazette, Milton Courier, and Beloit Daily News have all published articles,” said Fanning-Penny. “We created a special video message from our Board Chair Al Hulick and shared it with local CEOs and our donors via email. Our board and team are making personal calls, and we’ve really ramped up our social media engagement.”

In a little over a week, UWBR has received \$27,500 in individual and corporate contributions to leverage the match opportunity and progress toward the goal. Thus far, pledges range from \$50 to a \$10,000 corporate gift from the Regal Beloit Foundation.

“We are incredibly grateful to the donors and corporations who have already contributed to the campaign but elected to dig deep and pledge additional support to help us reach the goal,” said Fanning-Penny. “Likewise, we’ve been heartened to see brand new donors and corporate partners step up to the plate, stating they are inspired by the synergy of this collective effort.”

In order for your donation to count toward the \$2.6 million dollar community goal and be eligible for the \$52,000 match, United Way Blackhawk Region is requesting contributions be made by February 15. Donations to United Way's Community Campaign may be made online at LiveUnitedBR.org/Give or can be mailed to United Way Blackhawk Region at 205 N. Main St., Suite 101, Janesville, WI 53545. Checks should be made payable to United Way Blackhawk Region. Final campaign results will be announced at the annual Live United Celebration on March 20 at the Pontiac Convention Center in Janesville.

“United, we will keep working hard to reach our goal so we may continue leading the fight for the health, education and financial stability of our entire region,” Fanning-Penny concluded.

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.

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